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SPEAKERS

Barbara Sprenger, CEO, Satellite Telework Centers

(www.thesatelliteinc.com).

Going Global, Working Local: New Forms of Workplace that Work

The world of work is changing and workplace needs are changing with it. Small to medium-sized businesses can take advantage of new options in remote work sites, virtual offices, newly emerging telework centers, work-from-home tools, video-conferencing, web-based conferencing. By using virtual tools, small businesses can develop a large presence simply. Ms Sprenger will also examine the societal impacts that need to be watched from these changes, both positive and negative.

Jim Graham, Director of Marketing, Satellite Telework Centers

(www.thesatelliteinc.com).

Leveraging Social Media to Expand your Visibility Worldwide

Everyone's talking about social media and how it is revolutionizing business, but where are the success stories? Jim Graham will give a presentation on how companies are using applications like Facebook and Twitter to increase their visibility, improve customer service and reach new markets. He'll cover how to get online with social media apps, some 'do's and don'ts' and showcase some success stories.

Dan Licata, Regional Manager (Silicon Valley), WebEx

Communications (www.webex.com)

Introduction to Collaboration Technologies--Do More With Less (live online presentation)

We have seen the economic downturn cause businesses to revisit how they communicate with customers, suppliers, and partners. The ROI impact is significant when it comes to eliminating the expenses associated with travel-usually one of the first budget items to be cut. Additionally companies are being asked to expand market reach, shorten sales, project lifecycles and increase revenue-all with the same or less resources. Come and learn about how thousands of companies just like yours are leveraging collaboration technologies to help drive business results.

Nick Dawson, President, Go Electronic

(www.goelectronicinc.com).

Gateway to the 'Flat World' of Global Trade

MBITA corporate sponsor, GlobalTrade.com, will be previewing a new online service designed for businesses of all sizes to facilitate and consummate global trade transactions including marketing, shipping and trade finance through 'gated' and vetted cyber communities. Nick Dawson of Go Electronic is the chief designer for GlobalTrade.com and will be giving this preview of what's to come in global trade.

Christopher Lucas, President, IntoWorld

(www.intoworld.com), **Publisher, The Global Green Guide** (www.globalgreenguide.com)

How do MBITA Members and Clients Use Web 2.0 Tools?

Christopher Lucas will present results from a recent survey showing how MBITA members and clients are currently using the latest Web 2.0 tools and technologies (social media, social networks, global online communities, online collaboration, virtual offices, telework centers, web conferencing, etc.) to connect with customers, clients and partners worldwide.

Be Global, Work Local Luncheon/Seminar

Global virtual offices, online collaboration and distance communication tools, telecommuting and local 'telework' centers are all components of the new 21st Century work environment.

The **Monterey Bay International Trade Association (MBITA)** and **Satellite Telework Centers**, who are both located in Felton, CA, have joined forces for a luncheon/seminar on the paradigm of the new 21st Century work environment for growing businesses.

Presentations will be given on cost-effective, efficient methodologies and technologies for building businesses both locally and globally through virtual global offices and local 'telework' centers. Also, how small businesses can effectively compete in the global marketplace utilizing Web 2.0 collaboration tools and social networking technology for business communications will be presented.

Visit www.mbita.org/events/home.php for registration, presentation descriptions and speaker bios.

Date	Friday, May 29 th , 2009
Place	The Satellite Telework Centers 6265 Highway 9, Felton, CA – 95018
Time	12:00pm Noon – 2:00pm 11:30am Registration
Price:	\$30 members; \$40 non-members (online registration until May 27 @ 5:00pm) At door: \$40 members, \$50 non-members (cash or checks only)

LIMITED SEATING – RESERVATIONS REQUIRED

Contact the MBITA office at 831-335-4780 or email cristina@mbita.org
Online registration at www.mbita.org/events/home.php