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For immediate release:

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VUJC and The ELM Group offering Road to a Marketing Plan

(Newburgh, IN) Ed Lahue of The ELM Group has been invited by Vincennes University - Jasper Campus to host a workshop for the business community. ROAD MAP TO A MARKETING PLAN will be held on May 9, 2003 from 8:00 a.m. – 12 noon at the VUJC Campus. This program walks the participant through the essentials of what marketing is really about and what it takes to have a winning marketing plan.

The ELM Group is a strategy and innovation consulting firm, which help organizations find new growth through better business strategy, marketing planning, and new product/service development. For more details call VUJC at 812-481-5909 or The ELM Group at 812-858-3548 www.elmgrp.com.