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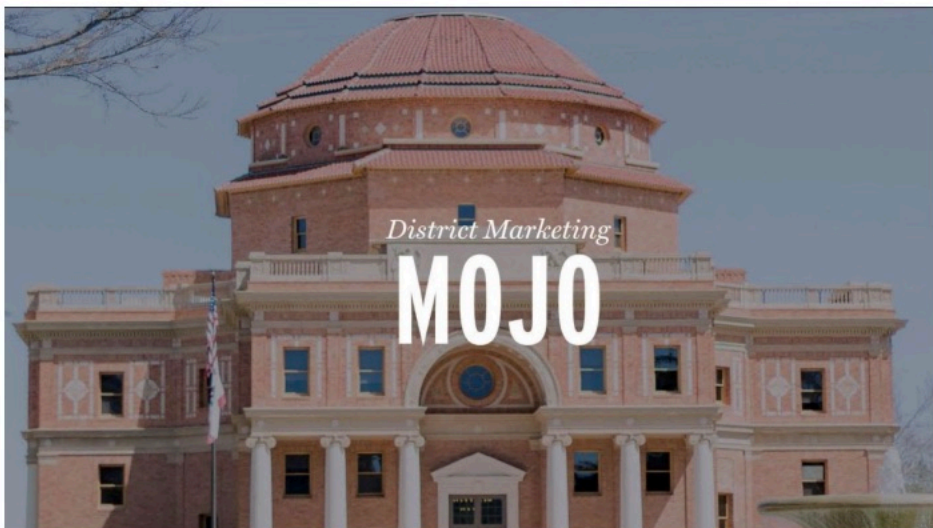
**Introducing our District Marketing Mojo blog series** 🏆

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**Mary Verdin** <vmi@verdinmarketing.com>  
Reply-To: Mary Verdin <vmi@verdinmarketing.com>  
To: intern@verdinmarketing.com

Thu, Jul 6, 2023 at 11:30 AM

**VERDIN** HEADLINES



*District Marketing Mojo: A Chat with Terrie Banish*

Welcome to our new blog series, District Marketing Mojo. Each month, Verdin President and CEO Mary Verdin interviews a leader in the world of marketing and communications for special districts and business improvement districts. Check out our conversation with Terrie Banish from the City of Atascadero.

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We're delighted to announce the promotions of Partners Ashlee Akers to Chief Strategy Officer and Michelle Starnes to Chief Operating Officer. Their exceptional skills and dedication make them ideal leaders to drive our strategic initiatives and ensure seamless operations for our clients.



## 5+ Reasons Your BID Should Be Using Canva

Imagine: Your organization just went through a branding overhaul with a marketing agency and was handed a shiny new logo, accompanying visual assets carefully curated with your brand's personality in mind, and a handful of complementary custom graphics. You and your organization have dedicated time and resources to make this possible, and you're eager to roll out your refreshed look and put it into action.

Like most, you may find yourself asking "Now what?" or "How?"

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