



CONTACT:

Carrie Carper
Phone: (843) 986-5400, ext. 24
communications@beaufortsc.org

FOR IMMEDIATE RELEASE

May 20, 2008

Beaufort Chamber Breakfast Event to Discuss Small Business Advertising

(Beaufort, SC) – The Beaufort Regional Chamber of Commerce’s Small Business Committee will host its next *Breakfast and Brainfood* seminar on Thursday, May 29, from 8:30 - 10 a.m. at the Technical College of the Lowcountry’s Beaufort Campus. Penelope Holme, owner of Studio 602, will discuss “Advertising Principles for the Small Business Owner.” The seminar will take place in the Building 12 Student Center and a continental breakfast will be provided.

Holme began her career as a print and broadcast writer and is the recipient of numerous national, regional and local advertising awards. She has worked for agencies such as McCann-Erickson, Young & Rubicam and Ogilvy & Mather. Her direct clients have included national and regional businesses in six states as well as two European companies. Since launching Studio 602, a copywriting and graphic design business, in April 2005, she has completed the research, writing and design for a book on the Elizabeth Barnwell Gough House in Beaufort and the writing and design for a book by photographer Barbara Entriken on St. Helena’s migrant workers.

Breakfast and Brainfood seminars offer learning opportunities about the challenges businesses face. Topics such as decision making, conflict management, creative thinking and problem solving will be discussed in future seminars.

Sponsored by Lowcountry Caffino, this seminar is free to all Chamber members and \$15 for non-members. RSVP by May 27 to (843) 984-5400, ext. 27, or memberops@beaufortsc.org.

###

The Beaufort Regional Chamber of Commerce has more than 900 business members. The chamber plays a leading role in representing businesses and providing a common voice to bring concerns and solutions to local, state and federal governing bodies. Educational opportunities provided by the chamber are designed to enhance and support the growth of small businesses. The Chamber is the designated marketing organization for tourism to the City of Beaufort, the Town of Port Royal and the unincorporated areas of Beaufort County. The Chamber partners with a wide variety of non-profit organizations and businesses to market the hospitality industry and to attract visitors.

FOR IMMEDIATE RELEASE