

Recognizing the PA Chamber's smaller business members' contributions and needs

Laura Duran & Associates
strategic communications



Laura Duran

“The most successful organizations recognize that, in a world where business relationships are more crucial than ever, communicating with authenticity and consistency will earn the kind of credibility and mindshare that really cannot be acquired any other way,” says Laura Duran, president and chief strategist at Central PA-based strategic communications firm Laura Duran & Associates (LD&A). “In a challenging economic environment, the strongest leaders position themselves with resolute strength and an appreciation for opportunities to innovate, and through ongoing communication with stakeholders they earn trust, maintain hard-earned relationships and market position, and continue to learn as an organization.”

The mission at LD&A is to work in close partnership with clients to develop and execute PR strategies that define and drive brands and issues – by engaging audiences, fostering valuable conversation, and maximizing the strength of relationships. Offering strategic guidance and execution of individual tactics (such as news releases, feature articles, and other targeted content), LD&A helps an organization connect with its partners and tell its story. Clients include High Industries and High Real Estate Group, Interstate Hotels & Resorts, Butler Manufacturing, and WILO USA.

As a smaller firm, LD&A is able to offer clients consistently focused personal attention and seasoned expertise, the essence of the firm’s brand, while remaining more nimble and less costly than larger firms. And it’s a formula that is working. Duran, whose communications experience spans two



Photo by John Herr.

High Real Estate Group and Interstate Hotels & Resorts selected Laura Duran & Associates to provide communications leadership for Lancaster’s new landmark convention center / hotel, the Lancaster County Convention Center and Lancaster Marriott at Penn Square.

decades, founded the firm in 2003 and maintains long-term successful partnership with clients by offering trusted, responsive PR leadership. She partners with other specialized experts in design, website development, photography, advertising, and email marketing, in order to offer the precise combination of marketing services that is needed.

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Strengthening your business

Save the date! U.S. Chamber Small Business Summit 2010

Mark your calendars now for **America’s Small Business Summit 2010, May 17-19** in Washington, D.C.

The 2010 Summit will unite small business owners, local chambers and associations on Capitol Hill to defend the nation’s job creators against heavy-handed policymakers and anti-business advocates. The Summit is your opportunity to remind legislators that free enterprise, entrepreneurship and economic opportunity are what make our country great. It is time to tell your members of Congress that a government-run health-care plan is the wrong answer, that over-regulating the workplace could force layoffs, and that raising taxes on small business will bankrupt innovation.

The Summit also includes a small business of the year awards program. Nomination forms and applications are now available online.

For more information, visit www.uschambersummit.com.

SBA offers HINI preparedness guide for small business

A preparedness guide designed to assist small business in planning for the possibility of an HINI flu outbreak this fall is available through the Small Business Administration.

Employers are encouraged to put strategies in place now to protect their employees and their businesses in advance of the fall flu season. Included in the preparedness guide are tips on how to write a continuity of operations plan, steps for keeping employees healthy, frequently asked questions about the 2009 HINI flu and a list of additional resources that employers can access online.

To download the booklet, visit www.sba.gov/flu