

**Learn How to Tell Your Business Story at North Shore Business Forum’s October 3 Meeting**

*Featured Speaker: Tony Toledo – “One Business. One Story. One Hundred More Customers”*

(September 29, 2014, Beverly, MA) The North Shore Business Forum meets on Friday, October 3 at Acapulcos, 900 Cummings Center, Beverly. Registration begins at 7:15 AM, the meeting runs from 7:30 to 8:30. Admission is $10 at the door, and includes a buffet breakfast. Visit [www.nsbforum.org](http://www.nsbforum.org) for more information. The featured speaker is storyteller Tony Toledo, who will lead NSBF members and guests in finding their one story that explains why they are the best. This story will show why their customers think the world of them, and this one story will turn a prospect into a customer.

**About the Speaker:** Tony Toledo has been telling stories to pay his bills since the end of the 20th century. He lubricates students' ear-to-heart connections with his tales. Tony is 57 years old but reads at a 69 year old level. He even bought his massive one-tenth of an acre estate with his storytelling. In March 2014 Tony was awarded the Brother Blue and Ruth Hill Storytelling Award for his support and encouragement of storytelling in New England. Tony believes that luck is the intersection of opportunity and preparation. The more he works the luckier he gets. Tony loves attending the NSBF because most of the attendees have long left kindergarten behind. For more information about Tony, visit <http://www.tonytoledo.com/> .

**The North Shore Business Forum, Inc.** (NSBF) is a group of small business owners from Boston's North Shore who meet on the first and third Fridays of each month for informal lectures given by business owners on a wide variety of topics. Members also introduce and describe their businesses at each meeting. All business owners are welcome: future, past, profitable, experienced or beginning.

The NSBF meets the 1st and 3rd Friday of the month from 7:30 to 8:30 a.m. (registration starts at 7:15) at Acapulco's, 900 Cummings Center, Beverly, MA. The $10.00 admission fee includes a breakfast buffet. No pre-registration, necessary, just show up!

**Contact:** Brett Kirkpatrick, NSBF President, 978-239-6335, Email: events@nsbforum.org.

# # #