



FOR IMMEDIATE RELEASE
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Breaking through the Clutter to Get Your Family Business Noticed *Program to Feature Expert Marketing Panel*

Columbus, Ohio – Advertising Age estimates consumers are exposed to between 250 and 5,000 commercials each day from television, radio, social media and other outlets. It's not surprising that it has become increasingly difficult for businesses to connect with prospective customers in this challenging environment.

The [Conway Center for Family Business](http://www.familybusinesscenter.com) will host an educational program for family business leaders to learn how they can tackle this challenge from a panel of marketing and brand experts including Kelly Borth, of GREENCREST; Kari Palmer, of Oxiem Brand Interactions; and Amy Marshall, of Fathom. The panel will be moderated by Mark Cooper, vice president for marketing and public relations at Ohio Dominican University.

Program attendees will learn how to maximize their presence on social media, utilize content marketing, manage their online brand reputation, and improve search engine optimization (SEO). Family business leaders from Rinkov Eyecare Centers, Hague Quality Water; and Integrated Building Systems will also share their success stories with the attendees.

The Conway Center program, "Breaking Through the Clutter: How to Get Your Family Business Noticed in Today's World," will be held **7:30-9:00 a.m.** on **April 17, 2014 at Ohio Dominican University's Alumni Hall, 1216 Sunbury Rd., Columbus, OH 43219.**

To RSVP, please contact Heather Howell at admin@familybusinesscenter.com or 614-253-4820. The program is free for members and \$35 for non-members.

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ABOUT THE CONWAY CENTER

The [Conway Center for Family Business](http://www.familybusinesscenter.com) is Central Ohio's resource for educational programs, resources and networking opportunities to support the growth and success of family-owned businesses. The Center celebrates the successes of family-owned businesses at its annual awards program and offers peer group opportunities for next-generation leaders, family business leaders, and women family business owners. The organization includes more than 150 family-owned businesses from Central Ohio that collectively employ more than 10,000 individuals.