



**NEW PALTZ REGIONAL CHAMBER OF COMMERCE
NEWS RELEASE**

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Social Networking Subject of Professional Development Panel Discussion

(New Paltz, NY) The Regional Chamber of Commerce Foundation at New Paltz held the panel discussion “**Social Networking Works**” on Wednesday, September 23 at the **SUNY New Paltz School of Business**. The panel discussion, moderated by Kathleen Packard of **KathodeRay Media, Inc.**, was the fourth in the Foundation’s 2009 Professional Development Series and featured panelists Helen Gutfreund of **Bodymind Massage Therapy** and Terence P. Ward of **The Professional Wordsmith**.

Gutfreund and Ward’s presentations focused upon business applications in Internet social media, specifically highlighting the difference between Web 2.0 applications and social networking media, ways to separate personal and business information and contacts, how social networking helps drive customers to official websites and brick-and-mortar locations, and the importance of putting “heart” into online social interaction. Packard joined the panelists in a targeted question-and-answer session, addressing specific issues faced by local small-businesspeople looking to improve or create an online social media presence.

The fifth and final panel discussion in the 2009 Professional Development Series, “**The Efficient, Disaster-Proof Office**,” will be held on **Friday, November 20** on **Historic Huguenot Street, Deyo Hall**, 18 Broadhead Avenue, New Paltz. The panel is free for New Paltz Regional Chamber of Commerce members and \$15 for non-members. Reservations are required. For more information or to register, call 845-255-0243 or email info@newpaltzchamber.org.

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Regional Chamber of Commerce Foundation at New Paltz – “Social Networking Works”
Page 2 of 2

The Regional Chamber of Commerce Foundation at New Paltz aids and augments the New Paltz Regional Chamber of Commerce’s current slate of successful educational programs. The Foundation also envisions a comprehensive program of educational activities and scholarships, all geared toward educating and supporting the community to take place at the Chamber’s proposed new Education and Visitor’s Center.

The New Paltz Regional Chamber of Commerce, with more than 700 members, is an active and trusted voice in the regional business and residential community, advancing the business, industrial, agricultural and civic interests of the Hudson Valley. It responds to an estimated 22,000 requests and visits from tourists each year from its current rented offices at 257 Main St. in New Paltz. For more information about Foundation and 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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