



City of Slidell

Dept. of Cultural & Public Affairs • Press Release for Immediate Release

Paul Bartels • pbartels@cityofslidell.org • www.slidell.la.us
P.O. Box 828, Slidell, LA 70459 • 985.646.4375 • Fax 985.646.4231

Sept. 16, 2008

Lee Silber: Marketing doesn't have to be a 4-letter word ... Make the most of it

For a man who spent his youth on the beach in San Diego, award-winning author and speaker Lee Silber sure has come a long way.

Silber did so by turning a passion – surfing – into a successful business. He and his brothers founded the Waves and Wheels Surfcenters chain. He also owns other businesses, has written 13 books, travels the world giving workshops and hosts his own radio talk show. And he still finds time to surf almost every day.

Silber will be conducting a special workshop in Slidell on Oct. 19 from 3 p.m. to 6 p.m. that should be of great interest for performing artists, musicians and other creative folks struggling to find the right approach to present themselves and their works either to the general public or to specifically targeted audiences – and make a few bucks in the process.

If you think “**Marketing is a Four-Letter Word**” – the title of the workshop – then you'll want to sign up for this event and learn how to make the most of a necessary chore if you want to sell your talent. The workshop will be held in Municipal Auditorium on Second Street in Olde Towne Slidell.

“The secret to making marketing and self-promotion easier and more effective is found in one simple word,” Silber says. “Attendees of this workshop will learn what that word is and how to get the word out about who they are and what they do.”

You'll have to pay to find out this one simple word. The workshop costs \$25, but Silber's sure to make it worth your while. Call the Slidell Department of Cultural and Public Affairs, (985) 646-4375 about tickets.

And, for the general audience, Silber will be offering a separate presentation entitled “**What would Jimmy Buffet do?**” the following day, Oct. 20 at 7 p.m., also in Slidell's Municipal Auditorium. It's only \$5. It's open to all on a first come-first served basis. Call the Slidell Department of Cultural and Public Affairs, at 985-646-4375 about tickets.

These events are presented by the City of Slidell's Department of Cultural and Public Affairs, its Commission on the Arts and the 2008-2009 Cultural Season sponsors, including Northshore Regional Medical Center; Whitney Bank; Living Magazine; CLECO Power LLC; Baker Sales Inc.; Mary and Dr. Dale MacCurdy; Creative Picture Framing Inc. and Art Gallery; Ronnie Kole Foundation; Silver Slipper Casino; Sizeler Architects; Walden Media Productions LLC; Bargains Plus/Mr. Map; Baskin Robbins/Coy and Donna Fauchaux; David Carollo, Attorney-at-Law; Cross Gates Athletic Club; Katherine and Company's A Touch of Italy Café; Chris and Dr. Ed Massett; and Lowry-Dunham, Case and Vivien.

