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No Photo Enclosed

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MetroAction to Conduct Web Maximization Seminar

SCRANTON, PA, October 24, 2007—MetroAction, Inc., the community development arm of The Greater Scranton Chamber of Commerce, is hosting a Small Business Institute Lunch & Learn seminar entitled “Maximizing the Power of the Web.” The seminar will be held Thursday, November 15, 2007, from noon to 2:00 PM in the board room of the Chamber, 222 Mulberry Street in downtown Scranton. Jack Reager, President, and Phil Barkett, Art Director, BlackOut Design, Inc. are the featured speakers. The Small Business Institute is sponsored by Community Bank and Trust Company.

At the seminar, Mr. Reager and Mr. Barkett will discuss some of the fastest growing online marketing trends, the power of your company’s website as a window to your potential customers, and the most effective ways to combine your current online and offline marketing efforts with exciting new technologies and approaches. They will give examples of technology enabled marketing options for companies of all sizes to engage their clients in a measurable manner and will also give an overview of some easy to implement strategies that will ensure you are being found on the web. Seminar topics include social media (online), web analytics and metrics, web traffic, and current technologies.

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 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 November 9. Seating is limited! To register for this Small Business Institute Lunch & Learn seminar and other upcoming Chamber events, visit www.scrantonchamber.com. For more information on the Small Business Institute Lunch & Learn seminar series visit www.MetroAction.org or contact Katie James, 570.342.7711, email 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 \$25,000 for working capital, equipment and machinery purchases or leasehold improvements. MetroAction has helped 168 small businesses obtain over \$2.5 million, including childcare providers. For more information on MetroAction’s programs visit www.MetroAction.org.

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