

News Release

FOR IMMEDIATE RELEASE



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Debbie Nelson is a Facilitator for the Greenville Chamber's Small Business Owners' Forum

Greenville, S.C. (December 31, 2009)—Debbie Nelson, principal of DNA Creative Communications, LLC, participated as a facilitator at the Greenville Chamber's Small Business Owners' Forum on December 2, 2009. The discussion led by Terry Weaver of Delta Resource Group was based on the acclaimed marketing book, *Made to Stick: Crafting a Memorable Marketing Strategy* by Chip Heath and Dan Heath. According to Heath and Heath the six key qualities that make an idea stick are simplicity, unexpectedness, concreteness, credibility, emotion, and stories. The Small Business Owners' Forum is a monthly forum designed to help start-up entrepreneurs achieve their goals by gaining valuable guidance from successful business owners.

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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.