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### **Keynote Speakers – Jason Evers & Charly Caldwell How to Network Effectively**

Networking can sometimes be a little intimidating. If you look up the definition of Networking, it means a supportive system of sharing information and services among individuals and groups having a common interest. Specifically, Business Networking is described as a socioeconomic activity by which groups of like-minded businesspeople recognize, create, or act upon business opportunities. A business network is a type of social network whose reason for existing is business activity. That is the exactly in line with one of the most important aspects of our annual convention, and why Networking is the Name of the Game -- bringing people together to share ideas to advance their own businesses.

In our kick-off keynote session Jason Evers of Coastline Window Cleaning is going to break down why networking is important, how to do it more effectively, and how to make it more comfortable and valuable for anyone -- from the advanced schmoozer to the laid back go-it-alone type. Of course we cannot talk about networking without including Social Networking in the discussion; so we will also hear from Charly Caldwell, founder & president of Internet Services Group of Florida, LLC (ISG). Along with his team, Charly worked to build ISG around the ideals of accountability, ownership and responsibility through their Vision, Mission and Culture. As a team they constantly evaluate what's out on the Internet and how they can apply that knowledge to help address their customers' needs. Finally, we will put into practice what you have learned in this session and give you the opportunity to meet a few of your fellow window cleaners, and maybe win a few prizes along the way.

This is a cannot miss session if you have any questions or reservations about the value of networking or just want to sharpen your skills. Join us for the fun and information!

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