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Creating a Regional Presence... Virginia, North Carolina

June 6, 2007
Salem Civic Center
Agenda

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- 8:00 *Breakfast...Open Networking*
- 8:20 *Welcome Patsy Stewart, Roanoke Biz2Biz
Vickie Sword, Salem Civic Center*
- 8:25 ***The Challenge: "2 1/2hr Radius from Roanoke"***
...Ira Kaufman, Biz2Biz
- The Opportunities...***
- 8:30 ***"Opportunities/Challenges Facing Businesses Expanding to Triad Area NC"***
*...Matthew Martin, Economist,
Federal Reserve Bank, Charlotte, NC*
- 8:45 ***"Making The Commonwealth of Virginia Your Market"***
*...Carl Mitchell, President & CEO,
Virginia Economic Bridge*
- 9:00 *Q & A*
- 9:10 ***Tools for Expansion...***
- ***Creating a Regional Brand*** ... Ira Kaufman, Biz2Biz
 - ***Gaining a Position in NC—Public Relations, Marketing***
... Fred Burke, President, Patterson Partners (Greensboro)
 - ***Accessing Social Media/Blog to Develop Regional Presence***
... Tom Markiewicz, President, EvolvePoint (New River Valley)
 - ***Using Media to Enter Regional Markets***
... Kaithe Clark, VP Media, Sound Ad-Vice Advertising (Roanoke)
- 9:50 *Wrap up*
- 10:00 *End*





What our members are saying...

Lance Hodges, President, Sound Ad-Vice Advertising - *“Roanoke Biz2Biz delivers! My platinum membership has proven hugely successful by virtue of the contacts our ad company has made. It has paid for itself several times over. Return on investment...it’s what all business is looking for. I got connected, now you should...Get connected to Roanoke Biz2Biz!”*

Tom Fraticelli, National Sales Manager, WDBJ7 - *“I want to congratulate you and your team on the growth and success of Roanoke Biz2Biz. Our Platinum Plus membership has served us well and produced concrete leads. We have realized four sales referrals, which our local sales team is working on translating into business.”*

Paul Story, President, Blue Ridge Copiers - *“I attended a Roanoke Biz2Biz Power Connection Workshop. I liked the opportunity it gave me to network with other businesses that need the products and services we offer. It was a casual, but very professional atmosphere and I was overwhelmed at how quickly the time passed and the results I gained. I met high level contacts that were able to make financial decisions. I secured one immediate placement of a machine plus possibilities of several more placements in the near future...very good results for 90 minutes of my time!”*

Patricia Mehrmann, Realtor, Long & Foster - *“Roanoke Biz2Biz has proven their **Results** to me. I got a lead from the Internet within 5 days after becoming a member. That lead resulted in a cash purchase and that covered my Biz2Biz expenses for the year! The Power Connection Workshop was so well organized and purposeful. It allowed an opportunity for people that needed to connect to have one-on-one time to get to know each other. The marketing consultation was extremely valuable to me. Having someone outside of your business critique you and then offer suggestions that provide immediate results. I am delighted!*

Bill Clark, President, HomeTown Bank - *“Since joining Roanoke Biz2Biz we’ve made several business connections and now they’re our customers. Roanoke Biz2Biz has the formula to connect your business to others. My advice? Get Connected to Roanoke Biz2Biz.”*

Creating Success for Your Business

Our mission...

Roanoke Biz2Biz™ is a professional business development and marketing team in the Roanoke Valley. We creatively generate exposure, partnerships, and revenue for member businesses. Successful business is built on values that are consistently applied and integrated into daily operating decisions.

How we achieve success...

- **Connecting YOU to Decision Makers**
- **Making the Internet Work for YOU**
- **Growing YOUR Business with Targeted Marketing**
- **Developing YOUR Business Strategies**
- **Leveraging Biz2Biz Connections**

Biz Talk

A Local Business Blog for Roanoke and New River Valley businesses to promote economic development.

**Press Releases
Marketing and Business Strategies
Business Events
Products and Service Announcements**

<http://blog.roanokebiz2biz.com>

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