

**Kingsland/LBJ Chamber of Commerce announces new “Lunch & Learn Seminars”  
Beginning in October 2011**

KINGSLAND, Texas – September 23, 2011 - [The Kingsland/LBJ Chamber of Commerce](#) sponsors of bimonthly “Lunch & Learn Seminars”, announces the topic for the October meeting: *“Do you know what your customer knows?”*. This month’s presentation will explore marketing research and how to gather valuable customer insight to improve your business and customer loyalty.

Marketing is no longer just about the “4Ps” of price, production, promotion, and place. Our businesses and our customers are living a marketplace with 24/7 communications, instant global information and dynamic social networks. Now more than ever it is necessary to understand consumers on a practical and emotional level, and to translate these insights into how we run your businesses.

*“Do you know what your customer knows? Easy Marketing Research Tips”* the topic for the October 5<sup>th</sup> meeting will be presented by [Francoise Luca](#), an Austin-based marketing consultant and founder of [Westview Marketing](#). Francoise will discuss how to start a marketing research project, what questions to ask and how to discern meaningful trends and customer attitudes that can change your business. With over twenty years of experience in consumer research, marketing, advertising and public relations, working for television networks like NBC and CBS and national companies like Cellular One and AT&T, Francoise shares her real business examples and practical tips in this informative and entertaining one hour presentation. Reserve your seat for this meeting early.

**“Lunch & Learn” Seminars**

Wednesday, October 5, 2011

11:30 a.m. – Brown Bag Lunch / 12:00 – 1:00 p.m. Seminar

Kingsland Community Park

710 Williams St., Kingsland, TX

Charlotte Dilworth, Kingsland Chamber Director, “We are very excited to bring these programs to our Chamber Members and local businesses. Our goal for the “Lunch & Learn” series is to provide local business owners valuable information they can use immediately in their own business in a casual, interactive and non-sales oriented environment.” This series will present interesting business topics every other month, presented by experts in their field. Attendees are encouraged to bring a lunch, business cards and questions for the presenters. The cost of the program is \$10, payable to the Chamber. Please call the Chamber at (325) 388-6211, by Monday, October 3<sup>rd</sup> to reserve a seat.

**About Us:** The Kingsland/Lake LBJ Chamber was founded in 1961 to improve the economic and living environment of the local area. Membership is voluntary and all area businesses, civic organizations and local residents are invited to join and support us to improve the quality of life in our community. The Kingsland/Lake LBJ Chamber of Commerce meets monthly and offers different programs of interest to local business owners and the community.