

## International business owner will discuss global marketing

The community is invited to hear Boris Miksic speak on global and local economic development on Friday, April 21. Miksic is the president of Cortec Corp., a former Croatian presidential candidate and an honorary Croatian Consul in Minnesota.

The presentation will be at 9 a.m. at Cornerstone Church in Spooner.

Presentation organizers said it is a special opportunity to hear and speak with an international business leader whose headquarters is in St. Paul, Minn., and whose company assets include a division in Spooner, the Cortec Spray Technology Division plant at 1300 S. River St.

Miksic will make a Power Point presentation called "Dancing with Elephants in the Global Market." Following the presentation will be a time for questions and dialogue.

A book recounting Miksic's journey from immigrant to president of a multi-million-dollar business selling to the world market, *American Dream – a Guy from Croatia*, will be available for purchase. Among Miksic's many honors

is being named "Entrepreneur of the Year" by the Ernest and Young International Accounting Firm.

In 2000, *Twin Cities Business Monthly* named him one of eight entrepreneurs of the year in Minnesota.

The presentation is sponsored by the Spooner Area Connections (SAC) Group, a grassroots organization involved with promoting economic and organizational development through people-to-people contacts. Following the morning session, a luncheon will be provided at the church for those involved with SAC or those interested in becoming involved. A fee will be charged for the lunch, and reservations are requested by Monday.

More information about the April 21 meeting and reservations for the luncheon are available by calling Lawrence Quarles, 635-6800, or Keith Trembath, 635-9788.

Cornerstone Church is located at 106 Balsam St., across from Alley Cats Coffee House on north River Street.

Wisconsin Concentrated Employment Program (CEP) will provide refreshments.