

## NEWS RELEASE

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### FOR IMMEDIATE RELEASE

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**Re:** **Fix Your Niche with Marketing Guru Telea Stafford**

LUBBOCK, Texas – The Lubbock Chamber of Commerce is excited to bring back marketing guru, Telea Stafford, for a seminar on Fri., Nov. 9. The seminar, Fix Your Niche, is a half day business sabbatical designed for attendees to get their niche together. The seminar will be from 8:30 – 11:30 a.m. at FirstBank & Trust Operations Center, 9826 Slide Rd., and it will give attendees clear steps to find, define or fix its niche in the most modern and current marketing landscape.

Trends can change every week, every day and sometimes even every hour. Be prepared to think differently, to develop extreme cases of optimism and to become an overnight success that may have been in the making for 15 years. How to maximize on the workshop? Come to the workshop with a laptop or examples of a business problem, roadblock or upcoming opportunity for your business.

Stafford is currently President and Founder of Phenixx Marketing & Media, a Texas-headquartered branding, consumer experience and media firm. Stafford's experience includes consumer and corporate communications, cause marketing, community outreach and customer experiences.

As Phenixx Marketing & Media's principal, she oversees the daily brand development and strategic direction for the agency and has successfully managed brands from the launch of Match.com to Dr Pepper, Miller Brewing Company, Taco Bell, Frito Lay, North Texas Tollway Authority, Dallas Area Rapid Transit, Special Olympics and The Coordinating Board of Education. Stafford recently wrote, "The Cure for the Common Culture" and is a professor for Advertising Studies in Dallas.

The seminar is \$50 and Chamber members receive a discounted price of \$35. Breakfast and check-in will be from 8-8:30 a.m. Reserve your seat online at [LubbockChamber.com](http://LubbockChamber.com), call the Lubbock Chamber office at (806) 761-7000, or email [allison.cottrell@lubbockbiz.org](mailto:allison.cottrell@lubbockbiz.org).

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*The Lubbock Chamber of Commerce represents almost 1,900 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. Since 1913 the Chamber, as a catalyst for business growth; a convener of leaders and influencers; and a champion for a stronger community, has served as a unified voice of business by actively advocating for a pro-jobs, pro-growth, pro-business climate.*