



Office of the Chicago City  
Clerk



R2011-1146

Office of the City Clerk

City Council Document Tracking Sheet

**Meeting Date:** 10/5/2011

**Sponsor(s):** Laurino, Margaret (39)

**Type:** Resolution

**Title:** Call for hearing(s) on innovative techniques for utilizing social media in small business community

**Committee(s) Assignment:** Committee on Economic, Capital and Technology Development

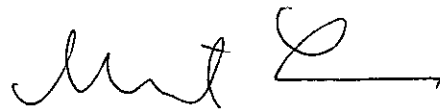
*RESOLUTION*

WHEREAS, Social Media has become a major tool for small business owners seeking to expand their business and engage a larger customer base. The City Treasurer's Office has worked with local social media experts to host a One Hour Mentor program to educate Chicago's small business owners on the power of outreach through social networking sites. Panelists for this One Hour Mentor session included JD Gershbein, Founder and CEO of Owlsh Communications™ and Valerie Beck, founder of Chicago Chocolate Tours; and

WHEREAS, JD Gershbein is a leader in helping business owners utilize websites, such as LinkedIn to attract new costumers and build business relationships. Since 2006, Mr. Gershbein has worked with thousands of senior executives, managers, professional service providers, salespeople, entrepreneurs and job seekers to maximize their potential on LinkedIn. Owlsh clients range from the sole proprietor to the C-Suite at Fortune 500 companies; and

WHEREAS, Valerie Beck, founder of Chicago Chocolate Tours, has utilized social media to reach new customers and expand her business. Ms. Beck is also the President and founding director of the Women's Innovation Network, which fosters business growth for women entrepreneurs. Ms. Beck's company has become a leader in utilizing social media to engage and reach a broader customer base; now, therefore

*BE IT RESOLVED*, That we, the Mayor and Members of City Council, assembled this fifth day of October, 2011, do hereby call upon, the City Treasurers Office, JD Gershbein and Valerie Beck to appear before the Committee on Economic, Capital and Technology Development to discuss innovative techniques for utilizing social media in Chicago's small business community.



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MARGARET LAURINO  
Alderman, 39th Ward