

**FOR IMMEDIATE RELEASE
ATTN: BUSINESS EDITOR**

**Contact:
MBITA, President, Tony Livoti
(831) 335-4780 - tlivoti@mbita.org**

Be Global, Work Local MBITA Santa Cruz Chapter Luncheon/Seminar Felton, Ca - May 29, 2009

Santa Cruz, Ca. – May 1, 2009 - Global virtual offices, online collaboration, distance communication tools, telecommuting, social media marketing and local 'telework' centers are all components of the new 21st Century work environment. Once the domain of big companies these services are now affordable and readily accessible and are revolutionizing how businesses of all sizes compete in global marketplace.

The Monterey Bay International Trade Association (MBITA) (www.mbita.org) and Satellite Telework Centers, (www.thesatelliteinc.com) who are both located in Felton, CA, have joined forces for a luncheon/seminar on the paradigm of the new 21st Century work environment for growing businesses.

In today's global economy businesses of all sizes are seeking more cost-effective, efficient and 'greener' methodologies to increase their bottom line. The new Web 2.0 technologies now make 'being local and working local' a reality with affordable web based collaboration services and transactional global marketplace portals accessible through the keyboard of your computer or PDA.

Presentations will be given on cost-effective, efficient methodologies and technologies for building businesses both locally and globally through virtual global offices and local 'telework' centers. Also, how small businesses can effectively compete in the global marketplace utilizing Web 2.0 collaboration tools and social networking technology for business communications will be presented.

Presenters at this event include, **Barbara Sprenger**, CEO, **Satellite Telework Centers**, **Jim Graham**, Director of Marketing, **Satellite Telework Centers**, **Dan Licata**, Regional Manager (Silicon Valley), **WebEx Communications**, **Nick Dawson**, President, **Go Electronic** and **Christopher Lucas**, President of **IntoWorld**. Complete details, agenda and registration for this event can be seen at <http://www.mbita.org/events/beglobal-worklocal.html>

"We have the remote tools to work, but that's only one piece of the puzzle of working efficiently and presenting a global face for smaller businesses. We need appropriate and flexible workspace and business tools in the mix. And we need to think about the societal and personal impacts that go along with the changing workplace or efficiency goes out the door," states Barbara Sprenger, CEO of Satellite Telework Centers.

Dan Licata of Cisco/WebEx says, "Changing the way companies conduct business by streamlining processes and enhancing collaboration across global supply chains is a major thrust for WebEx."

"Online global eCommerce has been knocking at the door of the global economy for many years now, but finally global trade online services that utilize Web 2.0 online services are emerging making the global online marketplace available to all, especially in the developing world," states Nick Dawson, Chief designer for Globaltrade.com.

Tony Livoti, President of MBITA who is the main organizer for the event, says "It's such an exciting time in the history of business where we can actually participate in the global marketplace and consummate global trade and investment transactions, anywhere, anytime and anyplace."

Date **Friday, May 29, 2009**
Place **The Satellite Telework Centers**
 6265 Highway 9, Felton, CA 95018
Time **12:00pm Noon – 2:00pm**