



9th Annual eBusiness Seminar Presented By Senator Patrick Leahy

Wednesday, May 26, 2004
12 noon to 3:45 p.m.

VT Interactive Television
in Bennington, Brattleboro,
Rutland, Lyndon, Waterbury or
White River Junction

Telecast Live From:

Vermont Chamber of Commerce
Business & Industry EXPO 2004
Sheraton Burlington Conference Center

Sponsored By
U.S. Small Business Administration
Vermont Manufacturing Extension Center
Vermont Department of Economic Development
Vermont Secretary of State
Vermont Small Business Development Center
Vermont Technology Information Center
Vermont Telecom Advancement Center

If eBusiness will be a key to your business's future... You can't afford to miss Senator Leahy's 9th Annual eBusiness Seminar. But you can afford the price, because it's FREE* when you sign up for a Vermont Interactive Television site.



"Virtual shopping carts are filling up with Vermont products in faraway places, now that more and more of our shops, factories and services are tapping the power of the Internet to expand our marketing territory. For many Vermont businesses, the key question now is not whether, but how, to market online. Finding the most reliable and affordable ways to use the Internet is what the eBusiness Seminar is all about. It offers both the Internet newcomer and the established eBusiness the tools to tap into the billions of dollars being spent online."

Senator Patrick Leahy

Keynote speaker Steve Shepard will give you insights on how to profit from the latest trends in eBusiness. Shepard, president of Shepard Communications Group in Williston, Vermont, is a professional writer, international educator and consultant with twenty years experience in the telecommunications industry. He is the author of 17 books and the writer/director of over 40 videos, films and technical presentations.

Web Marketer Bud Reed will facilitate the workshop on Search Engine Marketing, designed to help the small business owner understand the Internet search process and the importance of savvy web site management. Reed is co-founder of Timberline Interactive, a web development and marketing firm that specializes in e-commerce sites for catalogue retailers, including Dakin Farm and Lake Champlain Chocolates.

Music eBusiness expert David Contois will share the success story of how he transformed his family's Essex Junction piano and organ business into eMusicGear.com, one of America's top e-commerce retailers of Yamaha Music Products and other popular brands.

Seminar Agenda

- 12:30 Registration at Vermont Interactive Television Sites
- 1:00 Alan Kamman, Executive Director, Vermont Telecom Advancement Center
Welcome and Introductions
U.S. Senator Patrick Leahy
Opening Remarks and Introduction of Keynote Speaker
- 1:10 Steve Shepard, Keynote Speaker
- 2:00 Break
- 2:15 Search Engine Marketing Workshop with Bud Reed
- 3:15 A Success Story: David Contois, Contois Music & Technology
- 3:45 Adjourn

Registration for a Vermont Interactive Television Site

Register on-line at www.vtsbdc.org/leahy
Or fax or e-mail your name, company, address, phone, e-mail address and preferred Vermont Interactive Television site.
Fax: 1-802-655-6098 E-mail: jess@delaneymeetingevent.com

Registration to attend the 9th Annual eBusiness Seminar at EXPO 2004 at Sheraton Burlington*

Register on-line at <https://secure.boock.com/scripts/delaney/vtexpo.html>

*Participants who attend EXPO 2004 at Sheraton Burlington Conference Center may select the 1 p.m. luncheon with keynote speaker Steve Shepard and/or the 2:15 p.m. Search Engine Marketing Workshop. There will be a charge for each of those two events for those attending them at the Sheraton Burlington. However, there will be no charge for those viewing the keynote speech and/or the Search Engine Marketing Workshop at one of the 6 participating Vermont Interactive Television sites.

The Small Business Development Center is partially funded by the U. S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. Co-sponsorship # CO-03-0150-34. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for persons with disabilities will be made at all times in accordance with the Americans With Disabilities Act of 1990 and associated amendments. Arrangements for persons with special needs will be made if requested two weeks in advance. Contact Delaney Meeting & Event Management, One Main Street. #36, Winooski, VT 05404, 802-655-7769.