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**Who's News in the Grand Valley business community**

Ryan, Sawyer & Whitney, an integrated local marketing company, announces the first graduate of its "Brand Camp" – Ken Palmer, CPA, MST.

Brand Camp is an intensive experience of discovery and understanding that defines a company's brand attributes, identifies its ideal customer, clarifies its position in the marketplace and articulates what makes it different. RSW works with the "Brand Camper" to examine the company's long-term goals and identify the marketing resources required to achieve them. It is the inspirational springboard from which companies can more effectively launch their business development initiatives.

"The Ryan, Sawyer & Whitney team helped me clarify the unique attributes of my professional practice and clearly communicate that to my clients," said Palmer. "Brand Camp and the professional identity package which followed are taking my business development strategy to a whole new level."

To view Palmer's new website, visit [www.palmercpa.com](http://www.palmercpa.com). To learn more about RSW's Brand Camp, visit [www.rswbrandcamp.com](http://www.rswbrandcamp.com).