

## The Western New England College Law and Business Center for Advancing Entrepreneurship

was established to provide graduate business and law students with an opportunity to offer practical consultation to entrepreneurs starting new and building existing small businesses in the community. This initiative strengthens current alliances within the community to use the combined resources of our School of Law and School of Business to foster new business development.

*The Center is home to the Small Business Clinic, one of five legal clinics associated with the School of Law.*

### Upcoming Events

#### **EXTREME Business Makeover**

12:00 noon

**Dec. 4** Apremont Triangle

#### **Speaker Series**

Law School Commons,  
Western New England College School of Law  
12:00 noon

**Jan. 26** Robert Lawless

Non-Profit  
Organization  
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**Law and Business  
Center for Advancing  
Entrepreneurship**

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Springfield, MA 01119-2684  
[www.law.wnec.edu/lawandbusiness](http://www.law.wnec.edu/lawandbusiness)

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# LAW and BUSINESS

Center for Advancing  
Entrepreneurship

**"Effectively  
Leveraging New  
Media for Profitable  
Business Development"**

**DAVID BULLOCK**

Coauthor of *Barack 2.0*

**SPEAKER SERIES NOVEMBER 2009**

Thursday, November 5, 2009 | 12:00 noon

Law School Commons

Western New England College School of Law

## EFFECTIVELY LEVERAGING NEW MEDIA FOR PROFITABLE BUSINESS DEVELOPMENT

**D**AVID BULLOCK, coauthor of *Barack 2.0*, brings an engineer's perspective to social media.

His focus is helping businesses drive sales and his method is to view social media as tools in his kit—tools that can bring measurable results.

Mr. Bullock's work on *Barack 2.0* had its origins in early 2008 when he and coauthor Brent Leary observed that the web traffic for then-candidate Obama was twice that of his nearest rival. They began a blog that explored how Obama was using social media to drive traffic and identified the lessons his techniques offered for business people.

*Barack 2.0* grew out of that blog and is the only book that takes a business perspective on Obama's phenomenal success with social media.

Mr. Bullock has a degree in mechanical engineering from the University of Delaware and has worked in engineering positions at Mobil Oil, The DuPont Company, and Fanuc Robotics North America. He learned about statistical control of manufacturing processes, and ultimately began to figure out how to put in place processes that work the first time, every time.

He next moved into sales, where he had an extremely successful run with Fanuc by applying an engineering mindset to running his territory.

His sales were more than \$100 million over seven years. Mr. Bullock then brought that same approach to his own business development firm, the White Bullock Group. Among his accomplishments with the organization are maximizing the efficiency of sales-oriented webpages and reducing costs while increasing sales and market response by up to 300 percent.

And now Mr. Bullock has brought his expertise and problem-solving approach to social media. He has become a nationally recognized speaker and trainer and provides coaching and consulting services to businesses.

**FREE AND OPEN TO STUDENTS, ALUMNI,  
THE COLLEGE COMMUNITY, AND THE  
GENERAL PUBLIC.**

**Lunch will be provided.**

**For more information,**  
call 413-796-2030  
or email [jgadson@law.wnec.edu](mailto:jgadson@law.wnec.edu).

**[www.law.wnec.edu/lawandbusiness](http://www.law.wnec.edu/lawandbusiness)**

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