



NIR 2011 Spring Regional Workshop

March 1, 2011
Richmond, VA

March 1st is the date for this year's 2011 Spring Regional Workshop to be held in Richmond, VA. This event is sponsored by NIR to give members an opportunity to learn from experts and peers in a casual atmosphere that involves interaction and an open exchange of ideas.



John Lusher at a glance:

- ◆ *Ten-year veteran of incorporating social media, social networking, web, mobile and digital technologies to build robust relationships for individuals, non-profit organizations, and businesses.*
- ◆ *Spent 20 years in direct business development in the telecommunications and technology industry.*
- ◆ *Was Assistant Director with Business Network International (BNI) for over five years, earning the designation of Director of the Year for both 2007 and 2008.*
- ◆ *An accomplished musician who went to college on a music scholarship and is listed in America's Who's Who of musicians.*
- ◆ *Holds a Bachelor of Administration degree from National College.*

Putting Social Media to Work for Your Business

If you want to develop future clients under age 40, you can no longer avoid social media. In last month's Harvard Business Review, David Edelman wrote that "the old way of doing marketing is simply unsustainable" in this digital age when customers expect to hear from your business on their terms.

John Lusher, the marketer and social media strategist for Consolidated Construction Services in Roanoke, will discuss ways to use social media effectively to reach current and future customers. A social media expert, he helps businesses maximize online tools to connect with their target markets and customer base.

The bottom line: a social media strategy is not difficult but it does require steady, consistent attention. John will show you how to get started or move to the next level.

Other speakers for this workshop:

Walter L. Lumpp: Understand Business Financial Analysis

Dini M. Miller Ph.D. : BEDBUGS AND SOLUTIONS

Bedbugs Can Provide New Marketing Opportunities for Your Business

Questions? Call 434-973-4200 or email jeff@nir-inc.com