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UNH Media Relations

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September 17, 2013

New Sales and Marketing Techniques Topic of UNH Family Business Event Sept. 25

DURHAM, N.H. – The University of New Hampshire Center for Family Business kicks off its fall series of family business events with “Proven Methods to Increase Revenue, Grow Market Share, and Conquer Social Media,” Wednesday, Sept. 25, 2013.

The program begins at 8:30 a.m. at the Derryfield Country Club in Manchester. Registration and coffee begins at 8 a.m. Lunch and networking will follow at noon.

This program will cover ideas for new marketing campaigns, back office best practices, segmenting, and targeted lead capture techniques. The program will be presented by Catherine Blake, adjunct professor at the UNH Peter T. Paul College of Business and Economics and founder of Sales Protocol International.

The program is available to members of the Center for Family Business at no charge. Nonmembers will be charged a special one-time trial registration fee of \$99 per person or \$250 per family. To register or become a member of the UNH CEO Forum or Center for Family Business, call Barbara Draper at 603-862-1107, or e-mail barbara.draper@unh.edu.

The Center for Family Business, under the [UNH Peter T. Paul College of Business and Economics](#) and the [UNH Graduate School](#), is sponsored by Baker Newman & Noyes; Harvest Capital; Mass Mutual Financial Group; Moitza Consulting; Management Planning, Inc.; Optima Bank and Trust; and Pierce Atwood. It is a membership program to provide owners and managers of entrepreneurial businesses with an opportunity to exchange ideas and information and to discuss business challenges and solutions. For more information, visit <http://www.familybusiness.unh.edu/>.

The [University of New Hampshire](#), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,200 undergraduate and 2,300 graduate students.

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