

{keynote speakers}



BRIAN FOSTER

Brian Foster is a 15 year veteran of media sales. Working hand in hand with locally owned businesses Brian's expertise is making very large marketing strategies accessible to smaller clients. In 2008 Brian founded NextMedia360, the digital division of NextMedia. Over those years NextMedia360 has executed over 250 website builds from San Jose, California to Myrtle Beach, South Carolina and everywhere in between. Before launching NextMedia360 Brian was the market manager for NextMedia Chicago and Brewer Broadcasting in Chattanooga. Brian won the Illinois Broadcaster Association's annual award for most creative commercial campaign in 2005.

Always energetic and never one to mince words, Brian teaches that while not everyone has a 20 person marketing team, small businesses can learn what makes these national brands great and create a strategy that is scaled to their size. It is not the big that eat the small, rather the quick that eat the slow.



DAVID MURRAY

David Murray serves as the Director of Social Media for Moncur Associates, a hi-end branding and advanced technology firm located in Troy, MI. Murray has created fully integrated social media campaigns in the finance, health care, franchise, nonprofit and both B2B and B2C sectors.

David is the founder of Social Media Club Detroit, and is a national speaker on digital communications and social media best practices. He has spoken at BlogWorld, unGeeked and TEDx events. Murray has also been featured in Wall Street Journal Online and David Meerman Scott's book, The New Rules of PR and Marketing. In his spare time he works on his comic strip called, Andy and Trout, and is a member of the Detroit based food blog team, The Hungry Dudes.

{meet the speakers}



CHRIS MUNDHENK

Having just finished his 13th season in the sports and entertainment industry, Chris Mundhenk is the Loons Vice President of Marketing and Entertainment. In this role, Chris oversees all facets of marketing, communications and entertainment for the Loons, Dow Diamond, ESPN 100.9 FM and Michigan Baseball Foundation.

Prior to joining the Loons in 2006, Chris served as the Director of Marketing and Promotions for the Altoona Curve and State College Spikes. During the season in Altoona, Chris was part of an organization that won the Larry MacPhail Trophy (2004), awarded to the team having the top marketing and promotional efforts in Minor League Baseball; received the John H. President's Trophy (2006), Minor League Baseball's top award presented annually to honor the complete baseball franchise, hosted the Eastern League All-Star Game (2006) and launched a brand new franchise in State College (2006).



JEN THIEME KEHRES

Jen Thieme Kehres grew up in her family's business, Amigo Mobility. From sorting nuts and bolts to attending disability conventions, she spend much of her childhood seeing the many benefits of the Amigo first hand. With a Marketing Degree from Michigan State University, she has been focusing on sales and marketing at Amigo for the past five years growing their Friendly Wheels e-newsletter and making connections on Twitter.

Besides Jen's experience marketing for an international company, she opened Kehres Health & Chiropractic two years ago in Saginaw with her husband Dr. Dan Kehres. Kehres Health focuses the majority of their marketing on social media at a local level utilizing Facebook, Pinterest and their blog drkehres.com.



MATT SMITH

Matt Smith, along with his wife Julie, started Smitty's in 2003, and has continued to build a community of Health and Wellness with the opening of their new facility in 2008.

Following High School, Matt joined the US Army and spent three years active duty and continued his military service through nine additional years in the National Guard and US Army Reserves.

As a small business owner, Matt understands the importance of utilizing social media. He'll share his experience and expertise on how to use social media to market a small

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LINDSAY BLACKWELL

Lindsay Blackwell, Social Media Manager at Fluency Media, is a prominent voice in the field of social media. With a focus on storytelling and interactive dialogue, Lindsay creates, implements and monitors comprehensive social media strategies and compelling social campaigns for clients.

Lindsay holds a BA in English and Linguistics from the University of Michigan, where she earned High Honors in Linguistics for her thesis on narrative structure in computer-mediated communication, based on original research. Lindsay's background in discourse analysis and passion for the digital space have informed her interest and abilities in new media marketing, which she showcased in 2011 with the creation of the "Dear Lisa Rudgers" campaign. The campaign revolved around www.dearlisarudgers.com and has seen over 40,000 unique visitors from 100 countries around the globe.



SOLA OBAYAN

Sola Obayan is an Online Marketing Specialist with 13+ years of experience in her field. As Owner and Principal Consultant at BTO Solutions LLC, she develops and executes integrated solutions for growing brands. Her mission is to create powerful online presence for all Michigan-based businesses. She is also the Founder of Social Media is a Party!, a bimonthly event designed to demonstrate the power of social media to local professionals in a fun and laid back environment.



KALEB PATRICK

Kaleb Patrick is the Associate Director of Marketing for Central Michigan University and is directly responsible for all communication, recruitment strategies and relationship development for CMU Online and International degree programs. Kaleb has worked as part of a handpicked team to establish graphic design themes and branding messages for CMU and spearheads the CMU Global Campus digital web presence utilizing best practices for UI, UX, Human Computer Interaction and consistency with branding initiatives. Within the eMarketing industry he is best known for conceptualizing paralleled electronic and traditional marketing campaigns through single profile targeting. Kaleb has extensive experience in giving presentations face-to-face and online both to large and small audiences through synchronous and asynchronous communication tools. He has been request by Google and the UCEA to present on electronic marketing at national conferences including the American Marketing Association National Symposium in Education and the UCEA National Marketing Seminar.

{meet the speakers}



ERIC JOYCE

Eric Joyce is the Online Marketing Coordinator for Central Michigan University's Global Campus. Eric works directly with Kaleb Patrick, Associate Director of Marketing, as part of the Online and International marketing team to actively recruit successful students for all online undergraduate, graduate and doctoral level degree and certificate programs. Aside from his marketing and recruitment responsibilities, Eric actively develops integrated advertising and communications strategies for CMU's Global Campus across multiple social networks such as Facebook, LinkedIn, Twitter, YouTube, Vimeo and Foursquare. Eric has earned a Bachelor of Science degree in Journalism from Central Michigan University and is actively pursuing CMU's Undergraduate Certificate in Social Media.



LYSA GREER

Lysa began her career in media sales, followed by on-air production and hosting, promotions, interactive production and eventually, management. After working in most divisions, she realized her passion was in the marriage of all aspects of marketing and merged her talents as Consulting Project Manager at NextMedia360.



SHANNONE DUNLAP

I started my career in 1987 working for an advertising agency as the creative director (4 years). Then I worked as a graphic designer for a local suburban newspaper group for 2 years before moving into sales. My experience in graphics helped me create effective print ads for clients sending my sales career off soaring. Recruited into radio by Covenant Communications in 1994 I quickly learned the power of radio and believe in results driven marketing utilizing radio with digital platforms coexisting in consumers busy lifestyles. My graphic background has become a true asset for me. As a believer in continuous education, I became a Trained Facilitator of Brainstorming through Creative Resources in 2004. Over the years we have collaborated with many different organizations to come up with Key Marketing Challenges, along with creative and integrated marketing solutions.

{meet the speakers}



BROOKE ADAMS

Brooke Adams is the Strategic Communication Coordinator for First-Year Experience at Central Michigan University. After graduating from CMU in May 2011 with a bachelor's degree in Integrative Public Relations, Brooke began working full time at FYE developing marketing plans, email campaigns and social media strategies targeting prospective and first-year students.



TORI STEVENS

Tori Stevens is an Assistant Director of Career Services, concentrating on Student Outreach, Marketing and Social Media at Central Michigan University. With daily interactions with students including presentations, spreading the wealth of information via social media, Tori and her intern team create appealing and informative social media tactics to create an awareness and engage 20,000+ students who reserve a small attention span on learning new career and professional development resources.