

**BARD CENTER FOR ENTREPRENEURSHIP**  
**BUSINESS SEMINAR SERIES**  
***STRATEGIC WEB DEVELOPMENT***

**Strategic Web Development.** A website is a critical factor for any business. Now that almost all consumers and potential clients are connected to the Internet, a website that effectively represents your company is essential. One factor in the success of many businesses is connecting to as many people as possible, especially your company's customers. The most efficient way of doing this is through the Internet; however, having a company website is not enough.

This seminar is an introduction to Dr. Gregg's new hybrid spring Entrepreneurship class at the Bard Center: "**Strategic Web Development.**" You will learn about how to design and create a web presence that will support the purpose of your organization and help fuel the growth of your venture. Discover the importance of website visibility to new business operations. Learn the importance of search engines, social networks, blogs and other online tools to support and promote your business.

**When:** Wednesday, November 11<sup>th</sup>, 2009 from 5:30-6:30 PM

**Where:** Bard Center for Entrepreneurship

**Fee:** No charge

**Who Should Attend:** People looking to start a business or established businesses that wish to enhance and optimize their online visibility.

**RSVP:** To Beth Polizzotto at [bard.center@ucdenver.edu](mailto:bard.center@ucdenver.edu) or (303) 620-4050 by November 9<sup>th</sup>.



Dr. Dawn Gregg is an Associate Professor in the Business School at the University of Colorado Denver. The focus of her research and teaching is on how to organize and maintain Web-based content so that it can be used to better meet business and special education needs. In 2008, Dr. Gregg won the Bard Center Business Plan competition for her special education software firm, Developing Minds Software, which she started with a group of her students.

Dr. Gregg's research articles have appeared in MIS Quarterly, the International Journal of Electronic Commerce, IEEE Transactions on Systems Man, and Cybernetics, Communications of the ACM, Decision Support Systems and other information systems journals. She received the "Dean's Scholar Award" recognizing the best researcher of the year in the Business School in 2008 and the "Outstanding Tenure-Track Teacher of the Year Award" from the Business School in 2005.

Dr. Gregg received her Ph.D. in Computer Information Systems and her M.S. in Information Management from Arizona State University, her M.B.A. from Arizona State University West, and her B.S. in Mechanical Engineering from the University of California at Irvine. Prior to her doctoral studies, she was employed for nine years as a research and development engineer.