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INDUSTRY EXPERTS TO LEAD CHAMBER SEMINAR SERIES

The 2010-2011 series will focus on marketing, sales, and entrepreneurial skills.

WEST HARTFORD, CT -- The West Hartford Chamber of Commerce announced its 2010-2011 Breakfast Seminar Series. Presented by Citizens Bank, the series is designed to turn cutting-edge strategies into tactical action items for small businesses. The seminars will feature industry experts that engage attendees and empower them to succeed.

“In an economic downturn, it is more important than ever for small business owners to remain at the fore front of their industry,” explains Marjorie Luke, Chamber President. “The Chamber is dedicated to providing the business community with the tools necessary to sustain and grow market share.”

The series will kick-off on Wednesday, September 15, 2010 at the University of Connecticut Greater Hartford Campus. The topic, *Effective Content Building* and will focus how to engage potential customers with an enhanced online presence. Presented by Lon Seidman of LocalOnlineNews.TV , attendees will learn to curate, create, and share content that is relevant to a targeted customer base.

In partnership with the Small Business Administration, *Effective Content Building* will be held on Wednesday, September 15, 2010 from 7:45 – 9:45 a.m. at the UConn Greater Hartford Campus Information Technology Center, 1796 Asylum Avenue, West Hartford. Continental breakfast will be provided by Via Panera Catering.

Cost for Chamber members is \$15; \$20 for guests. Participants can register online at www.WHChamber.com/SeminarSeries.aspx. A complete list of Chamber events can also be found at www.ExploreWesthartford.com.

About the Chamber of Commerce

The goal of the West Hartford Chamber of Commerce is to encourage the development of business and enhance the quality of life in the community. This concept has been the Chamber’s mission since 1908.

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