

NEWS RELEASE

FOR IMMEDIATE RELEASE

March 22, 2016

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Learn Business Marketing on a Shoestring Budget with the Chamber

LUBBOCK, Texas – According to Mark Twain, “many a small thing has been made large by the right kind of advertising.” But, how do you keep your company’s brand front and center with a shoestring marketing budget? Find out at Chamber University!

Focused specifically on cost effective marketing, the Lubbock Chamber of Commerce will host an interactive learning session on Thursday, April 21, from 8:00 to 11:30 a.m. at the Hyatt Place, 2309 Mac Davis Lane.

Don’t miss this opportunity to get essential pointers on efficient marketing strategies that could mean the difference between a successful campaign and a failed one from the industry’s best, including:

- Chuck Parr from American National Bank
- Mary Myers from United Supermarkets
- Marcie Truby from The Hyatt Place

The cost of the seminar is \$50 for an individual ticket, but Chamber members will receive a discounted price of \$35 per individual ticket. Breakfast is included. Registration is open and reservations can be made by visiting www.LubbockChamber.com. Any changes to reservations may be made until 5 p.m. on Monday, April 18th.

For more information on Chamber University, please contact Allison Cottrell at (806) 761-7000 or allison.cottrell@lubbockbiz.org.

Sponsors of Chamber University are American National Bank, Evensky & Katz/Foldes Financial Wealth Management, Goodwill Industries of Northwest Texas, United Supermarkets and Workforce Solutions South Plains.

Chamber University is designed to address critical business topics and offer tools to navigate and thrive in the ever-changing demands of the 21st century workplace.



The Lubbock Chamber of Commerce represents over 2,000 businesses and over 79,000 employees on the South Plains which accounts for over \$2 billion in annual household earnings in Lubbock and West Texas. The Chamber has twice earned the distinguished 5-Star Accreditation from the U.S. Chamber of Commerce and is a two-time Chamber of the Year recognized by the Association of Chamber of Commerce Executives.

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