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**Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself (Que Biz-Tech)**

by **Erik Deckers**

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THURSDAY, MAY 07, 2009

### I'm Sitting in the Indianapolis Motor Speedway Media Center

Right now — *right this very moment* — 3:10 p.m. on Thursday, May 6th, I'm sitting in the Indianapolis Motor Speedway's Media Center. (That's [Ed Carpenter of Vision Racing](#) in the photo.)





I was invited by Tim Sullivan, one of the PR staff at the [Indianapolis Motor Speedway](#), to be a media blogger for this blog. It's their first year to invite bloggers, and Tim actually knew my name because I'm a humor columnist for the [Greenfield Daily Reporter](#). (He also found me on Google, thanks in part to blog posts by my good friends [Kyle Lacy](#) and [Lorraine Ball](#).)




I went to the Speedway's credentialing office (they take this shit seriously here. It's not just some folding table with a couple of elderly volunteers handing out passes. They've got a huge office, lots of desks, and three cameras to take photos of credentialed guests and media.)

Needless to say, I'm seriously geeking out here. Not because I'm a race




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#### About Erik Deckers



Erik Deckers  
Indianapolis,  
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Erik Deckers has written a weekly humor column since 1994. He is published in nine weekly newspapers throughout Indiana, as well as the largest online daily alternative paper in the U.S. He writes businesses articles, speeches, and stage and radio plays. His play, "Cabin Fever U." was named Best Comedy in the 2005 Frank & Katrina Basile

Eric Decker, WR, Tennessee Titans, stats and updates at CBSSports.com. The Tennessee Titans significantly added to their receiving corps Sunday by signing Eric Decker to a one-year deal, ESPN's Adam Schefter reported. Jessie James Decker shared a risqué Snapchat on Thursday following husband Eric Decker's touchdown. Eric Decker, Self: Eric & Jessie: Game On. Eric Decker is an actor, known for Eric & Jessie: Game On (2013), VH1's Best Superbowl Concert Ever (2013) and 2014 CMT. With no trade materializing, Eric Decker is hitting the open market.

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