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FOR IMMEDIATE RELEASE

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FEA, FEDA Educational Series to Focus on Technology, Business Growth in February

FAIRFIELD, (Iowa) – The Fairfield Entrepreneurs Association and the Fairfield Economic Development Association’s business education series will in its February incarnation focus on the use of new and developing technologies to expand and develop your business’s customer base and increase sales. From Social Networking to Blogging to eLearning, today’s marketplace demands today’s businessperson have proficiency in emerging relationship management and other techniques.

All area businesspeople are invited to take part in the seminar, Tuesday, February 12 from 11:00 to 1:00 pm at Revelations Café & Bookstore. Reservations at the Chamber of Commerce are required; registration is \$15 and includes a pizza and salad buffet lunch.

Doug Lewis, specialist in Entrepreneurial Development for the Innovation and Commercialization Division at the Iowa Department of Economic Development, will explore how to expand a business’s contact base and increase sales using contemporary technology and how to incorporate new technology into your business’s sales and marketing efforts. He will also introduce and discuss new and existing Iowa Department of Economic Development business assistance programs and funds. New programs are available to assist companies with new product development, workforce improvement and career awareness.

“Doug’s experience in the public and private sector give him unique perspective to utilize in delivering answers to some of the most complex contemporary business demands- how to leverage today’s technologies to build customer base and increase sales,” said Brent Willett,

FEDA executive director. “This isn’t your typical 1’s and 0’s sort of seminar; anybody who’s in business will get something out of it.”

Doug Lewis is a specialist in Entrepreneurial Development for the Innovation and Commercialization Division at the Iowa Department of Economic Development, where he is responsible for expanding and improving the entrepreneurial environment in Iowa. Lewis coordinates the Venture Network of Iowa and manages the Demonstration fund program.

Lewis has worked in the private sector in sales, marketing and business development, working in international sales and business development for Townsend Engineering Company and Microware Systems Corporation. He worked in sales and product development for Inlet, Handera and BitRouter. He also has started two businesses, Strategic Solutions and ITEBS, LLC.

To register, contact the Fairfield Area Chamber of Commerce at 472.2111 or chamber@fairfieldiowa.com.

FEDA, established in 1979, works closely with local community development organizations, financial institutions and businesses, as well as agencies and elected officials in local, county, state and federal government to help facilitate economic growth in Fairfield by providing assistance in locating financing for business and community development projects, grant administration and land development. The non-profit organization is governed by a seven-member Board of Directors.