

For Immediate Release

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ANN ARBOR MARKETING LEADERS DEMYSTIFY SOCIAL MEDIA
AT BREAKFAST SERIES

Monthly Event Sponsored by Rob Pasick's LeadersConnect

Ann Arbor, MI, February 18, 2009- Ann Arbor marketing leaders will speak at the CEO Connect breakfast on the mystifications of Social Media. Larry Eiler of Eiler Communications will discuss how marketing is changing because of Social Media and Derek Mehraban of Ingenex Marketing will cover the inner workings of Social Media Marketing. The event takes place on February 20, 2009 at 7:00 a.m.- 8:30 a.m. at Zingerman's Roadhouse on Jackson Road in Ann Arbor, MI.

It has been estimated that 90 percent of marketers are trying to figure out social media, while 10 percent are on the leading edge of its development. This program will show executives why Social Media is important for them and how to apply it to business.

"Social media has become a very important part of business and the way that people communicate, but it can be confusing to understand," said Eiler. "I am looking forward to sharing our research and experience in this field and how and why to use social media in business."

The CEO Connect breakfast series is held monthly at Zingerman's Roadhouse and is sponsored by United Bank and Trust-Washtenaw, Zingerman's Roadhouse, Zingerman's Coffee Company, Macdonald Group and Rob Pasick's LeadersConnect. The group is designed to bring together area business and government leaders to hear about the latest ideas in positive leadership. It also provides the opportunity for leaders to connect with other leaders.

"I believe it is important to connect the Ann Arbor community and share our experiences. I enjoy helping provide a positive environment for leaders to connect" said Robert Pasick, Clinical and Organizational Psychologist and Executive Coach.

The next event is slated for March 20, 2009. Rob Pasick will present ideas on his new book, *Balanced Leadership in Unbalanced Times*.

For more information about CEO Connect please contact Robert Pasick at rob@leadersconnect.com.

About Eiler PR

Founded in 1987, Eiler Communications deals with companies that need to build awareness with media, market analysts or the financial community. The firm provides the expertise and know-how to develop and implement creative, effective communications campaigns. For 22 years, Eiler has helped clients build identities in their industries, the media and the community. The Eiler team knows how to increase market share and establish industry leadership positions for clients by reaching right audience at the right time with the right message. Eiler specializes in social media marketing and services established and emerging companies of all kinds.

For more information contact www.eilerpr.com

About CEO Connect and LeadersConnect

CEO Connect is designed to bring together area business and government leaders to hear about the latest ideas in positive leadership as well as to provide an opportunity to connect with other local leaders. The CEO Connect monthly presentations draw from authors, business leaders, and university professors from the local area. The presentations consist of remarks by the speaker for half the time, Q & A, and time to discuss the ideas as well as network with the participants. The authors are available to sign copies of their books at their presentation.