

News from Genoa Main Street



*Genoa Main Street, Inc.
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Genoa Main Street offers seminar

Business Survival Using the Internet

“Free shipping”, “online ordering”, “secure payment”, all phrases used this past holiday season by online retailers to build sales of their products and services. For both online-only and traditional brick and mortar retailers as well as home-based businesses, the Internet is a growing marketing phenomenon.

To help area merchants and businesses and home-based businesses better compete in today’s changing marketplace, Genoa Main Street, Inc. and the Illinois Small Business Development Center at Waubensee Community College are teaming up to offer an online marketing seminar on Thursday morning, January 17 in the Community Room at Genoa-Kingston High School.

Harriet Parker, Coordinator of the Illinois Small Business Development Center at Waubensee Community College will discuss with attendees:

- Why the Internet is important for your business
- Creating your online image
- Web site design basics
- Fundamentals of selling on the Internet
- E-Marketing - reaching more customers for less money

Parker has more than 20 years of experience managing successful start-up businesses, where she has played a key role designing and marketing software products that are in use nationwide today.

(more)

In addition to her role with the Illinois Small Business Development Center, she also is co-owner of HubTack, Inc. a Web-based business serving surveyors and engineers. Ms. Parker is active in several small business organizations in Illinois, including the Illinois State

Microenterprise Initiative (ISMI) and Aurora Economic Development Business Expansion, Retention and Development

To register for this seminar, call the Genoa Main Street office at 815-784-6961 or by e-mail at genoamainstreet@ATCyber.net. There is a \$5 registration fee payable at the door.

Founded in 1996, Genoa Main Street, Inc. is a volunteer organization dedicated to preserving Genoa's historic heritage and small town wholesomeness while promoting economic development and downtown improvements. Genoa Main Street follows the National Trust's Four Point ApproachTM to achieve its goals through volunteer committees of Membership and Development, Promotion, Design, and Economic Restructuring.

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