

# USING THE INTERNET IN YOUR BUSINESS

So, everyone else has a website, why don't you? This seminar will review the various roles that a website can support in enhancing your business. These range from serving simply as a quickly and widely accessible marketing brochure, to providing more mechanisms allowing customers to communicate their needs easily and effectively, to becoming your very inexpensive, primary "storefront". We will demystify much of the gobbledygook and walk you through an eight-step process of key activities needed to allow you to quickly leverage this technology in almost any business.

### *Conducted by*

**Jim Karam**, who has over 40 years experience in the development of large-scale systems, both commercial and in aerospace. He started his career as an R&D Officer in the U.S. Air Force for 14 years. He was Director, Systems Engineering and Program Director for one of the Tomahawk cruise missile developments at General Dynamics Convair as well as VP, Engineering for the Advanced Systems Division of UTC. In the commercial world, as their VP Systems Engineering, his team at Sony developed the automated control system for DirecTV's broadcast facilities. He developed advanced medical imaging equipment at Philips Medical and at Lunar Corp. Jim ended his employed career as Senior VP, Engineering and Program Management at Cubic Transportation Systems, the dominant supplier of automated fare collection equipment for transit agencies worldwide.

### *Highlights (Teaching Points) Of This Seminar:*

- ✓ **What is e-Business, and why get online?**
- ✓ **Definition of common terminology and their practical meaning/utility**
- ✓ **Eight steps to website development**
  - **Domain Name Registration**
  - **Site Content**
  - **Web Site Design**
  - **Server/Hosting Options**
  - **Accepting Payments Online**
  - **Security**
  - **E-Marketing**
  - **Testing and Maintenance**

**WHEN:** Usually, from 10:00AM to 12:00PM on Saturdays. Specific dates and locations may be found by calling the SCORE office at (727)-842-4638, or logging onto [www.score439.org](http://www.score439.org) & clicking "Seminars".

**WHERE:** At various libraries, or at the SCORE office in the Bank of America building, 6014 US Highway 19, New Port Richey. Park in rear of the building, enter the rear door, and go to Suite 302 on the third floor.

Excellent handouts are provided to all participants. These seminars are free to attendees due to sponsorship by the libraries or local banks. This program is available to the general public.