



For Immediate Release:

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New Paltz Regional Chamber of Commerce May Business Luncheon Highlights Social and Mobile Technology Branding

(*New Paltz, NY*) The **New Paltz Regional Chamber of Commerce** will hold its May Business Luncheon on Wednesday, May 18, 2011 from 12:00 noon - 1:30 p.m. at **Henry's at Buttermilk Falls Inn and Spa**, 220 North Road, Milton. Sponsored by **Bermac Home Aides**, this event will feature Kathleen Packard of **KathodeRay Media, Inc.** on the subject of Brand Marketing and Mobile Technology.

Reaching your target audience and communicating with your clients is easier and more personal with the advent of social networks such as Facebook and Twitter, but now with the increased use of mobile apps, what venues should you choose to get a maximum return on your time and investments? Join Kathleen Packard as she helps attendees navigate these waters during a lively discussion.

May Business Luncheon sponsor **Bermac Home Aides** has been operating in the Hudson Valley for over 30 years as a licensed Home Health Agency. The agency has been family owned and operated by registered nurses since its inception. All the staff are caring, kind persons, highly qualified to do what they do best: caring for others. Bermac continually updates training and supervision to provide the best care, staying in close contact with clients and aides to be aware of their needs, questions and concerns.

The New Paltz Regional Chamber of Commerce, with more than 600 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Mid-Hudson Valley Region. Programs and services of the Chamber are made possible, in part, by the support of its Corporate Partners for 2011: **Central Hudson Gas & Electric Corp.** (Leading Partner); **Brinckerhoff and Neuville Insurance Group** (Associate Partner); **Health Quest, Hudson Valley Federal Credit Union, KIC Chemicals, The Law Offices of James Yastion, PLLC, M&T Bank, Ulster Savings and Vanacore, DeBenedictus, DiGovanni and Weddell LLP, CPAs** (Supporting Partners). Members and visitors are welcome at the Chamber's Visitor Center, located at 257 Main Street in New Paltz. For more information about Chamber programs and Visitor's Center hours of operation, visit www.newpaltzchamber.org or call the Chamber at (845) 255-0243.

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