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BRANDING BEYOND LOGOS AND TAGLINES TOPIC OF NEXT CHAMBER SEMINAR

WEST HARTFORD, CT – The West Hartford Chamber of Commerce will present the third seminar in their signature series on Monday, November 15, 2010 at the University of Connecticut Greater Hartford Campus. The topic, *Better Branding: Beyond Logos and Taglines* will focus on how to leverage connections and creativity to expand the scope of a marketing campaign. Speaker and Vice President of Dornenburg Group Advertising & Marketing Communications, Tod Kallenbach, will share current trends and teach how to gain market share by building a strong brand.

Presented by Citizens Bank and in partnership with the Small Business Administration, *Better Branding: Beyond Logos and Taglines* will be held on Monday, November 15, 2010 from 7:45 – 9:45 a.m. at the UConn Greater Hartford Campus Information Technology Center, 1796 Asylum Avenue, West Hartford. A continental breakfast will be provided by Via Panera Catering.

The 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 and clicking the Calendar.

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About the Speaker, Tod Kallenbach:

Tod oversees client services, media planning, and business development for Dornenburg Group, a full-services marketing communications agency located in Bloomfield. Prior to joining the agency, Tod was Sr. Director of External Relations for The Bushnell Center for the Performing Arts. Tod also held positions as Asst. Director, Corporate Communications for Gerber Scientific, VP/Sr. Account Supervisor at O'Neal & Prella Advertising & Public Relations, and Account Manager with J. Walter Thompson.

His experience in agency, corporate and non-profit marketing includes market research, strategic planning, brand development, product positioning, advertising, public relations, sales promotion and special events. Tod is a graduate of The University of Connecticut. He is a past President and current board member of the American Marketing Association-CT Chapter, Vice Chairman of the Burlington Economic Development Commission, and a member of the West Hartford Chamber's marketing committee.

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