

Thursday, September 4th, 2008

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- Wm. Shakespeare, Henry VI, part 2


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CRAIN'S LIVE SEARCH

 

TUESDAY, OCTOBER 28, 7:45 A.M. TO 10:00 A.M.

## Online Evolution

### Next Steps for Internet Success


 CRAIN'S  
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FORUM

The Wyndham Hotel • 633 N. St. Clair Street • Chicago, IL 60601  
7:45 a.m. Registration & Networking  
• Continental breakfast will be served  
Tickets: \$50 in advance • Tables of ten: \$450

**What is your next online move?** Businesses today are spending unprecedented amounts of money to drive traffic to their Web sites. Hear from a panel of small businesses and experts discuss the newest features to consider when re-designing your Web site as well as ways to tweak existing business sites to garner traffic and better service clients.

#### Panel discussions will include:

- Incorporating advanced web capabilities
- Importance of managing web content and reporting
- Determining the right amount to invest online
- Search engine marketing
- Building an online community

#### SESSION MODERATOR



**Lisa Leiter**, *Anchor/Reporter, Crain's Chicago Business*

Ms. Leiter is anchor and reporter for Chicago Business Today, Crain's daily video news segment on ChicagoBusiness.com. Before joining Crain's Ms. Leiter was an on-air reporter for Bloomberg TV, based in Chicago, providing daily live business reports for affiliate stations like WGN-TV from the Chicago Board of Trade.

#### PANEL SPEAKERS



**George Burciaga**, *Founder, smarTECHS.net*

Mr. Burciaga founded smarTECHS.net, a Chicago-based IT firm that provides full-service, innovative technology solutions for national local clients in both the private and public sectors. By building strategic partnerships with global corporations such as Microsoft and Dell, smarTECHS.net offers tailored IT solutions that specifically align with the goals of each client. Some of smarTECHS.net clients include MB Financial, Comcast and Chicago Public Schools. Mr. Burciaga was recently named 2008 Illinois Small Business Person of the Year and second runner-up for the 2008 National Small Business Person of the Year Award. Inc. Magazine recognized smarTECHS.net as one of the "Fastest Growing Private Companies in America" in 2007 and 2008.



**Mary Lynn Fayoumi**, *President and CEO, The Management Association of Illinois*

The Management Association of Illinois is an employers' association that has been successfully providing human resources information and services to Chicagoland employers for more than a century. Ms. Fayoumi's special expertise ranges from the technical aspects of labor and employment law to organizational effectiveness, workplace culture, people management, communication and leadership. Recently Ms. Fayoumi oversaw a major redesign in The Management Association's Web site, HRSource.org which is the primary information resource for countless HR professionals, management executives and small business owners in Illinois. HRSource.org serves as an online library of resources containing more than 5,000 pages of searchable information, articles and links, as well as tools, calculators and other resources.



**Kim Kleeman**, *Founder and President, Shakespeare Squared*

In 2003 Ms. Kleeman left her teaching job and co-founded Shakespeare Squared, an educational development company that provides editorial and design services for both textbook and trade book publishers with her husband. Recently the company launched its multimedia offshoot, UpGrade Education, providing digital education content for students, educators, parents, and the educational publishers as well as The Shakespeare Squared Foundation, a not-for-profit that offers student teaching scholarships. Last year Inc. Magazine identified Shakespeare Squared as one of the Top 500 Fastest Growing Private Companies in America and Working Mother Media recognized Shakespeare Squared as a Working Mother 25 Best Small Companies due to its innovative, parent-friendly environment.



**Mike Montgomery**, *Founder, liQuidprint*

Mr. Montgomery established liQuidprint in 1996, providing sophisticated Web site development and management support to companies that recognize the central importance of the Web to their business. liQuidprint expands upon its clients objectives with innovative and advanced solutions using the Web. As a partner, Mr. Montgomery's efforts help propel his clients forward to realize tangible results that contribute to the achievement of their overall business

#### TODAY'S FEATURES

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#### Who's Who in Chicago business in 2008

So, who's the face behind that suit? Year in and year out, Crain's seeks to identify the individuals who are shaping Chicago. Here are the faces we think you should know.

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objectives. LiQuidprint clients include local businesses like Hanig's Footware, Northern Trust Company, and Baird & Warner.



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