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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Launching of

~~SLV Enterprises Launches New Endeavor~~

~~Racine, WI-October 1, 1999. Announci~~ is announcing the opening of SLV Enterprises on October 1, 1999. ~~graphics venture known as SLV~~

~~Enterprises is local writer, Susan Vrana. The operation is open for business beginning October 1,~~

~~1999 and can be reached by calling 555-5678 or stopping in at 222 E. Maple Dr., in Racine. SLV~~

in Racine and South Milwaukee.

~~Enterprises intends to be a leader in the freelance technical writing and graphics market by~~

~~merging "serious customer service" with good product value. "I plan to offer the Racine and~~

~~South Milwaukee business communities a terrific product combined with a can-do attitude," said~~

~~Vana.~~

To celebrate the grand opening, SLV Enterprises will host an Open House. The public is invited on Sunday, October 3, 1999, to the Racine Labor Center, 2100 Layard Ave., from 1:00

P.M. until 4 p.m. to meet Vrana, her family and business advocates. They are enthusiastic about

meeting other members of the local business community.

Remarking that SLV Enterprises was established "almost by accident," Vrana explained how the interest in starting this business began. After assisting her husband and friends in various graphic, page layout and writing projects, she discovered how much she enjoyed this type of work.

While assisting with the writing and proofreading of various material, it occurred to her that she could do this on her own. The next step was to explore local educational opportunities.

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Gateway Technical College, with its Professional Communications program was a natural choice. ^{hopes to focus on using their communication skills} However, One of the main focuses of SLV Enterprises will be to cater to smaller business clients. Vrana ^{and is} intends to remain flexible and open-minded about the range of services her business can provide. Realizing that the ability and willingness to "go the extra mile" would be considered an asset, the business began to focus on promoting itself as eager to acquire any size project.

Another goal for this new business is directed toward establishing multiple strategies for diverse business sectors. Identifying where certain needs exist and becoming pro-active in meeting those needs will prevail as a main goal for SLV Enterprises. Knowing that the competition is tough and also good at what they do keeps the motivation factor high. Vrana notes, "I will need to offer a higher level of service and dedication in order to compete effectively".

^{Additionally, SVL Enterprises will offer} In addition to freelance writing and desktop publishing, editing and proofreading services will also be offered. The creation of this part of the venture was due to the awareness of how time-consuming and detailed editing and proofreading can be. ^{Vrana explains that} Hiring an outside agent to perform these tasks frees an employee to work on other critical projects. ^{freelance editor}

^{Lastly, SLV Enterprises will offer a} Rapid turn-around time is another goal of SLV Enterprises. Most companies work with in ^{have} extreme tight deadlines, so the assurance of a skillfully, yet rapidly completed project is a real asset. ^{can't} "The value in being quickly responsive in this fast-paced business cannot be underestimated," said Vrana. "Knowing how to set reasonable goals and budget one's time is imperative in this line of work."

^{located at} SLV Enterprises is a communications company. It offers technical writing, graphics, and proofreading services. ^{For more information, please contact Susan Vrana at} Additional information is available by contacting Susan Vrana, 222 E. Maple Dr., Racine, WI 53404. ^{her at} Her business number is 262-555-5679 and her e-mail address is vranas@slventerprises.com.