

Maia Chapter of ABWA presents:

# Finding Your Peeps on Pinterest

with Debbie Gonzales, MFA  
Founder of Pin Lit Marketing



**Debbie Gonzales, MFA**  
Founder of Pin Lit Marketing

**The Mission of the American Business Women's Association** is to bring together business women of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

For more information about our chapter, contact **Sharon Walker** at [walkers@umich.edu](mailto:walkers@umich.edu) or visit our website at [abwa-maia.org](http://abwa-maia.org)

**Tuesday, September 19, 2023**  
**6:15-8:00pm EDT**  
**Sidetrack Bar & Grill**  
**56 E. Cross Street (in Depot Town)**  
**Ypsilanti, MI 48198**

With over 489 million people using Pinterest on a monthly basis, all marketers need to establish a viable presence on this robust, yet daunting platform. In this session, Deb explores Pinterest basics, the psyche of the Pinterest user, and the infinite possibilities that maintaining visibility on the platform has for anyone desiring to promote their programs, products, and services worldwide or find information, ideas and people who share their passions.

Deb is a certified Pinterest Marketing Specialist, an author, and an educator. She's the author of six transitional readers for a New Zealand publisher, the nonfiction picture book *GIRLS WITH GUTS: THE ROAD TO BREAKING BARRIERS AND BASHING RECORDS*, and the host of *Guides by Deb*, a website consisting of over 300 standards-aligned educator guides for all genres. A former SCBWI Regional Advisor, Deb currently serves as a member of the SCBWI-MI Leadership Team and the Michigan Reading Association board. She earned her MFA in writing for children and young adults from the Vermont College of Fine Arts.

**COST: \$22**

**Register online at [abwa-maia.org/events](http://abwa-maia.org/events).**

## ~Schedule for the Evening~

- 6:00 - 6:15 p.m. -- Open Networking
- 6:15 - 6:35 p.m. -- Welcome & Introductions
- 6:35 - 6:55 p.m. -- Dinner and casual conversation
- 6:55 - 7:05 p.m. -- Brief business meeting
- 7:05 - 7:50 p.m. -- Presentation
- 7:50 p.m. -- Roundtable



**Maia Chapter**

*Changing Women's Lives...  
One Woman at a Time.*