

Fredericksburg
Regional Chamber of Commerce
Social Media Workshop

March 10, 2011

Presentation collaborators:

Avarra Solutions, LLC – Lisa Pecunia

Sands, Anderson, LLP – Russell Lawson

Agenda

Start with Planning

Brief Overview – Big Five

What are Benefits?

What are Issues?

Let's Look at some Case Studies.

<http://www.youtube.com/watch?v=1FZ0z5Fm-Ng>

Planning: Finding Your Sweet Spot

The Four Sweet Spot Components

Your Business

Your “Buyers”

E-Marketing Channels

Business Resources

Your Business

Your Buyers

E-Marketing Channels

Business Resources

The Business Profile Has Three Major Inputs

Your Offerings

The Business's Physical Presence

Current Marketing Efforts

Your Business

Your Buyers

E-Marketing Channels

Business Resources

Get Inside Your Buyer's Head

1. Understand their problems, using their language.
2. Focus your message on solving their problems, *using their language*.
3. Know where your buyers go to look for solutions to those problems.
4. Be there.



Business vs. Buyer-Focused Problem Statement

Business-Focused:

The client is struggling because their business has poorly structured policies and procedures that create inefficiencies. The owner needs to work longer hours to make up for it.

Buyer-Focused:

My spouse is complaining because I work too many hours on my business and I'm never home. Sometimes I even have to miss my kids' sports events because I work Saturdays to try to catch up. I can never seem to get out from under this pile.

Your Business

Your Buyers

E-Marketing Channels

Business Resources

What is a Channel?

A “Channel” is a communication mechanism, a way to distribute your marketing message.

There are many!

What Channels Are Available?

Traditional Internet Marketing

- A professional website
- Pay-per-click advertising
- E-Mail marketing
- Article marketing
- News releases
- Online shopping directories
- E-commerce
- Affiliate marketing
- Search engine marketing
- Specialty directories
- Local directories

Social Media Marketing

- Social networking
- Ratings and reviews sites
- Social bookmarking
- Blogging & micro-blogging
- Local directories
- Coupon sites
- Mobile advertising
- Professional online networking
- Multimedia / Video
- Answer Sites
- Online groups /communities

How do I decide which ones will work for me?

Research!

Your Business

Your Buyers

E-Marketing Channels

Business Resources

Determining Your Time Commitment

How much time and/or money are you willing and able to commit?

Most online tools don't cost (much) money, but hiring someone to do the work does.

Different activities take different amounts of time.

Put It All Together

Look at each channel and ask these questions...

1. Does my current business profile/culture/climate fit with this channel?
2. Are my buyers using this channel to solve their problems/fill their needs?
3. Can I consistently invest the amount of time needed to successfully leverage this channel?
4. Does it fit with the other channels I am considering?

Build A Roadmap

Create a 6-Month Plan

Throttle – introduce one new thing each month

Prioritize

Define specific time blocks.

- Weekly
- Daily



Measure ROI

Tools for Measuring Success

Google Analytics

Google Alerts

Landing Pages

Comments

Followers & Fans

Likes, Forwards and Shares

The Big Five

The Big Five

- Facebook - >600 million
- Twitter - > 200 million
- Blogs – 133 million
- LinkedIn - > 100 million
- YouTube - > 85 million

Facebook

- 1 out of every 12 people on earth, half log in daily – 46% men, 54% women
- 35+ demographic represents 1/3 of user base
- 18-34 year olds – 48% check FB right when they wake up, 28% on mobile phones before getting out of bed
- 71% of U.S. web audience on FB

Source: Mashable.com

Twitter

- 1 out of 36 people on earth – 48% men, 52% women – 60% outside U.S.
- 52% update status daily – 37% login through mobile device
- 25% follow a brand, 67% will purchase that specific brand
- 48% of user base is “in college” – but only 8% of teenagers report use

Source – gigaom.com and Pew Internet & American Life Project

Blogging

- Key tactic in “owned media” and website search engine optimization
- May be declining in use among teens (about half as many bloggers since 2006)
- Use appears to be growing in 35+ demographic
- Mobile – 47% of American adults use cell phones and tablets computers to get their news

Source - Pew Internet & American Life Project

LinkedIn

- Replacing the Rolodex and email lists
- 44 million U.S., 56 million non-U.S.
- 17 million in groups, 1.2 million posts and comments per week
- 6 million+ sales professionals; 4 million+ engineers; 4 million+ IT professionals; 2.5 million+ finance professionals; 1.4 million+ accounting professionals

Source – LinkedIn.com

YouTube

- 38 million daily visitors – about 100 million visits per day – 2 billion views
- 62% of visitors in 35+ demographic
- Average user spends 15 minutes a day watching
- Second largest search engine on internet

Source – Google Adwords and YouTube.com

Facebook and LinkedIn

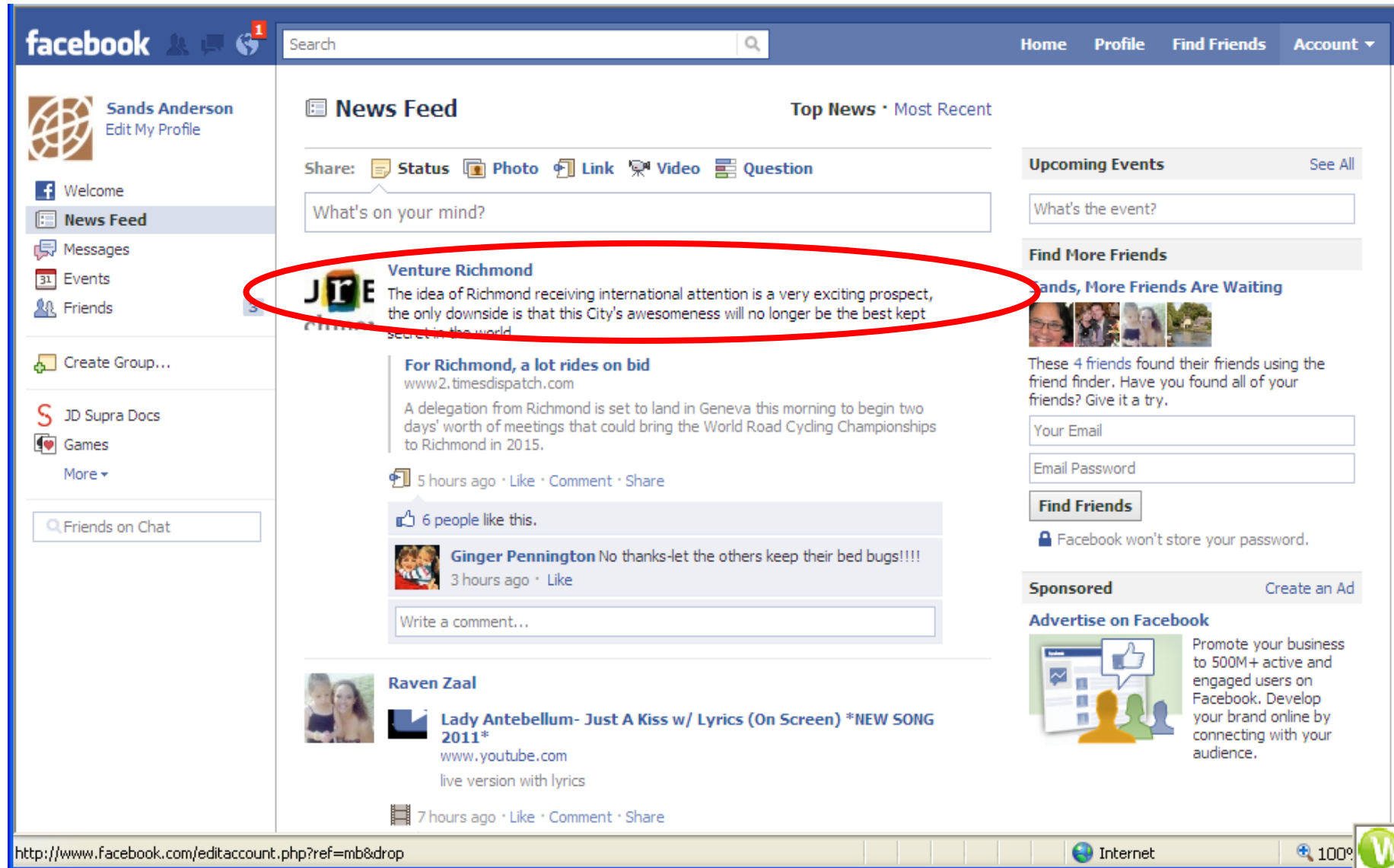
Up-Close & Personal

Facebook – strengths and weaknesses

- Now nearly 700mm, granular to user and operator
- Friends – social activity and messaging
- Fans – word of mouth
- Like – more word of mouth across platforms
- Ads – highly specific targets, these are your friends


Facebook – How To


- Status update is key – 90% of Facebook users interact via the news feed (“Home”)
- Offers and interests must go together
- Friends and Fans are the main distribution channels
- If you are in other channels, automate your updates




The screenshot shows a Facebook interface with the following elements:


- Header:** Facebook logo, search bar, and navigation links (Home, Profile, Find Friends, Account).
- Left Sidebar:**
 - Sands Anderson** profile header with "Edit My Profile" link.
 - Navigation menu: Welcome, News Feed (selected), Messages, Events, Friends, Create Group...
 - JD Supra Docs, Games, and a "Friends on Chat" search bar.
- News Feed:**
 - Share options: Status, Photo, Link, Video, Question.
 - Post by **Venture Richmond** (circled in red): "The idea of Richmond receiving international attention is a very exciting prospect, the only downside is that this City's awesomeness will no longer be the best kept secret in the world." Includes a link to www.2.timesdispatch.com and a photo of a delegation.
 - Post by **Ginger Pennington**: "No thanks-let the others keep their bed bugs!!!!" (3 hours ago).
 - Post by **Raven Zaal**: "Lady Antebellum- Just A Kiss w/ Lyrics (On Screen) *NEW SONG 2011*" (7 hours ago).
- Right Sidebar:**
 - Upcoming Events:** "What's the event?"
 - Find More Friends:** "Sands, More Friends Are Waiting" with a photo of four people.
 - Sponsored:** "Advertise on Facebook" with a thumbs-up icon and text about promoting business.
- Footer:** Browser address bar showing <http://www.facebook.com/editaccount.php?ref=mb&drop>, Internet icon, and 100% zoom.


 Photos


 Notes

 Friends


Find Friends


 Best Friends


 Coworkers


 Classmates


Friends (20)


 **Richmond BizSense**

 **Margaret Hardy**

 **C. Thomas Ebel**
Sands Anderson
Marks & Miller

 **Venture Richmond**

 **David Saunders**

 **Sands Anderson**


Could Your Web Site Hale You Into a Far-Flung Lawsuit?

Sands has just uploaded a new document to JD Supra

These days most businesses have web sites of some sort. Have you ever wondered if a dissatisfied or injured customer in Peoria, Illinois or Honolulu, Hawaii could make you defend a lawsuit in their state just because they can view your website there? This ...

[See More](#)

S Friday at 3:20pm via JD Supra Docs • Like • Comment • Read Document

 **Sands Anderson**


How local is a local business license?

Sands has just uploaded a new document to JD Supra

In a March 4, 2011 decision, the Virginia Supreme Court dealt a blow to localities attempting to collect local business license taxes from multi-state companies which engage in lending and credit transactions (in this case, Ford Motor Credit Company) in Vi...

[See More](#)

S May 4 at 3:30pm via JD Supra Docs • Like • Comment • Read Document

 **Sands Anderson**

Constitutional Ruminations in Boston


Sands has just uploaded a new document to JD Supra

My attendance at a legal conference in Boston has allowed me a chance to reflect on the remarkable stability of our country's legal system. Clearly, to err is human and our judicial branch has had and will have numerous screw ups. Yet, I am chastened by th...

[See More](#)


S April 30 at 12:10pm via JD Supra Docs • Like • Comment • Read Document

RECENT ACTIVITY

 Sands and Renee Marshall are now friends. • Like • Comment


Who Searched 4.0 @ MyLife

search.mylife.com



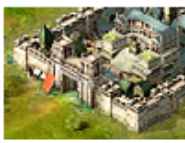
MyLife can tell you if someone is looking for you! Click Here to find out

Play Dragons of Atlantis!





Build a great and powerful city, raise an army and train mighty Dragons in the best new MMO on Facebook.


Create Your World




Create your empire, grow your army, and rule the world in the most advanced game on facebook. Click here to play now!

 Chat (1)

 Internet

 100%

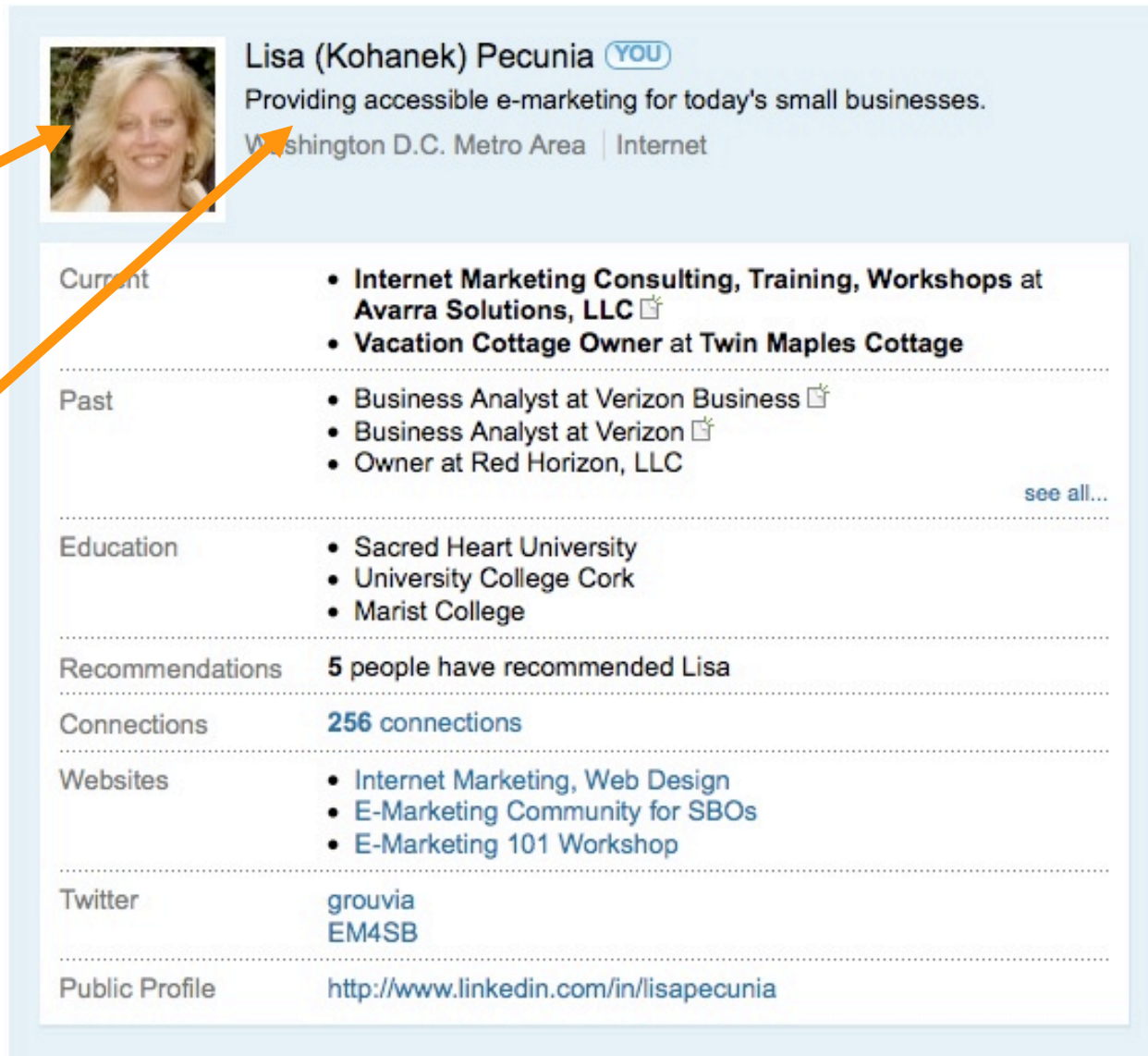


Picture

Professional-looking headshot of you.

Headline

5-second elevator pitch.



Lisa (Kohanek) Pecunia YOU

Providing accessible e-marketing for today's small businesses.

Washington D.C. Metro Area | Internet

Current	<ul style="list-style-type: none"> Internet Marketing Consulting, Training, Workshops at Avarra Solutions, LLC Vacation Cottage Owner at Twin Maples Cottage
Past	<ul style="list-style-type: none"> Business Analyst at Verizon Business Business Analyst at Verizon Owner at Red Horizon, LLC
Education	<ul style="list-style-type: none"> Sacred Heart University University College Cork Marist College
Recommendations	5 people have recommended Lisa
Connections	256 connections
Websites	<ul style="list-style-type: none"> Internet Marketing, Web Design E-Marketing Community for SBOs E-Marketing 101 Workshop
Twitter	grouvia EM4SB
Public Profile	http://www.linkedin.com/in/lisapecunia

Job Title(s)

Use skills, not a role.

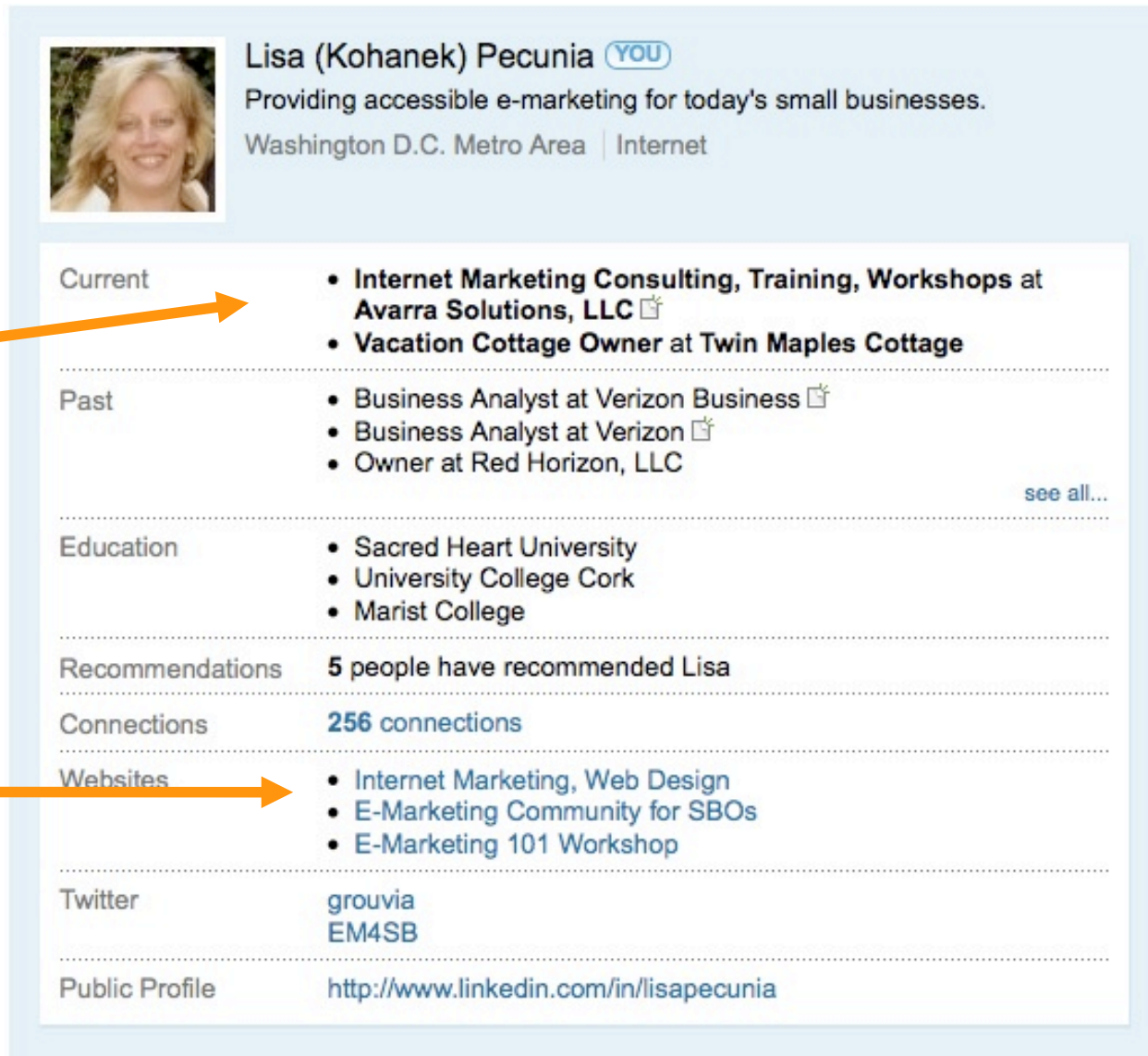
“Expert E-Marketer,”

not

“CEO / Founder”

Links

Use all three. Title them with keywords.



Lisa (Kohanek) Pecunia YOU

Providing accessible e-marketing for today's small businesses.
Washington D.C. Metro Area | Internet

Current

- Internet Marketing Consulting, Training, Workshops at Avarra Solutions, LLC
- Vacation Cottage Owner at Twin Maples Cottage

Past

- Business Analyst at Verizon Business
- Business Analyst at Verizon
- Owner at Red Horizon, LLC

[see all...](#)

Education

- Sacred Heart University
- University College Cork
- Marist College

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- E-Marketing Community for SBOs
- E-Marketing 101 Workshop

Twitter grouvia EM4SB

Public Profile <http://www.linkedin.com/in/lisapecunia>

Summary

This is your “story.” Don't be boring, be memorable.

- E-Marketing 101 Workshop

Twitter	grouvia EM4SB
Public Profile	http://www.linkedin.com/in/lisapecunia

Summary

Specializing in small business internet marketing using specific actionable e-marketing techniques.

"E-Marketing for Small Business" is a series of programs designed to help businesses boost sales with internet marketing.

E-Marketing Done4U is an internet marketing System that we will implement for you. Different levels of the program meet most budgetary needs.

I have 25 years of experience in technology, with more than half of that focusing on web-based software development. This technology experience combined with my 12 years of business ownership provides me with a very unique ability to...




1. Understand how technology can be used to market and sell products and services.
2. Explain to non-technical people how to effectively utilize internet marketing tools.
3. Recommend free and affordable online tools that I have personally used to e-market my business, and help others with their own.

Your Network Grows Exponentially

3 degrees.

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,483,600+ professionals — here's how your network breaks down:

1 	Your Connections Your trusted friends and colleagues	182
2 	Two degrees away Friends of friends; each connected to one of your connections	58,000+
3 	Three degrees away Reach these users through a friend and one of their friends	4,425,400+
Total users you can contact through an Introduction		4,483,600+

13,277 new people in your network since November 4

How Does Your Network Grow?




November 2010



May 2011

Your Network of Trusted Professionals



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13,277 new people in your network since November 4

Your Network of Trusted Professionals

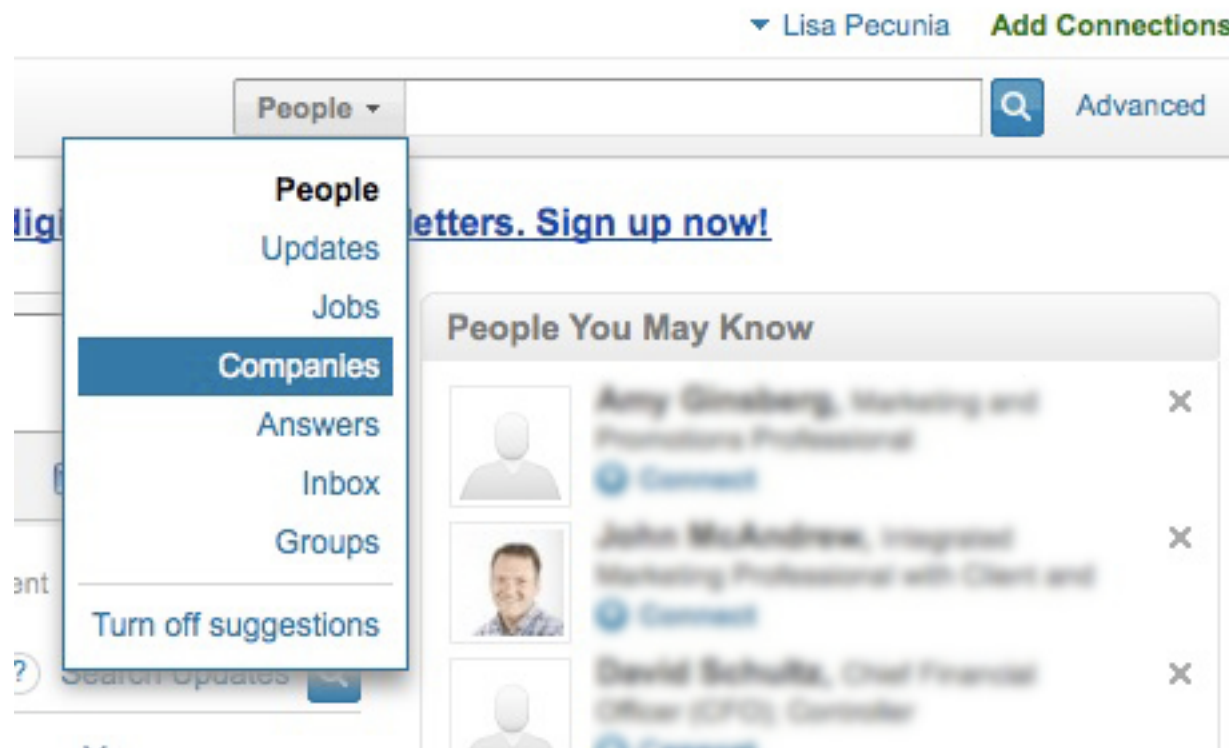
You are at the center of your network. Your connections can introduce you to 5,504,000+ professionals — here's how your network breaks down:

1 	Your Connections Your trusted friends and colleagues	275
2 	Two degrees away Friends of friends; each connected to one of your connections	77,900+
3 	Three degrees away Reach these users through a friend and one of their friends	5,425,800+
Total users you can contact through an Introduction		5,504,000+

8,139 new people in your network since May 3



The LinkedIn Search Feature is Very Powerful



Advanced People Search



LinkedIn  [Go to LinkedIn Ads »](#)

▼ Lisa Pecunia [Add Connections](#)

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox](#) [Companies](#) [More](#)

People ▼



Advanced

[Find People](#)

Advanced People Search

[Reference Search](#)

[Saved Searches](#)

Keywords:

First Name:

Last Name:

Location:

Located in or near: ▼

Country:

United States ▼

Postal Code:

[Lookup](#)

Within:

50 mi (80 km) ▼

Title:

Current or past ▼

Company:

Current or past ▼

School:

Search

Example

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:	<input type="text" value="Human Resources"/>	Title:	<input type="text" value="Director"/>
First Name:	<input type="text"/>		<input type="text" value="Current"/>
Last Name:	<input type="text"/>	Company:	<input type="text" value="GEICO"/>
Location:	<input type="text" value="Located in or near:"/>		<input type="text" value="Current or past"/>
Country:	<input type="text" value="United States"/>	School:	<input type="text"/>
Postal Code:	<input type="text" value="22401"/> Lookup		
Within:	<input type="text" value="50 mi (80 km)"/>		

Sort by: [Relevance](#) ▾ View: [Expanded](#) ▾ 3 results [+ Save](#)



Theresa L. Linder, MSW 2nd

Director, Staff Services at GEICO
Washington D.C. Metro Area | Insurance

Current: Customer Service Manager at **GEICO**, **Director**, **Human** at more...

Past: HR **Director** at **GEICO**

In Common: ▶ 1 shared connection

[Send InMail](#)
[Get introduced](#)
[Add to network](#)
[Find references](#)

Human Resource Director at GEICO
Washington D.C. Metro Area | Human Resources

Current: **Human** Resource **Director** at **GEICO**



Jacquelynne 3rd

Program Director, Healthcare IT
Washington D.C. Metro Area | Information Technology and Services

Current: Program **Director** at Planned Systems International

Past: Sr. Program Manager at Primescape Solutions, Inc., Sr. more...

Sort by: [Relevance](#) ▾ View: [Expanded](#) ▾ 3 results [+ Save](#)



Thomas J. Lindstrom 2nd
Director, Staff Services at GEICO
Washington D.C. Metro Area | Insurance

Current: Customer Service Manager at **GEICO**, **Director**, **Human** at more...
Past: HR **Director** at **GEICO**
In Common: ▶ 1 shared connection

Human Resource Director at GEICO
Washington D.C. Metro Area | Human Resources

Current: **Human** Resource **Director** at **GEICO**



Jacquelyn A. Lindstrom 3rd
Program Director, Healthcare IT
Washington D.C. Metro Area | Information Technology and Services

Current: Program **Director** at Planned Systems International
Past: Sr. Program Manager at Primescape Solutions, Inc., Sr. more...

People

« Go back to Search Results Next »



Theresa Livelsberger SPHR ^{2nd}

Director, Staff Services at GEICO

Washington D.C. Metro Area | Insurance

Current	<ul style="list-style-type: none"> • Director, Human Resources at GEICO • Customer Service Manager at GEICO
Past	<ul style="list-style-type: none"> • HR Director at GEICO
Education	<ul style="list-style-type: none"> • Mary Washington College • Molloy College
Connections	71 connections
Websites	<ul style="list-style-type: none"> • Molloy College • University of Mary Washington
Public Profile	http://www.linkedin.com/pub/theresa-livelsberger-sphr/8/3a0/268

➔ Send InMail

➔ Get introduced through a connection

➔ Add Theresa to your network

➔ Forward this profile to a connection

➔ Search for references

➔ Save Theresa's Profile



Report profile photo as...

Save on business class to Europe this summer.

London from
\$1042*
Taxes and fees apply.

[Book now](#)

UNITED

Experience

Director, Human Resources

GEICO

Privately Held; 10,001+ employees; Insurance industry
1981 – Present (30 years)

Customer Service Manager

GEICO

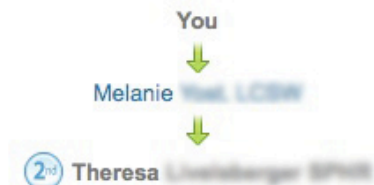
Privately Held; Insurance industry
July 1981 – Present (29 years 9 months)

HR Director

GEICO

Privately Held; 10,001+ employees; Insurance industry

How you're connected to Theresa



LinkedIn Groups

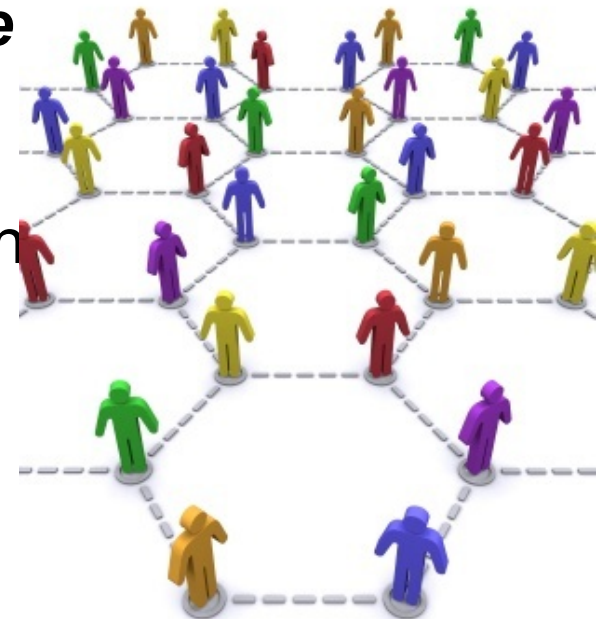
Groups can be public or private.

Groups gives you access to people who are members, but are NOT in your network.

Find groups where your ***target audience***

Can join up to 50.

Only display on your profile if it's "on-brand"



Using Groups for Networking

Introduce yourself to people in your groups.

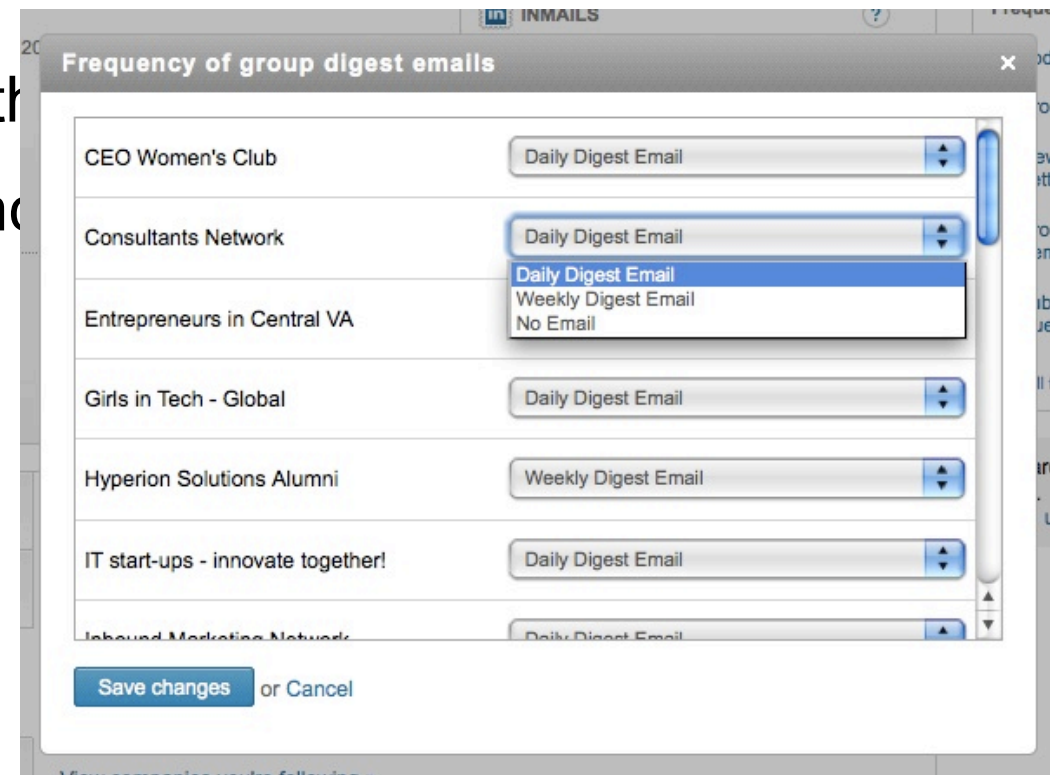
Join discussions & add relevant comments.

Don't sell.

Listen to your buyers. Help them.

Set your notification preferences.

Scan the digests regularly.



Proceed With Caution

Cautions and precautions

- Unbreakable laws?
 - Listen
 - Focus content and connections
 - Compound interest “Earned”
 - Influence – follow it, earn it
 - Acknowledge – Publish and participate
 - Reciprocate
- Mistakes
- Netiquette

Real world examples

facebook

[Home](#)
[Profile](#)
[Find Friends](#)
[Account ▾](#)



Rappahannock United Way

Non-Profit Organization · Fredericksburg, Virginia


[Like](#)

Wall

- Info
- Friend Activity
- Photos (1)
- Video
- Events
- Wall Paper

Rappahannock United Way

Non-Profit Organization · Fredericksburg, Virginia







Wall [Top Posts ▾](#)




Rappahannock United Way

In case you've been wondering about United Way's impact on disaster relief efforts in Japan, read the update from United Way Worldwide:
<http://worldwide.unitedway.org/news/entry/update-on-disaster-relief-efforts-in-japan>



Update on Disaster Relief Efforts in Japan | United Way Worldwide
worldwide.unitedway.org

2 hours ago · Share




Rappahannock United Way

May is Women's Health Month. Rappahannock United Way believes that Health, along with Education and Income, is a building block for a good life. Thank you to our community partners who make an impact on the Health of women, men, and children in our community each day!

Friday at 4:07pm

2 people like this.

Likes [See All](#)



**Wegmans
Fredericksburg**




Carl's



Saxon Shoes

Sponsored [Create an Ad](#)

Bucket List
groupon.com



100 Things to do in Richmond.

Richmond Bucket List
partners.livingsocial.com



365 Things to do in Richmond!

How to Stay Asleep
healthheadlines.com



If you have trouble falling asleep or staying asleep, try this one weird solution to put your sleep problems to rest forever.

Someone Searched for You?
search.mylife.com



Enter your name to find out if someone is looking for you.

Chat (1)

Done
Internet 100%



twitter Search Have an account? [Sign in](#)



RappahannockUnitedWa

@liveunitedruw Fredericksburg, VA
Rappahannock United Way is a local nonprofit with the mission to improve lives by mobilizing the caring power of our community. LIVE UNITED.
<http://www.rappahannockunitedway.org/index.html>

[Follow](#) Text follow liveunitedruw to 40404 in the United States

[Timeline](#) [Favorites](#) [Following](#) [Followers](#) [Lists](#)

 **liveunitedruw** RappahannockUnitedWa
 In case you've been wondering about United Way's impact on disaster relief efforts in Japan, read the update from...
<http://fb.me/l2UhUojX>
 2 hours ago

 **liveunitedruw** RappahannockUnitedWa
 May is Women's Health Month. Rappahannock United Way believes that Health, along with Education and Income, is a...
<http://fb.me/stmj257>
 6 May

 **liveunitedruw** RappahannockUnitedWa
 Happy Teacher Appreciation Week to all teachers especially to

RappahannockUnitedWa is on Twitter

Don't miss any updates from RappahannockUnitedWa. Get your account on Twitter today to stay up-to-date on what interests you!

[Sign up »](#)

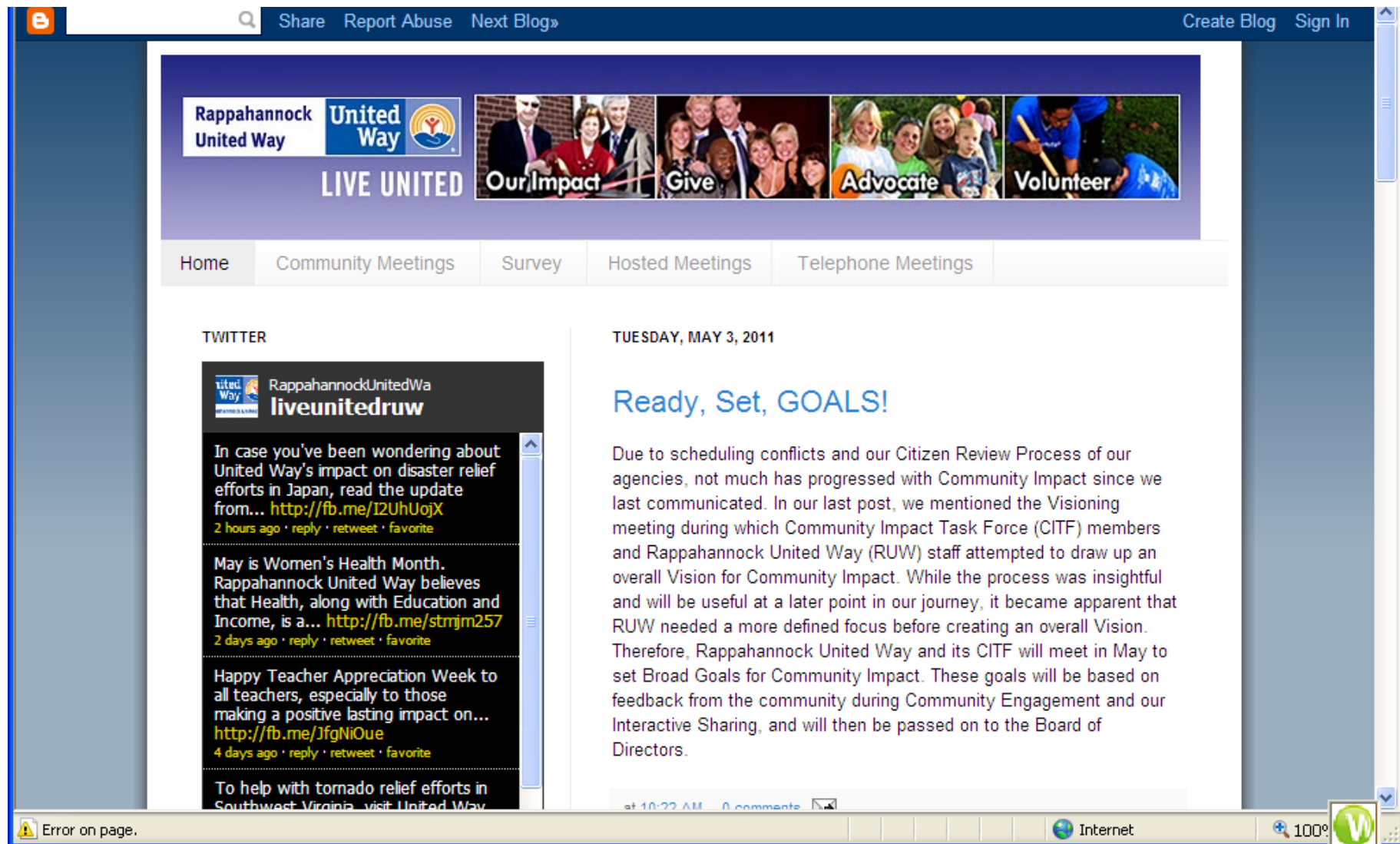
 **About @liveunitedruw**

41 Tweets **12** Following **1** Followers **0** Listed

Following 12

[About](#)
[Help](#)
[Blog](#)

Done Internet 100%



The screenshot shows the Rappahannock United Way website. At the top, there is a navigation bar with links for "Share", "Report Abuse", and "Next Blog". On the right, there are links for "Create Blog" and "Sign In". Below the navigation bar is a banner with the text "Rappahannock United Way" and "United Way LIVE UNITED". The banner also features four images with captions: "Our Impact", "Give", "Advocate", and "Volunteer". Below the banner is a menu with links for "Home", "Community Meetings", "Survey", "Hosted Meetings", and "Telephone Meetings".

The main content area is divided into two columns. The left column is titled "TWITTER" and displays a feed of tweets from the Rappahannock United Way (@liveunitedruw). The tweets include:

- In case you've been wondering about United Way's impact on disaster relief efforts in Japan, read the update from... <http://fb.me/12UhUojX> 2 hours ago · reply · retweet · favorite
- May is Women's Health Month. Rappahannock United Way believes that Health, along with Education and Income, is a... <http://fb.me/stmjrm257> 2 days ago · reply · retweet · favorite
- Happy Teacher Appreciation Week to all teachers, especially to those making a positive lasting impact on... <http://fb.me/3fgNiOue> 4 days ago · reply · retweet · favorite
- To help with tornado relief efforts in Southwest Virginia, visit United Way

The right column is titled "TUESDAY, MAY 3, 2011" and features a blog post titled "Ready, Set, GOALS!". The post text reads:

Due to scheduling conflicts and our Citizen Review Process of our agencies, not much has progressed with Community Impact since we last communicated. In our last post, we mentioned the Visioning meeting during which Community Impact Task Force (CITF) members and Rappahannock United Way (RUW) staff attempted to draw up an overall Vision for Community Impact. While the process was insightful and will be useful at a later point in our journey, it became apparent that RUW needed a more defined focus before creating an overall Vision. Therefore, Rappahannock United Way and its CITF will meet in May to set Broad Goals for Community Impact. These goals will be based on feedback from the community during Community Engagement and our Interactive Sharing, and will then be passed on to the Board of Directors.

At the bottom of the page, there is a status bar with a warning icon and the text "Error on page." on the left, and a search bar, a "100%" zoom level, and a "W" icon on the right.



The screenshot shows a Facebook page for "M3 Medical Consulting/APEX Clinical Trials Site Management". The page is set to "Public" and is located in Fredericksburg, Virginia. The cover photo features a small green plant growing out of a pile of dark soil on a white surface. The profile picture is a collage of logos, including "M3 MEDICAL" and "APEX CLINICAL TRIALS".

Wall M3 Medical Consulting/APE... · Top Posts ▾

M3 Medical Consulting/APEX Clinical Trials Site Management

M3 Medical Consulting - APEX Clinical Trials Site Management - SMO
www.m3medicalconsulting.com
 APEX CLINICAL TRIALS SITE MANAGEMENT, a Site Management Organization (SMO), helps physician investigators effectively navigate the clinical trial start-up and approval process, and provides ongoing direct management services including recruitment, staffing, training and study coordination.

April 5 at 9:01pm · Share

M3 Medical Consulting/APEX Clinical Trials Site Management

APEX Clinical Trials Site Management has submitted another proposal to increase its physician research network in Fredericksburg, VA.

April 5 at 9:00am · Share

Find More Friends

Sands, More Friends Are Waiting

These 4 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Your Email
 Email Password
Find Friends
 Facebook won't store your password.

Sponsored Create an Ad

Richmond Bucket List
partners.livingsocial.com
 365 Things to do in Richmond!

Who Searched 4 U @ MyLife
search.mylife.com
 MyLife can tell you if

Chat (1)

Done Internet 100%







[Home](#)
[Profile](#)
[Find Friends](#)
[Account ▾](#)



American Indoor Karting 

Local Business · Richmond, Virginia



Wall American Indoor Karting · Top Posts ▾



American Indoor Karting
Happy Cinco de Mayo! Who is celebrating today?
May 5 at 10:02am
[View the comment](#)



American Indoor Karting
Have you signed up for our texting club yet? If not be sure to today as we will be sending out an incredibly coupon before the end of the day to our text club members. Text "karting" to 50240 and receive a FREE RACE simply for joining!
May 5 at 9:18am



American Indoor Karting
American Indoor Karting is hiring promotional models for our Richmond and Fredericksburg facilities. Please contact Melissa at msmith@aikva.com if you are interested!
May 3 at 3:01pm



American Indoor Karting
MAY IS MEMBER APPRECIATION MONTH! Every person you bring in and have them sign up for a membership gets your a FREE RACE! Members could race the whole month of May for FREE!!

Find More Friends

Sands, More Friends Are Waiting



These 4 friends found their friends using the friend finder. Have you found all of your friends? Give it a try.

Find Friends

Facebook won't store your password.

Sponsored Create an Ad

3 Foods Kill Belly Fat
5tipstolosestomachfat.com



These 3 types of foods kill hunger, burn calories and ignite fat loss for men. Click here to see them now ...

Richmond Bucket List
partners.livingsocial.com



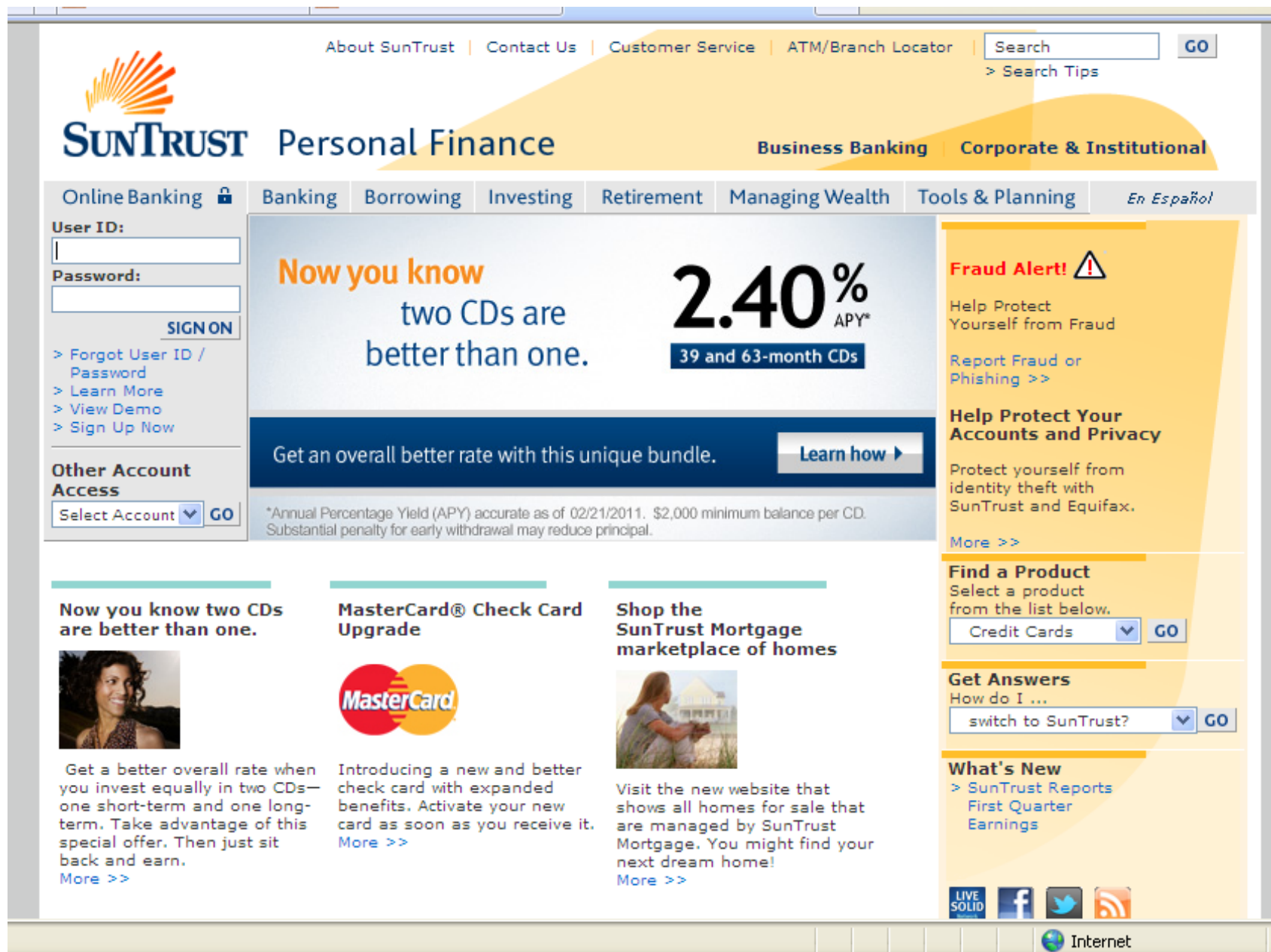
365 Things to do in Richmond

Chat (1)

About
At American Indoor Karting our state-of-the-art European racing

Done

Internet 100% 



The screenshot shows the SunTrust Personal Finance website. At the top, there is a navigation bar with links: About SunTrust, Contact Us, Customer Service, ATM/Branch Locator, a search bar with a 'GO' button, and a link to Search Tips. Below this is the SunTrust logo and the text 'Personal Finance'. To the right of the logo are links for Business Banking and Corporate & Institutional. A secondary navigation bar includes Online Banking (with a lock icon), Banking, Borrowing, Investing, Retirement, Managing Wealth, Tools & Planning, and En Español. On the left side, there is a login section with fields for User ID and Password, a SIGN ON button, and links for Forgot User ID / Password, Learn More, View Demo, and Sign Up Now. Below the login section is an 'Other Account Access' section with a 'Select Account' dropdown and a GO button. The main content area features a large banner for CDs with the text 'Now you know two CDs are better than one.' and a rate of 2.40% APY for 39 and 63-month CDs. A 'Learn how' button is present. Below the banner is a disclaimer: '*Annual Percentage Yield (APY) accurate as of 02/21/2011. \$2,000 minimum balance per CD. Substantial penalty for early withdrawal may reduce principal.' To the right of the banner is a 'Fraud Alert!' section with a warning icon, text 'Help Protect Yourself from Fraud', a link to 'Report Fraud or Phishing >>', and a section titled 'Help Protect Your Accounts and Privacy' with text 'Protect yourself from identity theft with SunTrust and Equifax.' and a 'More >>' link. Below the fraud alert is a 'Find a Product' section with text 'Select a product from the list below.', a dropdown menu showing 'Credit Cards', and a GO button. Below that is a 'Get Answers' section with text 'How do I ...', a dropdown menu showing 'switch to SunTrust?', and a GO button. At the bottom of the main content area are three promotional tiles: 'Now you know two CDs are better than one.' with a photo of a woman, 'MasterCard® Check Card Upgrade' with the MasterCard logo, and 'Shop the SunTrust Mortgage marketplace of homes' with a photo of a woman looking at a house. Each tile has a brief description and a 'More >>' link. The footer of the website includes a 'LIVE SOLID' logo, social media icons for Facebook, Twitter, and RSS, and a globe icon with the text 'Internet'.



The screenshot shows the Career Training Solutions website. The header features the CTS logo and the text "CAREER TRAINING SOLUTIONS Specialists in Adult Education". Navigation links include Home, About, and Contact, along with a phone number (540.373.2200) and a Facebook icon. A blue navigation bar contains links for Home Page (Return Home), Medical Office Programs, Nursing Programs, Fast Track Programs, SPA Programs, IT Programs, and Contact Us (Get in Touch). The main content area has a heading: "Your opportunity for a new future with Career Training Solutions in Nursing, Health and Beauty, Electronics, and the Allied Health Industries". Below this is a paragraph about the organization's commitment to providing quality education and training. A "ShareThis" button is visible. A photograph of four healthcare professionals (three women and one man) in scrubs and lab coats is shown. A "Learn More" link is at the bottom of the main content area. The browser's status bar at the bottom shows "Done", "Internet", and "100%" zoom.

CAREER TRAINING SOLUTIONS
Specialists in Adult Education

Home • About • Contact 540.373.2200 

HOME PAGE
RETURN HOME

MEDICAL OFFICE
PROGRAMS

NURSING
PROGRAMS

FAST TRACK
PROGRAMS

SPA
PROGRAMS

IT
PROGRAMS

CONTACT US
GET IN TOUCH

Your opportunity for a new future with Career Training Solutions in Nursing, Health and Beauty, Electronics, and the Allied Health Industries

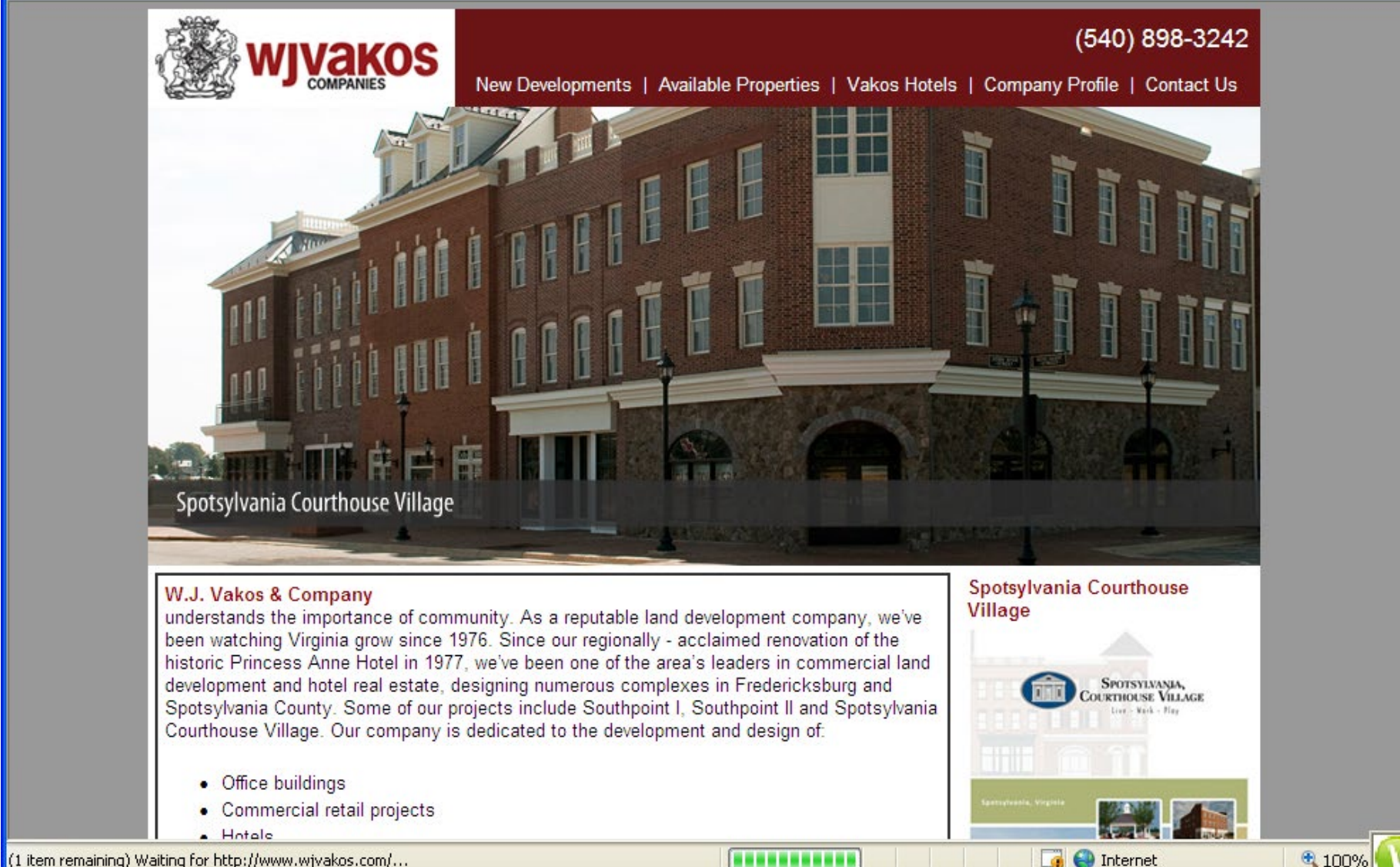
Career Training Solutions understands that advancements in education and training are made each day. It is our goal to prepare our students for the continuing evolution of the nursing, health and beauty, electronics, and the allied health care professions by providing quality education and training that is focused on hands-on experiences using the most current technology available.


The management of Career Training Solutions has implemented stronger curricula to the programs already offered.

 [ShareThis](#)

Learn More

Done Internet 100%



 **wjvakos**
COMPANIES

(540) 898-3242


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Spotsylvania Courthouse Village

W.J. Vakos & Company
understands the importance of community. As a reputable land development company, we've been watching Virginia grow since 1976. Since our regionally - acclaimed renovation of the historic Princess Anne Hotel in 1977, we've been one of the area's leaders in commercial land development and hotel real estate, designing numerous complexes in Fredericksburg and Spotsylvania County. Some of our projects include Southpoint I, Southpoint II and Spotsylvania Courthouse Village. Our company is dedicated to the development and design of:

- Office buildings
- Commercial retail projects
- Hotels

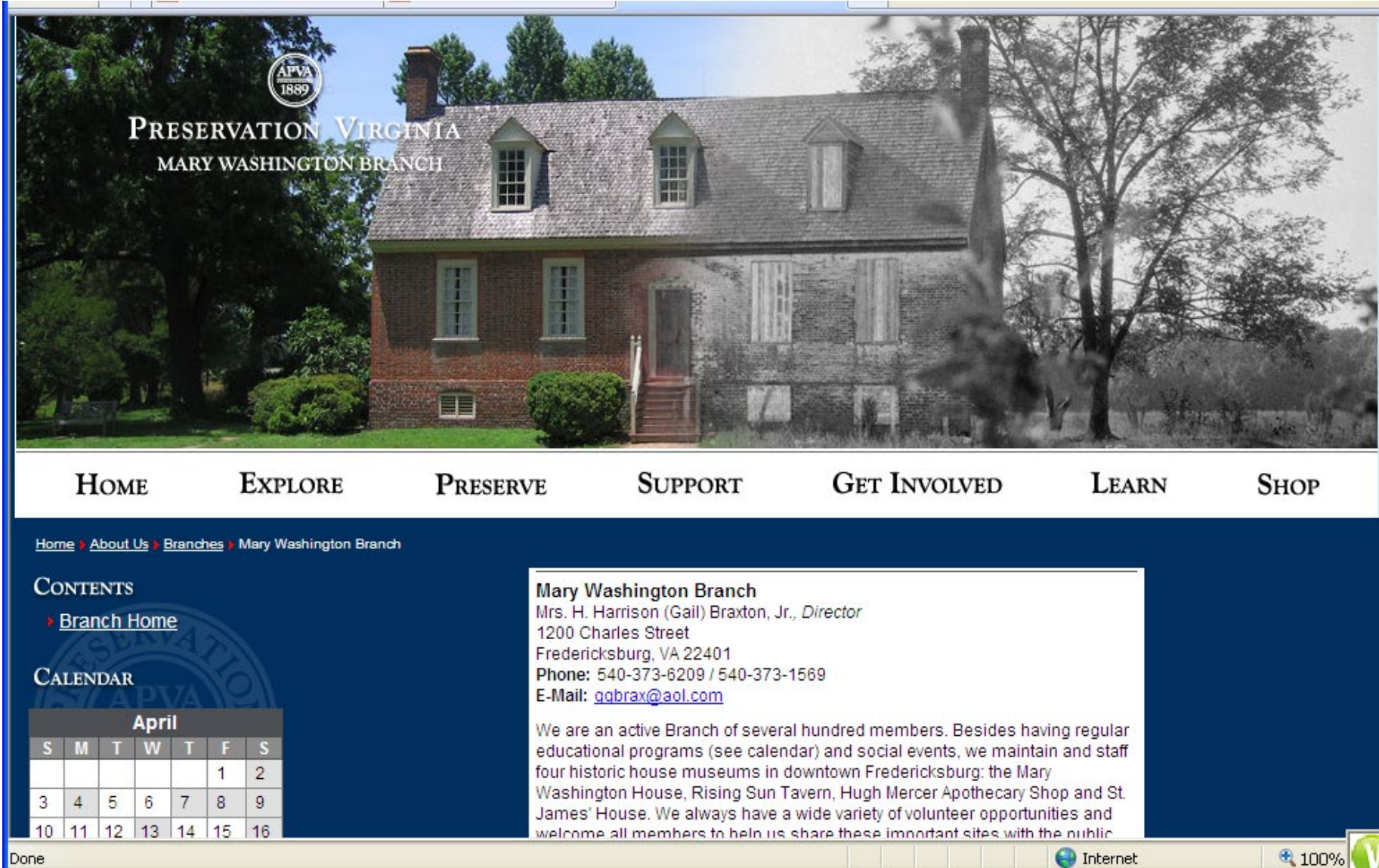
Spotsylvania Courthouse Village


 **SPOTSYLVANIA, COURTHOUSE VILLAGE**
Live - Work - Play

Spotsylvania, Virginia

(1 item remaining) Waiting for http://www.wjvakos.com/...

Internet 100%



 PRESERVATION VIRGINIA
MARY WASHINGTON BRANCH

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[Home](#) > [About Us](#) > [Branches](#) > [Mary Washington Branch](#)



CONTENTS
 > [Branch Home](#)

CALENDAR

April						
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10	11	12	13	14	15	16

Mary Washington Branch
 Mrs. H. Harrison (Gail) Braxton, Jr., *Director*
 1200 Charles Street
 Fredericksburg, VA 22401
 Phone: 540-373-6209 / 540-373-1569
 E-Mail: gqbrax@aol.com

We are an active Branch of several hundred members. Besides having regular educational programs (see calendar) and social events, we maintain and staff four historic house museums in downtown Fredericksburg: the Mary Washington House, Rising Sun Tavern, Hugh Mercer Apothecary Shop and St. James' House. We always have a wide variety of volunteer opportunities and welcome all members to help us share these important sites with the public.

Done  Internet  100% 