

University of Massachusetts Amherst Alumni Association
Press Release

For Immediate Release

Build A Career Using Media *Four Entrepreneurs Show How It's Done*

October 29, 2010: Amherst, MA — Access to new and traditional media outlets is easier than ever with the opportunities created by the web. These opportunities are what gave David Pakman, Angela Lussier, Alfonso Santaniello, and Doug Foresta the extra credibility and marketing outlets they needed to build their careers.

Through its Career Connections program, the UMass Amherst Alumni Association is holding an interactive workshop featuring these entrepreneurs at the **Sheraton Springfield Monarch Place** on **November 9**, from **6:00 – 9:00 p.m.**, where they will share their experiences and show attendees how to create media opportunities with little to no investment or experience.

Hear how these panelists:

- built an internationally syndicated radio show airing on over 100 stations in 5 countries
- created an Internet TV show that is turning into the fastest growing business show on the web
- turned a love for public speaking into a top Internet radio show
- transformed a blog into a book receiving international attention

All are welcome to register for this event. Call 800-456-UMASS for more information or to register. Walk-ins are welcome.

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The University of Massachusetts Amherst Alumni Association represents more than 225,000 alumni around the globe, and provides programs and services that enhance the student experience and add value to a UMass Amherst degree. For more information, go to UMassAlumni.com.

For more information on this or other Career Connections programs, contact Angela Lussier at angela.lussier@admin.umass.edu or call 413.577.0658.

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