



NEW YORK STATE SENATOR

Suzi Oppenheimer

## Oppenheimer and WEDC Host Small Business & Economic Development Forum in White Plains

SUZI OPPENHEIMER October 22, 2012

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Senator Suzi Oppenheimer (D-Mamaroneck) and the Women's Enterprise Development Center Inc. (WEDC) are pleased to announce that they will host a Small Business & Economic Development Forum on Tuesday, October 23, 2012, from 9:30 – 11:30 a.m. at the White Plains Public Library, 100 Martine Avenue, White Plains. This is the 21<sup>st</sup> small business conference hosted by the Senator, which is held again this year with the generous support of Capital One Bank.

This year's forum will focus on "***Making Social Media Work for Your Small Business***" and will feature Kristen Ruby, the founder and CEO of Ruby Media Group. Ms. Ruby will discuss the state of social media and small business in today's digital revolution. Her interactive workshop will assist small business owners and aspiring entrepreneurs on how to successfully market and grow their businesses through Facebook, Twitter, Pinterest and more.

"Today's consumers rely on social media to gain useful information about new products and services, as well as for social interaction," observed Senator Oppenheimer. "Savvy small business owners can marshal social media platforms to increase sales, build their brand and even manage customer service. I am delighted that Ms. Ruby will share her practical knowledge and insights to help small businesses in our area thrive."

"As a provider of small business development programs and services, we are delighted to co-sponsor this forum with Senator Oppenheimer. We know that Kristin Ruby will zero in on the most effective and productive uses of social media to help entrepreneurs grow their businesses," noted Anne Janiak, WEDC's Executive Director.

The forum will also feature representatives of various government agencies and private organizations who will provide an overview of the services their organizations offer to small businesses, as well as distribute informational materials and offer one-on-one assistance.

There is still time to register for the October 23<sup>rd</sup> forum. Interested parties should contact Mary Schaefer at Senator Oppenheimer's district office, [mschaefer@nysenate.gov](mailto:mschaefer@nysenate.gov), or (914) 934-5250. **Breakfast refreshments will be served and admission is free.**