



Presenter Shaundell Newsome

Newsome started his marketing career as an intern at Lou-Edna Graphics at 14 years old while attending the High School of Graphic Communication Arts. After graduating he spent a decade in the US Air Force where he developed leadership, training and communication skills. Later, as a Marketing Director for Station Casinos, he launched several casinos. He is the founder of Sumnu Marketing which provides marketing support to small businesses. Sumnu has been recognized as a Business Excellence Award Honoree by the Las Vegas Metro Chamber of Commerce and also won SBA Family Owned Business of the Year.

Building The Best Brand! *It's not who YOU KNOW. It's who KNOWS YOU*

Saturday, August 1st

Learn from SBA Family Owned Business of the Year 2015 how to build a brand that gets noticed.

FACT: Customers do business with BRANDS that they know.

FACT: Contracts are awarded to companies with a relationship.

FACT: Successful small businesses are well known in the community they serve.

Whether you run an existing small business or are starting a business, the development of a well thought out marketing strategy is a critical factor in gaining a competitive edge and achieving success. During this seminar , you will learn how to develop a:

- Unique Brand for Your Company
- An effective Marketing Communications Plan
- Measurement Tools to Evaluate Marketing Results
- A Marketing Program for the LIFE of the business

"If you build a solid brand and marketing foundation then you can survive the worst storms in business."

Shaundell Newsome, Marketing Expert, SBA Minority Champion of the Year 2009.

When

Saturday, August 1, 2015 from 9:00 AM to 11:30 AM PST

Where

Urban Chamber of Commerce, Business Development Ctr
1951 Stella Lake St., Suite 30, Las Vegas, NV 89106

Registration

- Visit www.scorelv.org or Contact Score at [702-388-6104](tel:702-388-6104)
- Cost is \$30, for one and \$45 for two