

# Robert Bahn

Business Consultant, Arkansas SBTDC Regional Office at ASU



Robert Bahn of Jonesboro is a 10-year veteran of the Arkansas Small Business and Technology Development Center. He is a business consultant for the regional office at Arkansas State University and was recently honored by America's SBDC as the 2019 Arkansas State Star.

Bahn served three years in the U.S. Navy during the Vietnam conflict. He was an aviation ground support electrician aboard the USS Kitty Hawk (CV 63) aircraft carrier on his 1969 tour of duty in the Western Pacific.

Following his military service, Robert attended college, then spent more than 30 years in banking. He is a member of the Veterans of Foreign Wars.

He is currently working with a strategic communications student at Arkansas State University, Mariah Dykes, on a strategic communications plan for veterans outreach. Under the supervision of University faculty, Dykes is developing public service announcements, news releases, and social media content; compiling a media list; identifying clients who are veterans to interview, photograph, and video; and more.

The A-State strategic communications program teaches students how to build mutually beneficial relationships between an organization and its key stakeholders through advertising, public relations, social media, and organizational communication. Through its "Real-World Classroom" high-impact learning experiences every spring and fall, the Arkansas SBTDC facilitates hands-on opportunities for students to work with the SBTDC or local small businesses.