

TO: Executive Committee

DATE: 11/3/08

FROM: WIB Staff

For Action

For Information

For Discussion

SUBJECT: Connectory Article

PROPOSED MOTION(S): Information Only

DISCUSSION: On September 18, 2008 the Workforce Investment Board held an Economic Development Ad Hoc Committee meeting. On the agenda was a discussion on the "Connectory." The Connectory.com® website contains detailed profiles of California Industrial and Technology companies across all industries at every level of the supply chain. The goal is to link California businesses to each other and to provide information about the industrial/technology base of the nation's largest economy.

On October 1, 2008, from 10:00 a.m. to 12:00 p.m., the Department of Workforce Investment, 1880 W. Wardrobe Avenue, Merced, CA, hosted a training to learn how to use the Connectory.com® website.

Mr. Bruce Logue (Chairman of the Greater Merced Chamber of Commerce) was an attendee at both events. Mr. Logue took the initiative to write and post an article about the Connectory on the Chamber's electronic newsletter, The Business Express.

**ATTACHMENT(S):
Connectory Article**



The Business eXpress

*The Chamber...Promoting a strong local economy***THIS MONTH:**

- [The Connector Dot Com](#)
- [Marketing 101](#)
- [Snapshot of Success](#)
- [City of Merced](#)
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The Business eXpress**The Connector Dot Com**

By Bruce Logue



It doesn't take a rocket scientist to see that the national economy is stressed and business is difficult. In such a time as this the Connector was born. The Connector was born in San Diego's East County as a response to a downturn in the defense/aerospace industry and a deep recession in the early 90's.

Other California counties have seen the value of the Connector, and it has now expanded to become an excellent business-to-business information tool for California. The Connector focuses on primary industry and technology companies and their suppliers of goods and services. There are currently 15,497 companies profiled on Connector.com! At the time this article was written there were only 29 Merced County companies listed.

The Connector now has a track record of success. Their website contains a number of testimonials about the effectiveness of this online network of businesses, including these which may be found at <http://www.connector.com/resources_stories.asp>.

- The U.S. Department of Commerce, the State of California, and the County and City of San Diego have commended Connector.com in its efforts to capture the depth and breadth of California's industrial and technology base and its ongoing determination that companies located in underserved communities should be encouraged to participate in Connector.com.
- The San Diego World Trade Center and the U.S. Department of Commerce both use the Connector.com to save staff hours when identifying California companies to participate in Asia and other global trade opportunities. Hugh Constant, Vice President, SDWTC says that "In-depth Connector profiles allow us to make quick decisions about contacting companies about trade missions, special trade support programs, and international business opportunities."
- Dennis Twiss, the owner of Graffiti Patrol sent an e-mail to Connector.com one week after posting his profile stating that he had already received three inquiries and made one sale and that these were leads he would not have received in any other way. Since that time, he has won several jobs via his Connector.com profile including some with local governments and non-profit agencies.

The Connector is not for everyone. Retail stores, lodging & restaurants, entertainment services, real estate, health services, and other such services are not eligible. A partial list of eligible services include the following:

- Professional, scientific, technical, and management services
- Information services such as Internet Service Providers, web design, software development, etc.
- Publishers of content in print, Internet, or multi-media
- Environmental services and consulting
- Transportation and warehousing of freight/goods.

The Workforce Investment Board recently held a 2-hour training on the use of the Connector. The Greater Merced Chamber of Commerce is planning to hold an information session to make applicable Chamber members aware of this great FREE service being offered by the Connector.

Here is a golden opportunity to make others aware of your business on a global scale. Who knows what business may flow your way if you connect up with the Connector?

If you would like to be contacted by the Chamber for the training, please call Jennifer at 384-7092.

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