



## **NEWS RELEASE**

**For Immediate Release**

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(Bend, OR-12/02) Imagine marketing in a completely different light... **Accessible, Affordable and Accountable. Apogee Marketing Partners., LLC** can deliver this for small business and non-profits of all types.

**Apogee Marketing Partners., LLC** provides resources to grow a business or organization. Apogee is able to provide effective tools/templates that can advance a client's advertising, branding, social-media marketing, strategic planning, product management, fundraising, non-profit organizational development and related areas. Apogee was founded out of the creative impetus of **Dennis Dalangin** (Founder/Principal, based in Bend, OR) and **Dennis Baker** (Principal, based in Santa Barbara, CA). Recent research has indicated that during these unfavorable economic periods, businesses are more inclined to trim budgets from their marketing budget first. Although this may seem like a reasonable response, the same research actually indicates that those who reduced their marketing budget suffered and lost market share to competitors who did maintain or increase their marketing spend.

With their combined 25+ years of marketing, public relations and fund raising experience, Dalangin and Baker began to consider ways to make their marketing services, knowledge, and expertise **accessible and affordable**. Baker states, *“By providing affordable marketing options for businesses and organizations that are suffering in this economy, we feel we can make a difference.”* This is how Apogee Marketing Partners was born!

Apogee is able to provide effective tools/templates that can advance an organization’s **advertising, branding, online marketing, strategic planning, fundraising, and non-profit organizational development**, among other areas. Apogee is based online and its services are very accessible, as they can be utilized anywhere a person has a computer and a wireless connection to the internet. Dalangin states, *“Through a variety of plans and membership levels, there are options available for virtually any budget!”* Moreover, the difference from other consulting firms is that Apogee provides their clients the tools they need to do it themselves, and depending on the level of membership Apogee can provide consulting expertise to develop or implement any marketing initiative. Baker states that, *“Firms get **affordable** high-level professional consultation to help them efficiently utilize the tools we offer. The client is in control!”*

Membership levels are described below:

*Our **Basic Access** membership is perfect for a small or start-up business seeking affordable marketing expertise. This membership is simple. As a Basic Access member, clients will have access to our marketing tools/templates, Fast-Track Plans, Newsletters, Case Studies, as well as access to our **FREE media buying placement and execution** capabilities. These are all services available to get your business moving in the right direction.*

*Apogee’s **Premium Access** membership includes all of the Basic Access benefits, while providing one (1) hour of consultation every month. We have made ourselves accessible to ensure that the client can utilize and implement our tools effectively. Clients can also contact us for input on their current marketing initiative.*

*Lastly, **VIP Membership** will afford the client all the benefits of Apogee's Premium membership, but with **two (2) hours** of consultation per month. As a VIP Access member, clients will also be provided a complimentary Quarterly Review of their marketing initiatives. We will evaluate the progress and make recommendations on optimizing your budget and marketing initiatives.*

*A discount is available for pre-paying extended monthly memberships (quarterly or annually) and buying program-specific **Fast Track** plans such as Apogee's **Small Business Plan, Social Media Plan or Non-Profit Plan**. If required, additional hours of consultation may be purchased at rates commensurate with the membership level purchased. Apogee is also available for professional consultation outside of the services provided above.*

**For more information about Apogee Marketing Partners please call us: 541.905.2601, email us: [info@apogeemarketingpartners.com](mailto:info@apogeemarketingpartners.com), or visit our website at: [www.apogeemarketingpartners.com](http://www.apogeemarketingpartners.com)**

**Backgrounder:**

**Dennis Dalangin, Principal/Partner**

A graduate of Westmont College in Santa Barbara, Ca, Dennis Dalangin has over 10 years of marketing experience. In his career, Dalangin has played numerous roles within start-up businesses and large corporate entities. His most recent role was managing the marketing department for a business unit within the Philips Home Healthcare division. Dalangin has led and managed numerous multi-million dollar product developments and launches globally. Dalangin's extensive international marketing experience includes Asia Pacific, Middle-East, and West and Eastern European regions.

While away from his desk, you will find Dalangin enjoying competitive cycling, skiing and flying. His wife, Heidi and four children, Eli, Colin, Canaan, and Madeline (aka Mad Dog) are his pride and joy, keeping him busy outside of all the extracurricular activities that we call work.

**Dennis Baker, Principal/Partner**

A graduate of Westmont College and a Hansard Scholar at the London School of Economics in London, England, Baker also worked for a U. S. Senator and the British House of Commons. He spent several years in management at a national media buying/PR firm, for FOX TV, and as President of his own firm, D.M. Baker (A Media Relations Firm). He has

managed numerous political campaigns, non-profit fund-raising programs and entertainment professionals. As an expert in all areas of non-profit consulting, fund development, PR, and Media Buying, Baker's clients include Santa Barbara Museum of Art, UC Santa Barbara, Sansum Diabetes Research, Visiting Nurses Association/Hospice, Santa Barbara Jewish Film Festival, Santa Barbara Trust for Historic Preservation, Anti-Defamation League, and Santa Barbara County Association of Governments.

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