

# NEWS RELEASE

## For Immediate Release

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## **Business Resource Center of the Fox Cities plans first seminar for Feb. 28**

### *Session will focus on building brand momentum*

APPLETON (Feb. 11, 2008) — The Business Resource Center of the Fox Cities (The BRC) is launching its series of seminars and programs for new and growing businesses along the Highway 41 Corridor with a presentation on “Building Brand Momentum Without Breaking the Bank” at 7:30 a.m., Thursday, Feb. 28 at the Holiday Inn Select, 150 Nicolet Road.

Dave Willems, president and founder of Willems Marketing, the Fox Cities-based strategic marketing and communications firm, will lead the seminar and will share dozens of helpful tips and recommendations focusing on building brand momentum. Willems is one of 11 local business advisors and firms who joined together in January to form The BRC.

The cost for the event, which includes a continental breakfast, and materials is \$10. To register, please visit [www.brcfoxcities.com](http://www.brcfoxcities.com) and click on programs and seminars or call 920-882-0226.

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The 11 firms and their lead advisors who are members of The BRC are: Citizens Bank – Tony Lee Arneson, vice president and business banking specialist; Epiphany Law – Kevin Eismann, founder; The H.S. Group – Pam De Leest, senior consultant; Innovationedge – Cheryl Perkins, founder; Kosloske & Associates CPAs – Mary Kosloske, partner; Priora Cash Flow Management – Tony Busch, founder; Randercom – Bob Randerson, founder; Softspan – Katherine Westover, founder; Tech Guides – Dave Anderson, founder; Willems Marketing – Dave Willems, founder; and Zuleger Advisors – John Zuleger, founder (formerly Wisconsin Benefit Consultants).

For more information on The BRC, please visit [www.brcfoxcities.com](http://www.brcfoxcities.com).

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