



Professional Association of Support Services

presents

Social Media Made Easy

Are you overwhelmed by all the social media choices out there? Are you afraid social media will take up too much of your valuable time? Do you want to leverage social media, but not sure which social media outlets are most effective for your (and your clients') business needs?

Social Media is all the buzz right now because it has quickly moved from being a strictly "social activity" to being an effective business tool for promoting your products and services, meeting people who were previously "out of reach," and connecting with prospects and clients.

We all know that a referral is the best way to get new business and social media makes that happen easier and faster than any other time in history. The new business paradigm is all about interactive communication and creating "brand evangelists" who will promote your company to their networks, creating more brand evangelists who promote your company to their networks, and so on and so on and so on...

In this presentation you will learn:

- Which social media outlets to start using right away
- How to quickly create a presence in each of the "Big Three"
- Why it's important to create different profiles for each outlet
- What to include in your profiles (and what not to include!)
- Who to follow, "friend", and include in your list of connections
- How a social media strategy will save you time while increasing your effectiveness
- Tips and resources on how to maintain your social media presence quickly & easily

Biography

Yvonne Urness, owner of YouConnected (<http://you-connected.com>), is a social media strategist and relationship marketing professional who helps small- and medium-sized businesses stay relevant in today's rapidly changing business climate by integrating social media into their existing marketing efforts. She works with individuals, businesses and groups, teaching them how to create easy-to-use social media strategies, specific to where they are and what they want to accomplish. A seasoned marketing communications professional, Yvonne has developed effective marketing and communications for Cisco, Nokia, Orange Labs (formerly France Telecom), Network Magazine, and the California Apartment Association, to name a few.



DATE: Saturday, June 13, 2009 from 10:00 a.m. to noon

AGENDA: 10:00–10:20 Networking, 10:20–10:35 Introductions & business, 10:35–12:00 Speaker

PLACE: Denny's Restaurant (meeting room), 11344 San Pablo Ave., El Cerrito, CA 94530
Take I-80, exit Potrero Ave., follow signs to El Cerrito, left at San Pablo Ave.

COST: \$12 PASS members / \$15 non-members incl. meeting & meal (see reverse for menu choices)

RSVP IS REQUIRED: RSVP to Debra Dkalm@aol.com by Wednesday., June 10, 2009
Menu choices (see reverse) due by Thursday, June 11, 2009



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MEETING MENU for DENNY'S EL CERRITO



BREAKFAST SELECTIONS

Ultimate Omelette[®]

Three-egg omelet with sausage, bacon, green peppers, mushrooms, onions, and diced tomatoes, topped with shredded cheddar cheese.

Served with hash browns and choice of bread (toast, buttermilk biscuit, English muffin or bagel).

Bagel & cream cheese with cup of fruit

Toasted sliced bagel with cream cheese served with a cup of fresh fruit.

Two eggs & English muffin with cup of fruit

Two eggs — please specify how you want them cooked — served with a toasted English muffin and a cup of fresh fruit.

Moons over My Hammy[®]

Ham and scrambled egg sandwich with Swiss and American cheese on grilled sourdough. Served with choice of hash browns or French fries.

Grand Slam

Pick any four of the following ten items:

- Two eggs, any style
- Oatmeal
- Two bacon strips
- Hash browns
- Two sausage links
- Buttermilk biscuit
- Creamy grits
- English muffin
- Two slices of toast
- Two pancakes

French toast with cup of fruit

Two thick slices of French toast served with a cup of fresh fruit.

LUNCH SELECTIONS

The Super Bird

Thinly sliced turkey breast with melted Swiss cheese, bacon strips, and tomato on grilled sourdough.

Chicken Deluxe Salad

Your choice of golden-fried chicken strips or a sliced, grilled chicken breast on top of crisp mixed greens with grape tomatoes, cucumbers, red onions and cheddar cheese. Served with dressing of your choice (ranch, 1000 islands, Italian or blue cheese) & garlic herb toast.

Deluxe Salad

As above, but without chicken

Classic Hamburger or Cheeseburger

Your choice of beef patty or Boca[®] (vegetarian) patty served with lettuce, tomato, pickles, and red onion on a sesame seed bun. For cheeseburger, choose American, Swiss or cheddar cheese.

Garden salad with French fries or onion rings

Garden salad contains crisp mixed greens, cucumber, red onion, cheese, and croutons. Tomatoes available on request. Served with your choice of golden French fries or onion rings.

Zesty Nachos

Crisp tortilla chips topped with melted cheese, specially seasoned ground beef, freshly made pico de gallo, and sour cream.



BEVERAGES

Coffee
Hot tea
Orange garden herb tea
Hot chocolate

Orange juice
Ruby red grapefruit juice
Apple juice
Cranberry juice
Tomato juice

Sprite
Root beer
Coke or Diet Coke
Fanta orange
Dr. Pepper

Iced tea
Raspberry Nestea
Lemonade
Hi-C fruit punch



After you have RSVP'd to Debra for the meeting, let Marlene know your menu choice. marlene@officeservices911.com or 510-669-9321.