



# Focus On Clovis

A Monthly Exploration Of Clovis Real Estate Issues  
Presented By CAB, The Real Estate Committee Of The Clovis Chamber

## SOCIAL MEDIA STRATEGIES



**Presented By:**



Peter Lang, President and CEO of Peter Lang International, is changing lives, supplying businesses with the tools to navigate the rapidly changing netscape and teaching young and old a whole new "LANGuage,"

He built his first computer at the age of 10. By the time he graduated Fresno State's Craig School of Business in 2009 with a Degree in International Business and a Certificate in Finance, this dynamic young business consultant and new media strategist had already created a marketing department for one of the largest logistic brokers in the U.S., worked with the World Trade Organization as a lobbyist for a major growers' association, and served as Operations Director for an up-and-coming educational and environmental non-profit.

Challenge has led him to some far-flung destinations. Peter set out to explore the planet, encouraged by his parents, an entrepreneurial pair with a strong belief in experimentation. Journeying in Asia and Europe, he rapidly found himself with an expanding network of colleagues and friends with similar knowledge and capabilities. Today, he brings his far-ranging experience to bear in his work teaching and advising in the areas of new technology and social media strategy. Through Peter Lang International, Peter and his team lecture and lead workshops, build websites and blogs, troubleshoot existing systems, consult on online networking, and develop web-based marketing plans and social media strategies for businesses and individuals.

### Thursday

### January 21, 2009

### 8:30 to 9:30 AM



(In Clovis at Peach & Shaw)  
**COST \$1.00 -NETWORKING  
 MARKETING-DON'T MISS IT!**



**CAB Chairman: Leslie Noll 326-5111**

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