



FOR IMMEDIATE RELEASE
October 6, 2015

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Conway Center to Share Marketing Strategies for Family Businesses

Columbus, Ohio – [The Conway Center for Family Business](#) will host Kelly Borth, CEO and Chief Strategy Officer of [GREENCREST](#), for an informative panel discussion about best practices for marketing and branding a family business. The event, “Stand Out from the Crowd – Marketing Strategies to Boost Your Family Business’ Brand,” will take place **from 7:30 to 9 a.m. on Thursday, October 15 in Alumni Hall at Ohio Dominican University.**

Borth will draw from her 35 years of experience and work with Central Ohio family businesses to illustrate proven strategies to help businesses stand out. She will lead this panel discussion with some of Central Ohio’s most successful family businesses. Panelists will include:

- Steve Arnold, The Strait & Lamp Group;
- Dianne Grote Adams, Safex;
- Elizabeth Blount McCormick, UNIGLOBE Travel Designers; and
- Mike Vargo, VARGO® Companies.

Borth leads the Conway Center's Business Development Peer Group, writes a column for *Smart Business* magazine, and facilitates marketing-related topics for The Entrepreneurship Institute. She is an Ernst & Young Entrepreneur of the Year and was named Ohio Women in Business Champion of the Year by the Small Business Administration.

RSVP to Heather Howell at Admin@FamilyBusinessCenter.com or 614-253-4820. The program is free for Conway Center members and \$35 for non-members. Family business leaders attending for the first time may attend as our guest.

This event is the year’s seventh session of the **Conway Center Educational Series**. For more information about programs that will benefit your family business, visit familybusinesscenter.com/.

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ABOUT THE CONWAY CENTER

The [Conway Center for Family Business](#) 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 190 family-owned businesses from Central Ohio that employ more than 17,000 individuals.