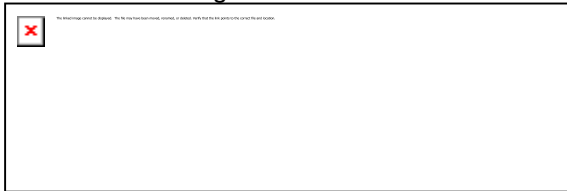


The Entrepreneur's Club
May 13 -- 8:30 am to 10 am
BDC Conference Room, 37 Church Street, Cortland County
Marketing and Branding Your Business

Want a better understanding of the marketing discipline? Wish somebody would break the broad category of marketing and branding down into bite-sized, easy-to-grasp, and actionable concepts? Looking for some basic guidelines and to-do items to get you started? How about explanations of some nifty, real-world, and close-to-home examples of branding done right?

Join our Marketing 101 presentation & workshop on May 13. Co-presented by John Hoeschele, President of Cortland-based Drum Creative Communications Corporation (previously, Hoeschele was a VP/creative director at a top-50 B-to-B ad agency and the marketing VP of an industrial dot com) and Michael Sheppard, head of Cortland's Michael Sheppard Designs (most recently, Mike was Director of Design for hospitality-amenities giant Marietta Corporation), this presentation will: (1) re-cap marketing basics; (2) touch on market-positioning, planning, and budgeting strategies; (3) explore the topic and impact of "visual" branding; and (4) offer several examples of sound marketing as practiced by successful companies right here in CNY. So, attend this informative, and fun, presentation for entrepreneurs of all kinds and get started on strengthening your marketing today.

Looking for advice on how to better manage and grow your business? [Join the club.](#)



The Entrepreneur's Club is a new informal networking organization and free workshop series for small businesses. The Cortland County BDC, Tompkins Cortland Community College, the US Small Business Administration and the Chamber of Commerce. It's a must for small businesses interested in learning about how they can be more competitive.

All workshops are the second Friday of each month from 8:30 am until 10 am at the BDC Conference Center, 37 Church Street, Cortland.

Save the dates for these upcoming sessions:

- ÿ May 13
- ÿ June 10
- ÿ July 8
- ÿ August 12
- ÿ September 9
- ÿ October 14
- ÿ November 11
- ÿ December 9

To register for the free workshops:

Cortland County BDC grow@cortlandbusiness.com
(607) 756-5005



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