

# Social Media Super Summit Speakers



## **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 1800 quality connections and has used LinkedIn for job seeking, recruiting, selling, researching, and collaborating. KCRA News has 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.



## **Bill Halldin**

President, Halldin Public Relations

Bill 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.



## **Meg Getchel**

Chief Marketing Strategist, Limelight Local

As Chief Marketing Strategist at Limelight Local, Meg provides social media training and digital marketing management services to small business owners, local events, and non-profits. Her digital marketing strategies focus on time and resource realistic ways that business owners can and should participate in social and online media. In her social media training, she teaches companies how to build long term relationships with their current clientele and how to more easily reach out to potential clients through social media.



## **Maureen Dudley**

Owner, Dudley & Nunez Communications

Maureen, an Authorized Local Expert for Constant Contact, owns Dudley & Nunez Communications which specializes in writing, consulting, and email/social media marketing. She is a seasoned consultant and provides marketing designed with small business in mind to dozens of clients nationwide. Drawing on over 20 years of communications experience, she has taught hundreds of people about email marketing and social media best practices through her presentations. Each month, Dudley & Nunez Communications publishes Maureen's Marketing Moment, an email newsletter on small business marketing that is read worldwide.