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CPA ♦ LAW SOCIETY
OF SANTA BARBARA COUNTY

FERGUSON CASE
ORR PATERSON LLP
ATTORNEYS AT LAW



The Forster Group at
Morgan Stanley
Smith Barney

Featuring:

Vicky Rathje, Founder, In The Know Resources
Danny Preslar, Head of Social Media, Pi Designs
Bryan Powell, Owner, bpizzy.com

Social Media for the Accounting and Legal Professional
Thursday, May 27th, 2010
12:00-1:30PM
Canary Hotel
Park in public lot located behind the Hotel on Chapala Street

Topics to be discussed:

What is Social Media and Web 2.0? Social Networking Platform Sites for the Legal and Accounting Professional. Develop Your Social Media Strategy. The Future of Social Media. Benefits. Challenges



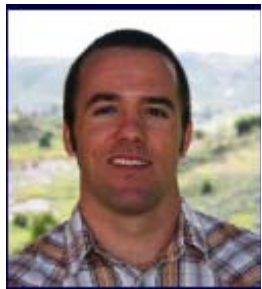
Vicky Rathje

Vicky Rathje established In The Know Resources, a small business development and collaboration organization, to provide opportunities to make connections, build community and create growth. In The Know helps facilitate internship connections, providing businesses with inexpensive resources and students with opportunities to build their resume. Vicky saw a need to provide resources to better understand how to leverage the opportunities and avoid the pitfalls of social media.



Bryan Powell

Bryan Powell is the owner of bpizzy.com, an internet marketing and business consulting firm located in Southern California. His areas of expertise include website design, search engine optimization, and search engine marketing. He has years of marketing experience across many mediums, including print, television, radio and internet. Prior to opening his own firm, Bryan was the Marketing Director for Wallin & Klarich, a law firm based in Tustin, CA. Bryan remains abreast in the latest internet and marketing trends to insure that his clients stay at the top of the search engines and competitive in their respective markets. Bryan has a Bachelors of Science in Economics and Computer Science.



Danny Preslar

Danny Preslar earned a Bachelor's degree in Economics and Spanish from Vanderbilt University. Danny recognized the power of Social Media when it was in its earliest stages. Through the creation and maintenance of special interest groups on Facebook and regular engagement with members, Danny's teams successfully promoted events throughout the US and businesses in Madrid. He works regularly with In The Know Resources, helping Small Business Owners to understand the intricacies of this powerful media.

LUNCH CHOICES*

Grilled Salmon

With Mimosa Sauce, dill potatoes and market vegetables.

Chopped Salad

Grilled chicken, tuscan vegetables and red wine vinaigrette dressing

Cheese Angolotti

With spicy tomato-basil sauce and market vegetables.

**Lunch includes bread and butter, ice tea/coffee and dessert.*

Continuing Education

**CPA/Attorneys:
1.0 Hr CPE/MCLE**

This activity has been approved for Minimum Continuing Legal Credit by the State Bar in the amount of 1.0 hour. SBCBA certifies that this activity conforms to the standards for approved education activities prescribed by the rules and regulations of the state bar of California governing MCLE. Additionally, this organization follows the CE requirements, specified in the California Board of Accountancy Regulations.

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Reservations and Cost

The cost of the luncheon is \$35 for non-members and \$25 for members.
Please email your reservations and lunch selection to cpalawsb@bpw.com.

RSVP by Monday, May 24, 2010.

Please make checks payable to CPA/Law Society and remit upon luncheon reservation. Or, mail payments to: **Tina Benavides; 1123 Chapala Street; Santa Barbara, CA 93101.**