

	<p>Sharonville Chamber of Commerce 4015 Executive Park Drive, Suite 302 Sharonville, OH 45241</p> <p>Contact: Rich Arnold, President Office: 513-554-1722 cell: 513-324-2255 rich@sharonvillechamber.com www.sharonvillechamber.com</p>
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April 3, 2008

**“Surprise...
Marketing can be Effective AND Affordable – Learn How!”**

Sharonville, Ohio: “Every organization no matter its size, specialty or financial situation *can afford an effective marketing program*,” says marketing professional Bob Pautke.

“Businesses, non-profits, doctors, consultants, rock bands, politicians, retailers, wholesalers, churches – virtually anyone can effectively reach their target audience using modern-day capabilities. But most believe the costs are too high so they waste effort and dollars inefficiently picking around the edges... and then claim the results are disappointing.”

Re-align your thinking and build an integrated, focused and effective marketing and PR program for (SURPRISE!) less money than you thought possible – and as a result enjoy better bottom-line results! LEARN HOW at the Sharonville Chamber of Commerce’s Professional Development seminar Tuesday April 22, 2008.

Bob Pautke will lead an interactive, fast-paced seminar on how to develop and implement an effective marketing program. Participants will:

- ✓ Learn how to define & align marketing efforts to specific objectives
- ✓ See and discuss good & bad examples - many live and on-line
- ✓ Receive an inventory of hundreds of tools and options to choose from
- ✓ Review effective marketing and PR programs that improve bottom line results
- ✓ Develop their high-level marketing plan as a take-home reference to hit the ground running back on the job!

“Connecting our members to business experts is our mission,” says Chamber President Rich Arnold. “Bob Pautke is just such an expert; a proven, awarded and highly experienced professional. Come and join us and learn more about this critical topic important to all modern-day organizations!”

What:	<i>“Surprise – Marketing can be Effective and Affordable”</i>
When:	Tuesday April 22, 2008, 11:30am – 1:15pm

Where:	Scarlet Oaks Campus – Community Room (main entrance) 3254 Kemper Road, Sharonville, OH 45241
Who Should Attend?:	Business leaders, CEOs, Marketing Directors, Sales Leaders, PR Professionals, Creatives, anyone who wants to learn how to improve business results
Who:	Bob Pautke, Marketing & Business Communications professional
Register:	Contact Pat, Sharonville Chamber Office, 513-554-1722 or info@sharonvillechamber.com \$25 Member, \$35 Non-member

Bob, a resident of Pierce Township, provides business communications assistance to organizations looking to increase its revenues, boost its image or improve employee morale. Bob can be reached at 513-947-9493 and www.pautke.com

“The Sharonville Chamber is dedicated to helping its members grow and prosper, says Arnold “including a monthly *Professional Develop Seminar* each month connecting an expert with organizations that want to learn and improve.” Up coming experts:

May 27: ***"The Etiquette Advantage"*** presented by business etiquette consultant Mary L. Starvaggi

June 24: ***"Overcoming Obstacles in Business"*** presented by SSG Paul Brondhaver, U.S. Army, Iraqi Veteran

July 22: ***"Simple Ways to Go Green In Business"*** presented by Tom Turchiano, Rumpke Consolidated Inc

Please feel free to **forward this along to anyone** you feel might have interest or could benefit from these seminars – thank you!