



SBDC Update!

Need help with your business start-up?

Contact us!

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M-F : 8:00 a.m - 5:00 p.m.

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Office Location:

Greeley Chamber Building

902 7th Avenue

Greeley, CO 80631

Please feel free to contact us anytime to schedule your free consulting appointment!

Upcoming Seminar! Marketing In Difficult Economic Conditions!

Unfortunately, during economic downturns most marketing budgets get slashed. Small businesses are usually hit the hardest and are first to suffer. Our upcoming marketing seminar will provide in-depth background about the strategies that are important for a small business owner to consider during an economic downturn. Research indicates proactive marketing during recessions pays off. This seminar will provide a variety of ideas presented by successful local small business entrepreneurs. The seminar will also give the small business owner marketing strategies that can be used immediately.

The expected outcomes are for business owners to have a better understanding of proactive measures they can take to keep their business growing. It will provide professional support for small business entrepreneurs and will provide the small business entrepreneur marketing directions and ideas.

Program Overview:

Panelists will give a 15 minute overview about how to market a small business during a recession. Each panelist will then provide more in-depth information in a question and answer style panel discussion.

Guest Speakers:

Lori Gama - DaGama Web Studio Inc.

Ricardo Salazar - KGRE Tigre Radio 1410

Melissa Jensen - Common Sense Marketing

Following the panel, each speaker will present in a breakout session that will provide additional ideas, examples and resources that participants can use to give their small business additional support during these difficult times for business.

Interested in the Seminar? Here are the details:

Date: June 17, 2008

Time: 12:00 p.m. - 4:00 p.m.

Cost: \$20.00 (Visa & Mastercard accepted through the Greeley Chamber of Commerce)

Extras: Lunch will be provided

Location: University of Northern Colorado
The Monfort College of Business
Kepner Hall
800 17th Street
Greeley, CO 80634
(Gathering in Milne Auditorium)
(Room 2050)

DRIVING DIRECTIONS:

Via Highway 85

Take Highway 85 to Greeley. When you arrive in Greeley, take the business route which becomes 8th Avenue. Turn LEFT (west) at 17th Street. Turn LEFT into Kepner parking lot. Kepner is the red brick building.

Via Highway 34

Take Highway 34 Bypass to 8th Avenue. Turn north onto 8th Avenue. Turn LEFT (west) on 17th Street. Turn LEFT into Kepner parking lot. Kepner is the red brick building.

Please RSVP To: Val Thomas at (970) 352-3661

Look at who will be speaking at our upcoming seminar!

Melissa Jensen Common \$ense Marketing

One could say that Melissa was born with a marketing mindset. Her career began at the age of two when her mother would take her to the grocery store and she would see product logos and sing the jingles (she wouldn't even watch Sesame Street, just commercials!).

At the ripe age of fifteen, Melissa declared to her classmates and parents that she wanted to go to school for marketing. She did just that and is a proud graduate of the University of Northern Colorado, where she earned her business marketing and dance degrees (while working part-time and fulfilling her dance scholarship requirements). During her senior year at UNC, she approached the Union Colony Civic Center about doing an audience development survey as an intern. That experience confirmed her love for marketing research. She knew she was on to something great when the center's director told her that they found her project to be much more valuable than the Denver firm they had paid \$25,000 to do the same thing the prior year. (One of Melissa's dance professors also used her research as a resource for her doctoral dissertation).

Melissa's "real-world" career began in customer service and sales and then led her to marketing management positions where she handled all aspects of marketing. She began her consulting practice in 1995 and has worked with companies in the construction, golf, healthcare, performing arts and chemical industries. Common \$ense Marketing's current clients include Pillar Enterprises (The ONE in Money), Dynamic Group Circuit Design, Houchin & Associates Law Firm, Griggs Achievement Academy, and The Car Spa.

Common \$ense Marketing provides complete, cost

- **effective & creative marketing services including:**
 - Marketing Research including online and focus groups
 - Marketing Planning & Budgeting
 - Branding
 - Publicity Campaigns
 - Promotional Campaigns
 - Media Buys
 - Direct Marketing
 - Website Development & Internet Marketing campaigns
 - Tradeshow Booth Design & Show Campaigns

Contact Melissa Jensen at:
Phone: 970-213-7765
www.marketwithsense.com

Lori Gama DaGama Web Studio, Inc.

DaGama Web Studio is part of the top 50 fastest growing companies in northern Colorado, according to the *Northern Colorado Business Report* and is also the number one Web design firm in our area. Lori Gama, president of DaGama Web Studio, Inc., in Greeley, Colorado, has been developing strategic Web sites since 1997.

Lori uses her Search Engine expertise and Web site knowledge to guide her team in developing highly effective Web sites for a variety of companies and non-profit organizations. Lori firmly believes that customers judge your company by the way your Web site looks; by the way it operates and whether or not it's found high up in the Search Engines. She can take you out of the black hole of cyberspace and put you in front of your target audience who is looking for you right now in Google.

Lori is dedicated to her local community and volunteers frequently. Currently she is a board member of A Women's Fund of Weld County. Her company is also a Better Business Bureau member; a Greeley Chamber of Commerce member and a member of the Northern Colorado Latino Chamber of Commerce.

Lori lives in Greeley with her husband and son. And when she doesn't have a computer mouse in her hand, she likes to golf, fish, salsa dance and travel.

Contact Lori Gama at :
Phone: 970-378-7822
www.DaGamaWebStudio.com

Also speaking at our seminar!!! This seminar is proudly sponsored

by:

**Ricardo Salazar
KGRE Tigre 1410 Radio**

Ricardo Salazar owns KGRE Radio, also known as EL Tigre. KGRE plays a mix of Spanish country and some talk, including a Saturday show spotlighting School District 6. Most of the programming is targeted toward young Hispanics ages 18 to 29 in Larimer County and Weld County.

Salazar estimates his audience between 60,000 and 70,000 listeners.

He worked as a Los Angeles-based radio industry consultant helping owners of financially troubled stations in California, Arizona and Texas.

He paid \$125,000 for the Greeley station, which now has an estimated worth of about \$1 million. The Northern Colorado Business Report research showed that the station reported revenues of \$650,000 for 2006, up from \$500,000 in 2004. This placed KGRE Tigre Radio on the NCBR Mercury 100 list of the fastest-growing companies last year.

The 1,000-watt station broadcasts on 1450 on the AM dial, and is located in downtown Greeley and employs six people full time, including four on-air personalities.

"Successful stations basically market to their audience, and just as importantly, to their advertisers because we deliver a lot of pairs of ears to the advertisers," explains Salazar. "Advertisers invest in buying air time on stations when they know they'll get a nice return on their investment."

KGRE's advertisers range from mom-and-pop businesses to large-scale auto dealers.

"The Anglo business community is realizing that Hispanics represent a lot of money and they're going after it," Salazar said. "They use my station as a means to get to them."

Along with KGRE Tigre Radio, Salazar also added a new radio station almost a year and half ago called KFVR-FM, which is located in La Junta/Pueblo. This station mainly covers the southern Colorado area. This radio station currently has offices in Rocky Ford, 10 miles east of La Junta, but Salazar plans to make Pueblo the base of operations once the Federal Communications Commission gives their approval.

Salazar also expects to get the new KLMI-FM radio station up and running this spring in Laramie.

Contact Ricardo Salazar at:

Phone: 970-356-1452

www.KGRE@msn.com

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