

NEWS RELEASE

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CANI TO HOST FREE SMALL BUSINESS CLASS

CANI's Center for Community and Economic Development continues its free business classes on March 9th with a class aimed at current small business owners and aspiring entrepreneurs looking to build a customer base – **Marketing and Branding for Small Business Owners**.

This upcoming class, **Marketing and Branding for Small Business Owners**, will allow you an opportunity to step back from day-to-day operations and better define what makes your business valuable to your customers. You will learn ways to identify different marketing strategies based on the identified value that your business provides to its customers.

Taught by Kryste Wallen of Thin Line Ink, you will have the opportunity to learn from an expert in the field of marketing. Wallen has over 10 years of experience in graphic design, marketing, sales, brand identity and brand recognition. After working with several companies, Wallen branched out on her own and opened Thin Line Ink, a local marketing firm which she has successfully run for the past 4 years. Along with running her own business she has been an associate professor at IPFW in graphic design for the past 3 years.

The class will be held on Monday, March 9th from 6pm-8pm at the Allen County Public Library, main branch, in the Business, Science and Technology Meeting Room. Space is limited so you must reserve your spot. For more information or to register, contact: Erin Belbutoski at CANI, (260) 423-3546 ext. 255.

CANI helps communities, families, and individuals remove the causes and conditions of poverty. For more information about CANI and the services provided, see www.canihelp.org.

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