

News Release
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Debbie Nelson Presents to FastTrac GrowthVenture

Greenville, S.C. (March 26, 2009) – Debbie Nelson, founder of DNA Creative Communications (DNA), gave a presentation to FastTrac GrowthVenture participants at the Greenville Chamber of Commerce. FastTrac GrowthVenture is an entrepreneurial program that assists new business developers in evaluating their current business framework, and determining the changes needed to improve performance and grow the business.

Nelson’s presentation addressed marketing strategies and plans. Topics included: how a marketing plan helps to identify, schedule, implement and evaluate marketing efforts; common challenges in developing marketing strategies; creative and cost-effective marketing activities; and sharing her expertise in the marketing field.

DNA Creative Communications

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber’s 2005 Small Business of the Year Award.

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