

# ***Social Media Super Summit Panel***



**Laura Good**  
President, Social Media Club Sacramento  
Director of Programs and Operations, Sacramento Regional Technology Alliance

Laura Good is the President of Social Media Club Sacramento, a leading chapter of the global Social Media Club organization. She is recognized in the Sacramento region as one of the top social media influencers and experts. Laura uses her social media expertise to promote the community, help regional non-profits, share information about Social Media Club and to carry out her marketing communications responsibilities as Director of Programs and Operations for the economic development non-profit organization, SARTA (Sacramento Regional Technology Alliance). She is better known in Sacramento as @goodlaura.



**Bill Halldin**  
President, Halldin Public Relations

Bill Halldin is President of Halldin Public Relations Inc., a Rocklin-based public relations firm providing media relations and social media services to clients across the country. Bill has a 28-year background in journalism, government and media relations and helps clients clearly communicate critical messages through all media channels. Bill's clients include Merrill Lynch, the State of California, U.S. HealthWorks, among others. Bill was named the 2010 Sacramento Public Relations Association PR Professional of the Year. Among his community activities, Bill is a Sierra College Trustee and a Past Chairman of the Rocklin Chamber.



**Melissa Washington**  
Owner, SmartNet Strategies

Melissa is the owner of SmartNet Strategies, specializing in providing LinkedIn training for individuals and organizations. She has been a member of LinkedIn since 2004. Melissa currently has over 1000 quality connections and has used LinkedIn for job seeking, recruiting, selling, researching, and collaborating. Melissa is currently on a contract position at LinkedIn. KCRA News recently featured her, calling her "The Lord of LinkedIn" because of her extensive knowledge. Melissa also serves as the Executive Director for Active Job Seekers of America.



**Karen Rice**  
Regional Development Director/Social Media Speaker, Constant Contact

Karen Rice is the Regional Development Director for Northern California, speaking on social media and email marketing throughout Northern California. She has more than 20 years of experience working with nonprofit organizations, companies and government agencies developing and implementing successful marketing, event management and public relations campaigns. A former small business owner herself, her practical approach to teaching email and social media marketing best practices is highly prescriptive and designed with the busy entrepreneur in mind.