



Wednesday, Jan. 16: Topic: PR Tips and Techniques for the Small Business Owner

Guest: Gini Dietrich, chief executive officer and founder of **Arment Dietrich, Inc.**, a boutique PR firm with offices in Chicago and Denver. She also is immediate past president of the Public Relations Society of America and board member of Counselor's Academy, an organization for PR CEOs and business owners.

Guest: Keith Burton is Executive Vice President and serves on the executive committee that leads **GolinHarris**, a global public relations firm headquartered in Chicago. He is also president of **Insidedge**, a global employee communications consultancy and a sister company to GolinHarris. He's recognized as a thought leader in the public relations field and has more than 20 years of experience on the agency front. He has been a member of the Public Relations Society of America (PRSA) for more than 20 years and was recognized in 2007 as Public Relations Professional of the Year by PRSA – Chicago.

How can you get "free" publicity for your company? Do those online press release distribution services work? Tune in Jan. 16 and learn about things that you can do on a small budget to get yourself press coverage!