



FOR IMMEDIATE RELEASE

August 2, 2011 (Colorado Springs):

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Mi Casa to Host Business Networking Event on Social Media Utilization

On Tuesday, August 16, Mi Casa Resource Center in Colorado Springs in cooperation with the SBDC will host a business training and networking event focused on social media utilization for small businesses. This free event, which is open to the public, will feature a talk by social media pro and author Kevin Knebl.

Who: Mi Casa Colorado Springs Business Center invites entrepreneurs and existing business owners to come for an evening of networking and focused training on utilizing social media to increase your client base, create a demand for your product/service, increase brand loyalty, answer questions, and locate markets.

What: FREE business training/networking event featuring a talk by social media pro Kevin Knebl.

When: 5:30 – 7:30 p.m. on August 16, 2011

Where: SBDC Building
1420 Austin Bluffs Pkwy
Colorado Springs, CO 80933.

Why: Smart utilization of social media applications, including Facebook, Twitter and LinkedIn, can no longer be ignored by business owners – no matter how small the operations. Social Media is where the consumers are; gather feedback, create demand, offer discounts, increase exposure and brand loyalty, establish a community of supporters, answer questions, identify markets, develop authority, and keep an eye on the market. This event will help you get started and build your business's social media marketing strategy.

The Business Networking/Training Event on August 16 will feature Kevin Knebl, a professional speaker, author, trainer and advisor who works with Fortune 500 companies. He is an in-demand keynote speaker and trainer focused on Online and Offline Networking, Social Media, Relationship Building, and the utilization of LinkedIn and Twitter. Kevin is the coauthor of *"The Social Media Sales Revolution: The New Rules for Finding Customers, Building Relationships, and Closing More Sales through Online Networking"* (McGraw-Hill).

RSVP: Space is limited! Reserve your spot today – contact Liz Candelario at 719-542-0091 ext. 3 or SoCoWBC@MiCasaResourceCenter.org

About Mi Casa

Mi Casa offers the following Business Development services for entrepreneurs and existing small businesses in Colorado Springs:

Considering a Business?

A free, three-hour workshop for those considering their own business

Business Success

14-week entrepreneurial training course

Individualized business consulting

For aspiring entrepreneurs and existing small business owners to launch or grow operations

Networking events

Events are organized around a relevant topic and include an educational seminar and networking with lenders, service providers and other small business owners

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About Mi Casa Southern Colorado Women's Business Centers:

Mi Casa's mission is to advance the economic success of Latino families. For more information visit www.MiCasaResourceCenter.org or connect with Mi Casa Southern Colorado Women's Business Centers on [Facebook](#).



Mi Casa's business development programs are funded in part through a cooperative agreement with the U.S. Small Business Administration and are extended to the public on a nondiscriminatory basis.