



Online and In-Home New Encinitas Business Network Directory-The HUB

Please complete the questionnaire below to be listed at no-charge on the Online Directory for NEW ENCINITAS BUSINESS NETWORK (goes online March 1, 2010) and into the Glossy Business Directory Magazine being directly delivered to 5,000 New Encinitas Homes on Friday March 5th, 2010. Form must be completed to be published online and in-home.

Directions: Circle Y for 'Yes', or N for 'No'.

1) Name of Business _____

Address _____

Phone _____ Cell _____

E-Mail Address _____

Owner's Name _____

Manager's Name _____

2) Do you have a business website? Y N If so, address _____

3) Do you have a blog? Y N Blog Address if Yes _____

4) Does your business produce or publish a newsletter Online? Y N

5) Do you use a 'Social Network' to market your own business? Facebook? Y N

6) Marketing? Do you use direct-mail, temporary signage, sign-twirler, coupon magazines, newspaper ads, newspaper inserts, Constant Contact?

7) What Category for your no-charge directory listing? _____

8) PC or Mac? What company do you use for repairs and upgrades? _____

9) Do you receive the New Encinitas Business Network Weekly E-Blast? Y N

10) Have you ever made a business video and uploaded it to YouTube or your own website? Y N

The DEADLINE for being included in both the Online and In-home Directory of New Encinitas Businesses and Services (includes Home-based businesses too) is February 15th, 2010. For pick-up of your completed form, please call 760 274-6296, or Fax your form to: 760 652-4856. Any questions? Please call Mike Andreen at 760 274-6296.



WHO is the New Encinitas Business **NETWORK** and **HOW** can they help **YOU**?

WHO? The NEW ENCINITAS Business NETWORK is 75 business-owners and service providers who have banded together to improve the NEW ENCINITAS business community along El Camino Real, “the Golden Corridor” of Encinitas.

WHAT? The NETWORK is just that; a group of interconnected businesses committed to New Encinitas whom have combined their efforts and commitment to serve New Encinitas with a Website; THE HUB; a blog, The WAVELENGTH, a weekly business and community update; the E-BLAST, a Monthly MIXER held at a different Member’s business each month; and the publication of a NETWORK Business and Service Directory, both online and in-home with a magazine delivered to 5,000 New Encinitas residences.

WHEN? The NETWORK was created in the Spring of 2009; and is comprised of many businesses that have succeeded in NEW ENCINITAS for decades. The NETWORK is also perfect for new businesses and services just starting out in New Encinitas and is designed to get new businesses “connected.” It is a private broadcasting network by, for and to: New Encinitas.

WHERE? The NETWORK’s focus is West to East; from Quail Gardens Drive to Rancho Santa Fe Road; and along El Camino Real between the San Elijo Lagoon to the South, and The Forum to the North.

WHY? The NETWORK is a ‘for-profit’ corporation that specializes in a 21st Century marketing business model and services within New Encinitas proper to help create new sales, customers and NET profits.

AND HOW? The NETWORK is completely funded by private business membership and unlike every other business-support group in Encinitas, the NETWORK has no financial ties to the City or County.

The New Encinitas Business NETWORK announces the creation of an **Official 2010 Business and Service Directory for New Encinitas** that will be published both online on the NETWORK HUB and in a glossy and attractive hard-copy magazine format.

THE LISTING. There is no-charge for businesses, services and home-based New Encinitas businesses to participate and be listed in the Directory; all that is required is the completion of the questionnaire on the opposite side of this document. For Membership Benefits, over and above the listing, please call Mike Andreen at 760 274-6296, or go to **Newencinitasnetwork.org**.

Only the business name, physical location of the business or service, the phone number and e-mail address will be published in the Directory. Additional information submitted on the completed form will be held as confidential and used for market analysis only.

GET CONNECTED! Residents looking for a sale, coupons, the phone number for a public or private school, a soccer league, girl’s softball, emergency phone numbers, or an explanation of the latest public policies being contemplated by the local government? It will all be current and found on **The Hub**.

The 2010 Plan. Imagine 5000 New Encinitas residences interconnected with 1500 businesses, services and home-based businesses and you can see the future; a local-area interactive social network that is people-driven with give-and-take between customers, potential customers, business-owners, management, employers, employees, coaches, cub scouts, cookie moms, recreation leagues, non-profits, artists and home-owner associations.

THE HUB: the new online business directory will soon become the go-to website for all consumer questions about living, working and playing in New Encinitas.