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For Immediate Release:

Catawba County Library Provides Programs to Help Small Business Owners

September 13, 2017

Newton, NC – The Catawba County Library System is a dedicated resource for economic development in the county, providing workforce development, grant funding research tools, as well as practical programs to equip local businesses. The library is partnering with Jeff Neuville of the Small Business Center of Catawba Valley Community College for two upcoming programs at the Main Library in Newton to benefit small business owners, or those who are considering the launch of a small business.

On Wednesday, September 20th from 11:30 am -1:00 pm, those interested are invited to attend “Finding Your Customer”. If you are a small business owner, or thinking of starting one, Jeff Neuville will share how to research your business idea, target potential customers, and develop your business and marketing plans.

The second program, “Low Cost Marketing”, will be held on Friday, September 22nd from 11:30 am – 1:00 pm. Marketing for the 21st Century small business is more dynamic and challenging than ever. To stretch your marketing dollars, it’s critical to focus on your target markets and identify strategies. Discover how to most effectively and efficiently use the many marketing tools available, gain insights to understand and reach your customer, analyze your industry and business environment, and focus on low-cost marketing techniques to promote your business.

The Main Library in Newton is located at 115 West C St., Newton NC, 28658.

For the latest in library news, visit librarynews.catawbacountync.gov or stop by your local branch.

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About: *The Catawba County Library is our community’s place to connect, explore, and grow. We empower lives and build our community by bringing people, information, and ideas together. The library, headquartered in Newton, serves the community with seven locations throughout the county and is a year-round, integral provider of early literacy and lifelong learning resources and programming. The library also provides a full complement of computer and digital services, classes, and support to bridge the digital divide, empower job seekers, and enhance community quality of life and economic health.*

