



Kurtz Digital Strategy joins SMLA as Defender of the Lake Press Release

Smith Mountain Lake Association Announces New Business Partner

Kurtz Digital Strategy has joined the Smith Mountain Lake Association (SMLA) Business Partner program as a Defender of the Lake.

Bill Butterfield, President of SMLA, announced that Kurtz Digital Strategy of Moneta VA has joined SMLA as a new business partner. Acknowledging the collaboration with Jill Kurtz, owner and principal strategist at Kurtz Digital Strategy, Butterfield said “business partners like Kurtz Digital Strategy are essential to SMLA as they represent not only cornerstones to our area businesses but also critically important support for the initiatives that SMLA does in support of keeping our lake clean and safe.” Ms. Kurtz recently relocated full time to SML and brought her business with her. She is passionate about supporting the local community as well as tackling opportunities to help protect the pristine water of Smith Mountain Lake so it can be enjoyed for many generations.

SMLA is an all-volunteer, non-profit organization that has depended upon our member and business partner support to fund our initiatives over the past 50 years to **protect the water of Smith Mountain Lake and promote safe recreation.**”

Kurtz Digital Strategy develops online marketing and communication strategies for small businesses. They use content, websites, social communities, search engines and more to help businesses and organizations to thrive.

SMLA is appreciative of all their business partners and works independently with business partners to support lake initiatives that include water quality monitoring, buffer gardening, save our streams, invasive species and recreational safety to name just a few. Please visit the SMLA website for more information on the work that SMLA performs or how you can support their continued efforts at www.smlassociation.org.