



**Media Release**  
**For Immediate Release**  
April 18, 2011

**Tri-City Regional Chamber Business Development University**  
**“Unconventional Marketing and the Power of Social Media”**

**Tri-Cities, WA** – The Tri-City Regional Chamber of Commerce invites you to attend the Business Development University (BDU), “Unconventional Marketing and the Power of Social Media”, sponsored by Bank Reale on Thursday, April 21<sup>st</sup> from 1:00 – 3:00 p.m. at the Tri-Cities Business and Visitors Center in the Bechtel Board Room. Presenting on the subject will be Maurice Smiley, Orion Network Solutions and Michael Huff, Mid-Columbia Libraries.

Social media has become a huge topic of debate in business today in trying to find the perfect mass medium to communicate, but is it the perfect solution for your business? In fact, social media allows you connect with a large audience at no cost to your company and this class will teach you how to utilize it to market your business. Plus, learn how to best connect to your customers with different Tech Tips & Trends!

Tickets are \$20 for Chamber members and \$30 for non-Chamber members. Tickets are available through the Chamber at 509.736.0510, for further details go to [www.tricityregionalchamber.com](http://www.tricityregionalchamber.com).

For more information:  
Contact: Jens Lee, Marketing and Communications Director  
[jens.lee@tricityregionalchamber.com](mailto:jens.lee@tricityregionalchamber.com)  
509.736.0510