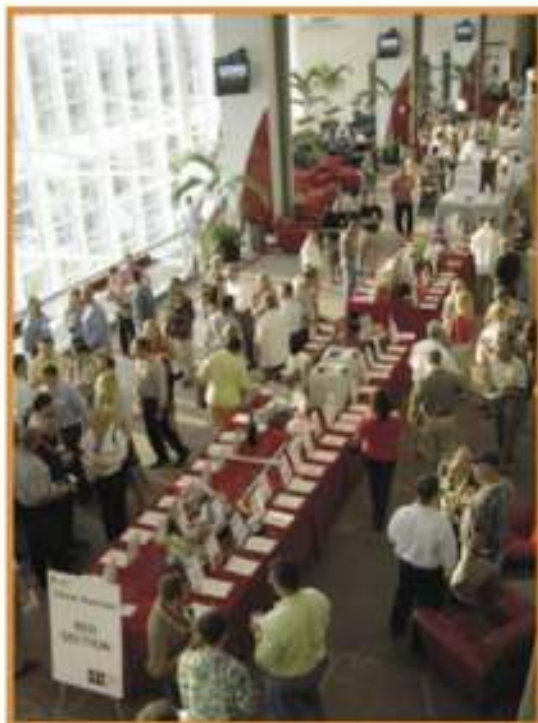


# 2007 Tech Jam the Biggest Ever!



On August 16, over 1,000 people from Tampa Bay's technology community converged on Raymond James Stadium for TBTF's 6th Annual Summer Tech Jam. While net numbers are not quite final, we can share with you that the silent auction alone pulled in over \$34,000 and gross receipts (of which that figure is a part) totaled \$115,000. Over \$17,000 in in-kind services and countless hours donated by TBTF members and volunteers made this event such a great success. Once all the bills are paid we'll share the final proceeds, all of which will benefit the TBTF Foundation's programs, including the Computer-ter-rific Program, which equips computer labs in area Boys and Girls Clubs. Stay tuned and THANK YOU for making Tech Jam 2007 a great success!



## NEWS BITES

### Advanced C4 Solutions Acquires Building for New Headquarters

Advanced C4 Solutions, Inc. recently completed a transaction to acquire a 22,000 square foot office building to house its headquarters staff and to support its world-wide operations. The building is located at 4017 West Martin Luther King Jr. Boulevard in Central Tampa. It is located in the Drew Park Community Redevelopment Area (CRA). The building has several large training rooms, conference rooms in addition to world class amenities for the staff including more than 80 parking spaces. The firm plans to move into the building in October of this year. SunTrust Bank financed the transaction and the law firm of Shurtis and Bowen provided legal representation. Advanced C4 Solutions, Inc. is a local telecommunications and Information Technology firm which provides a wide variety of technical services to the Defense Department, other Federal agencies and the commercial telecommunications sector. Its employees provide services around the world including Afghanistan, Qatar, the Philippines and many locations across the U.S. It has recently added employees in Texas and North Carolina. AC4S is a rapidly growing firm with customers in New York, San Diego, CA, Washington, D.C., Atlanta, GA, Charleston, S.C., Johnstown, PA, Bethesda, MD and Tampa, FL.

## Optimization Technology Delivers Leads from all Major Search Engines and Tracks All Conversions, Including Phone Calls

TruePresence, a national Internet marketing firm with a local office in St. Petersburg, FL today announced the availability of a new search marketing offering that sets a higher standard for performance and results. The new service combines TruePresence's search term expertise in over one thousand industries with an optimization technology to deliver the highest volume of leads and new customers at the lowest possible cost. Making the service even more ground-breaking is its ability to track virtually every lead it generates—even offline leads like phone calls.

**"Our new search marketing offering, along with our expertise in web presence and email marketing, allows us to deliver on our promise of helping clients use the Internet to find, get and keep customers,"** said Pam Gaylor the Managing Partner TruePresence. **"What our new search offering does best is eliminate waste through optimization, which essentially helps drive traffic to searched sites across the majority of search engines".**

The TruePresence search marketing approach is part art, part science, built from proprietary software and industry insight based on years on experience. It includes the following elements:

- Ad placements on all of the most popular search engines including Google, Yahoo, MSN, AOL and Ask.com, accounting for 98 percent of all online searches.
- Development of copy that encourages clicks from the right people.
- Keyword list development to ensure targeting as many qualified people as possible with an interest in specific products and services.
- Geo-targeting to reduce waste by having ads appear for searchers only in specified regions.
- Tracking for all types of customer conversions including site visits, form submissions, emails, ecommerce transactions—even phone calls.
- Continuous optimization by tracking and optimizing every aspect of campaigns based on actual performance.
- Reporting to show exactly how campaigns are performing based on visitors that convert to leads and/or actual customers.

TruePresence was founded in 2005 to meet the growing demand for effective and measurable Internet marketing programs to maximize return on investment. With a mission to help clients find, get and keep customers online, key services include web design and development, search engine marketing, email marketing, online advertising, hosting and support.