



Placing an entire business community, events, recreational assets, transportation, entertainment, education, hospitality online for visitors to easily view and search through, is one of the few ways a small town can afford to compete successfully online. It works when managed and MONITORED by a Chamber of Commerce, or locally through a committed organization with a focus on economic development.

***Our mission is to provide easy-to-use automation to place entire communities onto the Internet that is easily monitored and then broadcasted successfully through search engines and directory.***

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EDP Built-in to all Chamber Nation and D Automation Systems:





## Company History

We pride ourselves on our ability to turn big technology into easy to understand and operate solutions. Our systems are designed for economic development managers, Chamber of Commerce executives and their participating business members.

We launched research and development in 2005 after our founder, Richard Scully, was listening to Paul MacBeth on the radio who at the time was the Quincy Chamber of Commerce executive director. He was a guest on KNLF radio with Ron Trumbo... discussing projects that the Chamber was working on within the community. Our founder was truly impressed, but being a former software process development executive was curious how a Chamber with such a small budget could accomplish so much. During the radio show Paul also spoke about programs they wanted to develop and how they needed to create a cost effective online advertising plan for businesses.

After the radio interview, our founder contacted Paul MacBeth at the Quincy Chamber of Commerce to learn more about how they accomplish so much with so little. After talking to Paul, Richard determined that just maybe... Chambers of Commerce needed a new way (system) to manage the various operations associated with running and growing a Chamber of Commerce.

On this hunch, Richard began contacting various Chambers to find out how they managed so much on so little revenue... over and over he learned that most had nothing in place to help them automate much of this effort, or what they did have would simply manage the member records. There were no systems in place to develop a Chamber of Commerce, grow membership, manage projects and committees or significantly automate the process of placing an entire community online.

This was the determining factor Richard used in starting development of this program.

Having a successful software development background, former CEO of a San Francisco area based technology company, many years specifically in infra-structure automation, our founder began building a software proto-type for Chambers of Commerce.

With no former Chamber of Commerce experience, Richard relied heavily on input from Chamber executives and his past technology and usability knowledge. Richard also developed from the position of thinking in terms of selling the value of Chamber membership to a non-member.

With a very early version of the software in place, commitments from several Chambers to utilize it (yes we provided it for free to entice them), we began to implement and see daily use of the program. Almost daily Richard received calls and he just kept building and coddling this early software together to study usability. He knew at some point it would have to be re-tooled by an formal engineering team to support rapid growth, ten-of-thousands of businesses and incorporate the latest in security management.

Shortly after our first tests were made we were offered a considerable investment by one of the Chamber of Commerce executives we had been working with. With this investment in hand we launched "E Chamber Town USA" hence EcTownUSA.

EcTownUSA, LLC. remains as the holding company and provider of services, but in 2008 we decided to re launch our services for Chambers of Commerce under the new brand of Chamber Nation. For areas that do not have a participating Chamber of Commerce in place, we market under the branding of *Economic Development Program* with a formal launch planned for 2010.

Currently we support Chambers in over 30 states with thousands of users. Our recent launch of <http://www.chambersocialnetwork.com> proves that we're committed to helping our customers remain competitive. This is a very competitive landscape where Google, Yellow Pages, Yahoo, Apple and many others want to own the local business directory which is in direct competition with the Chamber of Commerce.

## Infrastructure is the First Step

The first step in all economic development programs ("EDP") should be to lay the groundwork to identify, enroll and then collect valuable information from the hundreds or thousands of businesses and organizations throughout the community. Starting an economic development program without the proper infrastructure is like building a car without a frame.

The potential of any economic development plan will be greatly enhanced if you invest in the information technology (I.T.) infrastructure and then launch the plan presented here. This is a proven program used throughout the country via Chambers of Commerce ([www.ChamberNation.com](http://www.ChamberNation.com)). The program is now offered to others where there is no Chamber leading the program. A qualified organization looking to build a stronger economic base within their community may be selected.

## EDP Overview

If you're new to enterprise level and Web publishing systems, you'll find that EDP delivers sophisticated solutions just right for your economic development program. It can deliver a robust enterprise-level economic development, a website that is localized around your community and empowered by endless extensibility for your publishing and reporting needs.

EDP is different from the normal models for economic development. This is because it's not complicated and was developed first and foremost to manage community-wide economic development programs from a single online dashboard.

EDP has been developed for everybody... even volunteers that may play a part in your economic development work-flow. It's designed to work (primarily) within a community of businesses, organizations, non-profits, municipalities and schools where it can be used as a real work experience program.

It is very easy to administrate, very reliable online application that you can always backup to your local hard-drive for the ultimate in security.

EDP doesn't require the user or administrator of the system to know HTML to operate or adjust once we deliver the platform to you. It is very easy to use because we set it all up in advance so the administrator can easily grow the program even if they have tens-of-thousands of businesses and organizations within the supported region.

### **EDP Features**

- Enterprise level application
- Complete membership management and accounting built-in
- Online access with mobile support capabilities
- Completely database driven with integrated back-up automation
- News, products, or services sections fully editable and manageable by staff, volunteers and local businesses
- Fully customizable presentation layer (using simple drag and drop interface)
- Browser upload of images to your own library for use anywhere in the economic development program
- Dynamic Forum/Poll/Survey/Voting automation for real-time data collection
- Since the application is standards compliant, Linux powered and runs online, it is fully accessible from various computers running Windows, MAC-OS, Ubuntu, Solaris, and many more

### **Designed for Volunteers**

Volunteers often participate in economic development or community events and need limited access to information management. Their contribution often results in better communities and relationships within the area they serve in.

Another area where volunteers work is for non-profits and often help raise money or locate goods and services for the needy. Included is a donation automation system that provides a way to easily automate the website posting and management of either monetary or pledged item donations.

Economic development means a balanced community of support and services... our program includes the automation to serve and please all levels within your community.

## EDP License

The license covers the use of the system throughout the community, offers several administrative and user levels. Pricing is based on a small monthly subscription fee determined by the number of participants in the economic development program as we automatically activate the hosting for various ad programs.

The license extends to the end-user businesses that includes everything they need to setup their local online marketing and advertising system, optimization for the integrated Area Search Engine© that's powered by Google®. In addition, most end-users will have access to the <http://www.BuyLocalProgram.com> at no additional cost.

## EDP Centralized Administration

- Business management
- Community management
- News management
- Press release management
- Project management
- Website management
- Community-wide search engine management
- Community-wide advertising and reporting system
- Monthly economic development reporting
- Sponsor and advertising billing system
- Much much more...

## EDP Strike Team

Even while a system may be easy to use and fully automated, if there is no community-wide participation then the program is just hype with no accountability for success. To deal with this problem we suggest that a person be assigned to the post of Community Optimization Manager who reads the reports and then reports back to the businesses still remaining who are not optimized. This person would also coordinate help for the member through the school district, free members support and / or through volunteers.

## Thousands of Views

The economic development program is designed to become the most trusted source for local information that would be typically accessed through the city website, Chamber of Commerce and/or the lead economic development agency.

What is so powerful about this economic development program in respect to viewers, is our ability to aggregate the entire community and bind them for extreme promotion. We do this through a centralized business directory, a Google® powered Area Search Engine, automated conversion of all participant information into .Mobi for mobile phone inter-connectivity, and through our local commerce platform.

Combined they achieve outstanding results.

## Monthly Reporting

On the first day of each month every participating business receives an economic development program report. This information is very useful and may include additional information to members to help move the program further ahead every month.

These reports may be customized with the local area in mind and contain very specific business information for each recipient.

**We get thousands of business requests a month through the member directory... will they find you?**

**Don't be a chicken...** be sure your business is setup to receive as many prospects from the membership directory as possible.



[\(Click Here for More Information\)](#)





We would like to suggest that upon issuance of the business license (or Chamber of Commerce Membership) you also provide the tools businesses need to promote their business. By providing the tools they need to properly advertise their business will help generate sales tax revenue for the city and improves the value of Chamber of Commerce membership is this program is actually managed by the local Chamber of Commerce. Since so many people use the Internet to learn valuable information on communities, this is a great way to promote the area.

Once business license holders activate their advertising system, they are automatically added to the county/city-wide/Chamber business directory with automated links back to their business, on line video commercials, [www.BuyLocalProgram.com](http://www.BuyLocalProgram.com) display ads, coupons, scrolling business tours and much more.

## SIFE - Student Management



The success of this program depends on the level of business participation and the responses optimized businesses receive from the visiting public.

Although the technology is proven and will bring a very important solution to the community it serves, sometimes it's important to have a governing body in charge of monitoring business optimization levels.

Many communities have computer labs in their schools or even a **Students in Free Enterprise (S.I.F.E.)** club nearby.

The Economic Development Program includes automation to make it easy for this group to view community-wide optimization levels and make needed adjustments through the secure system.

**Reinvesting a Small Portion of Business License Revenue Could Really Benefit the Community and Improve Commerce**

## Absolute Success

Every business owner understands the value in placing their business online, but unfortunately many business owners either find technology too confusing or just don't take the time to do what's necessary to become more competitive. To assure absolute success we've developed easy to use automation for all businesses, but we've also created tools and views to make it easy for an organization to monitor and setup or update any participating business online.

Why not show Student's how their work in existing classes can be used in the real-world for the benefit of their Community?



## Real Work Experience

The most interesting intersection is when a Chamber / City / County invest in building a relationship with the local school district or college. The program has fully developed modules for connecting this program to a computer lab with special administrative access for the teacher.

From this screen the teacher can view community optimization levels, assign students electronically to individual businesses, monitor the progress between the student and the member business owner and then assign a grade to the student for their workmanship to optimize the businesses that had been assigned to them.

As you can see this *Economic Development Program* quickly becomes a powerful tool for student education and true community progress.

Imagine ***Students in Free Enterprise (S.I.F.E.)*** team or a local computer lab teacher at the high school becoming the solution to placing an entire community on line. With this technology the students won't need website development knowledge because that portion of the system is highly automated. Student's will only need to use practical English, photography and color matching skills.

Local businesses will appreciate the support and knowing they are now being found online and competing for all the business they can possibly secure.





### **Income to Non-Profit**

Typically people don't like paying for their annual business license, but with the included advertising system and a dramatic increase in viewership by more prospective customers, the value of paying this fee is now obvious.

At the next business license fee assessment, determine if a small adjustment of \$7.00 +/- a year would be acceptable? You could use this revenue to make a monthly donation to the school who has committed to being certain that the community is fully optimized. The result would be competition between schools to secure this agreement with the City. They would have to assure that they would provide the best solution and how they intend to provide how this real work experience for students involved will in fact benefit the participating students.

Consider how much more competitive your community will be over the Internet and how sales tax revenue will increase as more people discover local solutions to their needs.

### **Patents are Pending**

We have filed formal patents on our process technology for this program. During our patent research no prior art was found. Essentially we have re-designed the concept of data collection for website presentation through a "conveyor belt" concept that has multiple stations reducing the workload on any one person or organization.

The data collected will enable search engines like the membership directory, Area Search Engine®, Google® and many others to present much more information on individual participating communities.

### **System Feature List (System Administrator)**

Membership Plans, Categories, Billing, Reporting, Broadcasting, Social Networking, Multi-Post, Integrated Email System, Newsletter Manager, Event Registration, Projects and Committees, Website Manager, Social Networking Automation, Lead Management, RFQ/RFI Automation.

## System Feature List (Members)

Create Defining Statement, Create Your Keywords, Define Your Target Market, Create Your Mission Statement, Download Small Business Success Book, Edit / Website Wizard, About-Us Photos Uploaded, Company Logo Uploaded/Color Selected, Business Tour Photos Uploaded, News Articles Posted, Links to Social Networks and Blogs, Post Events, Coupon Creator for Local Directory and Search Engine, Members You do Business With, Mobile Phone Site Activated, Catalog Shopping Link Activated, Lodging Reservations Link Activated, Restaurant Take-Out/Reservations Link Activated, Advanced Appointment System Link Activated, Alternate Image/Header, Video or Audio Commercial Uploaded, Make this My Primary Website - Order Domain, Member Business Network, Lead Trader, Prospect Trader.

## Additional Company Resources

Systems Available	Member Support Services
<a href="http://www.EconomicDevelopmentProgram.com">www.EconomicDevelopmentProgram.com</a>	<a href="http://www.MemberBusinessPlan.com">www.MemberBusinessPlan.com</a>
<a href="http://www.MemberBusinessNetwork.com">www.MemberBusinessNetwork.com</a>	<a href="http://www.BuyLocalProgram.com">www.BuyLocalProgram.com</a>
<a href="http://www.ChamberNation.com">www.ChamberNation.com</a>	<a href="http://www.FreeMembersSupport.com">www.FreeMembersSupport.com</a>

## Contact Information

Nevada Support Center	California Support Center
PO Box 61626 Reno, NV 89506 (775) 453-0323	PO Box 3466 Quincy, CA 95971 (888) EzWay4U or (530) 283-5553
Sales: <a href="mailto:Sam@ChamberNation.Com">Sam@ChamberNation.Com</a>	Sales: <a href="mailto:Richard@ChamberNation.Com">Richard@ChamberNation.Com</a>

## Statistical Information as of February 10, 2010

Member Advertising Views and Search Requests now at	Last 20 Minutes
465,003,168	1,677

Live numbers at: [www.EcTownUSA.com](http://www.EcTownUSA.com)