



For Immediate Release (May 24, 2011):

****DIGITAL COLOR IMAGES AVAILABLE UPON REQUEST****

Contact: Christine Crawfis
Director of Marketing & Communications
New Paltz Regional Chamber of Commerce
257 Main Street, New Paltz, NY 12561
(845) 255-0243
christine@newpaltzchamber.org
www.newpaltzchamber.org

New Paltz Regional Chamber of Commerce Business Luncheon Features Kathleen Packard of KathodeRay Media, Inc. on Brand Marketing & Mobile Technology

(*New Paltz, NY*) The New Paltz Regional Chamber of Commerce held its May Business Luncheon on Wednesday, May 18, 2011 at Henry's at **Buttermilk Falls Inn & Spa**, Milton. The luncheon was sponsored by **Bermac Home Aides** and featured a presentation by Kathleen Packard of **KathodeRay Media, Inc.** on brand marketing and mobile technology.

Ms. Packard's enlightening presentation touched upon the depth and variety of branding vehicles available on the Internet, from Google places and TripAdvisor to Facebook and Twitter, and how mobile applications are changing the pace and face of business-to-consumer marketing.

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, M&T Bank** 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.

###