



## News Release: For immediate release

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### Creative Company President to speak at KISSpdx Conference

#### **Jennifer Larsen Morrow scheduled to speak to professional women of Portland**

MCMINNVILLE, OR: Jennifer Larsen Morrow will speak on the power of branding to a group of Portland-area professional women later this month at the KISSpdx Conference on May 21<sup>st</sup> and 22<sup>nd</sup>. The two day conference will provide an opportunity for professional women to gather together and learn strategies for accomplishing both satisfying careers and sustainable lifestyles, without compromising one for the other. Morrow will be joined by other local innovators in the fields of wealth, health, happiness, and career advancement.

Morrow's session titled "Implement the Power of Branding" will present the concept of branding and provide ideas and tactics a business woman can use to increase the effectiveness of all outreach, communication, and marketing. Through exercises and examples, Morrow will provide attendees with tools for distinguishing their business in a crowded marketplace and will demonstrate how the power of branding will add momentum to their success.

"As a business owner and active community member I understand the demanding schedules and stressors impacting professional women today," said Morrow. "With a powerful brand strategy in place for your business you will build

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your effectiveness in business, create more clarity around what you want to achieve, and thereby achieve a more successful and balanced career and lifestyle.”

KISSpdx 2010 will run May 21<sup>st</sup> and 22<sup>nd</sup> at the Nines Hotel, 525 SW Morrison, Portland. Registration is limited to 60 women and includes an overnight stay at the Nines Hotel, meals, a wine event, a chair massage, and much more. Register online at [www.kisspdx.com](http://www.kisspdx.com) or contact event coordinators at 503-897-0661 for more information.

### About Jennifer Larsen Morrow



After two years as a freelance graphic designer, Jennifer Larsen Morrow founded Creative Company with two partners in Salem, Ore., in 1978. By 1983, she was running the company, growing it from a small ad agency to a regional player in the world of marketing and branding. In late 2000, the firm became more “virtual,” moved to McMinnville, Ore., and now provides a range of branding services to clients all over the country. Jennifer and her staff provide brand development and complete brand and marketing programs for clients in telecommunications, healthcare, food and wine, manufacturing, education, financial services, and more.

### About Creative Company

Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs.

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