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Press Release

COMMISSIONER'S OFFICE

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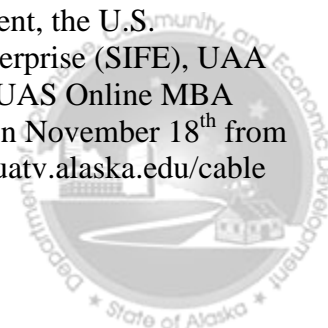
Alaska State Tourism Office offering Web-Based Presentation for Remote Alaskan Seasonal Tourism Businesses

(Anchorage, AK) - The Alaska Office of Economic Development will be offering a Web-based presentation (webinar) on Wednesday, November 18th, 2009 from 5:30 pm – 7:30 pm. The webinar, **Increasing Financial Stability for Remote Alaskan Seasonal Tourism Businesses**, is designed to provide assistance to remote tourism businesses with borderline financials or those that may be struggling to stay profitable after several seasons. Small business owners will learn how to attack their Profit & Loss statements (P&L) and head to financial health and/or further enhance their profitability.

The instructor, Neil Darish, owner of the McCarthy Lodge, Ma Johnson's Hotel and several other properties located in McCarthy, has over 9 years experience in the Alaska visitor and hospitality industry. For most small business owners in remote Alaska, logistical challenges have a unique impact on long term financial stability. This presentation will focus on creating a low fixed cost approach, a key to thriving or even surviving in an economic downturn, while maintaining high quality standards, across every aspect of your company. Neil will illustrate relevant ways of using financial data to target specific financial ratios in management decisions.

The information presented within this class is ideal for established businesses, particularly small, remote tourism companies, including hotels, food and beverage establishments, gift shops, as well as adventure and tour businesses.

The ***Increasing Financial Stability for Remote Alaskan Seasonal Tourism Businesses*** webinar is sponsored by the Alaska Office of Economic Development, the U.S. Economic Development Administration, UAS Students in Free Enterprise (SIFE), UAA Center for Economic Development, Green Gazelle project and the UAS Online MBA program. The presentation can be viewed live at uatv.alaska.edu on November 18th from 5:30 pm – 7:30 pm or on your local UATV cable TV station (visit uatv.alaska.edu/cable for channel listings in your community).



For additional information regarding the ***Increasing Financial Stability for Remote Alaskan Tourism Businesses*** webinar, or other tourism business development programs, please contact Dru Garson (dru.garson@alaska.gov), Tourism Business Development Specialist, at (907) 465-2162.

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