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September 11, 2002

## LAKE TAHOE SMALL BUSINESS FEATURED AT TOP ONLINE BUSINESS SITE

*Executive Assistance International is a featured business at Business Owners' Idea Cafe, the premiere web site for small business.*

FOR IMMEDIATE RELEASE  
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### LAKE TAHOE SMALL BUSINESS FEATURED AT TOP ONLINE BUSINESS SITE

Executive Assistance International, a Lake Tahoe business headed by Raquel Nilson, has been selected by Idea Cafe, The Small Business Gathering Place, to be profiled on the Internet at [www.businessownersideacafe.com](http://www.businessownersideacafe.com). Idea Cafe is consistently rated as a top online destination for small businesses by both independent researchers and national media.

Thousands of businesses come to Idea Cafe each month and from those fewer than one of ten are chosen to be featured on the site. Business profiles include information about the startup and operation of the company, plus personal business insights from the owner and advice for others considering starting a business.

Nilson started Executive Assistance International in 2001 to take her career skills independent and gain greater control over her time. Nilson focuses her energy on businesses who understand the benefits of a virtual assistant.

Francie Ward, CEO of Idea Cafe, says Nilson is among a select group of businesses Profiled at Idea Cafe each year. "Idea Cafe regulars come here for inspiration and networking with their entrepreneurial peers," says Ward. "The businesses we select to Profile are the ones who embody the

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essence of independence, hard work and a positive attitude."

Idea Cafe, online since 1995, uses a trademarked "Fun Approach to Serious Business" to reach the largest segment of business owners in the U.S., companies with twenty or fewer employees. BusinessWeek Online notes that Idea Cafe's branded community forum, CyberSchmooz, is "the most-visited forum for small business on the web." Business owners from diverse vertical industries, demographic groups and locations come to Idea Cafe to solve common challenges in planning and managing a business. As the acknowledged peer authority, Idea Cafe provides the online community to help small business thrive.

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