

**HOWARD, MERRELL & PARTNERS**

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**FOR IMMEDIATE RELEASE**

**HOWARD, MERRELL & PARTNERS' JEFFREY L. COHEN TO SPEAK AT SOCIAL MEDIA BREAKFAST IN CHARLOTTE**

**RALEIGH, N.C. – June 21, 2010** – Howard, Merrell & Partners' Jeffrey L. Cohen will speak at the Social Media Breakfast in Charlotte, N.C., June 22, 2010.

Cohen, the social media marketing manager at Howard, Merrell & Partners, managing editor at SocialMediaB2B.com and partner in OurHashtag, will speak alongside Adam Holden-Bache, CEO and managing director of Mass Transmit, and Greg Cangialosi, president and CEO of Blue Sky Factory.

The topic for the June Social Media Breakfast is "Social Media & E-mail Marketing." Discussions will include the importance of e-mail marketing and how to integrate social media and e-mail marketing to increase the effectiveness of a campaign.

Founded in 2007 by Bryan Person, the Social Media Breakfast is a monthly forum where professionals in the social media industry can exchange ideas and best practices. Currently the event takes place in 40 cities across the country. For more details about the event, visit <http://smbclt622.eventbrite.com/>.