



Southern Oregon Regional Economic Development,  
Inc.  
100 E. Main St, Suite A  
Medford, OR 97501  
(541) 773-8946

## NEWS RELEASE

## FOR IMMEDIATE RELEASE

Contact: Colleen Padilla, Executive Director (541) 773-8946

### **SOREDI's January LAUNCH Ashland PubTalk Features Social Media Professional, Gretchen Fox**

**Medford, OR. - January 7, 2017**

Tuesday, January 10, beginning at 5:30 pm, LAUNCH Ashland will offer a Pub Talk for area start-ups at the Ashland Springs Hotel Ballroom. The program will feature, Gretchen Fox of MTO Agency. Appetizers and coffee/tea will be provided at the event. Beer and wine is offered for purchase. PubTalks are free to attend.

Gretchen Fox is Founder and CEO of MTO (made to order) agency, a full-service digital agency that helps companies grow their businesses using the power of social media.

A recognized thought leader in social marketing, Fox has published "The Social System", a five step process for social media success, made available under Creative Commons for use by industry professionals and academics. Since, Fox has developed The STARR Method™, a proprietary methodology for transforming businesses into strategic, targeted, authentic, relevant and real-time ready brands for the Digital Age.

Prior to launching MTO, she served as Vice President of Social at Live Nation Entertainment, the world's leading live entertainment company where she generated over \$20 Million in revenue annually, trained and guided hundreds of marketers across North America and launched concerts for some of the biggest artists in the world including U2, Jay-Z, Kanye West, and P!NK.

Her work has earned her the Billboard Magazine Top Women in Social, regular press coverage, and a role as contributing writer for Forbes online.

In addition to Fox's presentation, entrepreneurs will have the opportunity to ask questions, network with peers and potential investors and use the open microphone to present ideas or ask for help with challenges.

LAUNCH Ashland PubTalks are held monthly. To attend January's PubTalk, register at no

cost at [www.soredi.org](http://www.soredi.org) or simply show up. Park in the lot behind the Ashland Springs Hotel and be prepared for wet weather. Please invite any entrepreneurs, start-up company owners or other interested parties on your list.

**About SOREDI:** SOREDI is a private, membership-based, non-profit organization, governed by a board of directors. Its seven-person staff is charged with local business expansion and new business recruitment efforts, financial assistance to start-up companies through its business loan fund, and management of Enterprise Zones in Jackson and Josephine Counties. The agency was formed as a regional economic development agency in 1987. Learn more at <http://www.soredi.org>.

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