



Dear Vermonter:

I am pleased to invite you to the 8th Annual Leahy eBusiness seminar that will be held at all Vermont Interactive Television sites on June 23, at 12:30 pm. Once again, the Vermont Small Business Development Center, U.S. Small Business Administration, Vermont Manufacturing Extension Center, Vermont Department of Economic Development, Vermont Secretary of State and Vermont Women's Business Center are cosponsoring this event. This year the seminar will focus on eBusiness marketing strategies and access to broadband infrastructure.

Many businesses today depend heavily on the Internet to market their goods and services. Have you noticed that you seldom see a business listing that does not provide a website address?

Like the rest of the United States, Vermont is experiencing exponential growth of both business and residential Internet users. But many businesses need help harnessing that energy in order to make their operations sustainable. Our seminar will explain several marketing strategies and their importance to your business's success.

In this era of rapidly changing technology, eBusiness users want up-do-date information on commercial carrier services, data transmission mechanisms, and experience of colleagues in deploying broadband infrastructure. Reliable and affordable access to high speed telecommunications is essential for Vermont businesses. While this service is available in many of our larger cities, we need to enhance the ability to do business in our smaller communities since access to broadband infrastructure can bridge the digital divide in rural areas of Vermont. We will get an update about efforts going on around the state to expand this important technology.

We are very fortunate to have Dan Affeldt – an expert with over 25 years of eCommerce marketing experience – joining us this year as the workshop leader.

Knowledge acquired through our seminar will enhance Vermont businesses' ability to compete on both national and international levels. I hope that you will be able to join us for this exciting and informative afternoon.

Sincerely,

PATRICK LEAHY
United States Senator

SPONSORED BY

- **U.S. Senator Patrick Leahy**
<http://leahy.senate.gov>
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- **Vermont Women's Business Center**

The Vermont Women's Business Center and the Small Business Development Center are partially funded by the U. S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. Co-sponsorship # C0-03-0150-34. 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.

Senator Leahy's 8th Annual

eBusiness Seminar

Monday

June 23, 2003

12:30 to 4:15 pm

A FREE SEMINAR

Statewide

Over Vermont Interactive Television

Presented By

- U.S. Senator Patrick Leahy

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 Women's Business Center

eBusiness Seminar

Monday, June 23, 2003

Over Vermont Interactive Television

AGENDA

12:30 pm **Registration** at Vermont Interactive Television Sites

1:00 pm **Welcome and Introductions**

Alan Kamman, Executive Director,
Vermont Telecom Advancement Center
Opening Remarks, Senator Patrick Leahy

1:15 pm **Broadband Technology in Vermont**

Janice St. Onge, Vermont Department of Economic Development and panel. Broadband infrastructure has become as mission critical for Vermont businesses as access to electricity and transportation infrastructure. Broadband is essential for your business to be globally competitive, productive, and profitable.

Where do you turn if you can't get affordable access or don't know who is providing access in your community? In this session, an overview will be given of the progress Vermont providers have made in deploying broadband infrastructure in Vermont. Learn what resources are available to your community to gain access to broadband. Hear first hand from your peers about how they made a difference in their community by working in partnership with Vermont's providers to build demand sufficient to attract a provider to deploy in their market.

2:00 pm **Workshop I: CRM Customer Relationship Management.**
Basics: Marketing and Your On-Line Business Strategies

- What is marketing, *really*; why is it important?
- Is there a difference between online and offline strategies?
- Apply offline learning: the fundamentals of your business still apply.
- Product/service benefits
- Positioning and competition
- Pricing, Margins
- Target audience
- Best offers
- Prospecting, cross-sell and retention strategies
- How valuable are your customers: where does CRM fit in
- Defining CRM
- Customer lifecycle and lifetime value
- Myths and Realities
- Basic tenets
- Strategy driven technology
- Strategic decisions
- Implementation
- Why CRM fails
- 12 Essentials of CRM/Database marketing.

2:50 pm **Break**

3:00 pm **Workshop II: How To. A Systematic Approach to Email Marketing**

- Strategy (with a capitol "S")
- Audience development
- Strategy II (lower case "s")
- Creative development
- Production
- Deployment
- Tracking & reporting
- Analysis
- Data Integration
- The 45 Decisions You Need to Make

3:45 pm **Benefits to Aim for Defining Your Goals for Success and Sustaining Success - Panel Discussion - EATINGWELL The Magazine of Food & Health and Vermont Teddy Bear**

- How will you know you have "arrived" at more efficient marketing
- Building a loyal customer base to help fend off your competitors
- Metrics
- Improved internal communication and teamwork
- Improved customer service
- Lower service and transaction costs
- Increased sales from both existing and new customers
- Developed and deployed event driven marketing
- Expanded business opportunities
- Improved cross-sell and up-sell result
- Market expansion.

4:15 **Adjourn**

WORKSHOP LEADER

Dan Affeldt

Serving as both Chief Marketing Officer for DM-Partners and Senior Vice President of Mitchell & Resnikoff, Dan has over 25 years of experience in B2B and B2C direct response marketing, multi-channel development, database marketing, CRM/e-CRM Programs, e-Commerce and supporting marketing database systems.

His broad experience includes developing strategies and systems for diverse organizations including Dow Jones, Pillsbury, Ziff-Davis, US News & World Report, Advanta, Disney, EAB Bank, Colonial Williamsburg Foundation, SEI Financial Services, CIGNA, CONECTIV, Bloomingdale's, Chase, Hoffmann-LaRoche, Allied Signal, Fannie Mae, American Express, and CUNA Mutual Insurance Group.

REGISTRATION FORM

Space is limited, registration required

Select a VIT workshop location:

- Bennington:** Southwestern Vermont Medical Center, 140 Hospital Dr., Ste. 308
- Brattleboro:** Key Bank, 185 Main St.
- Castleton:** Castleton State College Stafford Academic Center, Rm. 142
- Colchester:** St. Michael's College 76 King St., Ste. 1
- Johnson:** Johnson State College Bentley Hall, Rm 211
- Lyndonville:** Lyndonville State College 1001 College Rd.
- Middlebury:** Hannaford Career Center 51 Charles Ave., 2nd floor
- Newport:** North Country UHS, 209 Veterans Ave.
- Randolph Center:** Vermont Technical College Morrill Hall
- Rutland:** Stafford Technical Center 8 Stratton Rd., Rm. 222
- St. Albans:** Bellows Free Academy 4 Hospital Dr.
- Springfield:** Howard Dean Education Center 307 South St., 2nd floor
- Waterbury:** Vermont State Colleges State Office Complex, Stanley Hall
- White River Jct:** Community College of Vermont 52 Olcott Dr.

For Directions go to www.vitlink.org

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This Workshop Is FREE

Registration is being coordinated by Delaney Meeting & Event Management

Fax: 1-802-655-6098

On-line: www.vtsbdc.org (click on training link)

Mail: Delaney Meeting & Event Management
One Main St. #36, Winooski, VT 05404

E-Mail: cindy@delaneymeetingevent.com

In case of emergency call (802) 655-7769