



NEWS RELEASE

OFFICE OF ECONOMIC DEVELOPMENT
GROWGLENDALE.COM | GLENDALEAZ.COM

FOR IMMEDIATE RELEASE

April 22, 2026

Contact: Lauren Serrato, Office of Economic Development

Email: LSerrato@glendaleaz.com P: 623-930-4502

CITY OF GLENDALE TO HOST SMALL BUSINESS WORKSHOP FOCUSED ON AUTHENTIC GROWTH

In honor of Small Business Week, Glendale to host workshop to help entrepreneurs grow with confidence

Glendale, Arizona – In celebration of Small Business Week, the City of Glendale Economic Development will host a workshop open to all entrepreneurs designed to help grow their businesses with confidence while staying true to their core values.

Titled “10 Steps to Growing Your Small Business Without Losing Your Soul,” this interactive session will take place on May 5, from 12:00 to 2:00 PM at the Arrowhead Towne Center Community Room.

This free, dynamic workshop blends proven business growth strategies with relationship-driven sales techniques, offering attendees practical tools to scale their businesses authentically. Participants will gain valuable insights on how to price products and services with confidence, better understand and respond to customer needs, build meaningful long-term client relationships, and close sales opportunities without compromising their values.

Attendees will leave with a clear and actionable roadmap for increasing revenue while maintaining integrity and aligning growth with their mission.

The session will be led by two seasoned experts. Steve Engelhardt, a former Corporate Vice President and Chief Sales Officer, brings extensive experience in pricing strategy, financial discipline, and scalable sales systems. Having worked with organizations ranging from small businesses to Fortune 500 companies, Engelhardt specializes in helping entrepreneurs implement structured, repeatable approaches to drive sustainable growth. He is also a past Chapter Chair of the Greater Phoenix SCORE chapter and an active mentor to small business owners.

Allan Himmelstein, a Business Coach and Outsourced Sales Manager, has nearly two decades of experience in relationship-driven sales and team development. Known for his ability to help businesses foster authentic connections, Himmelstein supports organizations in building sales

processes that lead to long-term success. He is also a past Chapter Chair of the Greater Phoenix SCORE chapter and continues to mentor entrepreneurs across the region.

“In honor of Small Business Week, we wanted to create something that truly supports our local entrepreneurs in a meaningful way,” said Samantha Cope, Glendale’s Small Business Specialist. “My hope is that attendees walk away with clear, actionable tools they can use right away, while staying true to their values and the vision behind their business.”

Participants will benefit from the combined expertise of two industry leaders who integrate both the strategic and human sides of sales. The workshop delivers real-world insights, proven methodologies, and actionable tools that can be implemented immediately.

For more information or to register, click [here](#) or contact Samantha Cope at scope@glendaleaz.com.

-XXX-

About the city of Glendale

As the sixth largest city in Arizona, with a population of nearly 255,000, Glendale is a premiere destination to live, work and play. Glendale features premium entertainment and shopping opportunities and a growing list of signature companies that call our city home. The city is also home to Luke Air Force Base and major defense contractors, including Lockheed-Martin, Magellan Aerospace and Honeywell. Other major employers include Red Bull, Global Credit Union, Ball, Bechtel and Nestlé. From major international manufacturers, Fortune 100 firms and luxury auto dealers to locally owned small shops and restaurants, Glendale provides the ideal location for businesses to arrive and thrive. Employers will also find access to robust and qualified talent pipelines, with six postsecondary educational institutions. State Farm Stadium and Desert Diamond Arena in Glendale’s Sports and Entertainment District host hometown team the Arizona Cardinals, as well as mega events such as the Super Bowl and NCAA Final Four. Camelback-Ranch Glendale is the spring training home of the Los Angeles Dodgers and Chicago White Sox. For more information about Glendale, please visit growglendale.com or follow us on [Facebook](#) and [Instagram](#).