



Maine Center for  
Enterprise Development

## Lunch & Learn Monthly Workshops for Entrepreneurs

Date: Thursday, June 10, 2010  
Time: 12:00 – 12:20 registration  
12:30 to 2:30 PM workshop

(Informal tours of MCED technology incubator following each workshop)

**Location:** **Rm 213 Abromson Center - University of Southern Maine**

**Cost:**

- \$10.00 (payable the day of the seminar)
- FREE for USM students with an ID card
- No charge for current MCED Onsite or Affiliate Client Companies
- Feel free to bring a lunch; coffee & water will be provided

RSVP to [workshops@mced.biz](mailto:workshops@mced.biz) or to prepay <[link to website](#)>

More Info: <http://www.mced.biz/news.html#events> or call MCED at 228-8524

Pre-register: Reservations are strongly encouraged to assure adequate space and seating.  
Walk-ins are welcome, space permitting.

**“Social Media Beyond the Hype.”** Social media is *NOT* a good idea for all companies. We will provide a strategic framework for discussing and evaluating the relevance and potential impact of social media for different types of organizations. Specifically...

- Can Social Media Drive Business Results
- Will It Enrich Your Customer’s Experiences?
- Who In Your Organization “Owns” It?
- Which Social Media Tools Should You Consider?
- What Are the Steps for Getting Started?
- How Can You Evaluate and Track Results?
- How Should You Think About Allocating Resources?

Aileen Cahill, author of [Internet Marketing: building advantage in a networked economy](#) and Adjunct Professor of Marketing at USM will share her insights and facilitate a lively discussion among participants.

**Presenter:** Ms. Aileen Cahill is the Founder & Managing Partner of [Customer- Ergonomics LLC](#). Her 20+ years of experience include operating roles for Fortune 500 companies and board room strategy consultant. Starting with customer-focused research, Aileen helps clients understanding their own customers’ needs, how they make decisions and perceive industry dynamics. Ms. Cahill authored an MBA level while with Michael Porter’s strategy consulting firm, Monitor Group. Having begun her career in Brand Management at Hershey, Pepsi and ConAgra, Aileen integrates traditional marketing with new media designing a seamless customer experience across touchpoints and marketing levers. Aileen holds an MBA in Marketing from Cornell’s Johnson Graduate School of Management. She graduated Magna Cum Laude from the State University of New York at Binghamton with a degree in Experimental Psychology. Aileen is on the Board of Maine Center for Enterprise Development, AccelGolf, Sunrise Guide and does probono work for local farmers and the Gulf of Maine Research Institute.

*The Maine Center for Enterprise Development provides an experiential learning environment to start-ups and early-stage entrepreneurs for the creation and growth of innovative companies.*

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