

**FOR IMMEDIATE RELEASE**

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**NEW HORIZON OFFERS MARKETING WORKSHOPS FOR  
SMALL BUSINESSES**

*Wheeling, WV, May 9, 2006*—Kara L. Gray, a Wheeling-based independent public relations, professional writing and marketing consultant, will be the featured instructor for a series of small business marketing workshops sponsored by the West Virginia Small Business Development Center (WV SBDC) later this month.

The series, called "Secrets of Marketing Success," is planned for two consecutive Thursdays, May 18 and May 25 from 8 a.m. to 12 noon in the 4<sup>th</sup> Floor Classroom in the B&O Building at West Virginia Northern Community College in downtown Wheeling.

Registration is required, and seating is limited. The cost for each session is \$39 or \$69 for both sessions. To register, contact Donna Schramm, center manager at the WWSBDC office at WV Northern at (304) 233-5900 ext. 4355 or [dschramm@northern.wvnet.edu](mailto:dschramm@northern.wvnet.edu).

Gray is owner and principal consultant of New Horizon Consulting. She says the workshop will touch on the basics of small business marketing, including branding, advertising and public relations.

"Marketing is often one of the most stressful aspects of running a small business," Gray said. "It can be expensive, but it doesn't have to be, and it helps ease the pain if you can demonstrate a return on your investment."

Gray says that the workshops will help small businesses better understand their audience, how to communicate with them and how to make the most out of a small budget.

"We'll start with the basics, and work our way through the general concept of a marketing plan," Gray said. "And, perhaps most importantly, we'll talk about how to bring all the aspects of what you might already be doing now together under one comprehensive plan."

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For more information about this workshop, call (304) 233-5900 ext. 4355 or visit [www.NewHorizonConsult.com](http://www.NewHorizonConsult.com).

New Horizon Consulting is an independent public relations, professional writing and marketing consulting firm, specializing in small business, nonprofit, travel and tourism and technology promotions.

The Small Business Development Center (SBDC) is a division of the West Virginia Development Office and works with colleges, universities and other host institutions to provide free business consulting and technical assistance at 14 statewide locations. SBDCs are a program supported by the U.S. Small Business Administration and extended to the public on a non-discriminatory basis. SBA cannot endorse any products, opinions or services of any external parties or activities. Workshops, seminars and conferences are held in disabled accessible locations. Arrangements for people with disabilities will be made if requested in advance.

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