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#### Business Briefs

#### Accountant and Business Consultant First to Complete New Branding Program

An accountant and business consultant is the first to complete a new professional branding program offered by an integrated marketing company based in Grand Junction.

Ken Palmer completed a "brand camp" offered by Ryan, Sawyer & Whitney.

"The Ryan, Sawyer, & Whitney team helped me clarify the unique attributes of my professional practice and clearly communicate that to my clients," Palmer said.

The program defines brand attributes, identifies ideal customers, program also examines long-term goals and the marketing resources needed to achieve those goals. In addition, the program includes a visual identity package that includes logo and Web site design, collateral materials and an initial public relations launch.

For more information about Palmer, visit the Web site located [www.palmercpa.com](http://www.palmercpa.com).

Formed by the merger of three companies, Ryan, Sawyer & Whitney offers a range of advertising, business development and marketing services. For more information, visit [www.rswpartners.com](http://www.rswpartners.com).