

BIG PR FOR SMALL BUSINESSES

-Phoenix-based public relations firm provides workshop for small businesses seeking an edge on the PR front-

Phoenix, AZ – February 22, 2008 – Orca Communications accepted an invitation by the Arizona Small Business Association to discuss “Big PR for Small Business” on Tuesday, March 11th at the ASBA facility. The panel of five experts will offer a spirited analysis of public relations and highlight the advantages of implied endorsements versus costly advertising and direct mail. In addition, the panel will address guerilla marketing and PR strategies, insight on developing newsworthy stories, utilizing the basic tools of PR, and helpful tips for leveraging PR.

“PR tends to be a big misconception among small business owners,” said Julia Hutton, Founder and CEO of Orca Communications. “Many people don’t fully understand the difference between paid advertising and implied endorsement. We’re looking forward to sharing our insight with fellow entrepreneurs to help them understand and channel the power of the media.”

No stranger to entrepreneurship, Hutton founded Orca in 2002 after more than 3 decades in the public relations industry. After several failed attempts at launching her own business, she has proven herself to be the quintessential comeback kid! Within six years, Orca has shot from zero to nearly \$3,000,000 in annual revenue, 25+ employees, and was recently selected as one of the top 25 places for woman to work in Arizona by *Arizona Woman Magazine*. “I take nothing for granted,” Hutton professed when asked about her secrets of success. “This is why I am so passionate about helping other entrepreneurs. Failing does not mean failure. It simply gives us the opportunity to learn from our experiences.”

Along with Hutton, the dynamic panel consists of several members of Orca’s staff who collectively share a variety of backgrounds and experiences. Debra Jones is the Director of HR and Marketing, Jennifer Hoffman is a Senior Publicist, Catherine Anifantis, a Publicist, and Dee Ransom, the Assistant Director of Marketing. The PR workshop will be held at 7:30 a.m. on Tuesday, March 11 at the Arizona Small Business Association, located at 4130 E. Van Buren, Phoenix, AZ. For more information, please visit the ASBA website at www.asba.com.

(more)

About Orca Communications Unlimited, LLC

Orca Communications Unlimited is widely known as America's PR firm for inventors and entrepreneurs. Their hard-hitting, highly effective, out-of-the-box approach to public relations allows us to continually produce exceptional results for our clients. Orca's clients have been featured in the worlds' most critically acclaimed media outlets, including *Oprah*, *The Big Idea with Donny Deutsch*, *The Today Show*, *Time Magazine*, *People Magazine*, *Newsweek*, *In Style Magazine*, *Better Homes & Gardens*, *Ladies Home Journal*, *Men's Journal*, and many more. Orca has a strong commitment to understanding a client's business and long-term goals so that they can effectively and strategically present their products and services to the world. Orca specializes in consumer PR in all industries including baby and children's products, pet, home & garden, style & beauty, retail, health & safety, trends & gifts, technical innovations, and much more.

Orca Communications Unlimited is headquartered in Phoenix, Arizona, and was founded in 2002 by Julia Hutton, a 40-year public relations veteran. In 2008, the company was selected by Arizona Woman Magazine for one of the best places for women to work in the state. For more information, please visit the company's website at www.OrcaCommunications.com or contact Dee Ransom, Assistant Director of Marketing at dee@orcacommunications.com

###