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FOR IMMEDIATE RELEASE

Yakima Valley Business Community Invited to Presentation by Costco Co-Founder Jim Sinegal at Heritage University

Toppenish, Wash. – The Yakima Valley business community is invited to attend a luncheon which features a presentation by Jim Sinegal, co-founder and retired CEO of Costco Wholesale on **Monday, October 24, 2016** at Heritage University. During the program titled *Lessons Learned: Building the Country's Most Innovative and Recognized Retail Corporation*, Mr. Sinegal will talk about how he built Costco into a global retail giant with annual sales topping \$111 billion and a reputation for fairness, honesty and the highest employee satisfaction.

David Wise, Heritage University VP for University Advancement and Marketing, is thrilled to have a business leader of Sinegal's caliber on campus to inspire students and local business leaders with his story of determination and success. "We are honored that Mr. Sinegal would share with us how he built Costco from the ground up, and we are excited for students and the community to learn from his success and how they can apply these lessons to their careers and business practices."

The event will also feature a presentation by Heritage University's nationally-ranked Enactus team. A perennial contender for the National Championship, the team placed 4th in the nation this year competing against 250 other colleges and universities at the Enactus USA National Exposition in St. Louis, Missouri on May 17, 2016.

Jim Sinegal's presentation will take place in Smith Family Hall at Heritage University. Doors will open at 11:30 a.m. Lunch will be served at 11:45 a.m. and the program will begin at 12:00 p.m. Tickets for the event are \$15 and must be purchased in advance. Tickets will not be available at the door. All proceeds from the event will go to student scholarships. Interested parties should register at www.heritage.edu/costco. For more information, contact David Mance at (509) 969-6084 or mance_d@heritage.edu.

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