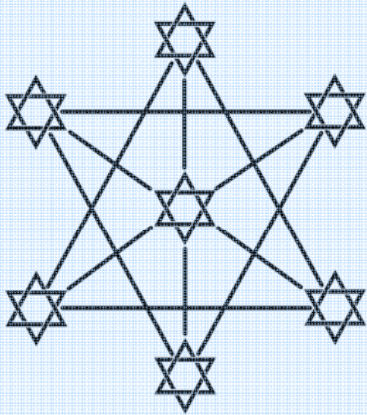


SYNGROW



*The Synagogue Networking Groups
of Southern Westchester*

LEADING THE CHARGE: INVIGORATE YOUR BUSINESS NETWORKING EFFORTS OR JOB SEARCH WITH SOCIAL MEDIA

**Wednesday, July 21st, 7:00-9:15 pm
Westchester Reform Temple**

Event Location:

Westchester Reform Temple
255 Mamaroneck Road
Scarsdale, NY 10583-7299
Tel.: (914) 723-7727
Website: <http://www.wrtemple.org>

For further information please contact:
Gil Fishman at gfishman@yorkintl.com

**45 Minutes of Career and
Business Networking
followed by our speakers.**

***This program is
open to all and
free of charge.***

**To attend the event, please
RSVP to
connecttocare@wjcs.com**

SynGrow includes:

Beth El Synagogue Center
Larchmont Temple
Westchester Jewish Center
Westchester Reform Temple
Young Israel New Rochelle
Young Israel Scarsdale

By now, you've probably read and heard chatter about Facebook, Twitter, LinkedIn and even some other newer sites such as Foursquare, Stumbleupon or Tumbler. The options can be overwhelming and make it difficult to know where to start and how maximize the return on your time and money.

Whether you are a business professional, or an active job seeker, this presentation will guide you through some of the options available to you to market your business or yourself via social media. Who should do what and how often? Should you "tweet" daily? Retweet? Have a Facebook Fan Page? A blog? Hold on to your hats as we take a ride through this exciting, new and ever-changing landscape of marketing options.

Professional Speaker- Matthew J. Schwartz is the President & CEO of MJS Executive Search in Tarrytown, NY. MJS Executive Search is a boutique retained executive search firm with functional specialties in marketing, social media, sales, digital/interactive, PR & corporate communications and general management. Industry specialties include consumer goods & services, Internet & e-commerce, entertainment, media & sports, marketing & PR and professional services. Clients include PepsiCo, American Express, Diageo, Applebee's, SS+K, Norm Marshall & Associates, Cycling Sports Group, Weleda, Equinox Fitness, Juice Wireless and SeamlessWeb. MJS handles both clientside and agency-side searches. www.mjsearch.com Prior to founding MJS in 2002 Matt was a Principal in the Global Consumer Practice of Heidrick & Struggles in NYC. Follow Matt on Twitter @Mjsearch

 **WESTCHESTER JEWISH COUNCIL**

UJA-Federation of New York's

connect-to-care

The Jewish community at work for you

Who should attend: People in Transition- individuals looking for jobs and people interested in pursuing other careers are welcome.

All Jews are responsible for one another

כל ישראל ערבים זה לזה