

# Meeting Minutes



Meeting: Members and Prospective Members Event

Date: October 2, 2008

Location: Lockheed Martin Missiles & Fire Control, R&D Building

Attendees: 20 FPC members; 5 prospective members including the seminar speaker

## Minutes

1. FPC President Alex Fong opened the meeting at 4:00pm with a welcome to all attendees and a brief presentation on the goals of the FPC and the benefits of membership. FPC membership applications, and CREOL Industrial Affiliates applications were provided for those interested.
2. Seminar by Tom Jelneck, On Target Web Solutions, Inc. ([www.ontargetsolutions.com](http://www.ontargetsolutions.com)), entitled "Internet Marketing 101" – how to improve your web-based marketing. Some of the points in the presentation:
  - a) Tom's marketing philosophy for the web
    - Use "push", not "pull" marketing
    - Pull people to your company and convert them to customers
    - Shower people with content
    - Assert and share your expertise (don't be bashful – brag on what your company can do for its customers)
    - Be short, sweet, and to the point
  - b) SEO – Search Engine Optimization: getting the search engines to rank your site high, preferably in the first page or two of a search listing
    - Need frequent – at least weekly – updates to website with new content
    - Google, MSN, and Yahoo are the only SEs that really matter
  - c) Know how people typically search
    - Speak their language – know your market and the terms your target audience uses
    - Local/Geo targeting: Make sure it's clear on your site where you are, what geo-regions you serve, and what you do. Any images on the site should also convey this information
  - d) How and why sites are ranked by SEs
    - Site structure
    - Site elements. A 1-page "flash" website with no content won't make it.
    - Copy & content. Key words that are likely search terms are very important
    - Meta/title tags are important, but not sufficient
    - Longevity. SEs discount new sites. Typically a site must be up for 10-90 days before a good ranking, or maybe any ranking, will occur.
    - A Blog will help with SEs. This is also useful to your readers and site visitors
    - Link trading – useful only if the links are relevant to your business

*The FPC is a 501c(6) nonprofit corporation whose mission is to support the growth and profitability of the Florida photonics industry through the strength of a unified voice, and to make Florida the place to go for photonics solutions.*

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- e) Good sites, bad sites
    - Must have phone numbers, and on all pages
    - Need to have “call(s) to action” throughout the site
    - Make it clear on all pages what you want a visitor to your site to do: buy, contact, ask for more info, etc., etc.
  - f) Content is King for SEs to rank your site high.
    - Keep feeding new stuff to your target audience, which also “feeds” the SEs
    - Content should be relevant, fresh, unique
    - Blogging, Press releases, and corporate news help
    - Videos, recordings, YouTube items are all picked up by SEs. And they are interesting to site visitors
    - To keep your website fresh and with new content all the time: have specials; put up all possible news (publications, presentations, R&D results, press releases, applications of customers, etc.)
3. Alex Fong and FPC Executive Director Jim Pearson closed the formal part of the meeting by urging non-member companies to join the FPC and member companies to promote FPC membership to their customers and suppliers.
4. The meeting concluded with a reception and networking hour, hosted by the Metro Orlando Economic Development Commission. Following the reception, at 7:00pm a no-host dinner was held at Timpano’s, attended by about 14 of the meeting attendees, where some great food and further networking were enjoyed.

Minutes by Jim Pearson