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FOR IMMEDIATE RELEASE  
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**Tickets selling out – Small Business Expert Melinda Emerson to Speak to intimate audience in West Philadelphia**

PHILADELPHIA, Pennsylvania - On September 10th, 2015 the Business Association of West Parkside (BAWP) will host the third of their fundraising series titled “Up Close & Personal with Melinda Emerson”. TD Bank is sponsoring this intimate luncheon at 11:00 a.m. to hear internationally known small business start-up expert, Melinda Emerson speak on current business trends, need-to-know social media, and branding techniques. After sharing her thoughts, Melinda will sign books, that each attendee will receive, and take a moment to shake hands. Limited seating is available. The event will take place at on the 6<sup>th</sup> Floor Penthouse Suite at the Philadelphia Business & Technology Center. BAWP is located at 5070 Parkside Avenue in Philadelphia. For more information on the luncheon with Melinda Emerson visit: [www.BawpPhilly.com](http://www.BawpPhilly.com).

Melinda’s participation will set the stage for the Business Association’s collaborative workshop with Flying Kite Media on Tuesday, September 15<sup>th</sup>, where we are offering attendees and other businesses the opportunity to bring their own device and set up for social media success. To sign up for the workshop go to: <http://flyingkite.ticketleap.com/hands-on-with-social-media-workshop>.

Melinda F. Emerson, Founder and President of Quintessence group is known as SmallBizLady, is America’s #1 Small Business Expert. She is an internationally known keynote speaker and an expert on small business start up, business development, and social media marketing. Melinda’s small business advice is widely read reaching more than 3 million entrepreneurs each week online. In addition to being a former columnist for the New York Times, she is frequently quoted by other media organizations including The Wall Street Journal, Fortune, MSNBC, CNBC and Fox News. She is the host of #Smallbizchat, the longest running live chat on Twitter for small business owners. Forbes magazine named her the #1 woman for entrepreneurs to follow on Twitter. She publishes a resource blog [www.succeedasyourownboss.com](http://www.succeedasyourownboss.com), which is syndicated by the Huffington Post. Melinda is the author of *Become Your Own Boss in 12 Months*, 2nd Edition and the ebook *How To Become a Social Media Ninja*.

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The Business Association of West Parkside is a collective of businesses seeking to improve the economy of the area by collaborating to network, engage, and encourage businesses located or working with businesses in the greater Parkside area. The “Up Close & Personal” series provides opportunities for businesses to network and to introduce people unfamiliar with West Parkside to this small business haven. For more information about BAWP, visit our website at [www.BAWPPhilly.com](http://www.BAWPPhilly.com)