



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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**Greater Sarasota Chamber of Commerce and Shumaker Chamber University  
Presented 'Microsoft TAG: The Next Generation in Marketing' to Audience of Over 100  
Local Professionals**

*Technology Visionaries from Microsoft and Nellymoser, and a Panel of  
Local Business Leaders Spoke at State College of Florida*

Sarasota, Florida – December 21, 2010 – The Greater Sarasota Chamber of Commerce and Shumaker Chamber University presented the compelling seminar, “Microsoft TAG: The Next Generation in Marketing,” on Thursday, December 9, 2010, at the Lakewood Ranch campus of State College of Florida. Over 100 local professionals attended the event to learn how to use this emerging technology to attract new customers and grow their businesses. One of the seminar’s highlights was an interactive contest using TAG technology. By using a smart phone to scan the TAG on their seminar programs, attendees were entered instantly in an online lottery drawing. Christine Manring, Director of University Relations at the University of South Florida Sarasota-Manatee, won an Xbox Kinect Gaming System, compliments of Microsoft.

Doug Cherry, an intellectual property attorney at Shumaker, Loop & Kendrick, a sponsor of the seminar, welcomed the audience by highlighting the importance of TAG as an emerging tool for local businesses. Candice McElyea, Director of Marketing & Public Relations for Schroeder-Manatee Ranch, discussed the experiences of Lakewood Ranch as the first Tagged community in the country. Ed Bertha, Executive Publisher at REAL Magazine, explored the subject of next-generation marketing from a publishing perspective, and Kathy Durfee, CEO of TechHouse, provided an information technology perspective. Angela Massaro-Fain, Grapevine Communications Founder and President, and the local leader in Microsoft TAG technology, explained how her clients are adding TAG to their advertising campaigns, providing a new marketing tool at a relatively low cost.

“Thanks to Angela Massaro-Fain and the Grapevine Communications team for taking the initiative to bring this timely program to our business community, said Vicki Vega, Vice President of Small Business Development at the Greater Sarasota Chamber of Commerce. “TAG is one of the latest tools to emerge as a way for small businesspeople to get the word out about their products and services. Knowing the ins-and-outs of this important application keeps our businesses on the leading edge, which is just where we want to be.”



**GRAPEVINE**  
COMMUNICATIONS

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(continued)**

Microsoft TAG bridges the gap between print and interactive media. Consumers use their smart phones to scan a TAG 2-D barcode in a print advertisement, on a sign or poster, in a retail store window or almost anywhere else, and link instantly to websites, watch virtual tours and videos, enter sweepstakes, download coupons, tour model homes and more.

"This seminar gave participants an opportunity to learn how to implement Microsoft TAG to benefit their marketing efforts in a cost-effective way," said Angela Massaro-Fain. "Microsoft Director of Business Development and TAG Team Leader Bill McQuain is impressed with the work our local business community is doing to introduce this new technology. If the enthusiastic response from this seminar's audience is an indication, I anticipate we will see an expanded use of TAG soon."

#### **About the Greater Sarasota Chamber of Commerce**

The Greater Sarasota Chamber of Commerce is a dynamic group of 2,300 member companies and organizations that recognize the value of working together to accomplish what no single member could hope to achieve individually. Established in 1921, the Chamber is comprised of four divisions and seven councils that are always looking for progressive ways to promote the greater Sarasota, Florida, area as one of the United States' most desirable places to live, work and enjoy the best that life has to offer. For more information, go to [www.sarasotachamber.com](http://www.sarasotachamber.com).

*Photo attached (back to front, left to right): Adam Schneider, Bill McQuain, John Puterbaugh, Christine Manning, and Angela Massaro-Fain.*

***Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was recently awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie Smith at 941-351-0024 or email [pr@grapeinc.com](mailto:pr@grapeinc.com).***

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