

UPPER SHORE REGIONAL COUNCIL



Cecil County
Kent County
Queen Anne's County

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1st Vice Chair
Cecil County
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2nd Vice Chair
Kent County
Commissioner

James J. Moran
Queen Anne's
Commissioner

Dr. Alan J. McCarthy
Cecil County
Commissioner

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Kent County
Commissioner
Treasurer

Representing the
Maryland General Assembly:

Senator Stephen S. Hershey, Jr.
Delegate Michael Smigiel
Delegate Jay A. Jacobs
Delegate Steven J. Arentz

Doris S. Mason
Executive Director
dmason@kentgov.org
www.linkedin.com/in/dorismason

PRESS RELEASE

"Upper Shore Regional Council and Washington College's GIS Department Hold Social Media Workshops for Agri-Businesses"

Contact: Doris S. Mason
(443) 282-5607

FOR IMMEDIATE RELEASE, February 6, 2014

The Upper Shore Regional Council ("USRC"), an economic development and planning entity for Kent, Queen Anne's and Cecil Counties has been partnering with the Washington College GIS Department to further develop its Harvest Directory brochure and online mapping tools. The Directory is listing of 127 agri-businesses across the region---a tool to assist with marketing their products and services. On Thursday, March 6th 2014, from 10:00-noon, the Council will host social media expert, Mindie Burgoyne and invites agriculture-based businesses, and other small businesses to come out to learn how to use social media tools to greatly enhance their efforts to market their products and reach out to a broader customer base. The workshop is followed by a networking session from noon until 1:00 p.m., which will offer businesses the opportunity to connect with experienced business resource representatives and with each other. The event will be held at Washington College in the Hyson Lounge (right across the walkway from the Miller Library). We invite all who own or have an interest in an agri-business, or other small business to attend. The workshop is free of charge and lightfare will be served. Please contact Doris Mason, Executive Director for the Upper Shore Regional Council or Luis Machado (lmachado2@washcoll.edu) with questions, or for more information.