



FOR IMMEDIATE RELEASE
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Travel Salem Marketing Exchange Luncheon Set for August 15

“Investing in Salem – One Entrepreneur at a Time”

SALEM— Travel Salem’s next marketing exchange luncheon will be held Thursday, August 15, from 11:45 a.m. to 1:30 p.m., at Illahe Hills Country Club (located at 3376 Country Club Drive South in Salem). Chad Freeman, CEO of SEDCOR, the lead economic development group for Marion and Polk Counties, will serve as the keynote speaker for the luncheon and discuss “Investing in Salem – One Entrepreneur at a Time.” Additional guest speakers include Steve VanArsdale, general manager with Garmin AT and Jessica Ritter, co-owner of Wild Pear Catering.

The marketing exchange luncheon is sponsored by Illahe Hills Country Club, Amtrak Cascades and Bookbyte. Attendees are encouraged to bring brochures and business cards to promote their business and enter to over \$200 in local goods and services.

The cost to attend the luncheon is \$18 in advance and \$23 at the door. Reservations are required and can be made by calling 503-581-4325, ext. 58, or by mailing a check to Travel Salem Marketing Exchange Luncheon, 181 High St. NE, Salem, OR, 97301.

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****Travel Salem is a non-profit organization that promotes Salem and Marion and Polk counties for leisure tourism and convention and event business. The local annual economic impact of the greater Salem area visitor industry is \$511 million. Travel Salem manages the Official Salem Area Travel Café/Visitors Center located at 181 High St. NE in downtown Salem, two I-5 satellite visitor information locations located at the BEST WESTERN PLUS Mill Creek Inn (3125 Ryan Dr. SE) and the Red Lion Hotel (3301 Market St. NE), and the Official Salem Area Website, www.TravelSalem.com****