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Small Business Advisory Group at Franklin Pierce University Contributes Marketing Skills to Local Business

Rindge, NH (December 12, 2012) – The Small Business Advisory (SBA) group at Franklin Pierce University presented marketing initiatives to Jim McDerby, owner of a new local business, Sedona Pump Stations, LLC., who attended the presentation on Dec. 7. The SBA is comprised of nine Franklin Pierce students and a faculty advisor - Prof. Jason Little - who partnered with the New Hampshire Small Business Development Center (NHSBDC), whose mission is to help organizations and start-up companies develop business initiatives at no cost. Rich Grogan, regional director for the NHSBDC, also attended the presentation.

The SBA gave a PowerPoint presentation of marketing deliverables for Sedona Pump Stations, which specializes in solar hot water pumps for home owners. They created a complete portfolio of deliverables to attract both consumers and distributors to Sedona’s products, including a brochure, professional page, fact sheet, and direct mail piece, all designed and executed based on research and market analysis.

After the presentation, Sedona founder, Jim McDerby, expressed how impressed he was with the students’ work, and how valuable the work was for his company. When the students were asked if they felt satisfied with all the effort they had expended on the project, student Jeff Gloshinski said, “It’s great to get real world experience. It’s really good to have that to put on a resume.” “And if the company is successful,” added student Keri Marnane, “we can all feel we were part of that.”

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Photo caption: [seated row, left to right]: Rich Grogan, Jim McDerby, and Prof. Jason Little, with SBA group standing behind them.

Franklin Pierce University is a regionally accredited university grounded in the liberal arts, with a focus on personal attention and high-quality instruction. The University consists of the College at Rindge and the College of Graduate & Professional Studies with locations in Arizona and throughout New Hampshire. Degrees are offered through the doctoral level. The institutional mission embraces an education that matters: one that achieves academic success through the integration of liberal arts and professional programs. Our community of educators and learners creates an environment that fosters intellectual curiosity and encourages experiential and applied learning. A Franklin Pierce experience enables each student to discover and fulfill his or her own unique potential. We prepare students to become confident, knowledgeable individuals and leaders of conscience.

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