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SoCALCLA

SOUTHERN CALIFORNIA COIN LAUNDRY ASSOCIATION

**Southern California
Coin Laundry Association**

www.socalcla.com

**SOCIAL MEDIA MARKETING
FOR LAUNDRY OWNERS**

***Thursday, October 20, 2011
5:30 - 8:30 PM***

Southern California Coin Laundry Association

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SOCIAL MEDIA MARKETING FOR LAUNDRY OWNERS

Our 2011 Educational Seminar Series concludes with a timely, exciting topic: *Social Media*. You've heard about it. You've read about it. You know everyone else is doing it. And after attending this seminar, you will be able to do it, too. Everything you need to know about getting started in social media will be covered by an industry expert.

Keynote Speaker: Kim Fenolio, *Director of Marketing and Online Development for the Coin Laundry Association*

Kim's presentation will provide you specific steps and detailed advice on how to harness the power of social media for your stores and your business to increase revenues and profits. Kim will teach you today's most-discussed marketing methods, including: Search Engine Optimization, Facebook, Yelp, Foursquare, Twitter, Email Marketing, Google Adwords, GPS Services and QR Codes. After her presentation, Kim will stay for our popular Q&A panel discussion.

Kim is an expert on using the web and social media for relationship building, brand building and marketing. Kim was a pioneer of personal website development, and was involved in the infancy of online gaming, internet communities, and podcasting. She received her formal training and degree in graphic design and multimedia.

AGENDA:

- 5:30 – 6:15 PMNetworking and Registration
6:15 – 7:30 PM ..Keynote Speech by Ms. Kim Fenolio
7:30 – 8:15 PMInteractive Q&A Panel

COST:

SPECIAL PRICING FOR SPECIAL EVENT!

- NO CHARGE FOR CLA MEMBERS
- \$20 Non-Members (cash or check at door for admission to this Special Event)

Admission INCLUDES free finger food and beverages and free ample parking

LOCATION:

The Gas Company's
Energy Resource Center
9240 Firestone Blvd.
Downey, CA 90241

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or call Beverly at (213) 804-0069 to RSVP or for more information.**