

PETALUMA



Get SMART about Social Media

Wednesday, Sept. 11, 2013

7:15 - 9 a.m.

Petaluma Woman's Club

518 B Street

COST AND REGISTRATION

\$25 chamber members / \$30 non-members (\$5 extra at the door)

Call 707-762-2785 or

[Register Online](#)

Cost includes a full breakfast and networking opportunities.

SPONSOR A BREAKFAST!

Future sponsorships cost \$150, and include a 5-minute "infomercial" about your business, and a 1/8 page ad (\$95 value) in the *Petaluma Business* newsletter. For more information, contact WIB Sponsor Chair Rebecca Kagin, 707-765-1111.

Petaluma Area
CHAMBER
of COMMERCE

Get SMART about Social Media

Join us for a delicious breakfast and a chance to network with other Chamber Members. You will also hear from Karen Clark, an expert on turning Social Media into sales without letting it take over your life!



Karen Clark,
My Business Presence

Karen will share her strategies to handle Social Media and your business and discuss her "Social Media CPR" solution that is Heart-Centered and focuses on increasing Social Media's effectiveness while reducing the time spent handling it. Her Social Media CPR approach emphasizes connecting with people, not collecting people, and includes a three step Social Media CPR system that will get results you can feel good about. Learn exactly where and how to effectively spend your time online to reach your customers and prospects ONLINE while remaining true to your OFFLINE business goals.

Karen is a fierce advocate for entrepreneurs and the direct selling industry. She has been honored with two Direct Selling Women's Alliance awards – the Spirit Award in 2008 and the Ambassador of the Year award in 2010. Now a sought-after speaker and co-author of two books, *Incredible Business* and *Direct Selling Power*, and the Take Action Social Media course, Karen is dedicated to helping all entrepreneurs and independent direct sales representatives uplift the reputation of the industry as they learn smart and ethical Internet marketing strategies.

Be sure to "Like" [Petaluma Women in Business on Facebook](#) for event news and updates!

This Month's Sponsor:

PDmediaLAB
PART OF THE PRESS DEMOCRAT MEDIA COMPANY

Join the Press Democrat's PDmediaLAB for *The Top 5 Dos and Don'ts in Social Media for Businesses*. Find out if your current social media strategy is helping or hurting your business!