

**Media Contacts:**

Jake Potter  
MMI Public Relations  
(919) 233-6600  
[jake@mmipublicrelations.com](mailto:jake@mmipublicrelations.com)

Patty Briguglio  
MMI Public Relations  
(919) 233-6600  
[patty@mmipublicrelations.com](mailto:patty@mmipublicrelations.com)

**Paragon Commercial Bank To Host Leadership Raleigh Alumni Association Seminar On Social Media**

*February 21 Event Explores Benefits And Uses Of Social Media*

RALEIGH, N.C. – Paragon Commercial Bank (<http://www.paragoncommercial.com>), North Carolina's first business-only bank, has announced that it will host a Leadership Raleigh Alumni Association seminar, titled "The State of Social Media: Strategies and Successes," on Tuesday, Feb. 21 at 3535 Glenwood Ave.. Leadership Raleigh is a nine-month program that prepares individuals for leadership roles, and Leadership Raleigh Alumni Association and the event both are sponsored by the Greater Raleigh Chamber of Commerce.

The seminar will allow participants to explore the benefits and uses that social media present to business and community leaders, and will feature various Leadership Raleigh alumni. Arik Abel, vice president of Digital Services at French West Vaughan will give a keynote, "Fostering Leadership and Community with Social Media," and will focus on social media's role throughout the Triangle community, with an emphasis on how communities and businesses can benefit from it.

A panel, "Social Media: the Questions You Need Answered," will follow, featuring Ryan Boyles, social media strategist at IBM; Aden Dauchess, director of Digital Media at Womble Carlyle Sandridge & Rice, PLLC; Mike Esser, team leader of Digital Media & Video at Red Hat, Inc.; Gary Miller, associate director of social media at UNC Career Services at UNC-Chapel Hill; and Derrick Minor, director of Downtown Development at the Downtown Raleigh Alliance.

The program will conclude with "30 Technology Tips in 30 Minutes," a panel geared toward online software, smart-phone apps, social media sites and other Internet resources for the business community. Panelists include Lee Rosen of the Rosen Law Firm and Erik Mazzone of the North Carolina Bar Association.

The private seminar is free to 2012 dues-paying members of the Leadership Raleigh Alumni Association and costs \$35 for non-dues paying Leadership Raleigh graduates. Registration ends Feb.17 or earlier, depending on space.

**QUOTES**

"We look forward to hosting an informative and beneficial discussion on the business benefits of social media use and engagement," said Michael Story, Paragon Commercial Bank executive vice president and chief risk officer. "The Raleigh community is highly tapped into social media, and I expect that we will learn some cutting-edge approaches for businesses and individuals active across various social networks."

**DETAILS:**

- Registration for the program will take place from 8 a.m. to 8:30 a.m. on Tuesday, and the program will run from 8:30 a.m. to 11 a.m.

- Interested participants can register online at <http://bit.ly/AEIsqQ>.

ABOUT PARAGON COMMERCIAL BANK:

Founded in Raleigh, N.C. in 1999, Paragon Commercial Bank is North Carolina's first business-only bank. Paragon Commercial Bank provides banking products and services tailored exclusively to the needs of middle-market companies with revenues from \$5 million to \$75 million, their executives and high net worth individuals. The bank's business focus includes operating companies in a wide range of categories, professional firms and nonprofit organizations. Headquartered in Raleigh, the bank expanded to open a location in Charlotte, N.C. in 2006. For more information, visit <http://www.paragoncommercial.com>.

*Information in this press release contains "forward-looking statements." These statements involve risks and uncertainties that could cause actual results to differ materially, including without limitation, the effects of future economic conditions, governmental fiscal and monetary policies, legislative and regulatory changes, the risks of changes in interest rates, and the effects of competition.*

Jake Potter  
MMI Public Relations  
(919) 233-6600  
[jake@mmipublicrelations.com](mailto:jake@mmipublicrelations.com)  
<http://www.twitter.com/MMIPR>  
<http://www.mmipublicrelations.com>

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