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MEMBERSHIP

BUSINESS OF THE MONTH

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Susan Somers

Up Close and Personal

Early on, Susan Somers heard her calling from those who were most in need. Her position in the advertising, marketing and public relations industry gave her the perfect platform to answer that call, by focusing on non-profits to ensure that their voices are heard.

Her community ties extend beyond her professional life. Susan has served on the board of directors for the Nevada SPCA, the Las Vegas Advertising Federation and is currently the publicity chair for the Las Vegas Valley Humane Society's Wag-A-Tail Walk-A-Thon. She is also a member of Faith's Business Advisory Council Executive Committee.

The community has recognized Susan's impact. She was recently named Volunteer of the Year by Nevada Partnership for Homeless Youth, an organization that offers a continuum of care to homeless and neglected children and young adults. The Las Vegas Valley Humane Society has recognized her with the Shining Star, which is an award given to volunteers who have shown outstanding and unique contributions to the non-profit organization.

Susan Somers graduated from California Lutheran University, with a Bachelor of Arts in Business Administration. She is married to Joe Somers, a special education teacher. They live in northwest Las Vegas with their three dogs and two cats.

About FM marketing LLC

In 2004, Susan Somers founded FM Marketing to combine her passion for non-profits with her advertising and PR expertise. The company provides public relations, strategic marketing, website design and a host of other marketing services to clients. Medical, non-profit, and professional services are just a few of the industries represented.

The focus of FM Marketing is more than the growth of a business; it's a call to action to enhance a company's presence within its community. It's about giving back. We do that by matching our clients with non-profits that fit their goals and expand their purposes. It's a concept that helps both sides of the equation, as with past projects such as "Gift of A Beautiful Smile," which matched the services of local dentist Dr. Mark Escoto with the Kids of Girls and Boys Town.

The company has also publicized a variety of charitable events. Most recently, Faith Lutheran Jr/ Sr High School's annual Endowment Gala, Nevada Partnership for Homeless Youth's Annual Charity Roast, and the Las Vegas Valley Humane Society's annual Wag-A-Tail Walk-A-Thon.



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