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FOR IMMEDIATE RELEASE

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The Launch Box™ Helps Small Businesses Grow **A marketing, branding and public relations workshop for** **entrepreneurs and small business owners**

September 8, 2011 Westminster, MD – Both [Carroll County Economic Development](#) and the [Carroll County Small Business Development Center \(SBDC\)](#) continue to commit resources to grow Carroll County's small business community. In partnership with Westminster-based marketing firm Sonata Venture Solutions, LLC, The Launch Box™ began as a pilot project in Carroll County earlier this year and is now rolling out statewide through all SBDC offices. The Launch Box™ is an eight week collaborative program that covers marketing strategy, branding, public relations, social marketing and optimization, through the use of weekly exercises and group review.

“Together, with the Small Business Development Center, we provide timely programs like The Launch Box™ to help small business owners to build confidence, knowledge and experience. And, it is especially gratifying when we can enlist the expertise of local entrepreneurs to accomplish those goals”, commented Denise Beaver, Deputy Director of Economic Development.

“Being able to help small businesses navigate the complexities of marketing, branding, public relations and product launch has driven us to the development of The Launch Box™. The goal of The Launch Box™ is to provide working exercises, in a collaborative environment; helping small business owners understand, execute and measure results” shared Laura Meck, CEO Sonata Venture Solutions, LLC.

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ACCESSIBILITY NOTICE: The Americans With Disabilities Act applies to the Carroll County Government and its programs, services, activities, and facilities. Anyone requiring an auxiliary aid or service for effective communication or who has a complaint should contact Jolene G. Sullivan, The Americans With Disabilities Act Coordinator, 410-386-3600 or 1-888-302-8978, or MD Relay 7-1-1/800-735-2258 or email jsullivan@cgc.carr.org as soon as possible but no later than 72 hours before the scheduled event.

CARROLL COUNTY

a great place to live, a great place to work, a great place to play

The Launch Box™ program is currently forming in Carroll County to begin on Friday October 7, 2011. Eligible businesses are selected by the SBDC after completing a program application which can found at www.carrollbiz.org/sbdc. The corporate tuition for small and mid-sized businesses is \$895. The tuition covers the eight (8) week workshop including marketing, branding and public relations strategy and execution as well as two (2) one-on-one consulting sessions that will focus specifically on your business needs.

ABOUT CARROLL COUNTY SMALL BUSINESS DEVELOPMENT CENTER: The Carroll County Small Business Development Center (SBDC) is dedicated to helping businesses get established and grow through management counseling and technical assistance for new and existing small business owners. Visit the SBDC at <http://www.carrollbiz.org/sbdc/aboutus.html>.

ABOUT CARROLL COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT: The Carroll County Department of Economic Development is a results-oriented team that creates solutions to give businesses a competitive edge. To learn more about the programs or opportunities available in Carroll County visit www.carrollbiz.org, follow @CarrollEconDev on Twitter or call 410-386-2070.

ABOUT SONATA VENTURE SOLUTIONS: Established in 2008, Sonata Venture Solutions has been providing exceptional marketing, public relations, branding and growth strategies for its clients. For more information on how to grow your business success visit www.sonataventure.com, @Lmeckpr on Twitter or www.sonataventure.blogspot.com. The Launch Box™ is a proprietary workshop helping small businesses grow.

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