



 HawthorneBusinessExpo.com

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## **Hawthorne Business Expo 2021 Has Gone Virtual!**

Yes, we made some changes too, like we asked our businesses to do, to re-invent the ways they provide service to the public during the pandemic. We hope you will enjoy this Zoom format, which includes panel discussions, a keynote speaker who is known world-wide, as an expert in business planning, and even some entertainment, to brighten the mood. The event will be held online, on Wednesday, January 27, 2021, from 10:00 a.m. to 2:00 p.m.

Don't miss this exciting opportunity to hear how businesses can survive and grow in a post-Covid-19 economy. We will have two Panel discussions: Panel 1 will be Community and Government Resources Assisting Businesses Survive COVID-19. The panel will consist of members who are experts in their own fields, discussing the numerous resources available to businesses needed to overcome the challenges of the pandemic.

Panel 2 will be How My Business Reinvented Itself After COVID-19, where several businesses will describe how they adapted to an unknown environment and re-adjusted their business models to meet the challenge.

Our keynote speaker, Tim Berry, founded Palo Alto Software, after a successful career working for a high tech research firm and writing business plans for tech giants like Apple and Borland International. He founded Palo Alto Software to make business planning accessible to all entrepreneurs. At Hawthorne Business Expo 2021, Tim will discuss the elements of Lean Business Planning and how businesses can use this concept to pivot during tough economic times.

You will need to register in advance to attend this event, at [hawthornebusinessexpo.com](http://hawthornebusinessexpo.com) and registration is FREE. We are looking forward to seeing you there.

Sincerely,  
The City of Hawthorne and  
the Hawthorne Business Expo Planning Committee