

## **Pacific Crest Group, Filice, and Cypress Partners Jointly Sponsor Marin Business Forum Networking Event for Bay Area Businesses**

*Networking Event Provides Education Panel on Back Office Outsourcing and Benefits Management by Leading Experts*

PLEASE JOIN US – [CLICK HERE](#) TO RSVP

LARKSPUR, Calif. (September 06, 2011) – Pacific Crest Group ([www.pcg-services.com](http://www.pcg-services.com)), Filice ([www.filice.com](http://www.filice.com)), and Cypress Partners ([www.cypresspart.com](http://www.cypresspart.com)) have pooled their expertise to present the Marin Business Forum, a networking and educational event for local business owners. The event will be held September 22nd at 5 pm, at the Wood Island Office Complex (80 East Sir Francis Drake, Auditorium) and will give local entrepreneurs and business owners a chance to meet one another and make new business connections. In addition, they will learn more about overcoming the challenges of managing their back office processes and creating a solid employee benefits package.

The networking event will feature a panel discussion, including what business owners should know about outsourcing accounting and HR services, and what they should know about choosing the best benefits provider. Franka Winchester, co-founder of Pacific Crest Group, will share her expertise on the value of outsourcing so small companies can act “big” by having access to the same economies of scale, efficiency and expertise that large companies enjoy. Nina H. Gardner, J.D., Employee Benefits Consultant with Filice, will discuss what is needed to implement an effective employee benefits program. And Pete Woodring, co-founder of Cypress Partners, will talk about the five essentials to a successful 401(k) plan as part of strategic retirement.

“After working with local businesses for over a decade, we continue to see business owners distracted from their original vision of building a successful business. Often they are buried by operational issues such as dealing with payroll and vacation tracking, chasing clients for payments, and unmotivating employees” noted Franka Winchester of Pacific Crest Group. “By sponsoring the Marin Business Forum, we not only provide an environment for business owners to network with other entrepreneurs, we give them an opportunity to understand how to streamline support functions and proper benefits selection so they can focus on strategic growth and in turn higher profits.”

The event will conclude with an outdoors gathering including premium wine tasting hosted by Willow Brooks Cellars, refreshments, and a raffle for prizes. Space is limited and a RSVP is required to attend.

For more information, contact Franka Winchester at 415.461.2586 or [fwinchester@pcg-](mailto:fwinchester@pcg-)

## **Pacific Crest Group**

Back Office Solutions for Bay Area Businesses

<http://www.pcg-services.com>

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[services.com](http://www.pcg-services.com).

### **About Pacific Crest Group**

Pacific Crest Group works with entrepreneurial organizations to help them unleash their potential by eliminating the friction and chaos caused by detailed business functions. Founded by a team of entrepreneurs with expertise in accounting and HR, Pacific Crest Group has built its reputation by identifying organizational needs and opportunities for improvement, optimizing financial procedures, and human resources management so clients can focus on their core business. Pacific Crest Group approaches business management like a consulting physician, with an understanding that some problems can be isolated and fixed while others need a more holistic approach. The result is eliminating obstacles such as cash flow problems due to large AR, mismanaged and unhappy staff so owners can focus on income generating growth.

The firm is based in Larkspur, California. For more information, visit Pacific Crest Group online at [www.pcg-services.com](http://www.pcg-services.com).

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#### *Contact:*

Franka Winchester  
Pacific Crest Group  
(415) 461-2586  
[fwinchester@pcg-services.com](mailto:fwinchester@pcg-services.com)

Tom Woolf  
Woolf Media & Marketing  
(415) 259-5638  
[tomw@woolfmedia.com](mailto:tomw@woolfmedia.com)