

## Press Release

FOR IMMEDIATE RELEASE  
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ADDITIONAL INFORMATION:  
Jennifer Peterson  
717-823-6939  
Fax 717-431-9683  
[jennifer@wavelengthb2b.com](mailto:jennifer@wavelengthb2b.com)

### WORLD TRADE CENTER OF CENTRAL PA INVITES WAVELENGTH TO SERVE AS PANELIST FOR SOCIAL MEDIA ROUNDTABLE

*Agency's Jody Jacobs and Jennifer Peterson Chosen for Their Subject Matter  
Expertise in Integrating Social Media Strategically Into Marketing Programs*

LANCASTER, PA – [Wavelength B2B](#), a marketing communications firm, headquartered in Lancaster (PA), has been invited by the World Trade Center of Central Pa to serve as panelists for its upcoming Social Media Roundtable March 8, 2011.

Wavelength's Jody Jacobs and Jennifer Peterson were selected to join panelists Stephanie Gehman from Harrisburg International Airport and Matt Brommer from Turkey Hill Dairy, due to their experience in promoting their client's brand as part of a strategic, integrated marketing strategy, specifically the application of social media at trade events and to compliment sales strategies.

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](http://www.wavelengthb2b.com).