



P.O. Box 188
Randolph Center, VT 05061-0188
Tel: (802) 728-9101
Fax: (802) 728-3026
www.vtsbdc.org

VtSBDC Expands Free Broadband Business Services ***New Technology Resources For Small Business Owners***

Vermont Small Business Development Center (VtSBDC) is excited to expand its broadband business advising services through the *Vermont Digital Economy Project*. As part of the project, VtSBDC continues to provide a full-time statewide broadband business advisor, but also adds two additional advisors specifically focused on Addison, Rutland, Bennington, Windsor and Windham Counties. VtSBDC Assistant Director of E-Commerce Patrick Ripley oversees VtSBDC's broadband business services, which include a series of digital workshops, as well as individual time spent working confidentially with Vermont business owners on their specific digital needs. Additional business assistance is also provided through 13 regional offices, statewide business programs and other VtSBDC resources. VtSBDC broadband business advisors will work closely with businesses to increase their business use of the internet. These efforts will include, but are not limited to:

- Assisting businesses in establishing and improving their online presence.
- Providing one-on-one business advising, as well as training.
- Seeking business efficiencies through broadband technology.
- Advisement and training in better marketing of products and services online.
- Training businesses in the use of online social media.
- Incorporating the use of the internet in start-up businesses.
- Providing mobile media and cloud computing advice to growing businesses.
- Provide market analysis and explore online markets to assist in business planning.
- Providing funds for online contractors and consultants when appropriate.

In today's business climate, the use of the internet is an integral key to success. Through the *Vermont Digital Economy Project*, VtSBDC will help businesses connect with their community, their customers, and the rest of the world.

We encourage you to contact us with any questions. Patrick can be reached by email at pripley@vtsbdc.org. *Vermont Digital Economy Project* is produced by the Vermont Council on Rural Development. For more information about additional project services and general information about this initiative please visit www.vtrural.org.

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