



California Dietetic Association/Los Angeles District Presents:

## "Digital Marketing for RDs"

Promote your skills, services or products  
on the internet and learn how to effectively  
market them

**Date:** Wednesday, August 19, 2009 – 5:30pm to 8:00pm

**Location:** Glendale Memorial Hospital, Auditorium  
1420 S. Central Avenue, Glendale, CA 91204-2594  
**Website:** <http://www.glendalememorialhospital.org>

*Directions From East or West of Facility:*

10 Freeway (E or W) to I5 North  
Exit at Los Feliz Blvd (141A) and follow signs to  
Glendale  
Right at S. Central Avenue  
Left at W. Laurel Street

*Directions From North of Facility:*

I5 Freeway to Los Feliz Blvd (141)  
Keep left at the fork and follow signs to Hollywood/I5  
Keep right at the fork and follow signs to Los Feliz/Glendale  
Right at S. Central Avenue  
Left at W. Laurel Street

**Event:**

- 5:30 PM Registration & Light Dinner
- 6:00 PM Welcome & Introductions
- 6:05 PM Digital Marketing for RDs: Jim Locke

**Objectives:** 1) Learn to market yourself or your product on the internet 2) Develop an integrated strategy, multi-platform, multi-channel marketing solution to increase visibility 3) Learn how to improve customer communications

**Speaker:** **Jim Locke** is a Silicon Valley marketing executive and professor of digital media with over 15 years experience serving businesses and professionals in a wide array of industries. He designs effective communications content and ad delivery solutions capable of reaching the Net's most affluent, active, and highly influential user base.

2.0 CPE Level 2 Requested

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**REGISTRATION FORM: August 19, 2009- Digital Marketing for RDs**  
**Early Registration Deadline:** August 14, 2009 confirmed by post-marked mail  
**Early Registration Fee:** LAD Members \$20, Student Members \$10, Non-Members \$30  
**At the Door Fee:** LAD Members \$30, Student Members \$20, Non-Members \$40

Name \_\_\_\_\_ Email: \_\_\_\_\_

Contact Phone \_\_\_\_\_ Amount enclosed: \$ \_\_\_\_\_ LAD Member? Yes No

Please send this completed form and a check payable to CDA/LAD to:  
**Jacqui Saracino, RD at 2617 Gemstone Ave, Palmdale, CA 93551-1569**  
*For questions and/or comments, please contact Art Kress: [arkress@aol.com](mailto:arkress@aol.com)*