



**Adirondack Regional Chamber of Commerce  
PRESS RELEASE**

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**Adirondack Business Development Partnership  
Offers Free Internet Marketing Seminar: “So-Lo-Mo”**  
*Social, Local, and Mobile Marketing Seminar with Sara Mannix, October 20<sup>th</sup>*

**FOR IMMEDIATE RELEASE**

GLENS FALLS, NY (10/17/2011) – The Adirondack Business Development Partnership will present its fifth free business seminar, “Internet Marketing: So-Lo-Mo”, 7:30-9:00am, this Thursday, October 20, 2011 at SUNY Adirondack, Miller Auditorium, Dearlove Hall, 640 Bay Road in Queensbury.

During the course of the seminar, Mannix Marketing Founder and CEO Sara Mannix will present:

- **SO - Social Media** [Top tips on how to market your business in a viral world and make social media work to your advantage, spending an half hour per week.]
- **LO - Local Online Marketing** [Top tips on taking advantage of local search engines and local online marketing, putting power into the hands of independent business owners.]
- **MO - Mobile Marketing** [Sneak peek at shocking things that are coming in the future and small businesses can leverage mobile marketing to build business.]

The Adirondack Business Development Partnership was developed by the Adirondack Regional Chamber of Commerce (ARCC), the Small Business Development Center at the University at Albany, and SUNY Adirondack for the purpose of creating and facilitating an environment that supports a more dynamic regional economy that increases jobs, creates wealth, and retains and attracts talent.

**Admission is free but registration is required at <http://conta.cc/p7ZXNN>.** For more information, please visit ARCC’s website at [adirondackchamber.org/chamberevents](http://adirondackchamber.org/chamberevents) or contact ARCC Director of Marketing and Communications Donna Smaldone at 518-798-1761, ext. 229.

The Adirondack Regional Chamber of Commerce (ARCC) is a not-for-profit, member-based business organization. The Chamber is a vigorous advocate for the economic success of its 1,000 member businesses, representing in excess of 23,000 people predominantly in Warren, Washington and Northern Saratoga Counties in New York State. ARCC is dedicated to creating economic opportunity and enhancing the quality of life throughout the Adirondack Region.

- [www.adirondackchamber.org](http://www.adirondackchamber.org) -