



**FOR IMMEDIATE RELEASE**

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**SORED I's September LAUNCH|Talk "Alive and Thriving with an Entrepreneurial Spirit"**

**Medford OR** – Thursday, September 14, beginning at 5:30 pm, SORED I will offer a Launch|Talk for area start-ups at the Ashland Hills Springs and Suites Galaxy room. The program will feature, Steven Lightman, former founder of Crosstown Traders and current President of Harry and David as he shares more than 30 years of extensive experience in the multi-channel marketing industry.

Lightman has held key management positions with well-known brands such as Fingerhut, Crosstown Traders, Sharper Image and Chadwick's of Boston, to name a few. Steven's entrepreneurial efforts working with private equity firms led him to seats on several Corporate Boards of Directors and to become a consultant to additional companies concerning their operational and profit enhancement strategies. Lightman's winding, upward journey will certainly cover some territory that will be of benefit to you. Don't miss it!

Food and beverage will be provided at the event. Beer and wine are offered for purchase. Launch|Talks are \$15 and free for SORED I members to attend.

SORED I Launch|Talks are held monthly. To attend the September Launch|Talk, register at no cost at [www.soredi.org](http://www.soredi.org) or simply show up. Park in the lot behind the Ashland Springs Hotel. Please invite any entrepreneurs, start-up company owners or other interested parties on your list.

**About SORED I:** SORED I is a private, membership-based, non-profit organization, governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <http://www.soredi.org>.