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# JAN. 26: Founders Forum presents: Marketing Madness Talking to the Media



Good publicity can be the catalyst for business success. But don't expect the press to come knocking down your door for a story about your latest widget or service. You have to grab the attention of reporters and editors with preparation, presentation and persistence.

Join Jean Newell of Newco Enterprises as she presents proven tactics on packaging the pitch *and the pitchman* for the media. A panel of journalists featuring **Scott Harris, news anchor at Channel 13 NEWS, Adam Lowenstein, business editor at Florida Today, and David Waters, reporter and social media producer**, will discuss both good and not-so-good examples of pitches they have encountered during their careers.

Register today. Seating is limited. Business attire suggested

Season Underwriter:



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## 2009 - 2010 MEETING SCHEDULE

Sept. 29, 2009	Entrepreneur of the Year
Nov. 17, 2009	The Power of Partnerships
<b>Jan. 26, 2010</b>	<b>Marketing Madness</b>
March 23, 2010	Money Matters
May 18, 2010	Presidents' Panel

Crowne Plaza Melbourne Oceanfront in Indialantic, FL  
**\$35 with pre-registration; \$40 at the door;**  
\$15 students, with pre-registration

Make your reservations at  
**[www.foundersforum.com](http://www.foundersforum.com)**

6:00pm - 6:45pm Registration & Networking  
6:45pm - 7:45pm Dinner  
7:45pm - 9:00pm Program

For phone reservations,  
call 751-6771 (One Senior Place)



**FOUNDERS  
FORUM**