



IMMEDIATE RELEASE

Start Date: October 3

End Date: October 13

Tara Tollefson featured at September Chamber meeting

Sauk Rapids, Minn.—The Sauk Rapids Chamber held their monthly meeting Sept. 22 at C & L Distributing. Attendants at the meeting listened to Tara Tollefson of Plaza Park Bank explain Facebook quick tips.

Tollefson explained that all businesses involved in social media long-term should have strategic marketing plans. In the short-term, however, planning three months at a time provides flexibility. Tollefson also emphasized that businesses should know the purpose of their online presence and set goals.

According to Tollefson, Google Alerts is a great service that can help you share relevant information with your followers. Focusing on only one audience or demographic will help you shape your online personality. Finally, Tollefson gave strategies to gain and maintain fans.

The first meeting co-host, Brenny Transportation, Inc., discussed the services they provide, emphasized their energetic environment, and discussed their community involvement. Employees Kyle Seamans and Amy Kuhn highlighted owners Joyce and Todd Brenny receiving the 2010 Samaritan Award, and gave examples of Brenny Transportation's volunteering such as helping out a local gymnastics team with moving mats for a meet across town.

Fellow meeting co-host Think Tourism USA, LLC explained that they print thousands of Visitor Guides advertising central Minnesota. Gary and Pat Webber said the guides are typically issued in January, and are distributed in places throughout the state, such as the Mall of America. Members gave testimonials attesting to the guides helping increase business.

The Sauk Rapids Chamber meets on the fourth Thursday of every month. The next meeting is October 27 at 11:45 a.m. at Sauk Rapids-Rice High School, and is open to the public. There is no cost to attend. Please register by October 25 by calling the Chamber at 251-2940, ext. 126, or online at www.SaukRapidsChamber.com.

For more information, call (320) 251-2940.

The Sauk Rapids Chamber promotes a healthy business environment in the community of Sauk Rapids, working in cooperation with member businesses, local government, the public school system and other community organizations.

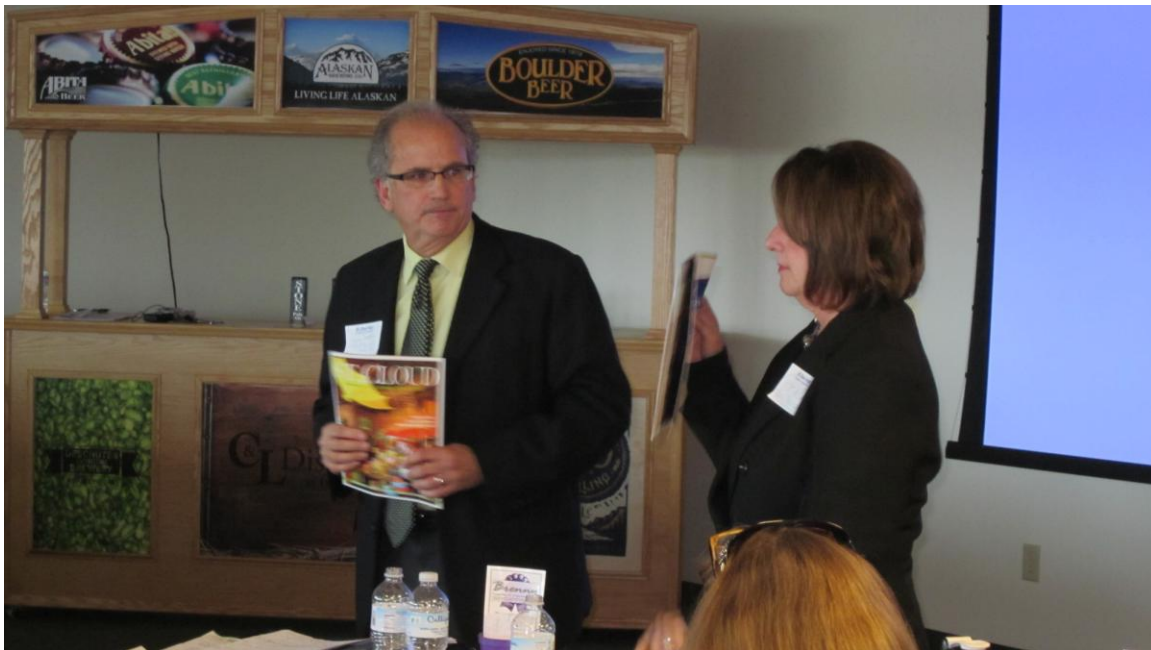
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Submitted by Alexa Sandbakken, Sauk Rapids Chamber, (320) 656-3810.

Photo Captions:



Amy Kuhn and Kyle Seamans, Brenny Transportation
Amy Kuhn and Kyle Seamans, Brenny Transportation, at the Sauk Rapids Chamber September meeting at C & L Distributing, discuss the services Brenny Transportation provides.



Gary and Pat Webber, Think Tourism USA (2)
Gary and Pat Webber, Think Tourism USA, show off their Visitor Guides at the Sauk Rapids Chamber September meeting at C & L Distributing.



Tara Tollefson, Plaza Park Bank (4)

Tara Tollefson, Plaza Park Bank, explains to attendees at the September Sauk Rapids Chamber meeting at C & L Distributing how businesses can use social media to build trust and increase business.

Alexa Sandbakken

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