

# Marketing for Smarties Challenge

*A Program for Entrepreneurs with Goals*

You're a smart person. Your business survival itself is proof that you do a lot of things right and that you have a good grasp of business-to-business services. However, marketing is a problem—or more accurately, the lack of marketing and a sales business process, which are separate functions.

With this workshop, you quickly figure out what you know and what you don't, what you need and what you can skip. The Marketing for Smarties Challenge guides you—step-by-step—through a simple, straightforward development program. Incredibly user friendly, it provides you with all the hands-on tools you'll need.

Smarties strips marketing down to the essentials so that small B2Bs can jump start leads, find business opportunities, and stay on a growth path.

## Sponsors:



**When:** February 25, March 25, April 23, 2009

**Where:** SOBA Board Room, Fort Lewis College

**Time:** 1 pm to 5 pm

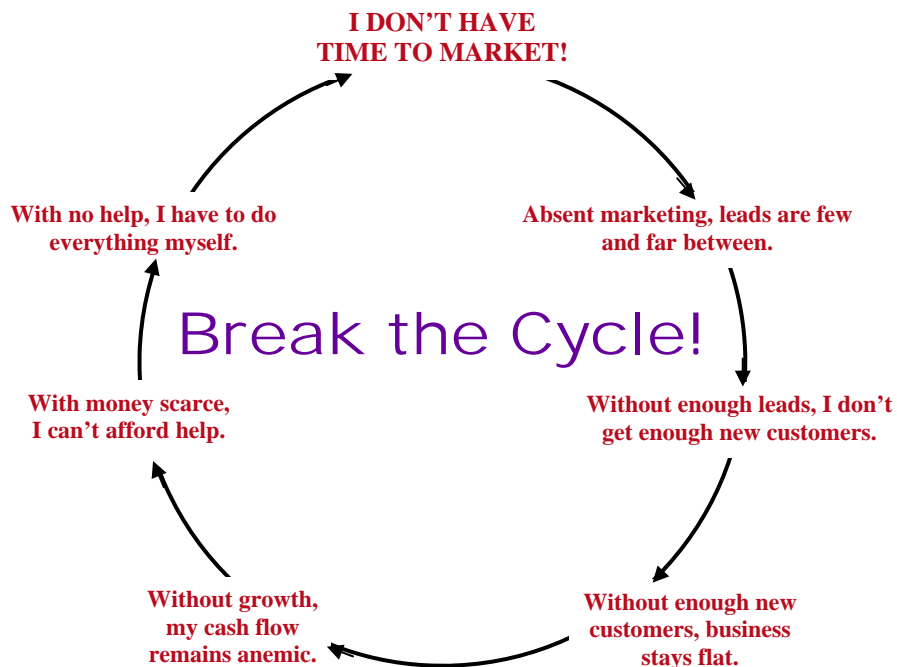
**Fee:** \$ 149.00

**Register Now! Space is limited.**

To register for the Marketing for Smarties Challenge, contact the **Small Business Development Center** by phone or email: 970-247-7009, Asano\_I@fortlewis.edu; or

**Register on-line at**

<http://www.coloradosbdc.org/center.aspx?center=2170>



## Coaches: Jasper Welch and Joan Zwisler

Jasper Welch is the director of the Quality Center for Business at San Juan College, which includes the Enterprise Center (business incubator). Since 1991, Mr. Welch has operated a management consulting practice, which specializes in strategic planning, organizational development, and leadership training.

Joan Zwisler currently works for J3media, Inc., a graphic design, web design and web application development company based in Durango. Joan has a BFA in Photography from Parsons School of Design. Prior to working with J3media, Joan was the news director for KSUT Public Radio in Ignacio.

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