

THE FUTURE OF SOCIAL MEDIA: HOW TO MAKE IT REALLY WORK FOR YOUR ORGANIZATION

Learn about social media strategy and cross promotion
and the integration of social media with traditional marketing.



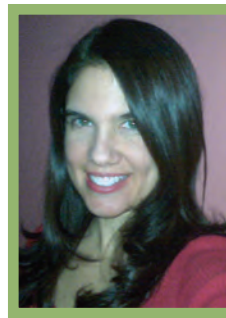
Facebook, Twitter, YouTube, LinkedIn, Mobile Messaging,
Geo-location...plus applications that are still on the drawing board.



Rob Harrington
Manna Design Works



Steve Lubetkin
Professional Podcasts



Jennifer Regina
The Marketing of Everything



Howard Yermish
Howardyermish.com

Presented by



Tuesday, April 19th
8:00 AM to 10:30 AM
\$35

Sam Jones Innovation Center
South Jersey Tech Park at Rowan University

Information and Registration:

For more information about NPDCSNJ or to register, please go to: npdcsnj.org

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PRESENTERS:

Rob Harrington: An experienced Internet veteran, Rob is the founder and CEO of Manna Design Works in Glassboro. In 1996, he was Vice President & co-owner of Creative Computing Services Inc, an IT, software and web development company. In 2002, Robert broke off from Creative, taking the web development division and turning it into Manna Design Works. Manna quickly became one of the area's top Website Design and Search Engine Marketing companies. In 2008, the Business Journal honored Manna as one of the Top Ten Web Design Firms in Philadelphia. Of recent note, Manna has purchased Pfeiffer Advertising bringing 25 years of Center City Ad Agency experience to its portfolio. Now, in addition to website design and internet marketing, Manna offers award winning graphic design and traditional marketing services.

Rob is the Chairman of the Gloucester County Chamber of Commerce, a board member on the Gloucester County Highway Safety Taskforce, which is run by the Prosecutor's Office, and serves on the Franklin Township Economic Development Commission.

Steve Lubetkin: Steve is the principal at Professional Podcasts LLC, which produces audio, video, e-learning, and other multimedia content for businesses and professional organizations. Since 2005, Professional Podcasts has been counseling clients about the effective use of social media, especially rich media content like audio and video podcasts, multimedia, and e-Learning modules, as tools that facilitate two-way communications with customers, employees, and others.

Professional Podcasts received a 2010 Astra Award from the New Jersey Communications, Advertising and Marketing Association (NJCAMA) for its business-to-business audio podcasts for global insurer/reinsurer ACE Group. The firm also shared a 2009 JASPER Award from the Jersey Shore Public Relations & Advertising Association with Take This Journey LLC for a video they produced for Samost Jewish Family and Children's Services, and won a 2008 JASPER for its audio podcasts for a trade association.

Professional Podcasts produces high-quality audio and video podcasts for Constellation Energy Group; Walmart Stores; the National Association of Realtors, Amboy Bank; the American Cancer Society, the American Institute of CPCU/Insurance Institute of America; the CCIM Institute; Sun National Bank; the Rutgers University School of Business Administration's popular Quarterly Business Outlook Seminar, NAPL, a graphic communications trade association, NJBankers, a trade association representing major banks in New Jersey, Leadership NJ; the Public Relations Society of America. The firm also produces its own podcasts focusing on public relations, computer technology, bond ratings, and interviews with book authors.

Jennifer Regina: Jennifer knows social networking inside and out, whether it's a tried-and-true relative standard like Facebook or a more novel geo-location application. She uses all manners of social networking for her life and her business. She works side by side introducing the programs to the technologically savvy and the technologically timid. She teaches tomorrow's business leaders the fundamentals and more.

Jennifer received both her undergraduate degree in marketing and MBA (in marketing) from Rowan University, Glassboro, N.J. She spent 10 years in consumer marketing for companies such as Nielsen Marketing Research, The Dial Corporation and Mattel Toys, where she worked in new product development, marketing research and promotion. She is currently an adjunct professor of marketing at Rowan University.

In the last year she has opened her own social media marketing consulting company called The Marketing of Everything. The company was a natural extension of a blog she started with the same name more than two years ago. Her consulting company specializes in developing marketing/promotional planning, social media utilization and training. Her areas of expertise include marketing, consumer behavior, promotion, advertising and social media (Facebook, Twitter, LinkedIn, blogging and geo-location applications such as Foursquare). In the past year her company has provided many local businesses with the ability to successfully utilize social media to save money and run their operations more efficiently.

Howard Yermish: Thanks in part to insane amounts of coffee, Howard brings a level of enthusiasm and understanding to the geeky world of technology, presenting topics in a way that engages the audience by making it relevant, rather than just "gee wiz isn't this cool." He has leapt tall stacks of computers since age 4 (thankfully computers keep getting smaller) and professionally involved in Internet development since 1993.

Over the years Howard worked with a number of development companies, now working for his most stringent boss, himself. He worked and consulted on projects for clients such as AmeriHealth, AOL, Commerce Bank, Disney, Kaiser Permanente, Mattel, Microsoft, Samaritan Hospice, as well as start-up ventures and local small/medium businesses. In addition to his technology consulting, Howard teaches courses and seminars in web development for both undergraduate and Executive MBA students at Saint Joseph's University in Philadelphia, PA. Howard is on the board of directors as the Vice Chair of Membership for the Burlington County Chamber of Commerce.

Howard is a frequent presenter to a wide variety of audiences including the American Marketing Association Philadelphia Chapter, Association of Fundraising Professionals Greater Philadelphia Chapter, BizBuzz On-Demand Business Conference, Burlington County Chamber of Commerce, Camden County Regional Chamber of Commerce, Garden State Council SHRM, Greater Philadelphia Senior Executive Group, Insurance Marketing and Communications Association, International Society of Special Events Greater Philadelphia Chapter, International Society of Weighing and Measurement, National Association of Women Business Owners, New Jersey Society of Certified Public Accountants, Partnership for Haddonfield, Philadelphia Business Journal, and the passing cars on Technology Way.



Coming This Fall from NPDCSNJ:

Keep an eye out for more information on these upcoming NPDCSNJ programs:

- **Why We CLICK with Some and CLANK with Others"**
Jeff Backal, CEO
Team Builders Plus
- **Community Collaboration: How It's Working In South Jersey...and Why It's the Wave of the Future**
Colleen Maguire, Executive Director
Pascale Sykes Foundation
- **Ethics Training for Non-Profits**
Claudia B. Hawkins, Retired
U.S. Treasury Internal Revenue Service
- **Financial Management – Accounting & Budgeting for Nonprofit Management**
Creditworthy, Inc.
- **Social Entrepreneurship: What It Means for South Jersey's NPOs**
Robert Dintino, PhD,
Rowan University

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