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**LOCAL MARKETING EXPERTS TAPPED TO TEACH
INTENSIVE ONE-DAY COURSE AT NYU**

Thornwood, NY... June 5, 2006 Well-known local marketing strategist, Nancy A. Shenker, has been selected to teach a course for small business owners entitled “Meaningful Marketing –Investing for Growth,” a one-day offering at the NYU Midtown Center, Friday, June 23 from 9-5pm.

Shenker, a 25-year “veteran” of corporate marketing, opened her consultancy, theONswitch three years ago to aid start-up businesses and those in transformation. She has most recently helped open the doors of downtown White Plains eatery, Tayste and overseen a major promotion to help establish the new Pleasantville fitness facility, PFX. She has also marketed national brands.

She brings this expertise to “Meaningful Marketing.” Says Shenker, “Most small business owners struggle with how to best spend their valuable marketing dollars.” This course will offer *practical* advice on how to put together a marketing plan that builds business, and how to choose among the various marketing media (print, online direct, guerrilla marketing, pr and more.)

Shenker will share the podium with fellow Westchester consultant, David Rudofsky, president and founder of Rudofsky Associates.

For more information, please visit the NYU course website at
<http://www.scps.nyu.edu/departments/course.jsp;jsessionid=1EA1VTLYHUPF5AD0SM5SFEQ?courseId=64432>