

FOR IMMEDIATE RELEASE
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*Family Business Center of Central Ohio to Hold
Program
On the Power of Publicity*

COLUMBUS, Ohio—The Family Business Center of Central Ohio will hold an educational program, “Impact Your Family Business with the Power of Publicity,” on Thursday, February 16 from 8 to 11 a.m. in Alumni Hall at Ohio Dominican University.

Kelly Borth, APR, CBC, president of GREENCREST Marketing, Advertising and Public Relations, will present strategies for working with the media and the value of establishing a media relations program within a family business. Borth has assisted countless organizations reach their business goals through aggressive public relations initiatives.

Business First Assistant Managing Editor Susan Parker Geier will be moderating a panel discussion of family business owners. Panelists Chris Bouzounis of Artina Promotional Products, Mike Schmitt of Jet Container Company, Joe Lorenz of PRO-TERRA Environmental Contracting Company, David Schoedinger of Schoedinger Funeral and Cremation Service, and Luke Secrest of The Basement Guys will share how publicity has placed their businesses above the radar screen.

Registration is open to the public. The cost is free for members and \$65 for non-members. To register for the program or for more information on becoming a member of the Family Business Center of Central Ohio, call (614) 253-4820 or visit www.familybusinesscenter.com.

The Family Business Center of Central Ohio is the resource dedicated to assisting family-owned businesses. The organization focuses its educational programs on the core issues affecting family-owned businesses. The Center honors family-owned businesses each fall with its annual Family Business Awards and also sponsors networking events for members. For more information, please visit www.familybusinesscenter.com.

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