



The Metropolitan Breakfast Club is a 20-year Austin tradition that's anything but traditional. Every Wednesday morning our members are informed and entertained by a variety of local and internationally recognized experts in business, politics, and education. Our speakers share stories of Austin's past, our current challenges, and future opportunities in and around Central Texas.

Please make your reservations by 1:00 p.m. the day prior at www.mbcaustin.org, email mbcaustin@mbcaustin.org, or call 479-9460.

Wednesday, March 11

Time: 7:00am-8:30am

Speakers: Connie Reece & Sheila Scarborough

Topic: Why Social Media is Key to the Future of Your Business or Nonprofit

Together our speakers make up one of the most dynamic duos of the social media world. Both are making return visits to next week's SXSW Interactive Conference, the leading gatherings of social media experts. In advance of SXSW, they will lead a fast-paced and entertaining discussion at MBC on how the web 2.0 world communicates, covering such topics as "Email is for Old People" and "Follow the Bouncing Blog Post."

About Our Speakers:

Connie Reece specializes in strategies for marketing and communications programs that use web 2.0 tools and technologies. In addition to being the founder of Every Dot Connects, Connie is a cofounding member and serves on the advisory board of the Social Media Club, an international best-practices association for emerging media professionals. When a friend was diagnosed with breast cancer in late 2007, Connie launched a social media-driven fundraiser that became the Frozen Pea Fund, a nonprofit organization that supports cancer programs and services.



Sheila Scarborough enjoyed a successful Navy career that included tours in Japan and the Netherlands before becoming a freelance writer specializing in travel, NHRA drag racing and web 2.0/social media. She is a certified Navy Master Training Specialist and an enthusiastic and knowledgeable speaker and teacher for Every Dot Connects social media workshops. Her family travel blog hosted on BootsNAll was one of three "Best Travel Blogs" in *Real Simple* magazine, a "Best of the 'Net'" in the UK's *Guardian* and best family travel blog by the UK's *Telegraph* newspapers.



Coming up: (subject to change)

Mar 18: Roy Spence, GSD&M

Mar 25: Rhoda Kerr, Austin Fire Chief

Apr 01: Mark Finger, VP Human Resources, National Instruments

Apr 08: H.W. Brands, Presidential historian

108 E. Robert Dedman Drive, Austin, TX 78705 (UT Club, on the 6th floor of Darrell Royal Memorial Stadium)

Free parking in garage across the street with validated ticket. (See map on website.)

Cost includes buffet breakfast & parking:

Members: \$15.00, Guests: \$15.00 for up to three visits, then \$25.00