

**FOR IMMEDIATE RELEASE**

## Carroll County Honors Three Small Businesses for their Achievements Critical Response Management, French Twist & Utz Real Estate *Three Launchbox Success Stories Garner Top Business Achievement Awards*

**Westminster, MD: November 13, 2012** – Sonata Venture Solutions, LLC, a strategic, results-centric marketing, branding and public relations firm, is pleased to announce that three participants of The Launchbox® Workshop received top business achievement awards for 2012 from The Carroll County Chamber of Commerce and the Carroll County Economic Development.

Sonata Venture Solutions focuses on helping small to mid-sized companies grow through strategic planning and tactical execution. Sonata Venture introduced The Launchbox Workshop in Carroll County in 2010 holding programs at The Carroll County Economic Development offices and in conjunction with Carroll Business One Path at the Miller Center. The Launchbox is a proven workshop designed to guide business owners and entrepreneurs in building business success through a collaborative, engaging workshop focused on Marketing, Branding, and Public Relations.

“Participating in The Launchbox Workshop helped me get organized and focused on growing my business. As a start-up company I found the workshop highly beneficial and the Sonata team very willing to help me grow and succeed. The advisory board, collaborative environment allowed me to engage other business professionals” shared Mike Jordan, President, Critical Response Management. When running your own business it is important to have trusted resources. Everyone in the workshop was like-minded and had a strong desire to help others grow” continued Jordan.

Hélène Taylor, Proprietor of French Twist and current Launchbox participant shared “Attending The Launchbox Workshop has given me the opportunity to build relationships with other participating business owners. I’ve enjoyed brainstorming with them and sharing ideas on how to promote our businesses.”

Jenni Utz, CEO of Utz Real Estate stated “I engaged Sonata Venture to help take my company, Utz Real Estate, to the next level. I have added two new services to our already busy real estate practice. Engaging Sonata Venture and attending The Launchbox Workshop helped me evaluate my options intelligently and plan for the new product launch. We have had a strong brand for years, what I needed was a partner in marketing to help us grow and get to the next level”

“There are some opportunities that present themselves and you know it is something you are compelled to do. Sonata has helped businesses thrive and grow. With the addition of The Launchbox, entrepreneurs are empowered to execute and build their businesses strategically.” shared Laura Meck, CEO of Sonata Venture Solutions.

**About Critical Response Management:**

Critical Response Management is in the business of saving lives. Our primary focus is to deliver hi-quality emergency response training in all disciplines including medical response, mental health, first aid, safety & security and OSHA training. Our programs are delivered uniquely by seasoned instructors & consultants who are all veterans in their individual field of expertise. The medical instructors are EMT's and Paramedics with years of experience, all of whom are still practicing care in the clinical setting and staying current with an ever changing field. Safety & security instructors and consultants are certified police officers with backgrounds in threat assessment and response. For more information please visit [www.crmsaves.com](http://www.crmsaves.com).

**About French Twist:**

The mission of The French Twist is to introduce customers to gourmet coffee and authentic French cuisine in unique and comfortable surroundings. The food menu will be simple, with a focus on traditional French crêpes. A visit to The French Twist will provide patrons with a memorable experience that will excite the palate, satisfy the senses and create opportunities to socialize and relax in a peaceful environment. The French Twist will be a sit down retail coffee shop that will source extraordinary coffees from a great local micro-roaster and will offer a full breakfast and lunch menu featuring savory and sweet crêpes. French Twist opens March 1, 2013 in Sykesville, Maryland.

**About Utz Real Estate:**

Utz Real Estate is a company with the heart of a small business and the muscle of a tremendous corporation. Utz Real Estate has proudly extended their portfolio with a Property Management Division, a Handyman Services Division and a REO/Bank Owned Division in addition to gaining several knowledgeable REALTORS. The Utz Property Management Division manages some of the area's most desirable residential and commercial rental properties. For more information on our services in Real Estate, Property Management and or Handyman & Remodeling, please visit [www.utzrealestate.com](http://www.utzrealestate.com).

**About Sonata Venture Solutions:**

Established in 2008, Sonata Venture Solutions believes building and growing sustainable small businesses is essential to vibrant local and regional economies. Sonata Venture is committed to enabling businesses and entrepreneurs through interactive collaborative engagements. Helping launch growing businesses, products and services, Sonata Venture delivers The Launchbox Workshop to business owners and entrepreneurs across North America. To learn more about Sonata Venture Solutions or The Launchbox contact us at 443.293.7092 or visit [www.SonataVenture.com](http://www.SonataVenture.com) / [www.itsmylaunchbox.com](http://www.itsmylaunchbox.com).

###