

GOERING CENTER  
for Family & Private Business

EXECUTIVE LUNCHEON  
SEMINAR



Where family businesses  
are nurtured, educated &  
challenged to evolve.

**DON'T MISS  
THIS ONE!  
INVITE  
COLLEAGUES!**

Thanks to our Corporate Partners

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## Blogging, Tweeting and Friending - Oh My! How do companies email, friend, blog, post and tweet their way to greater sales and profits?



### Peter Blackshaw, International Expert On Line Business Communications

- Are you bewildered by online communication choices?
- Do You wonder how to start using online marketing to build your business?
- Want practical ideas to sharpen your online marketing?

There is no better source of ideas and insight than our November luncheon speaker.

Pete Blackshaw is a world renowned online marketing expert: a former award-winning P&G interactive marketing leader, founder of Cincinnati's legendary PlanetFeedback.com, and co-founder of the Word-of-Mouth Marketing Association (WOMMA). Now Executive Vice President of Digital Strategic Services for Nielsen Online, Pete works with top brands and corporations to develop cohesive, consumer-centered digital programs and strategies. Pete is author of "*Satisfied Customers Tell Three Friends, Angry ones Tell 300.*" and also writes a bi-weekly column in *Advertising Age*. Pete was recently elected Chairman of the Board of the National Council of the Better Business Bureau and sits on the National Advertising Review Council. He was recently given an "industry achievement award" by Ad-Tech, one of the online industry's largest conferences.

You can email questions for Pete to answer at our luncheon to [Goering@uc.edu](mailto:Goering@uc.edu). If you miss this luncheon, you will truly miss opportunities to grow your company's business.

Luncheon attendees will be eligible to win a copy of Pete's book.

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**Monday, November 16, 11:30 am - 1:30 pm**  
**Crowne Plaza, 5901 Pfeiffer Road, Blue Ash (I-71 & Pfeiffer Rd.)**

**IT'S SIMPLE TO REGISTER BY REPLY EMAIL or [REGISTER ON LINE.](#)**

**Members - \$25 - Non-members - \$99**

Mail Check to: Goering Center for Family and Private Business  
University of Cincinnati  
PO Box 210228  
Cincinnati, Ohio 45221-0228

Due to catering contract, payment for reservations not cancelled by November 12, 2009, is due in full.  
Unpaid no-shows with reservations will be invoiced.