



For Immediate Release

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**Clark County Chamber of Commerce Hosts:**  
**"How to Teach Anybody Anything" &**  
**"How to Keep your Secrets Safe"**  
*Information Transfer Tools for Small Business*

Vancouver, WA, June 9<sup>th</sup>, 7 AM – Please join Melissa & Mark Beatty as they help business people answer their questions about maximizing and minimizing information transfer.

When jobs and people change within organizations the ability to transfer information effectively and protect sensitive information from leaving can be a big drain of money, effort, morale and competitiveness. Especially in this economy, when many people are being laid off and new people will soon come on board, how do you keep information from walking out the door? It means more than just assuming someone can do the job or assuming that you have protected your intellectual property.

Melissa Beatty, Executive Director of KidzArt will start things off with "How to Teach Anyone... Anything", a focused presentation on maximizing information transfer. Applicable to all age groups and organizations, find out what you should know about ABC's of teaching & training your team.

Second, in "How to Keep Your Secrets Safe", Mark Beatty, intellectual property attorney at Rylander & Associates, in Vancouver, will focus on minimizing information transfer. Find out what you should know about trade secrets, non-disclosure agreements, employment agreements and how to protect your proprietary business information.

All are welcome to this free event hosted by the Clark County Chamber of Commerce at the Northwest Baptist Convention Center - 3200 NE 109th Ave. Vancouver, WA 98682.

### **About KidzArt NW**

A locally owned and operated KidzArt franchise, KidzArt teaches students how to draw more realistically. During this process, a student learns confidence, creative problem solving, and have a great time too! KidzArt partners with local PTA's to bring this elective to each school's community after the school day.

### **About Melissa Beatty**

Melissa Beatty has a B.S. in Marketing and Management from the University of Oregon and a B.S. in Interior Design from the Art Institute of Portland. Her career has spanned many industries – she has been a front line manager of over 50 people, a training specialist, designer, and store planner. She and her husband Mark have lived in Vancouver since 1997. To stay motivated and centered, Melissa compliments her workdays with yoga, walking, and photography.

### **About Rylander & Associates**

Rylander & Associates PC provides experienced, skilled and efficient counsel who diligently represent clients on intellectual property, litigation, and business matters, providing clients a depth of experience, skill, and technological know-how that is typically only available with much larger (and more costly) firms. Our nearly 20 years combined experience in patent and trademark drafting and prosecution includes the most advanced technological arts.

### **About Mark Beatty**

Mark Beatty is a former engineer, Navy officer, and now an intellectual property attorney and registered patent attorney in Vancouver, Washington. His practice includes intellectual property litigation, protection, acquisition, application, prosecution, and licensing, and he practices in state and federal courts. Mark has represented clients in court, before juries and on appeal, as well as before the U.S. Patent and Trademark Office and the U.S. Board of Patent Appeals and Interferences.