



FOR IMMEDIATE RELEASE
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LOJACONO JOINS LAUNCH NY AS ENTREPRENEUR IN RESIDENCE

Amherst, NY – **Joe Lojacono, president of Valmark Associates, LLC**, a marketing consultancy and resource agency, has joined Launch NY as an Entrepreneur in Residence (EIR). As an EIR, Joe will provide individualized coaching and marketing consultation to client companies using the internationally recognized Business Model Canvas. Launch NY's goal is to help client companies become investment ready.

Launch NY is a 501(c)(3) nonprofit Venture Development Organization with a mission to identify, support and invest in high-growth, high-impact companies in order to catalyze the entrepreneurial culture of the 27 counties of Upstate New York through regional collaboration with ecosystem partners. Built on nationally recognized best practices, they achieve their mission by providing startup client companies with pro bono mentoring services and access to seed capital.

Valmark Associates LLC is a marketing consultancy about ideas. The

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agency improves marketing efforts by integrating client history, industry knowledge and a time-tested approach to generate ideas that are cost-effective, on-target and minimize risk. By choosing Valmark Associates, clients are selecting a process and a plan, not a product and a promise.

The firm provides marketing consultation services for small, medium and even larger businesses that want to partner with an expert to execute all or part of their marketing programs.

The firm is headquartered Getzville, NY. For more information, visit their web site at www.valmarkassociates.com or contact Joe Lojacono at 716.572.2595.

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