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## **AlphaGraphics Marks National Entrepreneurship Week**

*Portland small business owners benefit from local business center's  
experience and expertise*

Portland, OR (Grassroots Newswire) January 25, 2012 – Barbara Harkins of AlphaGraphics on Market in Portland knows how important it is to encourage entrepreneurship in business – on both the local and national level. That's why the local business center is shining a spotlight on National Entrepreneurship Week, February 18-25, a celebration of entrepreneurs in America and the educational opportunities available to prepare tomorrow's business leaders.

"At AlphaGraphics on Market we understand how to support local small businesses because we ARE a small business," said Harkins. "All AlphaGraphics business centers are locally owned and operated, and that gives us an insider's understanding of what small businesses need to get on their feet and prosper."

This year, National Entrepreneurship Week will focus on "Entrepreneurial Literacy" by encouraging students, parents, educators, business people and government officials to understand the basics of how a business is created and managed. Harkins says that this emphasis on educating up-and-coming business leaders is critical, especially in today's economic environment. AlphaGraphics believes that small businesses will continue to be instrumental in helping the economy recover by providing much needed job opportunities.

As the Consortium for Entrepreneurship Education, the sponsor of National Entrepreneurship Week, points out, real entrepreneurial skills come from experience. A full-service business center like AlphaGraphics on Market can help pave the way for new business owners who need a way to get the word out about their products and services to their local communities. AlphaGraphics on Market offers comprehensive business and marketing solutions, including full-service digital, offset and large format printing; design services; mailing and one-to-one marketing services; promotional products and digital archiving that can help create the buzz that is key to building a small business into a successful, thriving enterprise.

"National Entrepreneurship Week emphasizes the importance of lifelong education for entrepreneurs," said Harkins. "At AlphaGraphics on Market, we know that education is a two-way street. Our goal is to help new small business owners navigate the critical first few months of business ownership. But those same small business owners are constantly teaching us, too, as they bring new ideas and energy into the local business community. Entrepreneurship is alive and well in America, and that benefits everyone."

For more information about AlphaGraphics on Market, please contact Barbara Harkins at 503-24-80666 or bharkins@alphagraphics.com.

### ***About AlphaGraphics***

*AlphaGraphics, Inc., plans, produces and manages business and marketing communications for businesses at nearly 300 owner-operated, locally-based business centers worldwide. Headquartered in Salt Lake City, Utah, the AlphaGraphics network, an over 40 year-old brand, leads the industry in sales per location. Backed by state-of-the-art technology, the world's highest quality standards and a global network, the company's trained and experienced team members are committed to delivering creative solutions that enable customers to increase their reach.*

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