



Southeastern Division of CAPA

SE CAPA

SOUTHEAST DIVISION OF CAPA, MEETING NOTICE

Monday, May 15th, 2017 at 6:30pm

Social Media Strategist for Brand Fearless

Kim Fleck

The Southeast Chapter of the Connecticut Authors and Publishers Association (SE CAPA) will present Kim Fleck, a social media strategist for Brand Fearless, at its next open meeting, Monday, May 15th at 6:30pm at the Groton Regency, 1145 Poquonnock Rd., Groton.

Several months ago, Fleck captivated the SE CAPA meeting with her intriguing insight into why branding is important to an author's success.

This month Fleck is encouraging authors to bring their laptops and mobile devices. Focusing on Facebook and Pinterest, Kim will field questions on how best to optimize these platforms to create your unique "brand" that will turn into sales.

Brand Fearless believes in challenging people's perspectives. Fleck will show you the path to develop inspiring content and imagery to spread your unique message.

Fleck, has been a Special Education teacher with a Masters from Assumption College and a BFA from UMass. For the past three years, she has been handling various social media platforms for clients across the country.

The presentation will follow a brief business meeting and networking session that commences at 6:30 pm. For more information, contact SECAPA Chairperson Tom Santos (860-599-5067) or email santostom@comcast.net. For more about SECAPA, visit www.secapa.org

Guests are welcome; invite your spouse, special companion or other friends.

**GROTON REGENCY RETIREMENT, 1145 POQUONNOCK ROAD (Route 1), GROTON CT
www.geneshcc.com, 860-446-9960**

For more information, please contact: Tom Santos: santostom@comcast.net

SUMMER MEETINGS:

Jun 19, TBA @ Home of Tish Rabe

Jul 17, Brian Jud

Aug 21, TBA # Nancy Rupert's home