

## **FOR IMMEDIATE RELEASE**

No Photo Enclosed

For more information contact:

Scott J. Weiland  
Communications Director  
The Greater Scranton Chamber of Commerce  
570.342.7711  
sweiland@scrantonchamber.com  
www.scrantonchamber.com

### **MetroAction to Conduct Marketing Seminar**

**SCRANTON, PA, September 26, 2007**—MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce, is hosting a Small Business Institute Lunch & Learn seminar entitled “Marketing on a Shoestring Budget.” The seminar will be held Thursday, October 18, 2007, from noon to 2:00 PM in the board room of the Chamber, 222 Mulberry Street in downtown Scranton. Sandy Whiting, Owner and Senior Creative Director, S.E. Whiting Advertising is the featured speaker. The Small Business Institute is sponsored by Community Bank and Trust Company.

If you are starting a new business, or if your existing business has just experienced budget cuts, you won't want to miss “Marketing on a Shoestring Budget!” Ms. Whiting will discuss and provide examples of creative approaches to marketing your business. Traditional and non-traditional marketing methods will be presented, including maximizing publicity through public relations, network marketing, inexpensive production methods for print materials, and target marketing...reaching the right people at the right time.

The Small Business Institute Lunch & Learn seminar series features various topics that will keep businesses of all sizes competitive in today's business environment. These seminars are open to all business owners and professionals. Bag lunches can be purchased for a small fee.

The registration fee is \$35 per person and a bag lunch may be purchased for an additional \$10. The deadline for registrations is October 12. Seating is limited! To register for this Small Business Institute Lunch & Learn seminar and other upcoming Chamber events, visit [www.scrantonchamber.com](http://www.scrantonchamber.com). For more information on the Small Business Institute Lunch & Learn seminar series visit [www.MetroAction.org](http://www.MetroAction.org) or contact Katie James, 570.342.7711, email [kjames@scrantonchamber.com](mailto:kjames@scrantonchamber.com).

MetroAction, Inc. is a non-profit community development organization that provides financing and training to small businesses in northeastern Pennsylvania. MetroAction serves entrepreneurs in Carbon, Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming counties who may not be able to obtain financing at traditional lending institutions. Entrepreneurs can obtain up to \$50,000 for working capital, equipment and machinery purchases or leasehold improvements. To date, MetroAction has helped 162 small businesses obtain over \$2.3 million, including childcare providers.

###