



Henderson County Local Government
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FOR IMMEDIATE RELEASE

Free SCORE Seminar at Henderson County Public Library: Marketing on a Shoestring Budget

HC-2017-13

Hendersonville, NC – April 11, 2017

WNC SCORE and the Henderson County Public Library invite small business owners and non-profit staff to attend “Marketing on a Shoestring Budget.” SCORE Certified Mentor Don Hofmann will share practical insights based on more than 40 years of professional experience with major national companies. His workshop will help you develop strong, winning marketing strategies; take advantage of free research, advertising, and PR; increase your company’s visibility with social media; target customers with promotional programs; and leverage your assets to grow business without spending.

SCORE is a 501(c)(3) non-profit resource partner with the U.S. Small Business Administration. Founded in 1964, the name was an acronym for Service Corps of Retired Executives. The corps has expanded to include active business professionals who want to help businesses and non-profit groups thrive in their communities.

Join us on Wednesday, April 19 from 6:00-7:30 p.m. in the Kaplan Auditorium of the Henderson County Public Library, 301 N. Washington Street, Hendersonville. This is a free event. We ask that owners and employees of small businesses, potential start-ups, and non-profit organizations, please RSVP at 828-697-4725 (option 3 – Info Desk).

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