



**FOR IMMEDIATE RELEASE**

Date: July 9, 2009

Contact: Wendy Austin

O:(804) 458-6329, x2017; M:(804) 543-0325 – [southsideinfo@connectnetwork.org](mailto:southsideinfo@connectnetwork.org)

## **Southside Simulcasts the Strategic Leadership and Social Media for Social Good Conference**

### **Opportunity for Southside Nonprofits to participate in 'sold-out' Univ. of Richmond conference and special Southside lunch discussion**

Hopewell -- The Appomattox Regional Library System and ConnectSouthside are joining with ConnectNetwork, the University of Richmond Jepson School of Leadership Studies and the Communications Department, to bring this important July 24th conference to the Southside region. This is an opportunity to discuss the **role of emerging technology** in **supporting nonprofits** as they **create social change** and **transform communities**.

The morning conference, originating from the University of Richmond will be broadcast in its entirety at the Hopewell library including presenters:

**Gradon Tripp**, founder of the Boston-based Social Media for Social Change and account executive at Firstgiving, an organization that helps raise money online for nonprofit organizations; **Dr. Nancy B. Stutts**, executive director of The Connect Network; **Dean Sandra J. Peart** of the Jepson School of Leadership Studies; **Jon Newman**, partner and co-founder of the Hodges Partnership; and **Cynthia Price**, communications director for the Christian Children's Fund--which is launching a new brand and a communications structure that relies heavily on new media. Panelists include: **Aaron Dotson**, principal and creative strategist for Elevation, an advertising and design firm; **Conaway B. Haskins, III**, state director for the office of Sen. Jim Webb; **Scott Pharr**, co-owner of PharrOut, a communications/Web development firm.

The Southside simulcast will be moderated by Rebecca Eisenman, ConnectSouthside Coordinator. Questions will be "tweeted" from the Southside group directly to the conference.

**Southside Lunch Discussion** "Putting Social Media to Work for You" will be lead by **Kendall Morris**, emerging media specialist at PUNCH, communication and design firm. Ms. Morris helps clients integrate social marketing tools like Facebook, LinkedIn, and Twitter into their organization's marketing plans.

This conference and lunch discussion is for decision-making representatives of nonprofits and government agencies. The simulcast event takes place on Friday, July 24<sup>th</sup>, 8:30 - 12:30, and is free with pre-registration requested. The lunchtime discussion is from 12:30 – 1:30 and includes a box lunch (\$10 charge). Pre-registration required. Seating is limited.

For more information about the conference visit, <http://news.richmond.edu/jepson/2009/socialmedia.html>  
Registration for the Southside Simulcast only, Free.

Registration for the conference and lunchtime discussion, \$10 fee.

###