



# COUNTY OF HYDE

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## Hyde County, NC News Release

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### Workshop Gives Artists Fresh Eyes For Marketing

Nearly 40 artists, small business owners, and budding entrepreneurs convened on Ocracoke Island this week for a marketing workshop led by former N.C. Chamber of Commerce President Linda Rozelle. A marketing expert, Mrs. Rozelle has a passion for helping artisans craft their identity. The two-day workshop included tips on pricing, working with wholesale purchasers, and craft markets. During the Friday session Mrs. Rozelle gave direct feedback to each participant. Several participants adjusted their advertising materials over the course of the workshop.

The marketing workshop is part of a larger collaboration between Beaufort County Community College and Hyde County to foster business development on Ocracoke Island. Hyde County is also working with BCCC to establish a learning center at the Hyde Davis Business Center in Engelhard, N.C.

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