

"Time to Cash"

Exploiting Social Media and Technology

Brookhaven Business Alliance meeting

Register (RSVP) at: <http://conta.cc/BBAMay24>

Brookhaven Country Club
Main Building
3333 Golfing Green
Addison, TX 75234



Tuesday - May 24, 2011
7:30 AM to 10:00 AM CDT
Cost: \$15 (including meal)

- So, you're on page one of Google (or not)... congratulations (yawn).
- Let's see... took you lots of time and money?
- Ok, so, what's your conversion rate?
- Lots of new "friends" but do you have lots of new customers?
- Is your technology a competitive advantage?

Join us for this All-Star cast of Social Media and technology gurus who will present, discuss and argue how to make the best use of your time and your technology to improve your business. From each with their own approach and best practices, you'll take away usable info for an immediate impact on your revenue stream!

Jennifer Bagley

Jennifer is a professional speaker and an experienced business strategist in technology, sales, marketing, and social media. Coupled with a network of mentors, this gives her the unique ability to provide systemic instructions in an easy to understand format. Her personality is fun and engaging, which keeps audiences interested and ready to launch immediately after the presentation.

Lucinda Ruch

Are you on LinkedIn and not getting results? Lucinda will share her clients' successes using this power tool. Who wouldn't use a free tool to target a market of 100M+ members with average \$100K+ income? Successes include increased revenues, shortened sales cycles, penetrated new markets, and improved sales force efficiencies. Lucinda can transform business strategy and plans into operational results.

Mike Merrill

Want to learn about new Google changes that affect your marketing efforts? Mike Merrill is Director of Marketing for Reach Local, President of the Social Media Club of Dallas, & Co-organizer of Ignite Dallas. His background includes sales, marketing and operations management roles at NetApp, Dell, Intel and two venture backed startups. Mike speaks regularly on the power of social media and personal branding.

David J. Lanners

Harvard MBA and LinkedIn expert, David tells us what we can do to rank at *the* top of LinkedIn! We are not kidding. He will provide specific and detailed tips and techniques you can use to maximize the power of LinkedIn to promote your business, your brand and yourself. David's practical, proven techniques have been enthusiastically received by participants at events around the Metroplex and beyond.