

Press Release

FOR IMMEDIATE RELEASE
ISSUED JULY 29, 2011
ADDITIONAL INFORMATION:
Jennifer Peterson
717-823-6939
Fax 717-431-9683
jennifer@wavelengthb2b.com

Jody Jacobs to be Keynote Speaker at Penn State's Smeal College of Business Event

Wavelength Partner tapped for Business-to-Business Expertise

LANCASTER, PA – Jody Jacobs of Wavelength B2B, a marketing communications firm headquartered in Lancaster (PA), has been invited by the Penn State Marketing Association to be a keynote speaker at its inaugural event “The ABCs of B2B” September 30 at the Pennsylvania State University’s Smeal College of Business in University Park, PA.

The Penn State MBA Marketing Association tapped Jacobs – a distinguished alumnus of the Smeal College of Business Executive MBA program - based on her professional experience in business-to-business marketing and her role in agency partner of Wavelength Marketing, LLC. At the event, Jacobs will be speaking to the role of the marketing agency in value creation for client corporations, as well as the topic of sales and marketing integration – one of Ms. Jacobs' specialties. She will serve as keynote for the event along with three other distinguished alumni from Dupont, PPG, and Lord Corporation.

Wavelength B2B is a full-service business-to-business marketing firm that helps companies use marketing to drive top-line growth. Wavelength uses relevant messaging, audience targeting and program integration to increase marketing effectiveness. Services include strategic marketing program development, advertising, public relations, interactive and web 3.0, direct communications, graphic design and illustration. To learn more call Jennifer Peterson at 717.823.6939 or visit www.wavelengthb2b.com.