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FOR IMMEDIATE RELEASE

Opelika Chamber of Commerce hosts Marketing and Feasibility Study Seminar led by Dr. Danny Butler.

OPELIKA, AL – (August 4, 2008) – The Opelika Chamber of Commerce will be hosting a Marketing and Feasibility Study Seminar on Monday, August 11, 2008 from 11:00 a.m. to 1:00 p.m. and 5:00 p.m. to 7:00 p.m. The sessions are identical in format and material. The seminar, presented by Dr. Danny Butler, Thomas Walter Professor of Technology Management at Auburn University, will be held at the Opelika-Auburn News, 2901 Society Hill Road in Opelika. It is open to chamber members and non-chamber members.

The program aims to provide a useful and valuable experience for businesses striving to improve their customer service, marketing strategy and placement among competition. The Marketing and Feasibility Study Seminar is part of a business series including financial and public relations seminars. These programs are the result of a member survey and the planning of the Opelika Chamber of Commerce Business Education Committee.

Butler has been at Auburn University since 1989. During his tenure, He has taught classes at the undergraduate, graduate and executive level and is currently an Associate Professor of Marketing in the College of Business.

For more information or to make reservations for the Marketing and Feasibility Study Seminar, please call the Opelika Chamber of Commerce office at (334) 745-4861 or email Tipi Miller at tmiller@opelika.com. Reservations are \$5 for Chamber members and \$15 for non-members.

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