

Taking Care of BUSINESS

Free Newsletter

The Zions Business Resource Center is pleased to publish this weekly e-mail newsletter as a service to small business owners and employees. Its purpose is to assist you in starting or expanding your small business. *Links to third-party websites provided throughout this newsletter are not owned or controlled by the Zions Business Resource Center or Zions Bank.* Click here to [SUBSCRIBE](#). To be removed from our email list click [UNSUBSCRIBE](#). Visit us on the web at the [Zions Bank Business Resource Center](#).

Your Weekly Source for Business Support ♦ Courtesy of the Zions Business Resource Center
♦ April 5, 2007

ZIONS BUSINESS RESOURCE CENTER

From the Director

Online Social Networking

In past issues, we've discussed events and organizations designed to help you network in person.



Cece Mitchell

Now we are going to investigate how to network on-line. What exactly is "social networking on the Internet"? I am sure there are numerous definitions,

however for today's purpose, we'll limit the scope a bit.

When the idea for this topic originated, a co-worker mentioned she went to a forum specifically for owners of a particular type of vehicle. There she is able to ask

Feature

Marketing Your Business Online Using Today's 'Social Media'

Social media guru Shahar Boyayan says the days of relying solely on traditional media to market your business and reach your customers are over.

It used to be that you took your message to traditional media outlets like newspapers, TV, and radio stations and hoped to reach your target audience. But unless you had a Madison Avenue marketing budget, your reach was limited.

The new dynamic in marketing and branding is "online social media," a term that loosely describes any kind of online media that connects people, invites participation, creates a sense of community and invites openness, says Boyayan.

The marketing efforts of [Blendtec](#), a blender manufacturer based in Orem, is the perfect example of how a company can use online social media for dramatic results. Marketing Director George Wright says Blendtec has been around for 25 years (generally known by its parent company K-tec). "Most of our history has been with grain milling and grain grinders, but for the past 10 years we've had the best blender technology in the industry."

Business Headlines

Morning News

- [Technology Industry is Hot Again in Utah](#)
- [Utah Businesses Worry About Employee Pool](#)
- [Redevelopment Worries Sugar House](#)

SL Tribune

- [Planners Back Beaver Resort Project](#)
- [Plush Resort Step Closer to Development](#)
- [River Project Spawns Worries](#)
- [Justice Building Targeted for Lien](#)
- [RSL: Controversial Stadium Goes Forward](#)
- [KURT KRAGTHORPE: RSL Will Prove Worth the Fuss](#)
- [Sugar House Changes Debated](#)
- [Legislators Plan China Trade Visit](#)
- [Legislators Plan China Trade Visit](#)

Clipper Today

- [Main St. to Get European Touch](#)

questions about her new auto, talk to others if there is a particular problem, and to some extent, network socially.

We started talking about other venues we both visit and voila!

Each venue offers a different level of networking and information. A forum is an open dialogue about a specific thing – such as a vehicle or your newest mobile telephone. They are a great place to discuss problems, solutions, and ideas.

A blog is a more monitored dialogue about a topic, a place, person, event, political viewpoint, etc. The blogger usually posts an article and readers respond to that particular post. A trade website will have links to useful information about a specific industry, and could include both forums and blogs.

As with any other use of the Internet, it is easy to get caught up in the dialogue and lose track of time. My advice is to set guidelines for your employees and lead the way by setting a good example of how to use these “social networks” to benefit your business. Utilizing proper grammar, appropriate language and not leaking any sensitive information are some simple ground rules to obey; however, it is up to you as the employer and leader to set the boundaries.

See today’s feature article for tips on how to use the latest on-line networking sites to your advantage.

Read on!



Vice President and Manager
Zions Business Resource

The question (and challenge) for Blendtec was how to let the world know that a little company based in Orem, Utah had the best blenders money could buy. “I had seen what our blenders could do and knew we just needed to show the world,” Wright says.

Today, Blendtec’s online sales have quadrupled last year’s records and 30 million viewers are talking about blenders at the dinner table, in boardrooms, online chat rooms, and everywhere else you can imagine. Blendtec employees have made appearances on “The Tonight Show” with Jay Leno, the “Today Show,” and the “Food Network.” The company has been featured by Charles Osgood’s radio show, on the cover of magazines, and receives regular invitations for public speaking engagements.”

Blendtec blenders have taken the industry by storm. How? A small arsenal of comical videos on YouTube.com and Willitblend.com, showing that Blendtec blenders can make fodder of just about anything, from golf balls to iPods. “I tried to explain the potential of YouTube, but people just couldn’t put an arm around it,” says Wright.

But they do now.

“Our videos on YouTube alone have received 15.7 million views. Never before could we have received so much attention,” says Wright. “It’s been such a huge opportunity to break through the clutter and become something that people talk about.”

Blendtec’s social media campaign is all about brand awareness. The online videos and a Web blog have helped Blendtec establish its brand and given the company name recognition across the globe. “You will never get consideration in a sale unless people know who you are,” Wright says.

“Social media allows small businesses to convey their own message,” says Boyayan. “Now you can self publish your message and it opens the door to traditional media.” Such has been the case for Blendtec.

There are many tools in the social media revolution. As an example, Boyayan points to the success of a Web blog called “[Kalyn’s Kitchen](#).” Blogger Kalyn Denny, of Salt Lake

SL Enterprise

- [Canadian Company Buys SLC Ad Agency as Entry to U.S. Market](#)
- [New On-Site, Online Auction Firm Launches Operations in Sandy](#)
- [Nation's Largest Harley Dealership Rising in Linton](#)

KCPW

- [Sugarhouse Shopkeepers Still Hoping for Salvation](#)
- [Taxpayers to Foot Bill for Legislative Trip to China](#)

Park Record

- [NoMa Emerges Elsewhere](#)

Tooele Transcript Bulletin

- [County Looks Westward for Development Opportunities](#)

Utah Business Magazine

- [Technology Council's First Year a Success](#)

Small Biz Partners & Resources

[SCORE -- Provides counseling to small businesses.](#)

[Salt Lake SCORE - Chapter 0049](#)

310 South Main St., N.
Mezzanine, Salt Lake City.
Phone: (801) 746-2269;
Fax: (801) 746-2273; Email:
mwood@saltlakescore.com

[Wayne Brown Institute](#) --
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Smart Women Grants

2007 Smart Women Grant applications are now being accepted by Zions Bank's Women's Financial Group. For details about these grants please select the appropriate link below.

For the Business Plan application please [click here](#). For the Project Plan application please [click here](#).

IMPORTANT: The deadline to submit the grant application is June 29, 2007.

For further information or questions regarding this program, please e-mail womensfinancial@zionsbank.com or call Kate Bradshaw at (801) 844-7933.

[Click Here](#) to view the 2006 Grant Winners.

City, receives numerous invitations for speaking engagements and has built a community around her Web blog, according to Boyayan. So also has Bill Marriott, Chairman and CEO of Marriott International. You might ask why Bill Marriott needs a [blog](#), considering the success of his hotel chain. The answer, according to Boyayan is simple: he's building a community and further enhancing his brand.

Podcasts are another social media tool that can be used to help a business build its brand. Boyayan says she posts podcasts on her business website, BuzzBoosters.com, to educate listeners about Internet marketing and growing small businesses.

Most social media tools require little in the way of technology. "Blogs are very easy to do," according to Boyayan, and with RSS (real simple syndication) subscribers can read your posts where and when they want. The same is true for podcasts, which can be downloaded and listened to at the convenience of the patron.

Whatever form of social media you choose, Boyayan offers this caution: "You have to create an online strategy and give your audience a call to action. Your online message needs to be connected to your business in some way, otherwise it has no value for you." If you are interested in social media, how it might work for your company, or what tools are required, contacting Boyayan at [Buzz Boosters](#) is a great place to start.

venture accelerator program in the country, helping technical entrepreneurs from every social economic level raise money for their businesses.

[Small Business Development Centers](#)

-- Provides counseling and training to small businesses.

[Small Business Administration](#) --Provides information about small business (Click [here](#) for Utah SBA)

[Utah Micro Enterprise Loan Fund](#) --Provides counseling and funding for small business

[The Pete Suazo Business Center](#) -- Provides counseling and training for Hispanic/Latino business.

[Utah Business.gov](#) -- Provides online access to Utah Government services; one stop shop business registrations.

[Export.gov](#) -- Provides information on how to export your product.



Calendar of Events

- APR 5 (Thu) - Salt Lake's 2007 Small Business Awards. Salt Lake Chamber. Details: (801) 364-3631 / <http://www.saltlakechamber.org>. Individual Seat \$60. Table Sponsorships \$1000. Where: Salt Lake City Marriott - Downtown (75 South West Temple Salt Lake City, UT 84101). Phone: (801) 328-5053.
- APR 5 (Thu) - 8AM-10AM - How to Increase Your Export Sales While Minimizing Risks. Where: SLCC Miller Campus. 9690 South 300 West, Miller Corporate Partnership Building, Room 333. RSVP: Stan Rees at 801-957-5556 or email stan.rees@slcc.edu. Note: One-on-one appointments are available after the presentation. Call Stan Rees if you are interested in the one-on-one appointments.
- APR 5 (Thu) - 8:45AM - 11AM - Networking Without Limits - Building Better Business Relationship (Develop a "30 second commercial", Set networking goals, Follow up on business contacts). Registration: 8:30-8:45am. Seminar: 9:00-11:00am. Where: Salt Lake Chamber (175 East 400 South, Suite 600, Salt Lake City, UT). Cost: Salt Lake Chamber Members \$15, Non-Members \$20. Details: (801) 364-3631 or register online at <http://www.saltlakechamber.org/>.
- APR 5 (Thu) - 9:30AM - 11AM - Regulatory Fairness Roundtable. Federal Bldg, 125 S State St, Rm 2404, Salt Lake City. SBA National Ombudsman, Nicholas Owens will meet to discuss concerns about federal regulatory compliance and enforcement. Please RSVP to Georgia Yoshida (SBA's Utah District Office) by e-mail (georgia.yoshida@sba.gov) or by calling 801-524-3217.
- APR 5 (Thu) - 3PM-4PM - Entrepreneurial Prospects. Small Business Development Center - SBDC. 9750 South 300 West, SLCC Miller. MPDC 209. Cost: FREE. This 1-hour orientation provides an overview of services provided by the Salt Lake SBDC program. Numerous handouts and resource materials are distributed.
- APR 5 (Thu) - 3PM-5PM - "Building Your Startup Team When There Needs to Be More Than Just You". UTC/Utah technology Council. Where: Dorsey & Whitney: 170 South Main Street, Suite 900. Salt Lake City, UT. Registration: (801) 568-3500 or <http://www.utahtechcouncil.org/events/register20070405.htm>
- APR 5 (Thu) - 6PM-8PM - Financial Tools Essentials for Small Business Ownership. Small Business Development Center - SBDC. 9750 South 300 West, SLCC Miller. MFEC 123. Cost: \$120.00. A Class for any Owner, Manager or Officer of a Small Business, Learn the Financial Essentials to keep you in Business. For more information please visit www.saltlakesbdc.com. This is a 5 week course.
- APR 5 (Thu) - 6:30pm-9:00pm - Business Plan and useful Tools for Success. Small Business Dev. Center, USU, Logan. Scholarships available dependent on which bank you use as well as scholarships based on income. Info: Frank Prante at 435-797-1780 - fprante@ext.usu.edu.
- APR 6 (Fri) - 8AM-10AM - Utah First Fridays . Learn from Craig Bott, CEO of Grow Utah Ventures as he presents, "New Business Growth Strategies." Miller Business Innovation Center (Miller Corporate Partnership Building in the back). Salt Lake Community College. 9750 South 300 West Sandy, UT 84070. Cost: \$5.00 at the door. Info: (801) 957-5284 or rsvp@utahfirstfridays.org or www.utahfirstfridays.org
- APR 9 (Mon) - 1PM - 5PM - Self-Employment Program (LDS GROUP). Taylorsville Redwood Institute of Religion. 4554 South 2025 West (by SLCC, parking in lot south of institute). To register please call 250-3600.
- APR 10 (Tue) - 6:30pm-9:00pm - Business Plan and useful Tools for Success. Small Business Dev. Center, USU, Logan. Scholarships available dependent on which bank you use as well as scholarships based on income. Info: Frank Prante at 435-797-1780 - fprante@ext.usu.edu.
- APR 10 (Tue) - 7pm-9pm - Quickbooks: A Basic Overview. SBDC/Orem - Geneva Building (1410 W 1200 S, Orem) rm GB 121. Cost: Free! To register for the class and purchase the manual, call Laurie Ann at 801-863-8230 or visit GB 203. Registration for this class will be limited to the first 20 people. (Registration is required).
- APR 10 (Tue) - 9:30AM-10:30AM - MicroEnterprise Loan Fund Orientation. 154 East Ford Ave. #A (3415 South). Salt lake City, UT 84115. Cost: Free! Cost: Free! For Orientation in Spanish, contact Pete Suazo Business Center (801/521-1709).
- APR 11 (Wed) - 4:00PM-6:00PM - Pro to Pro Business Law / Protect your business through Trademarks and Copyrights! Cost: \$10.00. Where: Salt Lake Chamber (175 East 400 South, Suite 600, Salt Lake City,

UT). Details: (801) 359 8509 or register online at <http://www.saltlakechamber.org/>.

- APR 11 (Wed) - 8am-10am - Navigating the Shoals of the ADA: A Primer on Title I. Cost: \$35. Where: Salt Lake Chamber (175 East 400 South, Suite 600, Salt Lake City, UT). Details: (801) 887-9392 or register online at <http://www.saltlakechamber.org/>.
- APR 12 (Thu) - 8:30AM-12PM - Write Your Procurement Proposals Workshop. (Part 1: Write Your Proposal / Part 2: How Proposals are Evaluated). Presented by Ross Thurgood of Hill Air Force Base RSVP Early: Seating Capacity: 80. Where: Womens Business Center/ Library for the Disabled: 1950 West 250 North, Salt Lake City. Details: LisaNa Redbear (801) 359 8509 / iredbear@saltlakechamber.org.
- APR 12 (Thu) - 8:30AM-1PM - Sole Proprietor Business Tax Entity. SLCC Miller, 9750 South 300 West Sandy UT 84070. Info: Barbara McCullough (801) 957-4654 / Barbara.McCullough@slcc.edu. Register online at www.saltlakesbdc.com.
- APR 12 (Thu) - 9AM-10:30AM - Growing Your Business - Be the Elephant! Cost: All Members and Non-Members \$20 (This cost includes a copy of Be the Elephant). Where: Salt Lake City Public Library. 210 East 400 South, Salt Lake City/UT). Info: (801) 364-3631 or register online at <http://www.saltlakechamber.org/>.
- APR 12 (Thu) - 8:30AM-12PM - Tax Implications for Sole Proprietors - SBDC (Larry Miller Center. Sandy 9750 S. 300 W. Room 203 - Phone: 957-4654).
- APR 12 (Thu) - 6:30pm-9:00pm - Business Plan and useful Tools for Success. Small Business Dev. Center, USU, Logan. Scholarships available dependent on which bank you use as well as scholarships based on income. Info: Frank Prante at 435-797-1780 - fprante@ext.usu.edu.
- APR 12 (Thu) - 6PM-8PM - Hispanic Business Start-Up Seminar. Ogden Business Info Center, 2444 Washington Blvd, Ogden. Contact: Beverly King (bking1@weber.edu / 801-626-7232).
- APR 13 (Fri) - 8:30AM-10AM - Breakfast Toast (The Women's Business Center's monthly networking breakfast). Where: The City Center Hilton 255 South West Temple, SLC. Breakfast Cost: \$15.00. Details: (801) 359 8509 or register online at <http://www.saltlakechamber.org/>.
- APR 13 (Fri) - 1PM-5PM - The Growing of an Entrepreneur . Salt Lake Chamber (175 East 400 South, Suite 600, Salt Lake City/UT) Eccles Room. Detail: Phone: (801) 359 8509 or register online at <http://www.saltlakechamber.org/>.
- APR 14 (Sat) - 10am-12pm - Introduction to Marketing. WSU West Campus, 5627 S 3500 W, Roy /UT. Contact: Beverly King - 801/626-7232 / bking1@weber.edu.
- APR 16 (Mon) - 1PM - 5PM - Self-Employment Program (LDS GROUP). Taylorsville Redwood Institute of Religion. 4554 South 2025 West (by SLCC, parking in lot south of institute). To register please call 250-3600.
- APRIL 17 (Tue) - 11:30am-1:30am - Business Women's Forum. Hotel Monaco, 15 W 200 S, Salt Lake City/UT. Cost: \$27 for members and \$32 for guests. Details: (801) 359 8509.
- APR 17 (Tue) - 5:30PM-8PM - How to Form a Limited Liability Company. SCORE. Parsons Kinghorn Harris, 111 E Broadway, 11th Floor, SLC/UT. Cost: \$85. Contact: Michelle Allen - 801-746-2269.
- APR 17 (Tue) - 6PM-9PM - Fast Trac New Venture. Small Business Development Center - SBDC. 9750 South 300 West, SLCC Miller. MPDC 226. Cost: \$495.00. An entrepreneurial program that assists the start-up entrepreneur in developing their business concept and evaluating it through each step of the business planning process. SBDC also offers a Zions Bank Scholarship with this program that offers the student a discounted rate of \$346.50 instead of \$495.00, call Barbara or Aubrey for more details. 801-957-4654.
- APR 18 (Wed) - 10AM-11:30AM - Pro-to-Pro: The Pros and Cons of Human Resource Outsourcing. Where: Salt Lake Chamber (175 East 400 South, Suite 600, Salt Lake City/UT) Eccles Room. Cost: \$10.00. Details: (801) 359 8509 or register online at <http://www.saltlakechamber.org/>.
- APR 18 (Wed) - 3PM-4PM - MicroEnterprise Loan Fund Orientation. 154 East Ford Ave. #A (3415 South). Salt lake City, UT 84115. Cost: Free! Cost: Free! For Orientation in Spanish, contact Pete Suazo Business Center (801/521-1709).
- APR 18 (Wed) - 8:30AM-4:30PM - How to Start & Operate a New Business. SCORE. Salt Lake County,

2001 S State St., No Bldg 4010, SLC. Contact: Michelle Allen - 801-746-2269.

- APR 19 (Thu) - 8AM-4:30AM - Small Business Employment Tax Withholding - SBDC (Larry Miller Center. Sandy 9750 S. 300 W. Room 203 - Phone: 957-4654)
- APR 19 (Thu) - 8AM-4:30AM - Small Business Workshop - SLCC Miller 9750 South 300 West, Sandy, UT 84070 - Miller Free Enterprise Center, Room: 203. Cost: Free!. To register, contact Aubrey or Barbara at 957-4654 or register online at www.saltlakesbdc.com.
- APR 19 (Thu) - 3PM-4PM - Entrepreneurial Prospects. Small Business Development Center - SBDC. 9750 South 300 West, SLCC Miller. MPDC 209. Cost: FREE. This 1-hour orientation provides an overview of services provided by the Salt Lake SBDC program. Numerous handouts and resource materials are distributed.
- APR 21 (Sat) - 10am-12pm - Introduction to Marketing. WSU Davis Campus, Rm 117, 2750 N Univ Park Blvd, Layton. Contact: Beverly King - 801/626-7232 / bking1@weber.edu.
- APR 23 (Mon) - 8AM-9:30AM - Ready Your Business/12 point program to business continuity planning - Points 1-6. Co-Sponsored by Salt Lake Chamber and Sam's Club. Cost: Free! Register today at any Sam's Club Customer Service Desk. Location: West Jordan Club (7571 S 3900 W. West Jordan/UT). Contact: Renee Murphy - rmurphy@utah.gov. Note: Complete all 12 points by August 2007 and receive the Recognition of Readiness Award from Gov. Huntsman.
- APR 24 (Tue) - 9:30AM-10:30AM - MicroEnterprise Loan Fund Orientation. 154 East Ford Ave. #A (3415 South). Salt lake City, UT 84115. Cost: Free! For Orientation in Spanish, contact Pete Suazo Business Center (801/521-1709).
- APR 24 (Tue) - 10AM-11:30AM - How to Certify your Business - SBA Loan - 8(a) Program Workshop. W.F. Bennett Federal Building, 125 S State St., Room 2222, SLC. Cost: Free! Info: 801-524-3210 - mary.rael@sba.gov.
- APR 25 (Wed) - 11:30AM-1:30PM - Women's Network for Entrepreneurial Training (WNET). WNET is the successful mentoring program brings together experienced business owners with aspiring or nascent women business owners. This month topic: Marketing. Location: Salt Lake Chamber, 175 East 400 South, Suite 600, Salt Lake City. Details: (801) 359-8509 or register online at <http://www.saltlakechamber.org/>.
- APR 25 (Tue) - 3PM-5PM - How to Buy a Company. Wilson Sonsini Goodrich & Rosati. 2795 East Cottonwood Parkway, Suite 300. Salt Lake City/UT. Price: Free for UTC members. Contact Mark Lehnhof at mark@utahtechcouncil.org or 801-568-3500. Register at <http://www.uita.org/events/20070425.htm>.
- APR 25/26 (Wed-Thu) - 10AM - 7pm - Business to Business Expo '07 and All That Jazz - Salt Palace Convention Center (Hall B&C). 100 South West Temple, Salt Lake City, UT). Attendance is Free! (You must be 18 to attend. No infant strollers please). Details: (801) 364-3631.
- APR 26 (Thu) - 6pm-8pm - Hispanic - Introduction to Financing. Ogden Business Info Center, 2444 Washington Blvd, Ogden. Contact: Beverly King - 801/626-7232 / bking1@weber.edu.
- APR 27 (Fri) - 10AM-11:30PM - How to Certify your Business - SBA Loan - 8(a) Program Workshop. W.F. Bennett Federal Building, 125 S State St., Room 2222, SLC. Cost: Free! Info: 801-524-3210 - mary.rael@sba.gov
- APR 28 (Sat) - 10am-12pm - Business Start-Up Seminar. Ogden Business Info Center, 2444 Washington Blvd, Ogden. Contact: Beverly King - 801/626-7232 / bking1@weber.edu.
- APR 30 (Mon) - 8AM-9:30AM - Ready Your Business/12 point program to business continuity planning - Points 7-12. Co-Sponsored by Salt Lake Chamber and Sam's Club. Cost: Free! Register today at any Sam's Club Customer Service Desk. Location: West Jordan Club (7571 S 3900 W. West Jordan/UT). Contact: Renee Murphy - rmurphy@utah.gov. Note: Complete all 12 points by August 2007 and receive the Recognition of Readiness Award from Gov. Huntsman.
- May 16 - "Terminating Employees: Why, When, and How" seminar. Cost is \$32.00 per participant (which includes the luncheon). Time: 11:00 a.m. (Lunch served 11:30, presentation 11:45 - 1:30) Location: Little America Hotel Ballroom, 500 S Main Street, Salt Lake City. The registration fee must be paid in advance. Make check payable to:
DWS, SLTEC, c/o Misty Barry, 1385 S. State, SLC, UT 84115, or to charge by phone using VISA or

MasterCard. Call: (801) 468-0245 or (801) 468-0097 to pay by credit card.

- MAY 17 - 9am-12pm - Getting the Most out of your Marketing Budget. Where: daVinci Executive Office Suites, 2825 East Cottonwood Parkway, Suite 500, Salt Lake City. Register at <http://www.uita.org/events/20070517.htm>.

[Salt Lake Chamber Events](#) ♦ [Ogden Weber Chamber Events](#) ♦ [SL County Upgrade.org Calendar](#)

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