

Mon, 18 Apr 2011

2:02 AM

## Entrepreneur's Conference 2011 Honors Top Businesses, Schools, and Entrepreneurs

In honor of the first ever National Entrepreneur's Day, the United States Global Enterprise Association (USGEA) held an event called

Entrepreneur's Conference 2010

(ECON2010) to honor and celebrate the spirit of entrepreneurship.

Put into motion by a concept for a day honoring American entrepreneurs which arose in January 2010 and was proclaimed an actual holiday by President Obama shortly thereafter, the USGEA decided to put on this event to coincide with the new holiday and honor those who are continuing to build up the U.S. economy.

Business leaders deserve recognition for their supportive role in the economy and community. The Entrepreneur's Conference 2011 will recognize companies and individuals in 7 categories, including Best Employers, Best Executives, Best Marketing Firms, Best Venture Capitalists, Best Business Schools, Best Entrepreneurs, and Best Global Enterprises.

After a process that merited thousands of signatures and 6 months of campaigning, National Entrepreneur's Day was appointed as the last day in National Entrepreneur's Week by President Obama in 2010. As such, the USGEA designed ECON as a way to bring entrepreneurs and enterprises together on this day and offer them the chance to network and learn from one another in an event that aimed to encourage the entrepreneurial spirit. In addition to offering networking opportunities and resources, ECON also aimed to honor those who were doing an exceptional job in their part as entrepreneurs.

Top Business Awards are given to companies and individuals who display innovative vision and exceptional growth in their field. Award winners give back to their communities and to the business world through charities and mentoring. ECON2011 is a chance for local and global business leaders to meet, network, and share ideas.

In addition to ECON, the USGEA is a general supporter of the growth of small, medium and large enterprises, and encourages this growth daily through its membership which connects entrepreneurs, executives, educators, investors and other business people from all around the world.

About The United States Global Enterprise Association:

The United States Global Enterprise Association (USGEA) is a non-profit global business network formed by entrepreneurs, executives, educators and investors for the growth and development of small, medium and large enterprises, emerging entrepreneurs and professionals. Membership in the USGEA gives individuals and organizations the opportunity to be part of a movement that is fostering an era of global connectivity.

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Mon, 23 May 2011

3:48 AM

business networking - Business Networking Opportunities at Los Angeles Business Conference

In honor of National Entrepreneur's Day, the United States Global Enterprise Association (USGEA) is holding an event called Los Angeles Business Conference (ECON2011). ECON 2011 will honor and celebrate the best of the best in the business community. National Entrepreneur's Day was created by President Obama to honor the determined spirit of American entrepreneurs. USGEA decided to put on this event to coincide with the new holiday and honor those putting in considerable effort to improve the U.S. economy and give back to their communities.

One of the best  
business networking opportunities

of the year will be taking place November 1-2 at ECON 2011. Top executives from the business world will inspire those in attendance with speeches and workshops. ECON 2011 is an award ceremony and corporate networking and workshop event. This year ECON will be business awards in 7 categories. All nominees will be in attendance and it will be a key chance for savvy entrepreneurs to network and pick the minds of the best businesses in the nation.

Best Employers is one of the most gratifying business awards a company can receive, because a company is only as good as its people. In order to get the best people in a field, and stand above the competition, it is crucial to have good employee benefits and practices. Good employee practices mean that employees feel utilized and can rely on their colleagues, or teammates. Most likely employees enjoy getting out of bed and heading to work each morning. This award is voted on by the employees, and means that they are satisfied with their benefits, their ability to move up within the company, the atmosphere, the communication amongst team members and management, as well as other factors, such as onsite daycare or fitness centers perhaps.

Similarly,  
best  
business schools will also be awarded at ECON 2011. The top business schools are ranked based on value, reputation, and variety. In terms of value, students want the highest quality education for the money. The reputation category is easy: students want their business school to be competitive with other universities in terms of standards and accreditation. Lastly, course variety gives students the chance to try many facets of business and find the niche they fit best in.

If you or anyone you know deserves business recognition for being one of the year's top companies or entrepreneurs, then don't hesitate to  
nominate  
today!

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Sat, 28 May 2011

12:50 AM

## small business awards - Top Companies Receive Business Awards at ECON 2011

Business owners and entrepreneurs have a tough job. To be successful, for not only themselves, but also for their employees, a business leader must possess perseverance, vision, a sixth sense about when to take risks, when to cut losses, and who to trust. Business leaders are often crucial to the communities they operate within. It is important for business leaders to be recognized for their achievements and their contributions back to the community, which is exactly what USGEA's small business awards aims to do.

In honor of National Entrepreneur's Day, the United States Global Enterprise Association (USGEA) is holding an event called ECON2011. ECON 2011 is an award ceremony and corporate networking and workshop event.

Top companies from the business world will inspire those in attendance with speeches and workshops. This year ECON will be business awards in 7 categories.

In the business world it is important to recognize companies that stand apart from the rest in key areas. Competition in these categories is fierce, and an award in one of these fields recognizes companies that have the foundation and values to remain in the market for a long time to come. The publicity and accolades that come from receiving such an award is something that many companies strive for and all business can learn a lesson or two from the practices of Best Companies.

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Similarly,

Best Marketing Firms Awards are awarded to firms who capably execute a marketing strategy and bring their clients measurable success. This award is highly competitive because results of a marketing firm are so measurable. The Best Marketing Firms must display high levels of qualities such as innovation and creativity. A top firm is not merely copying what has already been done, but being a leader in the marketing arena by figuring out new ways to get the message out as well as new ways to target demographics that are becoming increasingly jaded to marketing efforts.

If you or anyone you know deserves business recognition for being one of the year's top companies or entrepreneurs, then don't hesitate to nominate today!

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Thu, 16 Jun 2011

2:20 AM

top marketing firms - My 5 Step Plan to Market and Brand My Business

It has always been my dream to be my own boss. However, while it's nice to have nobody looking over my shoulder, telling me how to do things, it's also scary to be the one in charge for the same exact reason - there's nobody there telling me how to do things. For anyone else trying to market and brand their startup company, here are a few tips that I've picked up along the way.

Network, Network, Network: The first rule of thumb for any thriving business is to build a solid, and constantly growing network of supporters, investors, and clients. Check

out local business associations and business conferences. After attending a business conference Los Angeles investors and clients multiplied within weeks for my small company.

Reputation: The best way to build a reputable company is by acquiring loyal customers and letting them spread the word for you. However, this is a long and dedicated process. A quicker way to build reputation is be nominated for and to win business awards. Did you know that in order to be considered you must nominate your company for an award? That's right, it's rare that award givers will come seeking out your business, so don't be shy, nominate your company for as many awards as you are qualified for.

Online Presence: Build your visibility on the internet by building an simple and efficient site. Consider hiring one of the top marketing firms that specializes in search engine optimization to build your online presence and drive traffic to your site.

Recognition: It may feel odd to toot your own horn, but a seal of recognition for awards and outstanding performance in your field will go a long way in converting potential. Look for companies that offer awards to the Best Entrepreneurs and sign yourself up. Even if you're simply nominated, this will look good to potential customers.

No Rest for the Weary: Sure, you may reach a point where you feel you have enough clients, investors, and interest, but the work can't stop there. Marketing and branding is a constant effort. If you reach the point where you feel you can't handle the workload, then congratulations! Your small business is ready to expand. Hire a new employee for marketing and sales and don't lose any of the steps you have worked so hard to gain. Trust me, your competitors are still working to outpace you and it takes effort to remain at the top of your game.

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Thu, 23 Jun 2011

1:45 AM

## 4 Smart Investments for Your Small Business

1.

### Corporate Branding

: While you undoubtedly have the know-how of your industry and product, some aspects of marketing and business growth are best left at the hands of professionals. Hire a business coach for at least one session for ideas on how to brand your business. Even with the best product, a lack of brand recognition will lead to poor sales, so this is no area to take lightly. A business coach may be able to give you tips on how to apply for and get nominations for business awards which will increase the legitimacy and visibility of your business.

2.

Adequate Employees: No matter how much of a control freak you are, you must admit that it's impossible to do everything on your own. Delegate! At the very least, get a personal assistant. Or find a marketing or accounting professional to handle the areas of business you are less keen on. Time is money, and it's better to pay a few professionals so you can focus on your strong skills and create a better foundation for your company to expand

upon.

3.

Attend Business Conferences: Networking is invaluable - if you have to shell out money to go to that industry conference in your town, do it! Sometimes it takes money to make money, but the potential contacts, clients, and investors you will meet will pay dividends down the road. If you're a Los Angeles entrepreneur, then don't miss out on that annual Los Angeles Business Conference where you will spend 3 days in close quarters with others you can learn from.

4.

Update your Website: A clean, simple, easy to navigate website will do wonders for converting curious visitors into paying customers. Less is often more with a site. Use bullet points, bold font for headlines, and lots of space around the words. Text heavy sites tend to get skimmed over or skipped altogether. Remember, a picture speaks a thousand words. And always create a call to action that should be placed above the fold. Add a professional touch to your site but listing any seals of committees that you belong to, or small business awards you have won.

As a small business owner, you must pick and choose where to invest your money. By putting your money into these small, usually one-time investments, you will yield the returns for years to come. Knowing your product or industry isn't always enough in this competitive economy, so spend a little extra to get the professional competitive edge necessary to grow your business above and beyond what your competitors are doing.

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