



Briefs

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WATSONVILLE

Workshop focus on green certification

Bilingual workshop in English and Spanish, "Health and Sustainable Development in Food Service," will take place 2 to 5 p.m. Dec. 11 at the Pajaro Valley Community Health Trust, 85 Nielsen St.

The event, focusing on green business certification for restaurants and other food service businesses, is sponsored by PG&E, El Pajaro Community Development Corp., ALBA, Monterey Bay Green Business Program, City of Watsonville, Pajaro Valley Community Health Trust, and the Central Coast Small Business Development Center.

For reservations or information, call 724-3900.

SALINAS

Chamber hosts holiday mixer Wednesday

The Salinas Valley Chamber of Commerce will host its holiday mixer from 5:30 to 7:30 p.m. Wednesday at Cinderella Carpet One, 1475 N. Davis Road. Cost is \$10 for chamber members, \$20 for nonmembers.

For information, call 424-7611 or see www.salinachamber.com.

APTOS

Workshop teaches business basics

The Central Coast Small Business Development Center hosts a "Business 101" workshop 2 to 4:30 p. m. Wednesday at

Cabrillo College's Sesnon House, 6500 Soquel Drive.

For registration or information, see www.centralcoastsbcd.org or call 479-6136.

UNITED STATES

Short and simple best for employee messages

New managers are typically told to keep their message to the basics so that employees can understand it.

But writing in Fast Company, Dan Heath and Chip Heath argue that "the point of simplicity is more fundamental."

"Simplicity allows people to act."

Research in numerous fields, they point out, shows that if decision-makers are given too many choices they will either freeze and take no action or they will stick with their initial decision, even if one of the numerous other options would be objectively better. Sorting among the choices proves to be too confusing.

— Staff and wire reports

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