

Social Media Experts Host Seminar in Seattle ***KIRO Radio's Linda Thomas Hosts Special Lunch Presentation On Nov. 18***

SEATTLE, WA – KIRO Radio's Linda Thomas will host a 90-minute lunch presentation and panel discussion with some of the top social media experts in the Pacific Northwest at Tom Douglas's Palace Ballroom in downtown Seattle on November 18, from 11:30 a.m. to 1 p.m.

Zero to Social in 90 Minutes will teach Seattleites how to grow their business in today's ever-changing world of social media. The seminar will review the current social media landscape, best practices, tips and insight on quality content that drives attention and return-on-investment through social media. In addition to the seminar and panel discussion, the \$75 ticket includes a three-course sit-down lunch from Tom Douglas catering.

"Businesses of all sizes want connect with customers through on social media," said Linda Thomas. "Many businesses tend to hesitate because they don't know where to begin with social media. This seminar will create a game plan. Our all-star panel will reveal social media steps and strategies to help any business connect with current customers and discover new ones."

Expert Panelists:

Shauna Causey was most recently in charge of marketing, PR, digital media, editorial and research efforts for Decide.com, which recently sold to EBay. Shauna has worked with some of the country's leading e-commerce and media companies, starting with the Seattle Mariners front office staff when she was 15 years old. Her expertise is emerging media channels including social and mobile. She also serves on the Board of Directors of three nonprofits and she is the marketing adviser to three startups, the City of Seattle and King County on digital media and innovation initiatives.

Aaron Blank is the President of The Fearey Group. Aaron works with the firm's executive team to manage a wide range of client accounts. He has a hands-on approach where he works closely with each account team to identify strategic campaigns and innovative solutions that demonstrate measure-able outcomes. At The Fearey Group, Aaron has led the development of the Fearey Suite, which is a PR-centric digital media division within the company. His specialty is digital media programs for Pacific Northwest companies.

Evonne Benedict is the Social Manager for KING 5 Seattle television. She was an early adopter of digital journalism, with a particular focus on social media. As social media manager, she oversees KING 5 accounts on Twitter, Facebook, Google+, Tumblr, YouTube, Instagram, Pinterest and others. She also trains and supports KING 5 staff in their social media and community engagement efforts. Evonne is passionate about the power of two-way conversations through social media.

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Linda Thomas is co-host of *The Morning News on KIRO Radio 97.3 FM*. As a Digital Storyteller for MyNorthwest.com, she won a 2012 Edward R. Murrow award for writing. She was named one of the top 20 women journalists on Twitter, one of 100 Twitter feeds for journalism students to follow, and is number four on the list of journalists retweeted more than top newspaper sites. She has more than 25,000 Twitter followers and nearly 10,000 followers on Facebook. She will be the first to tell you the numbers are not important, but it is about the relationships businesses build through social media.

Tickets for *Zero to Social in 90 Minutes* can be purchased at MyNorthwest.com/social.

About MyNorthwest.com

MyNorthwest.com features trusted, distinctive local voices to create a better understanding of news, sports and events that shape our community. It features breaking news, analysis, commentary and stories of ordinary people doing the extraordinary. MyNorthwest.com publishes a rich array of content including text, photos, live audio and video streams and extensive audio podcast archives. The site is affiliated with three of the Puget Sound area's most influential radio stations: KIRO Radio 97.3 FM, 710 ESPN Seattle, and AM 770 KTTH.

About Bonneville International

Bonneville International (www.bonneville.com) is dynamic multimedia company with radio, television, online and advertising properties in Seattle, Los Angeles, Phoenix and Salt Lake City. Living its three-fold mission of "People, Communities, and Profit," the company is widely known for business innovation, values-driven content, and a deep commitment to community service.

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