



## **HOW MANUFACTURERS CAN CREATE BUSINESS USING THE INTERNET NOW**

It's working for dozens of companies, of all types, right here in SW Florida, it can work for you too -- when you use these proven methods!

The Southwest Regional Manufacturers will be presenting the well known Charly Caldwell II, Founder & President of Internet Services Group of Florida, for an **Open House** October 21, 2009 hosted by Entech Computer Services, 6338 Presidential Court, Suite 201, Fort Myers this 11:30 AM luncheon will be free to members and \$5 for non-members. This is the second in the SRMA series of presentations on "HOW TO OBTAIN NEW BUSINESS". Internet sales are growing at an unbelievable pace; don't let them pass you by.

Charly Caldwell and his team at ISGF started off as master website designers and builders in 1995. Thanks to Charly's insight and direction ISGF has become a premier practitioner of Web 2.0. What is web 2.0? Simply put it is creating an interactive web presence through New Media and Social Media (such as Facebook, Twitter, and LinkedIn). Don't worry when you leave this presentation you will understand these concepts on easy, simple, usable terms. Which will include the secrets of testing and measuring everything you do on the web, using free online tools. Also, using Social Media and web site content to increase traffic, while converting visitors into leads, and then customers! Charly's passion for helping people succeed was featured in the November Issue of Success Magazine. Let him motivate you to advance your Internet thinking to the highest level possible. You will leave the meeting with hands on tools to navigate Google, steps to success, content creation, and a NOW Action Plan.

Attendees will also be treated to a on site tour of Entech Computer Services Headquarters, the most advanced IT Service Provider in Lee County. Our host will show us around their facility to view state of the art best practices in hardware, software, and managed IT services. Visitors will understand the importance of IT Service and how it provides solutions to make your employees more efficient, cut costs, and drive profit to the bottom line.

Reservations are required call Chet Sadler, SRMA Executive Director, 239-634-4295.