



## Smart Fish Offers WoodCreek Elementary PTA a Free Swim

*Smart Fish Marketing, a Katy-based small business branding and marketing specialist, is providing pro bono services to the WoodCreek Elementary School PTA. Services include the design, launch and maintenance of a new PTA website and the management of the group's email distribution system..*

KATY, TEXAS, NOVEMBER 25, 2009 – Katherine McGraw Patterson, Chief Creative Strategist of Smart Fish Marketing, a specialist in small business branding and marketing, has been providing pro bono web design, web master and email marketing services to the WoodCreek Elementary School PTA since the beginning of the 2009-2010 school year.

Patterson, who has two children at the school, responded to President Diane Pharr's request for a volunteer to redesign the PTA's existing website and manage the electronic distribution of the school's weekly newsletter. Patterson stepped up to offer professional design and management services on a pro bono basis.

"The PTA has needs very similar to those of my small business clients," said Patterson. "They have a message and a need to communicate that message to their audience. My small business marketing experience was the perfect fit for their needs."

"Katherine has really breathed new life into our web communications," said Diane Pharr, PTA President. "While our old website was useful, it wasn't really used. Our new site is vibrant and entertaining and Katherine has managed to keep the information current and interesting. She also introduced us to email marketing, which has made communications between the PTA and our parents much easier and more efficient."

"As a new member of the Katy community, I am delighted to be able to offer my services in a way that positively impacts WoodCreek Elementary parent/teacher/administration communications," said Patterson.

The WoodCreek Elementary School PTA website designed by Smart Fish Marketing can be viewed at <http://www.myrangerpta.org>.

For more information on Smart Fish Marketing, contact Katherine McGraw Patterson, Chief Creative Strategist, at 303.638.8625.

### **About Smart Fish Marketing**

Smart Fish Marketing is a specialist in providing small business marketing services. We help our clients define their unique message, create outstanding marketing materials to convey that message, and identify the channels to use in reaching their target market. Smart Fish brings fresh ideas, creativity and a personal approach to help our clients develop a professional image that enables them to stand out from the competition and grow their businesses.

### **About Katherine McGraw Patterson**

Katherine McGraw Patterson offers Clients expertise and knowledge gained over 18 years' experience in marketing support for professional services firms. She first established an independent consulting service in Hong Kong in 1999, and after several years of success in the international market, Katherine returned to the U.S. in 2002, where she applied this critical experience in addressing the marketing needs of small businesses here in the U.S. Ms. Patterson is a 1991 graduate of Texas A&M University's School of Journalism.

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