

June Lunch & Learn features marketing tips

How important is your logo *really*? Does your company *need* a website? And, what new media strategies are *actually* worthwhile?

To get the answers to these and other marketing questions, come to the Energy Capital Enterprise Center Lunch & Learn June 12 from 11:30 a.m. to 1 p.m. Local entrepreneurs as well as those thinking about starting a small business are invited to attend the event at the Enterprise Center, 345 Sinclair St. in Gillette. Cost is \$10, which includes a light lunch.

The speaker will be innovator Mark Christensen, who is passionate about helping people and organizations to seize their full potential. He's the founder and CEO of more than five local startups including the Gillette-based marketing firm Outliers Creative, LLC.

The creative mojo behind community-forward brands like *82717 Life Magazine*, the *County 17 Community News Stream* and *Sheridan Dally*, Mark will talk about humility, building value, strategic brand positioning, and social media marketing for long-term success, plus the latest thinking on leading, creating, and succeeding in a hyper-connected world.

Lunch & Learns provide an opportunity for entrepreneurs to learn from experts as well as to network with each other to share ideas, expertise, insights and partnerships. Those interested in attending should RSVP by June 8 to doni@EnergyCapitalED.com or by calling 686-2603.