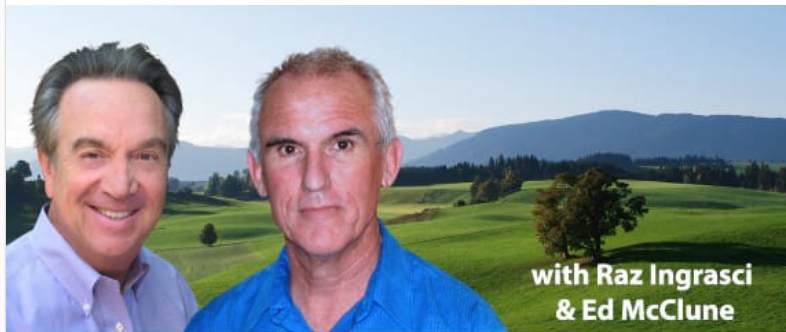


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September 11th 2012: What Everyone Should Know About Their Online Presence

In this age of social media and connectivity, you may be wondering just what exactly your image looks like in cyberspace. And if you are, it is a critical question to ask. This week on the Hoffman Connection find out everything you've ever wanted to know and SHOULD know about your online presence. Jon Leland, Social Media and Marketing guru joins us to share tips, facts and the latest need-to-know information on how to put yourself out there!

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Featured Guest



Jon Leland

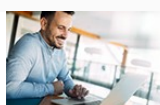
Jon Leland has been a marketing communications expert for over 40 years. He is the founding director of creative services at USA Network, a keynote speaker and an award-winning video writer/producer/director whose clients include AT&T, Xerox, HBO, Pacific Bell and Oracle. Among other venues, his video work has been featured at Disney World's Epcot Center and the Metropolitan Museum of Art. Most recently, Jon is the author of the new book, "Internet Marketing: 8 Key Concepts Every Business MUST Know." He is president & creative director of the strategic online communications and website design agency, ComBridges.com, and the Founder and Dean of NewMarU.com, New Marketing University, an online

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