

Event contact:

Jim Poole, Membership Development Manager
The James J. Hill Reference Library
jimpoole@jjhill.org
651.265.5555

Media Alert

Link-In for Business

Smarter Business Talk Event at The James J. Hill Reference Library

What: Link-In for Business at the James J. Hill Reference Library in St. Paul, MN

As part of its nonprofit mission in St. Paul, the Hill Library presents a venue for experts to speak to small businesses so they can learn about ideas that otherwise would remain available only to much larger enterprises.

When: Wednesday, February 25, 2009 – 11:30 a.m. – 1:00 p.m.

Where: 80 West Fourth Street, St. Paul, MN 55101

Highlights: Lonny Gulden will help business people unlock the power of social networking for business.

Details: “Link-In for Business” event will demonstrate how to unlock the power of social networking for business. You may have accepted a few invitations, sent out some invitations of your own and started a profile, but figuring out how to leverage your LinkedIn presence for business purposes is not obvious. Get help!

From this discussion you will learn the secret of creating an effective profile, building upon your past and existing relationships to create more and, most importantly, using those relationships to connect with important decision makers, potential partners and future employees/employers. NOTE: Wednesday over lunch.

Lonny Gulden owns **Deep Valley Consulting**, an IT consulting and recruiting firm. “Talented, thoughtful and extremely knowledgeable ... with a vast network.” – Cliff Ancier, Hewlett-Packard; “A great resource ... plugged in with what is about to happen.” – Bill James, Sun Microsystems. Lonny has over 7,800 LinkedIn connections. Email contact for Lonny Gulden: lgulden@deepvalley.com.

Cost: \$25 for Hill Library Members; \$35 for Non-members

Notes: News photography and filming at the event permitted. Media access to the event at no charge.

###

The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.

More information at www.jjhill.org.

For public relations, please contact Matthew Bellin at mbellin@jjhill.org or 651.265.5442.