

# **MARKETING WORKSHOP**

(Pre-registration required—no registration fee)



## **"How to SQUEEZE MORE Out of Your MARKETING"**

**Tuesday, May 5, 2015**

**4:00—6:00 pm**

**Valentino's Primavera Room, 701 Court St., Beatrice**

### **Discover:**

- ◆ **Basic marketing principles that have a bottom-line impact on your business**
- ◆ **Establishing a distinct identity for your business**
- ◆ **Three ways to build your business**
- ◆ **How to compete on value, not price**
- ◆ **Connecting with your customer**
- ◆ **Build your business without wasting a lot of money**

### **About the Presenter:**

DAVE BUCHHOLZ- is president of David & Associates, a Nebraska-based marketing communications firm founded in 1984. David & Associates services regional, national and international clients in retail, professional services, agriculture, agribusiness, postsecondary education, bio-fuels, manufacturing, tourism and economic development. The firm has won several regional and national awards for its creative work. David has been a featured and highly rated speaker at numerous small business and entrepreneurial workshops.

### **To Pre-Register**

Call NGage at 402-228-5869 or email [assistant@ngagegroup.org](mailto:assistant@ngagegroup.org) by May 1, 2015

This workshop is brought to by REAP and the SBA along with local hosts NGage, the Beatrice Area Chamber and Main Street Beatrice.

**NGage** | **Creating Opportunities**  
*Business . Community . Development*

**Beatrice**  
Area Chamber of Commerce  
Gage County Tourism

**MAIN STREET**  
*Beatrice*

**REAP**  
RURAL ENTERPRISE ASSISTANCE PROJECT

**SBA**  
U.S. Small Business Administration

All REAP WBC and SBA Programs and Services are open to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities and/or persons with limited English proficiency (LEP) will be made if requested in advance by contacting Monica Braun at [monicab@cfra.org](mailto:monicab@cfra.org) or 402.643.2673.