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FOR IMMEDIATE RELEASE

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**Press Release
Port of Columbia to host retail workshop with Dave Mitchell of the Leadership Difference**

**Dayton, WA** – Dave Mitchell, founder and president of the Leadership Difference, will bring his unique form of “enter-TRAIN-ment” to Dayton’s Liberty Theater on Monday, July 9th at 5:30 p.m. In this free, fun, and informative event, Mitchell will provide practical, tactical and strategic tips for any retailer to apply immediately to enhance their business. He will discuss the competitive advantages of creating a unique customer experience that inspires consumers to return to the brick and mortar world of shopping.   His advice will inspire all retailers to improve their customer experience and increase their profits in the digital age.

Doors open at 5 p.m. and dinner will be served before the presentation begins at 5:30 p.m. This is a free community event that is open to the public.

Since founding **the Leadership Difference** in 1995, over 350,000 people have attended Dave’s “enter-TRAIN-ment” seminars on topics that include leadership, customer service, selling skills, and personal performance enhancement. Dave is the author of the book *Live and Learn or Die Stupid!*  The book focuses on personal contentment and performance excellence.  His second book, The *Power of Understanding People*, was released in December 2013 and was immediately named Best Business Book of the Month by Amazon.  Dave’s third book, *Extracting “Me”* is scheduled for release in the Fall of 2018.  He is also a founding owner of Pambrun Vineyards.

For questions regarding this event, please contact Kathryn Witherington, Economic Development Coordinator with the Port of Columbia, at 509-382-2577 or kathryn@portofcolumbia.org.

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