



3rd Annual Conference

How Connected Are You? Using Technology to Market Services and to Connect with Clients

May 14, 2010 ♦ 9:00 a.m. – 4:00 p.m.

Keynote Speaker Biography

Marketing Survival Strategies for the Attention Economy

Keynote Speaker: Jeremy Epstein, “Never Stop Marketing”

Jeremy Epstein graduated Phi Beta Kappa with a B.A. in History and a double minor in German and Economics from Johns Hopkins University and received two prestigious international fellowships. He spent 1 year as a DAAD scholar studying International Politics and Business at the Johann Wolfgang von Goethe University of Frankfurt and 1 year as a Monbusho scholar in International Relations at the International University of Japan in Niigata.

He then joined FACT Communications in Tokyo, where he oversaw interactive marketing projects for clients such as Heineken, IBM, and Unilever and was recognized with a Japanese “Webby” award for his work. In addition to executing one of the first email marketing campaigns in Japanese Internet history, he was co-chair of the Ecommerce special interest group at the American Chamber of Commerce in Japan.

Returning to the US, Jeremy joined Snickelways Interactive in New York City, a leading e-commerce development firm and was instrumental in growing the business from 20 to 150 employees. His clients included Tumi luggage, Rand McNally, and WebLoyalty.

Upon the burst of the dot-com bubble, Jeremy raised over \$500k in private financing for an Internet start-up, SilentFrog, a marketplace for services. The company existed for 2 years, was mentioned in the WSJ and Washington Post and generated revenue...but, alas, not enough profit. Moving back to his native Washington, DC, he joined Microsoft where, over the course of an almost 6 year career, Jeremy implemented numerous scalable community building (and revenue generating) programs. His efforts were recognized as US-wide best practices and he authored one of Microsoft’s most successful marketing blogs with over 110,000 views per month.

Since leaving Microsoft,” he has signed contracts with a number of clients including Johnson & Johnson, Microsoft, Yes To Carrots, NYT best-selling author, [Dan Pink](#) and #1 New York Times best-selling author, Gretchen Rubin.

A passionate technologist, Jeremy prides himself as early adopter with email (1991), a personal home page (1992), and blogging (2000).

You can read his blog (and more) at www.ignitingtherevolution.com or find him on [LinkedIn](#),

Workshop Presenters' Biographies

Leveraging Social Networks as Marketing Tools

Mike Scrivner, B.S., Howard Community College

Mike Scrivener is a communications specialist in the Public Relations and Marketing office at Howard Community College, where he's responsible for the promotion of HCC news and events and management of the college's social media presence. He graduated from Towson University with a degree in Mass Communications.

Clinical Considerations in the Use of Social Media

Alissa Putman, Ph.D., Howard Community College

Alissa Putman is the Associate Director of Counseling and Career Services at Howard Community College. As the associate director, she is responsible for overseeing the daily operation and services of the office, including personal and career counseling, crisis intervention, consultation/outreach, job-search services, co-op/internship services, Career Links program for single parents, and the graduate training program. Dr. Putman is a licensed psychologist and certified Myers-Briggs professional with over ten years of experience in social-emotional counseling, career counseling, teaching, staff training, and supervision within a college setting. She also currently teaches once course at the University of Baltimore. In conjunction with the University of Maryland, Center for School of Mental Health, Dr. Putman is currently involved in doing research to explore mental health resources and services on community college campuses. Dr. Putman received her Ph.D. in Counseling Psychology from the University of Tennessee, Knoxville.

Suzanne Miller Friedman, Ph.D., Howard Community College

Suzanne Miller Friedman is the Assistant Director for Mental Health in the Counseling and Career Services office at Howard Community College. She received her Ph. D. in counseling psychology at the University of Maryland, College Park. Prior to working at Howard Community College, Dr. Friedman was a staff counselor at the University of Maryland Counseling Center, an adjunct instructor in the Department of Psychology at the University of Maryland, and worked in private practice. Areas of interest include anxiety, trauma, eating disorders, career counseling, and supervising and mentoring graduate students.

Tonya Osmond, M.S., LCPC, Howard Community College

Tonya Osmond is the Assistant Director of Career and Employment Counseling at Howard Community College where she has spent the last six years providing career counseling and job assistance services to college students and community members. Her thirteen years of experience in the career development field also involved providing career transition services to military personnel at Fort Meade and career counseling to students at the University of Maryland and Johns Hopkins University. Ms. Osmond is also a Licensed Clinical Professional Counselor, and she received her Master's Degree at Virginia Tech and completed her Advanced Graduate Studies at the University of Maryland. Her specialty is in assisting adults complete career transitions, and she is qualified to administer the MBTI (Myers Briggs Type Indicator).

Cyberstalking Victimization and College Students

Nancy F. Hensler, Ph.D., Towson University

Nancy Hensler is a Staff Psychologist & Coordinator of Group Therapy Program at the Towson University Counseling Center as well as a Clinical Associate with Christine A. Courtois, Ph.D. & Associates. Nancy Hensler earned her Ph.D. in Counseling Psychology from the University of Maryland (2008), where her dissertation research on cyberstalking was inspired by her experiences working for three years as UM's first Victim Advocate. She is a staff psychologist and the Groups Coordinator at the Towson University Counseling Center, and a clinical associate for the adult trauma survivors expert, Dr. Christine Courtois. Her professional interests include trauma recovery, mindfulness and somatic therapies (mind/body connections), group therapy, feminist/multicultural approaches, and counseling center/private practice administration.

How to Use Social Media to Build Relationships, an Audience and Business!

Ericka Alston, Pyramid Communications

Erick Alston is a public relations professional with over 10 years of industry experience. Her career path has afforded her the opportunity to work with clients from virtually every market sector, including tourism, retail, hospitality and architecture.

Presently Ericka serves as the principal of Pyramid Public Relations, a firm specializing in the fundamentals of its tagline: The Broader Your Base ~ The Stronger Your Foundation. Her firm's primary focus is broadening the audience and customer base of start-ups, small to mid-sized companies, practices, personalities/professionals, and non-profit organizations.

Media relations and creating strategic public relations execution plans (PREP) have been the backbone of Ericka's success in the communications industry.

As the ways we communicate evolves, Pyramid PR is diligent about including social media as a component of an organization's overall marketing strategy and attempts to educate those who believe that simply incorporating particular social media outlets is the best plan.

Prior to launching Pyramid PR, Ericka was the director of public relations for a Baltimore-based marketing and public relations firm. She was also the public relations manager for one of the country's oldest family owned department stores and responsible for the public relations initiatives of 115 regional locations. Ericka has also served as the media relations specialist for the organization responsible for promoting Baltimore as a travel destination, and her career began as the marketing coordinator for a developer widely recognized for changing the skyline of the city of Baltimore.

Having been a panelist on many social media workshops and seminars, Ericka provides a perspective from a public relations platform. Participants walk away energized and prepared to implement social media into their existing marketing initiatives.

Ericka was recently featured in the Economic Alliance of Greater Baltimore's marketing video, "Promoting Greatness," a marketing tool the organization uses to encourage corporations to relocate their organizations to Baltimore. Ericka is also a member of The LIVE Baltimore Board of Directors, an organization whose primary focus is to promote Baltimore as a great place to live.

The Ethics of Online Counseling: Implications for Practice and Research

Robert Lim, EdM, M.S., University of Maryland, College Park

Robert Lim is currently a doctoral student in counseling psychology at the University of Maryland, College Park. He holds a Master of Education degree in psychological counseling from Teachers College, Columbia University, and a Master of Science degree in software engineering from Golden Gate University. Prior to entering graduate education in counseling psychology, Robert worked for five years as a software engineer and information technology specialist. His research interests are in the use of technology to facilitate therapy, identity development, and multiculturalism.