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**WEST HARTFORD CHAMBER TO FEATURE
BRIAN REICH AS KEYNOTE AT 22ND ANNUAL MEETING**

Mastering today's technology to connect with and keep your audience will be the focus.

West Hartford, CT –The West Hartford Chamber of Commerce will feature Brian Reich, co-author of the book Media Rules! as the keynote speaker at this year's Annual Meeting & Awards Ceremony. The event will be held on Tuesday June 8th from 4:00 PM – 7:00 PM in the Hoffman Auditorium at Saint Joseph College's Bruyette Athenaeum, 1678 Asylum Avenue, West Hartford.

The Annual Meeting will include the Chamber's Year-in-Review and the announcement of this year's Noah Webster Award winner, Chamber Volunteer-of-the-Year and Chamber Ambassador-of-the-Year. After the Year-in-Review, keynote speaker Brian Reich speak on navigating the sometimes overwhelming social media market. His program will give audience members a direction to follow to get their message out to the right audience with the right, interactive vehicle.

Brian is a Principal at EchoDitto, which specializes in building vibrant communities online and empowering people through the creative use of emerging technologies. Previously, he was the Director of New Media at Cone Inc, a brand strategy and communications agency in Boston, and a Senior Strategic Consultant for Mindshare Interactive Campaigns, an interactive agency. His new-media insight has helped many leading corporations, associations, non-profit organizations and governmental entities leverage the communication opportunities created by technology.

The program will be follow by a cocktail reception featuring hand-passed *hors d'oeuvres* provided by Fleming's Prime Steakhouse & Wine Bar and wine selections by Wine Cellars4 . Brian Reich will join attendees for networking and his book, Media Rules! will be available for purchase.

Reservations are \$25 for Chamber Members; \$30 for guests. To learn more about the West Hartford Chamber of Commerce's Twenty-Second Annual Meeting or to register online, visit www.ExploreWestHartford.com and click the calendar for event details.

The goal of the West Hartford Chamber of Commerce is to encourage the development of business and enhance the quality of life in our community. We have been living by this concept since 1908.

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