



## 2006 BUSINESS EDGE WORKSHOP SERIES For Los Angeles County

Presented By  
Southern California Edison

### Strategic Business Planning The Road Map For Your Business Journey

**Date:** Wednesday, March 29, 2006  
**Time:** 5:30 pm – 9:30 pm  
**Place:** 2244 Walnut Grove Avenue, Rosemead, CA 91770 (Conf. Rm. B, GO4)  
**RSVP:** By March 24, 2006  
**Cost:** No Charge. Free Parking and Dinner Provided

The objective of this class is to highlight the critical elements of a good business plan and to emphasize the need to **not only have** but **use** your business plan to lead you to your destination of success.

This is the first session of the Essential Financial Management & Profitability Strategy workshop series and will provide an overview of the whole program which is targeted to empower you with knowledge and strategic tools to stay competitive and on course to achieve business success.

#### Presenter: Meskerem Tadesse, MBA

Meskerem Tadesse is the Founder and CEO of The Optimize Group, Inc., A California-based executive management consulting firm dedicated to provide strategic and financial management consulting services, executive coaching and training to small and mid-size businesses, as well as women and minority businesses.

Ms. Tadesse is a former Fortune 100 corporate executive with 20+ years of diversified expertise in strategic and financial management, international finance and international business, as well as mergers and acquisitions. She has extensive experience in working with the financial and investment banking community (domestic and international) with direct responsibilities for numerous complex and varied financial transactions in US, Europe and Asia.

Ms. Tadesse holds an MBA Degree in Finance and Marketing and a B.S. in General Management from the University of Pittsburgh.

RSVP by March 24, 2006, to Sally Virgen at [Sally.Virgen@sce.com](mailto:Sally.Virgen@sce.com) , or call 626-302-8883

**Name:** \_\_\_\_\_ **Company** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

Questions? Call Grace Whitcomb at 626-302-5325 or E-mail to [whitcogt@sce.com](mailto:whitcogt@sce.com)