

FOR IMMEDIATE RELEASE

DATE: 7/1/2008

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AU College of Liberal Arts Speaker Featured in Area Chamber Program

AUBURN -- Public Relations for the Small Business

Lunch & Learn

11:30 am to 1 pm

Prattville Area Chamber of Commerce

131 North Court Street, Prattville, AL 36067

Sponsored by: Prattville Area Chamber of Commerce Small Business Committee and the AU College of Liberal Arts

RSVP: (334) 365-7392 or rsvp@prattvillechamber.com

Cost: \$10/person

The Prattville Area Chamber of Commerce Small Business Committee will host Auburn professor Dr. Margaret Fitch-Hauser on August 6, 2008. In a session entitled "Public Relations for the Small Business," Fitch-Hauser will address the ins and outs of PR. In doing so, she will explore ways that a PR mindset can be incorporated into the day to day operation of a small business. All organizations can implement social responsibility, customer service relationship building, and image building without draining the bank account. The session will be held at the Prattville Area Chamber of Commerce, 131 North Court Street, Prattville. To RSVP, call (334) 365-7392 or email rsvp@prattvillechamber.com. The cost is \$10 per person. Participants should come prepared to share their experiences.

Margaret Fitch-Hauser Ph.D.

Margaret Fitch-Hauser has worked for 30 years as an educator, consultant, trainer and coach. She has worked with people from a variety of organizations ranging from large multinational firms to small businesses. Additionally, she has worked with numerous community and organizational leadership programs designed to build leadership teams, promote coalition building and increase the awareness of the participants to the importance of looking beyond individual skills and experiences. Her clients have included many associations and chambers of commerce, including the U.S. Chamber's Institute for Organizational Management program.

Currently Dr. Fitch-Hauser directs the PR program in the Department of Communication and Journalism at Auburn University.

The CLA Speakers Bureau

The CLA Speakers Bureau is a highly visible and competitive annual College of Liberal Arts speakers program that showcases college scholarship in venues both on and off campus. Each year the speakers program features a particular issue or theme. This year's focus is government, citizenship, and politics. Programs by the CLA Speaker's Bureau can be booked by contacting Maiben Beard at the Caroline Marshall Draughon Center for the Arts and Humanities at maiben.beard@auburn.edu or (334) 844-4903. The programs are offered free of charge on a first-come, first-serve basis.

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