

November 2015

Easton Area Chamber of Commerce

Letter from the President

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Social Success LV

On September 24th the Easton Area Chamber of Commerce partnered with Cliff Ross to host the first ever #socialsuccessLV event. The inaugural event took place at Two Rivers Brewing on Northampton Street in historic downtown Easton. Delicious appetizers were served alongside tasty brews and other beverages from our new member Two Rivers Brewing. "We wanted to incorporate social media into a networking event. Utilizing the hashtag #socialsuccessLV is the perfect way to bring all the posts together regardless of the platform. Whether it's on Instagram, Twitter or Facebook, people can like, share and tag away, all while promoting their business", said Cliff Ross. "Everyone is on their phones anyway, so we figured why not work it into the event itself. Way more fun than exchanging business cards!"

DJ Discreet did a great job spinning throughout the evening as attendees posed in front of the "Style Wall" created by Cliff Ross featuring all of the logos of our sponsors. We would like to thank all of our sponsors who participated in the first of many #SocialSuccessLV events: Courtyard Marriot, Gotham Shredders and Binding, Valley Elite All-Stars, Servpro of Easton, Bethlehem, and Whitehall, The Lafayette Inn, Weichert Realtors - Evonne M. Courduff and Mark Marina, MGN Logistics, Inc., and Callan Eye Care. We appreciate your innovative thinking and support of creating new ways to enhance the use of social media for the benefit of Lehigh Valley businesses.

Stay tuned for the next #socialsuccessLV events, scheduled to take place January 28th, 2016. What a unique and interesting way to integrate social media with good old fashioned networking... a win-win for every business. Hope to see you January 28th!