

**For Immediate Release**

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### **Small Businesses Drive the Economy, Web-based Tools Power Growth**

*Financial, Business Experts Share Top 2 Growth "Solutions for Small Business" in Public Webcast*

**Alexandria, VA** - June 2, 2010 – In a June 9 complimentary webcast at 2 p.m. ET, small business owners will learn how leading small business experts and entrepreneurs are harnessing cable's Web-based technologies to ensure growth and productivity at the local level, which in turn powers the economy at the global level.

Bloomberg Television anchor Monica Bertran will moderate this interactive discussion, which includes small business experts, Jim Blasingame, author, *Small Business is Like a Bunch of Bananas* and Steve Hilton, lead analyst, Analysys Mason's *Enterprise* research program. Participants can present questions to Bertran and her guests during this live discussion.

"The challenging economic environment has forced many of today's small business owners to cut back in all aspects of their businesses," said Monica Bertran. "In order to remain viable and competitive, businesses need to maximize their efficiency and enhance productivity -- and one important way to do that is through web-based tools."

Fourteen of the nation's top cable companies and partners Bloomberg Television® and Cisco support this effort as part of *Solutions for Small Business (SFSB)*. Interested parties may register at [www.solutionsforsmallbusiness.com](http://www.solutionsforsmallbusiness.com).

A second 2010 webcast, "Protect Customer Data with Effective Cybersecurity Measures," is scheduled for October 6. Speakers for that webcast will be announced later this summer.

The *SFSB* webcasts are enabled by Cisco's WebEx and TelePresence® collaboration solutions. Furthermore, the cable initiative includes a library of resources available on the Web site, from case studies to the *SFSB Report Series* and podcasts, all of which delve more deeply into the webcast topics. Also offered are archived copies of past *SFSB* webcasts, originally presented in late 2009.

More specifically, complementing the June webcast is a *SFSB Report*, entitled "Web-based Productivity Tools for Small Business"; a podcast featuring Blasingame and Hilton discussing the importance of using web tools; and a case study on how a small promotional company uses web tools to manage its business.

**Blasingame** is also the host of *The Small Business Advocate*® syndicated radio show and author of *Three Minutes to Success*.

#### **About Solutions for Small Business**

*Solutions for Small Business* is an initiative of CTAM, the Cable & Telecommunications Association for Marketing, which is dedicated to helping the cable business grow. Cable companies supporting the initiative include: Armstrong; Atlantic Broadband Business; Bend Broadband Business; Bresnan Business Services; Bright House Networks Business Solutions; Cable One Business; Charter Business; Comcast Business Class; Cox Business; Insight Business; Mediacom Business; Optimum Business; Suddenlink Business and Time Warner Cable Business Class. Small business owners can learn about the initiative at [www.solutionsforsmallbusiness.com](http://www.solutionsforsmallbusiness.com). Become a *Solutions for Small Business fan* on Facebook (Solutions for Small Business) and a follower on Twitter (SolutionsforSBs).

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