



*Touro College*  
*Graduate School of Business*

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**FOR RELEASE**

**TOURO COLLEGE'S GRADUATE SCHOOL OF BUSINESS TO OFFER  
INTERACTIVE WORKSHOP SERIES ON 'USING TECHNOLOGY AND SOCIAL NETWORKING'**

New York, N.Y. , January 14, 2011 – Touro College's Graduate School of Business will offer a series of interactive workshops on "*Using Technology & Social Networking to Market and Promote Your Business in 2011*," throughout the month of February, beginning Wednesday, February 2. These introductory workshops are geared towards entrepreneurs and small business owners who wish to learn more about how technology and social networking can enhance and expand their businesses.

Hosted by Michael Spampinato, senior marketing manager at Touro's Graduate School of Business, and Mardy Sitzer, president of Bumblebee Marketing LLC, the workshops will take place on Wednesdays from 6 to 9 p.m. at the Graduate School of Business, located at 65 Broadway in Manhattan.

The workshop topics are as follows:

February 2- "*LinkedIn: Harness the Power of LinkedIn*"

February 9- "*Twitter: Tweeting to Grow Your Business*"

February 16- "*Facebook: Building a Community That Will Build Your Business*"

February 23- "*Website: Buying and Building Your Website*"

As a marketing professional, Ms. Sitzer provides her clients with a wide range of both traditional and digital marketing solutions, enabling them to stand out from the crowd while they grow their businesses. In addition to delivering speeches and hosting workshops on technology and social media, she writes a weekly blog called "*Notes from The Hive*," where she presents news, trends, and tips about marketing for small businesses. She is also a regular contributor to the *New York Enterprise Report* and is a weekly blogger for its website's "*Experts and Insiders*" section.

The fee for each workshop is \$99; a series ticket costs \$319, with a savings of \$77.

Anyone interested in participating in the workshops should contact Michael Spampinato, 212-742-8770, ext. 2439, as space is limited to 40 participants. Those interested in learning more about the Graduate School of Business should visit [www.touro.edu/gsb](http://www.touro.edu/gsb).

Touro College's Graduate School of Business offers an interdisciplinary, practitioner-oriented curriculum focused on providing students with the critical thinking, adaptive decision-making, and strategic engagement skills necessary to be competitive and successful in the 21<sup>st</sup> century global business environment.

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*18,000 students are currently enrolled in its various schools and divisions. Touro College has branch campuses, locations and instructional sites in the New York area, as well as branch campuses and programs in Berlin, Jerusalem, Moscow, Paris, and Florida. Touro University California and its Nevada branch campus, as well as Touro College Los Angeles, are separately accredited institutions governed in common by the same Board of Trustees as Touro College. For further information on Touro College, please go to: <http://www.touro.edu/media/>.*

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