



**The Small Business Social Media Summit provides an affordable opportunity to small businesses in the Midwest to learn Social Media skills.**

**Our target audience is small business owners, Chamber businesses, Economic Development organizations and entrepreneurs in the Midwest.** Score.org states there are now 1.2 million rural, small businesses. They comprise almost 2/3 of jobs and 90 percent of rural establishments. It is estimated that by 2015 one in three persons in rural America will be self employed in some capacity.

[www.smallbizsocialmediasummit.com](http://www.smallbizsocialmediasummit.com)

**For more information and a conversation, please contact Deb Brown.**

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**Friday night we'll have an informal networking get together over at the Cosmosphere.** You'll meet other small businesses, mingle and eat, and have the chance to hear a panel of small business owners utilizing social media talk. They'll give you a quick overview of who they are and what tools they use. Then you will get answer questions. We compare it to the After Five Events a lot of Midwest Chambers have. A chance to talk, enjoy and mingle- at the Cosmosphere and Space Center – just another great place to be in Hutchinson, Kansas. By the way – the parking is free.

**Saturday and Sunday you'll head over to Hutch Hall in the downtown area of Hutchinson.** You can get anywhere in Hutchinson from anywhere else in about ten minutes. Small businesses know how important it is to support other small businesses – and that's why the Summit is being held at Hutch Hall. It's the perfect venue for the 200 or so people that will be there. Tables will be set up so you can bring your laptop and take all the notes you want. You'll be able to get online too – and it's a really fast connection. **You'll listen, interact and learn.** There's plenty of break time built in to the day (and you get to talk to the presenters during the break if you want). And hey, you'll have some of the best lunch that Kansas has to offer! Once again, parking is easy.

So let's see – the conference itself is only \$200 – for the entire weekend. Reception Friday night, all day Saturday and Sunday with lunch included. You'll also get some great items in your swag bag (that's a goodie bag with items from sponsors in it). Hotel packages range from \$59 to \$99 per night. We figure the entire weekend can be done for under \$500.

Did we mention we're giving 10% of the ticket sales to 12 for 12k? Small businesses know how to take care of each other – we give back.

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## THE PRESENTERS...

### **5 Things That Keep Your Business Off the Web**

You've heard all about social networks, Facebook and Twitter. The stories sound good, but something is holding you back. We'll work through the top 5 roadblocks specific to small businesses, and what you can do about them.

Becky McCray [www.beckymccray.com](http://www.beckymccray.com)

### **Small Steps to Large Results**

You have this facebook account set up – now what do you do with it? How do you get customers? What kind of followers do you want? Deb will cover specific small steps the small business owner can take to create Large results. Be ready to work!

Deb Brown [www.debworks.com](http://www.debworks.com)

### **Doing what the Marines Teach You**

Anything is Possible, let's just try it. Cody will show you how to merge technology with your day to day marketing operations to weave a tapestry that grows your business.

Cody Heitschmidt [www.logicmaze.com](http://www.logicmaze.com)

### **Blogging To Increase Business**

Did you know you are an expert? That the information in your head can be a valuable addition to your bottom line – if you just share it on your blog! Let Grant show you how to begin the blogging process – and what's possible for your business.

Grant Griffiths [www.blogforprofit.com](http://www.blogforprofit.com)

### **Mobile Marketing for Your Small Business**

Everybody's got a cell phone – have you considered using it to market your business? Kim will show you mobile strategy tips, mobile marketing ideas and the tools to implement them.

Kim Dushinski [www.mobilemarketingprofits.com](http://www.mobilemarketingprofits.com)

### **The Big Picture for Small Business**

Is social media worth your investment of time and money? Join George and Mary-Lynn for a top down look into social media. Discover how social capital creates business value. You'll walk away knowing how to go from strategy to action plan. [www.biggsuccess.com](http://www.biggsuccess.com)

### **Optimizing Your Online Presence**

Advertising, Social Media, Search Engines, SEO, websites – are any of these for you? Maybe, maybe not. Jay will walk you through what's out there – and if it's right for you.

Jay Ehret [www.themarketingspotblog.com](http://www.themarketingspotblog.com)

### **It's Not About the Platform: Using Social Networks to Humanize Businesses and Build Community**

Move beyond wondering which tools matter, and learn how to build relationships and humanize your business across whichever platforms are servicing your business communications needs. During the presentation Justin Levy, General Manager of New Marketing Labs, and steakhouse owner, will answer your questions as well as help you to understand how these digital tools can be used in new and exciting ways for your business.

Justin Levy <http://primecutsblog.com>