

NEWS RELEASE:

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COMMUNITY FUTURES PRESENTS AWARD-WINNING CONSULTANT TO HELP BUSINESSES WITH MARKETING

Courtenay, BC—While the term, “Branding,” may be overused and mean ten things to ten people, the topic of creating and promoting an image that is appropriate for an organization is an important topic that must be addressed and executed properly to achieve a competitive edge in marketing.

To address the topic of marketing in a down economy, Community Futures has hired Carolyn Touhey, a Valley-based marketing consultant who owns SmartBiz Strategy to facilitate a workshop on Thursday, April 23, 9:30-12:30.

Ms. Touhey will present “**Penny Wise and Dollar Foolish,**” that will assist participants with decision-making regarding strategy and positioning. She will also discuss the importance of consistency and integration as these concepts relate to design and implementation of a marketing plan and materials to cost-effectively market their organizations.

The session will be held at the Community Futures office, 580 Duncan Avenue, Suite 200. There is a \$50 charge and pre-registration is requested (250-338-4417, ext 227).

Carolyn Touhey is an award-winning marketing consultant and former Johns Hopkins University professor who opened SmartBiz Strategy, a marketing consulting company in the valley, in 2008.

Founded in 1988, Community Futures Strathcona has approved more than 600 business loans, injected \$19 million into the local economy; provided business consultation and training to over 2000 clients; and helped to create and maintain over 2500 full-time and part-time jobs.

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