

News Release

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Dana Morgan and Whitney Howell Present at SCANPO Annual Nonprofit Conference



Greenville, S.C. (April 30, 2009) – Dana Morgan and Whitney Howell, of DNA Creative Communications (DNA), recently presented at the South Carolina Association of Nonprofit Organizations' (SCANPO) 12th Annual Nonprofit Conference in Spartanburg. Approximately 400 people attended the three-day event, which offered various sessions focused on the conference theme, *New Ways of Thinking: Collaboration, Change, Results*.

Morgan and Howell conducted a session entitled, "Becoming E-literate in a Social Media World," in which they addressed the necessity and effectiveness of utilizing social media to achieve marketing goals amidst its increasing popularity in today's culture. They explained specific strategies behind various types of social media and how organizations can utilize them to achieve communication goals and reach their target audiences.

South Carolina Association of Nonprofit Organizations

SCANPO serves as a vital resource for South Carolina nonprofit organizations. SCANPO seeks to strengthen and support nonprofits in South Carolina by offering training opportunities, advocating for the state's nonprofit community and encouraging communication between fellow nonprofits throughout South Carolina.

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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