

## Seth Godin Headlines Salt Lake City Business Event to Raise Funds for The Red Cross for Haiti

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SALT LAKE CITY, Feb 3. -- Renowned author, speaker and marketer Seth Godin will speak at a fundraising luncheon February 12, 2010 at The Rail, 235 North 500 West in Salt Lake City beginning at 11am. All proceeds from the event will go to The Red Cross for Haiti Relief Fund.

Topic of the discussion will be Godin's newest book, *Linchpin: Are You Indispensable?*

Godin is the author of 13 books, including the 1999 landmark work, *Permission Marketing*, and the best-seller *Purple Cow*. About *Linchpin*, *Time* magazine wrote: "It's easy to see why people pay to hear him speak."

The event begins at 11am with lunch, visiting exhibitor tables, and networking. Seth Godin will speak at noon.

200 copies of *Linchpin* will be available to attendees for a reduced price. Copies are available for pre-pay. Event tickets are \$30 and include a gourmet boxed lunch. Sign up at [www.StartupPrincess.com/SethGodin](http://www.StartupPrincess.com/SethGodin).

The event is made possible by the women's networking company [StartupPrincess.com](http://StartupPrincess.com) as well as many generous sponsors.

"We are so pleased to have Seth Godin coming to Salt Lake to speak," says Shannon Rees Baker, CEO of [StartupPrincess.com](http://StartupPrincess.com). "He is an incredibly dynamic speaker that anyone with an interest in effective marketing won't want to miss. We already have tremendous community support in planning this event for Haiti relief. It's wonderful to know so many people want to make a difference."

Event sponsors include: Mindshare Technologies, familylink, The Rail, FundingUniverse, Persnickity Graphic Design, TwitJump, Gold's Gym, doodads Promotional Products, SEO.com, LAVA7, doba, Bank of American Fork, XMission Internet, Reagan Outdoor Advertising, [OnlinePRBook.com](http://OnlinePRBook.com) and John Evans Company

#### About

StartupPrincess.com. StartupPrincess.com is an international network committed to Empowering Women Entrepreneurs by offering resources for women in business to support, mentor, collaborate, learn from, and inspire one another.

Arrangements for the appearance of Seth Godin made through Greater Talent Network, Inc, New York, NY.