



June Meeting Announcement

YOU'RE TALKING IS ANYONE LISTENING?

Aren't sure where to focus your marketing efforts? Or maybe you're looking to branch out into social media marketing but aren't sure how. Marketing is a key component for business development. Join us to learn about the importance of developing a proper marketing strategy, and how to implement it, including social media marketing tips, as well as available resources at the Library.

Steven Assarian is the Business Librarian at the Grand Rapids Public Library. He has been with GRPL for three years, and previously worked as a Reference Librarian for Kettering University in Flint, Michigan. There, he became involved with various entrepreneurship initiatives that drew him into the world of business reference, including a Michigan Library Association conference on that subject.

Leandra Williams is the owner of Stingray Advisory Group, a Grand Rapids-based business advising company and the co-owner of Gold Leaf Designs, a local graphic design studio. Additionally, she is a GRIN Board Member! She is passionate about assisting entrepreneurs and business owners with creating dynamic customized solutions for business growth. Prior to launching her companies, Leandra worked in the financial services industry where she aided business clients by providing solutions to improve day-to-day operations and enhance cash flow management.

Please Join Us

Date: June 9, 2015

Time: 6:00 p.m.

Place: Grand Valley State University
Cook-DeVos Center for Health Sciences
301 Michigan Street N.E., Room 123
Grand Rapids, MI 49503

6:00 - 6:30 Networking

6:30 - 7:30 Presentation

7:30 - 8:00 Networking

****Admission is Free****

If you are not a current member, you can attend one GRIN meeting for free to learn more about the network.