



## PRESS RELEASE

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***FOR IMMEDIATE RELEASE***

### **Eberle to receive award at 2010 SBA Matchmaker Event**

**AMHERST, NY-** The Amherst Chamber of Commerce has selected Betsy Eberle as their recipient of the Small Business Person of the Year Award at the 2010 Small Business Matchmaker Awards Luncheon.

Eberle is the President of Confidence In Style where she coaches clients to visually “Brand” themselves for success. The Small Business Person of the Year Award winner is chosen for their outstanding achievements and contributions to our economy and small business. Confidence In Style shows their clients how to present the most professional and confident version of who they are in order to engage each of their target audiences before a word is spoken. As a result of following Eberle’s process, clients become more successful, contributing to the growth our of area’s economy.

The Amherst Chamber of Commerce selected Eberle for this honor due to her dedication not only to the Amherst Chamber, but the Western New York region as well. Eberle is a member of the Chamber’s Business Resource Council, co-chair of the Education & Development Committee and participates in the Chamber’s Professional Networking groups. She also is active in the Women of Williamsville’s Charitable Causes and as a devoted runner has raised money for the Leukemia and Lymphoma Society through marathons. Eberle has a BS in Design and 23 years of experience consulting and coaching private clients, business groups and small to large sized local and national companies

The Small Business Week Awards Luncheon will be celebrated on May 12<sup>th</sup> and is supported by the Small Business Administration, SCORE Buffalo Niagara, Business First, area banks, chambers of commerce and economic development agencies. For more information please contact the SBA at 551-4301.

It is the mission of the Amherst Chamber of Commerce to create and maintain a positive economic, political and social climate in Amherst, thereby making it possible for members of the community to grow and prosper. The Chamber seeks to advance human progress by fostering a climate that emphasizes individual freedom, incentive and responsibility. Working in conjunction with the more than 2,500 businesses associated with the organization, we are committed to making Amherst a better place to live and work.