



*You are cordially invited to participate
in a webinar focusing on*

**“Beyond Geek Speak—
What Your Clients Need to Know About Web Design and Marketing”**

Thursday, August 2, 2012
11:00 a.m.—12:30 p.m. EDT

Register Now

<http://development.ohio.gov/CBATrainingRSVP/>

(Instructions for participating in the webinar will be included in your confirmation notice.)

Cost: FREE for all CBA Network members and SBDC counselors and SBDC clients nationwide
(*seating on a first-come, first-served basis*)

SPEAKER:

**EARL GREGORICH, LEAD CENTER DIRECTOR, DISTRICT 4
SBDC @ Ohio SBDC at Wright State University**

LEARNING OBJECTIVES:

Upon completing this webinar, attendees will: (1) know how to interview a client regarding website needs; (2) identify the steps in choosing and acquiring a website name; (3) explain the terms and options available for website hosting; (4) describe the process behind basic website design; (5) understand what minimum security issues surround website management; (6) explain the positives and pitfalls of social media and website design; (7) describe what considerations are crucial for websites used on movable devices; (8) identify the three critical items needed to gain search engine attention; and (9) describe what clients should expect when maintaining a website.



Earl has worked in the Ohio SBDC Network for over a decade. He began as a resource provider, teaching the eVantage Internet Marketing and Sales courses which not only developed into consistent counseling sessions with Region 4 SBDC clients, but also launched his first business, Internet Sales Plus, LLC (ISP). As owning partner of ISP, Earl was asked to create and manage a satellite office for the SBDC in Wilmington, Ohio to support the community during the initial recovery phase after the loss of 8,000 jobs related to the pull-out of DHL. This rewarding position resulted in a request to bring Earl into the SBDC Network as a Business Advisor at Wright State University (WSU) in District 4.

Now in his third year at WSU, Earl serves as the Lead Center Director for District 4 at Wright State University where he has seen success in assisting veteran-owned businesses and supporting an active woman-owned business population in the Dayton region. While at WSU, Earl has been the recipient of two performance awards. Earl continues in entrepreneurship as the owner of his second business, Tactical Insights, LLC, a veteran-owned and operated business specializing in internet marketing and web based business management. Tactical Insights, LLC has won the SBA Veteran Small Business Champion of the Year award.