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Ryan, Sawyer & Whitney Announces its First Brand Camp Graduate

Grand Junction, Colo. (Dec. 15, 2009) – Ryan, Sawyer & Whitney (RSW), an integrated marketing company, announces its first graduate of Brand Camp: Ken Palmer, CPA, MST. Palmer went through the Professional Branding Program created by RSW to help leverage his professional brand as a CPA and business consultant.

“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.”

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.

In addition to Brand Camp, the RSW Professional Branding Program also includes a Basic Visual Identity Package comprising logo design, production of collateral material, website design, a graphics standards package and initial public relations launch.

To view Ken Palmer’s new website, visit www.palmercpa.com. To learn more about RSW Professional Branding, visit www.rswpartners.com/professionalbranding.

About Ryan, Sawyer & Whitney

In July 2009 three proven companies combined to create a new, more powerful marketing, advertising and business development agency. Those companies were Ryan, Whitney & Company, Tom Y. Sawyer & Associates and The Synergist Group. RSW is a melding of traditional marketing expertise with new media innovation, resulting in broader capabilities and deeper expertise. RSW offers personal service with the expertise you expect from a top-tier marketing and advertising agency anywhere in the United States. Partners in the company are Tom Y. Sawyer, Dan Ryan, Lee Whitney and Cat Coughran. To learn more about RSW, visit www.rswpartners.com.

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