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## **Panel discussion sponsored by South Shore Ad Club March 10th at Granite Links Golf Club - Quincy**

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Afraid that your marketing plan is stuck in the Stone Age? The South Shore Ad Club is sponsoring a panel discussion on "New Media - Changing the Face of Marketing for Small/All Businesses" on Tuesday, March 10th, from 6 - 8:00 p.m. at Granite Links Golf Club.

The price of admission is \$25 for non-members, \$20 for members. Light refreshments and gourmet pizza will be served.

Three panelists will outline Direct Mail/Web Tracking Using PURL's, The Convergence of TV and the Web, and Digital Pop. Panelists include AlecGraziano, [boingnet.com](http://boingnet.com); Chris Pape, [genuineinteractive.com](http://genuineinteractive.com); and Rick Bizzozero, [dotthinking.com](http://dotthinking.com).

"Traditional marketing is not getting the attention or results it once did," said Steve Dubin, owner of PR Works and member of the South Shore Ad Club's board of directors.

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