
ON THE HIGH ROPES AT MOA

VARIETY

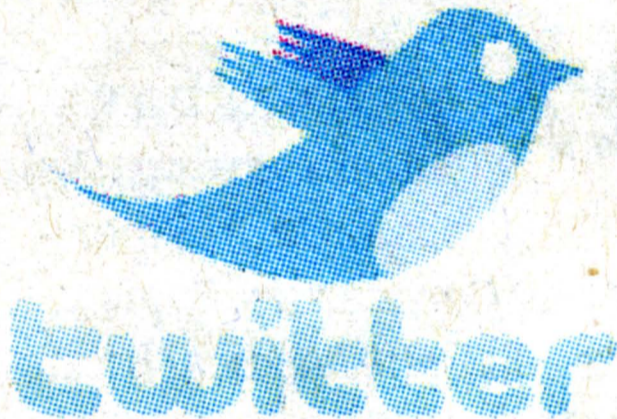
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MINNEAPOLIS • ST. PAUL • HOPE SPRINGS ETERNAL: TWINSFEST IS NEXT WEEKEND AT THE DOME • JANUARY 25, 2010

It looks like Twitter is here to stay — at least until the next communications phenom arrives.



Risdall Marketing Group says its seminar on how to use social media for advertising and marketing was the heaviest attended in a series of seminars it recently gave for clients under the theme "Adapt or Die."

"Social media is getting a lot of talk, and businesses hear that but don't know what it is," said Josh Dahmes, president of Risdall Online Marketing. "Businesses are fighting for customers for the next 10 years, and the 18- to 25-[year old] market grew up with social networks."