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Time-Tested Strategies for Surviving the Downturn

Founder of Lafayette-based TechProse has weathered two recessions and the dot bomb

LAFAYETTE, CA (March 19, 2009) – Meryl Natchez, an international speaker and founder of Lafayette-based TechProse, will share strategies for consultants, employees, managers, and business owners to navigate this downturn during a rare local appearance at the Berkeley Society for Technical Communication’s monthly meeting. The meeting begins at 6 p.m. on April 8 at Highlands Country Club, 110 Hiller Drive, Oakland. Her presentation begins at 7:15.

The talk, titled “Hard Times, Smart Choices,” focuses on strategies to remain focused, productive, and employed during this period of uncertainty, layoffs, and confusion. Whether you are a manager struggling to complete projects with fewer staff, an employee recently laid off or concerned about your job, or a business owner trying to survive, there are proven processes that can help you through this period. These same processes can also help you emerge stronger and better positioned as the economy recovers. Natchez, who has endured three previous recessions, has watched her business mature and grow with each passing crisis. She has been a leader in the technical communications and business community since she founded Bay Area-based consulting company TechProse in 1982, growing the company from a one-woman operation to a \$14 million employee-owned corporation with over 80 employees. She also co-founded a non-profit organization, Opportunity Junction, which provides technology training, life skills and employment assistance, now in its tenth year.

“Luckily, I’m one of those rare individuals who thrive on change,” Natchez says. “I don’t have that ‘hold onto the pole’ mentality. This helps me look at the challenges and focus on practical solutions. It’s your basic lemons-to-lemonade view and is a real asset in times of uncertainty.”



The pricing for advance reservations (at www.stc-berkeley.org) is as follows:

Dinner:

- STC Members: \$5
- Non-members: \$18
- Students: \$5

Meeting only:

- STC Members: No charge
- Non-members: \$10
- Students: No charge

If you wish to pay by cash or check, reserve a spot by sending email to treasurer@stc-berkeley.org, and then bring payment to the meeting.

Without reservations, prices at the door are:

Dinner (if available):

- STC Members: \$10
- Non-members: \$21
- Students: \$10

Meeting only:

- STC Members: \$5
- Non-members: \$15
- Students: \$5

For more information visit <http://www.stc-berkeley.org>

About TechProse

TechProse specializes in all areas of corporate communication, including technical writing, training development and delivery, communications, project management, and change management. In addition to a strong client base in the San Francisco Bay Area, TechProse works with a wide variety of companies and government agencies across the United States.