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City Comes Alive with Social Media Buzz and Profits at
Yonkers Business Week
Local Marketing Guru to Speak about "Social Media for Grown-ups"**

(Thornwood, NY April 23, 2009) Many boomers still think a tweet is something that comes out of a bird's nest. But this spring, they will discover its contemporary meaning – as well as how they can use a variety of social media techniques to make money, raise money, find jobs, get smarter, and build powerful business relationships. As marketing budgets are strained by today's economic realities, these powerful social media tools can save businesses thousands of dollars annually and enable precise customer targeting.

Nancy A. Shenker of theONswitch® will conduct her highly-acclaimed Social Media for Grown-ups workshop at Yonkers Business Week on May 6th from 4:30 to 5:30 at METRO92, one of the new loft-style live-work buildings near the Yonkers waterfront. The session is filled with definitions, tips, case studies, and real-life examples of how Shenker and her clients have used social media to grow businesses. This workshop has previously been offered at major national conferences, and this is its Westchester County debut.

"Many people of our generation are ashamed to admit they don't know how to use this new media. Or, they don't understand yet how to use it for business. Although I grew up with punch cards and a rotary dial phone, I'm an early adopter of social media...and I've figured out how to apply it to business as well as use it for fun." Shenker remembers the early days of television advertising, direct mail, and telemarketing. "Each new media goes through the same phases as it becomes part of the mainstream," she says. "Social media is still in its "what-the-heck-is-this-for?" phase. But we can answer that question at this session!"

Social Media for Grown Ups is free to the general public. Shenker will be launching theONswitch's new "Social Media in a Box" offer at the event. MetroPartners, the owners of METRO92 and 66main are sponsoring the session, as is *The New York Enterprise Report* magazine.

For more information about theONswitch, visit: www.theonswitch.com

About theONswitch. theONswitch, based in Thornwood, N.Y., provides innovative marketing, public relations and business development services to a wide range of start-up and established businesses in Westchester and nationally. The company helps clients grow via a proprietary four-step process – Imagine, Focus, Buzz and Profit that combines creative thinking and strategic client focus to produce results.