



September EVENTS

DATE: Wednesday, September 21, 2016

TIME: 6:00PM, Dinner at 6:30PM

TOPIC: How Accountants Can Create Engagement Using Social Media

SPEAKER: Cindy Neki, Digital Marketing Consultant

PLACE: Rivers Club in One Oxford Center

COST: \$35.00 / \$20.00 Students

Reservations should be made on our website *Pay on our website. (Payment required if reservation canceled within 3 days of meeting.)*

MENU:

Salad – Mixed Greens, Tomato, Cucumber, Carrot and Raspberry Vinaigrette

CHOICE OF:

1. CHICKEN PICATTA - Fried Chicken Cutlet with a Fresh Tangy Lemon Caper Sauce
2. HERB CRUSTED SALMON with Smoked Tomato Coulis
3. PASTA PRIMAVERA with Tomato Vodka Sauce

Dessert – NEW YORK CHEESECAKE with Mixed Berries & Whipped Cream

Please RSVP with your entree selection by Friday, September 16th at: www.pittsburgh.imanet.org

Topic Breakdown

Social Media is all the rage, but how does an accounting firm take advantage of it? What are the key elements you must use to start a conversation with the people and businesses you target?

We will take a closer look at the popular social media networks for accountants – LinkedIn, Facebook, and YouTube and how you can harness their power to engage your clients and prospects.

Biography of this Month's Speaker:



Cindy Neki is a skilled Marketing Consultant, Certified Social Media Strategist, Certified Inbound Consultant, Constant Contact Authorized Local Expert and Speaker.

With over 25 years marketing experience, she assists businesses and organizations to succeed in today's fast paced, ever-changing marketplace.

She is an engaging speaker on topics related to digital marketing and social media. Cindy has a unique understanding of how digital marketing can perk up your marketing and create engagement with your clients and prospects.

Her consulting firm, Marketing Pathways, provides a wide range of Social Media, Email Marketing, Mobile Marketing and Web marketing services. Marketing Pathways also publishes a weekly digital newsletter for subscribers, titled 'Digital News This Week', which provides a look at the best news from the digital marketing world.

Contact Cindy at 724-255-4025 or CNeki@MarketingPathways.com. For more information about Marketing Pathways: MarketingPathways.com.

Cindy is sponsored by Constant Contact, a web marketing company.

Topic Breakdown continued

You'll learn the benefits of using each, how other organizations are marketing with them, and some dos and don'ts of each channel. You'll also get tips on how to tell if your social media activity is working.

We will look at:

- ✓ What kind of content to create and post
- ✓ Etiquette
- ✓ How to tell if your content is working
- ✓ Suggestions on what to do next

Contact Information for Officers 2016 - 2017

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ANNOUNCEMENT FROM GLEIM CMA REVIEW:

Pittsburgh Chapter members are eligible for discounts on Gleim CMA Review System and CPE purchases.

To obtain the chapter discount, contact **Melissa Leonard**, Gleim Chapter Coordinator, directly. There are three ways to place an order:

- Fax the order form to her at Gleim at [888.375.6940](tel:888.375.6940)
- Call her directly at [800.874.5346](tel:800.874.5346), ext. 131
- Send an email to melissa.leonard@gleim.com

Follow this link to download the order form for the Gleim CMA Review System, which we feel will best prepare candidates for the exam:

https://www.gleim.com/accounting/agreements/get_chapter_pdf.php?file_id=4

Follow this link to download the order form for the Gleim CPE packages.

https://www.gleim.com/accounting/agreements/get_chapter_pdf.php?file_id=5



Calendar of Upcoming Events

September 5, 2016	Labor Day	January 17 th	Tax Update
September 21 st	Accountants & Social Media	February 14 th	Valentine's Day
October 19 th	New Overtime Rules	February 15 th	Technical Meeting
October 31 st	Halloween	March 15 th	Ethics, 2 hours
November 16 th	Cyber Security	March 17 ^h	St. Patrick's Day
December 7 th	River's Club Holiday Party	April 19 th	Technical Meeting

Be sure to make your reservations now for the September meeting. Go to www.pittsburgh.imanet.org

See you there!