

BUSINESS STRATEGY & TECHNOLOGY FORUM

SM

317-708-4627

www.BSTforum.org



The Business Strategy & Technology Forum was started in March 2002 by the executive of Blaze Communications. As a small new technology business owner at the time, Blake attended numerous networking events looking for ways to connect with others. From his POV, few had strategies specific to helping sole proprietors develop larger networks or profitable partnerships. After discussing these validated concerns with respected colleagues, the informal professional group from a handful of integrity companies endeavored to create an event focused on making introductions and fostering relationships, offering discussion time as a catalyst to creating win-win strategic partnerships. The goal was to create a value-added, cost effective, educational networking event for executives who would attend and leave, gaining more from the time invested than they expected. And usually some good eats as well.

By keeping sponsorship limited and under control, events were about imparting information and facilitating connections instead of selling products or forum memberships. With the support of a small number of teammates and loyal sponsors, the Business Strategy & Technology Forum emerged to quality reviews. While much single-handed work went into the detailed development of the successful events, Blake always related that the vision would have not gotten off the ground without the generous contributions of high quality speakers and business educators like **JOE NEWMAN** or **BILL CASKEY** and others who shared their time and industry wisdom OR without the quality support of main financial sponsors like **MELSERNET**. Attendees walked away with more than anticipated from a few hour seminar. The best comment often heard was usually **"I learned something and made some great connections that actually will turn into business."**

The BS&T Forum had three successful events before the founder and main event developer needed to take some time off for multiple family health issues. Since those situations resolved, little by little Blake is getting back to a normal business life. Again the BS&T Forum mission is being re-launched to help its members connect with others. The goal of the 2010 forum is to genuinely help its members discover opportunities for cooperative partnerships and business growth through the discussion of marketing trends and technological advancements that can be used. Again the BS&T Forum aim to be a group about high-tech, easy to use strategy and high-touch networking and referrals.

For friends who helped us early on and would like to do so again, we encourage you to reconnect. For new colleagues and friends, we invite you to log-in and sample the forum. After you've benefited, then think about becoming a sponsor. **With your regular participation and support the Forum can continue to grow and help all involved to cutting-edge information, quality relationships and net gain.**

For more information about the 2010 informal business breakfasts, please email Blake@blazecom.info