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### The Business Edge

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**June 24th 2015: Special Encore Presentation: Building a Powerful Network in LinkedIn Builds Your NETWORKH**

Thank goodness for the Internet, social media and my favorite networking tool...LinkedIn. As a small business owner, it is your responsibility to manage your company, your employees, and to generate business. As all of you do, I juggle many things; one of the most important is lead generation. I have to be sure that among all the other things I do, I keep the leads flowing in. The minute I stop it is disastrous. I have to get connected and stay connected with my clients as well as people who can be my clients. But, I have limited time to do it just like all of you! When I first started my

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### Featured Guest



#### Lisa Barham

Lisa Barham is a keynote speaker at Hospitality Industry Events, Internet prospecting Guru, expert in Lead Generation and business owner. A native Texan, she has been in the hospitality industry for more than 30 years. She started her sales and marketing career while working for Metro Hotels. During the 10 years she worked in the hotel industry, she was primarily in the corporate office, developing and facilitating sales and marketing programs for 33 hotels. It was 21 years ago when she founded her own company, Hotel Resources, that offers multi-faceted support for hotels sales and marketing. Services include: organizing telemarketing campaigns & sales blitzes, Internet competitive resear

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