

FOR IMMEDIATE RELEASE

**BOOTSTRAP BUSINESS AUTHORS SHARE KEYS TO ENTREPRENEURIAL
SUCCESS WITH NORTH FRONT ENTREPRENEUR ALLIANCE**

*-Authors of "Bootstrap Business" say successful entrepreneurs need unalterable
determination, not unlimited amounts of cash-*

SALT LAKE CITY, June 11, 2009 – Rich Christiansen and Ron E. Porter, authors of "Bootstrap Business" (www.bootstrapbusiness.org), recently spoke to the North Front Entrepreneur Alliance about how to start a successful business with effective networking skills, good business intelligence and only a small amount of cash.

The authors spoke to over 100 members of the North Front Entrepreneur Alliance at the Simmons Entrepreneur Building on the campus of the Davis Applied Technology College (DATC) in Kaysville, Utah.

"The current economic downturn provides great opportunities for entrepreneurs, especially if they know how to get a business up and running with a small amount of cash," said Christiansen. "The principles in "Bootstrap Business" provide start-ups with the tools necessary to take advantage of these opportunities."

While writing "Bootstrap Business" Christiansen and Porter built a successful company providing SEO optimization for Warner Music Group. They started with \$5,000 in cash and by the end of the first year the business had a net worth of about \$1.2 million.

"The most important thing for all of you to know is you can do this," said Porter. "You don't need a lot of cash to start a business if you possess the right intelligence and are networking savvy. 'Bootstrap Business' shows you how to channel your intelligence and networking capital to make the most of your cash."

The event wrapped up with a question and answer session followed by networking. All attendees received a free copy of "Bootstrap Business".

"The principles Rich and Ron discussed today are exactly what entrepreneurs need to hear, given the struggling economy," said Alan Hall, Founder and Chairman of Grow Utah Ventures. "Entrepreneurial innovation and ingenuity is what will get the economy back on track and it is important to know that a lot of cash is not always necessary in order to bring a good idea to fruition."

This event marks the fourth meeting of the North Front Entrepreneur Alliance. The Alliance was formed under the direction of Grow Utah Ventures, USTAR, and the SEED Weber, Davis, Morgan, Box Elder Initiative. The purpose of the Alliance is to bring entrepreneurs in Northern Utah together to learn, network, share ideas, find needed resources, and to recognize accomplishments among the group. The Alliance primarily

targets entrepreneurs from Davis, Weber, Morgan and Box Elder Counties. Since its creation it has garnered more than 300 members.

For more information about the North Front Entrepreneur Alliance visit www.northfront.org.

About Grow Utah Ventures

Grow Utah Ventures, is a privately funded not-for-profit organization dedicated to stimulate, unlock and develop the entrepreneurial talent and early stage business opportunities for value creation across Utah. Comprised of a team of successful and experienced entrepreneurs, business leaders and private investors, Grow Utah Ventures accomplishes its mission by □ Identifying, selecting and recognizing accomplished and promising Utah entrepreneurs, □ Building a statewide community of outstanding entrepreneurs and those interested in promoting entrepreneurial development, □ Partnering with organizations, companies and investors seeking to support Utah's best entrepreneurs, □ Rallying community leadership and financial resources to support entrepreneurial development. For more information about Grow Utah Ventures, visit www.growutahventures.com.

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