

**Business and Society Center presents:**

**small & medium size business conference on:**

## **new business opportunities**

**how to successfully and securely  
promote & sell your products and services online**

## **new main street is online: is your business/organization there?**

topics covered: what are new optimal communication strategies | how to do better with e-business | what are the best strategies for search engine optimization | best of social media | our clients are on e-Main Street: online marketing | why e-commerce is an opportunity | how to protect my business presence online: internet & network security | ... and much more

**Dr. Stella Taylor**



Assistant Professor  
Department of  
e-Business and  
Technology  
Management, Towson  
University

**Roman Zeltser**



Director & CEO  
RTEK 2000  
Computer Training  
Company  
(est. 1999)

**Dan Therrell**



Owner, So-Me-Chef  
Social Media Tutoring  
& Training  
Business Marketing  
Consultant, Retro  
Marketing

**Dr. Margot Gotzmann**



Head, Business and  
Society Center  
President, GRL (Global,  
Regional, Local)  
Development Ltd



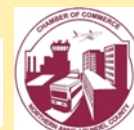
## **registration is now open**

for more details please visit: [www.grldevelopment.net/Online\\_opps](http://www.grldevelopment.net/Online_opps)  
date: wednesday, may 25th, 2011 | time: 12pm to 6pm | venue: [historic london town & gardens](#), edgewater, md | discounts for group registrations, minority businesses & non-profits | contact: 443 569 3578, 202 787 0112 or email: [register@grldevelopment.net](mailto:register@grldevelopment.net)



**partners**

**Online Sellers Association**  
A Place For Online Sellers At All Levels To Share And Learn



Northern  
Anne Arundel  
County  
Chamber  
of Commerce

This seminar is designed to benefit small & medium size business owners and managers which have not yet or not fully embraced and benefit from their online presence | Speakers are seasoned professionals with decades of business consulting experience and will not use 'geek language', so attendees with limited technical backgrounds are most welcome | Objective of the meeting is to change the online absence or under-representation of Maryland small and retail businesses; small businesses, traditional businesses; minority owned and run businesses and non-profit organizations.

**DELIVERABLES:** you will understand better the world of online business & social media—why they are so important today and how they are vitally connected to traditional way of doing business & social networking | you will be equipped with executive information to make proper decisions on how to establish your business' online presence, how much time and money it will cost, what are the options, what is necessary and what is not | you will be aware of necessary precautions to take while taking your business online | you will be prepared and comfortable in taking advantage of modern solutions without losing the human touch | other benefits: all participants receive free 30 min. phone consultation with Dan Therrell, free promo video for Greater Annapolis-based businesses, 25% discounts on printing and big chance to win many valuable raffle prizes (including free infomercials, advertising, IT services, 1-year subscription for WordPress online training, Online Sellers Assoc. memberships) and more...

## agenda

- 12.00-12.15 Introduction to the conference, opening remarks.
- 12.15-12.45 **New Times Require New Responses. New Era of Information and Education. 5-C Education Concept**, Dr. Margot Gotzmann, Head, Business and Society Center; President, GRL (Global, Regional, Local) Development Ltd. | Questions & Answers
- 12.45-01.30 Lunch
- 01.30-02.30 **Change is Necessary. Case for Doing Business Online. Websites & Optimization Strategies. Measuring Results**, Dr. Stella Taylor, Assistant Professor at the Department of e-Business and Technology Management at the Towson University | Questions & Answers
- 02.30-02.45 Coffee Break
- 02.45-03.45 **How to Earn with E-Commerce. Understanding and Embracing Social Media**, Dan Therrell, Owner, So-Me-Chef Social Media Tutoring & Training; Business Marketing Consultant, Retro Marketing | Questions & Answers
- 03.45-04.45 **How to Protect your e-Business in Online Environment. Necessary Precautions**, Roman Zeltser, Director & CEO, RTEK 2000 Computer Training Company | Questions & Answers
- 04.45-05.00 Closing Remarks, Summary, Final Questions & Answers
- 05.00-05.30 Reception

## how to register

You can register over the phone (443 569 3578 or 202 787 0112) or [online](#). Regular participation fee includes lunch, reception and all materials and is only \$150. Group registrations (groups of 5+, e.g. businesses associated in business chambers or other business alliances) enjoy reduced rates (please ask your local business organization for details or let their representative contact us). **Minority businesses and non-profits enjoy special reduced rates (please contact us for details).** Individual registrations require providing the following information in the provided fields while submitting the PayPal® payment on the secure PayPal® web page: Name, Name of business, phone number and email address. Any additional notes or group discount codes please insert in the Add Note field on the 2nd (review) page of the payment.

*Payments over the phone are accepted; checks and money orders can be sent to: GRL Development Ltd, 3 Church Circle #294, Annapolis, MD 21401 (prior phone notification is requested).*

for Refund & Cancellation Policy, please visit [www.grldevelopment.net/Online\\_opps](http://www.grldevelopment.net/Online_opps) or ask us for a hard copy!

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