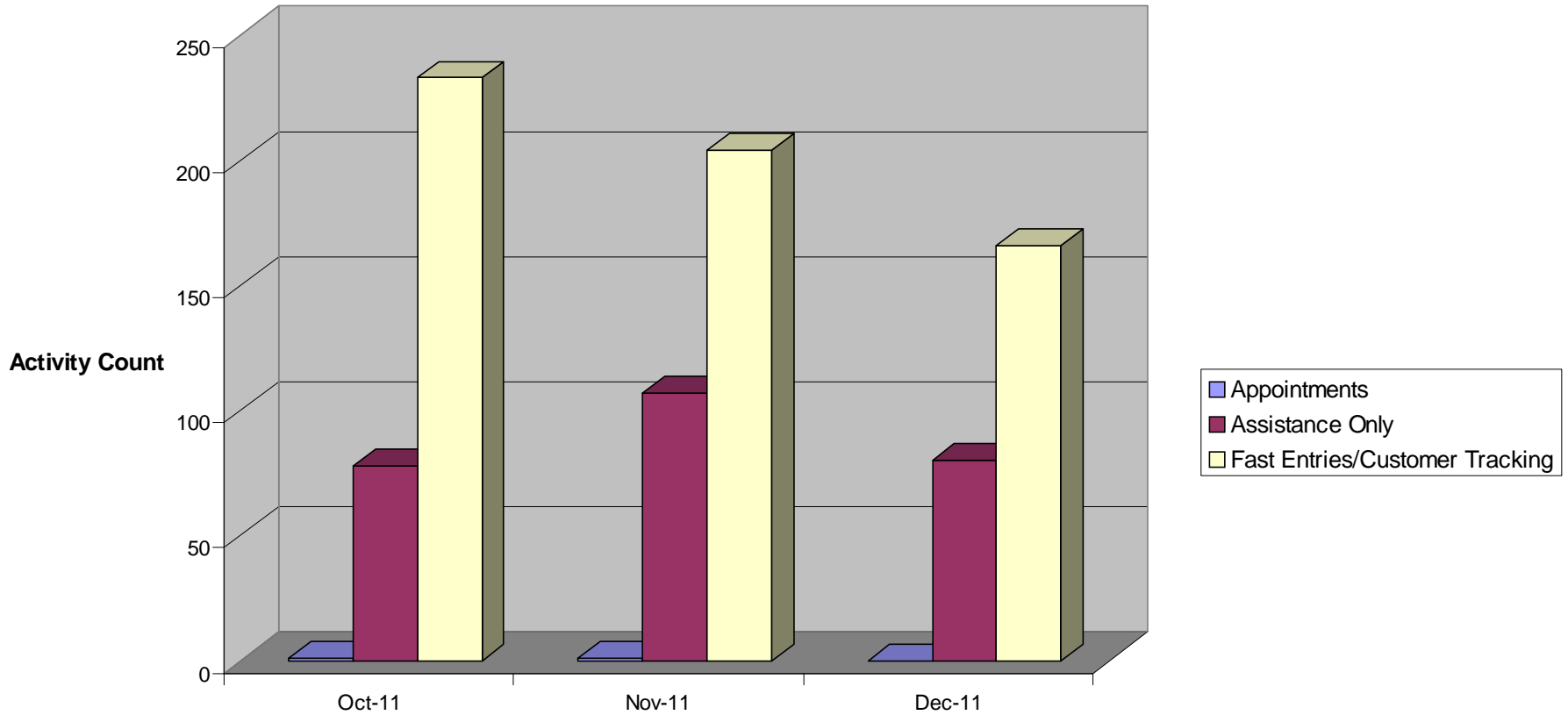


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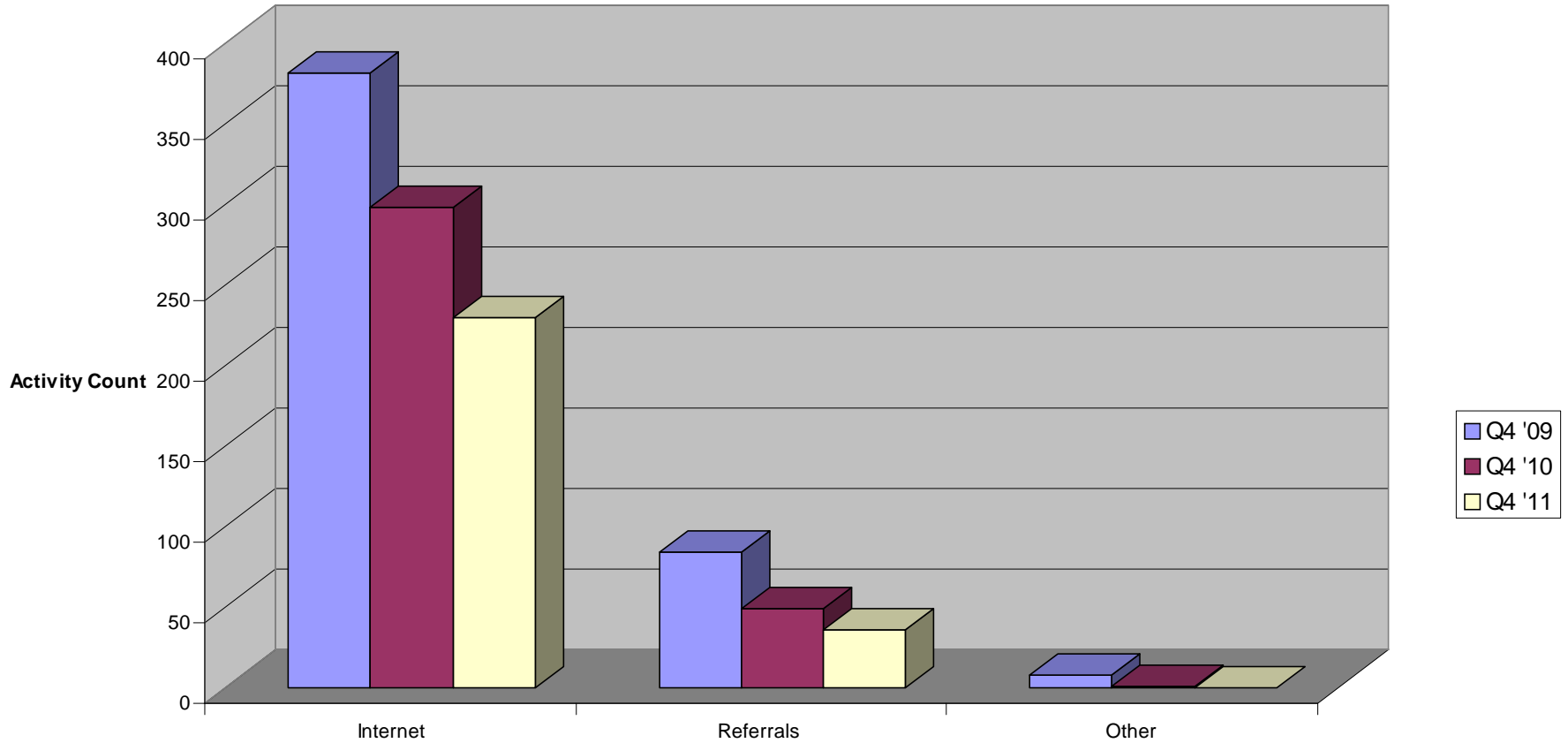
# Connecticut Licensing Info Center 4<sup>th</sup> Quarter 2011 Report

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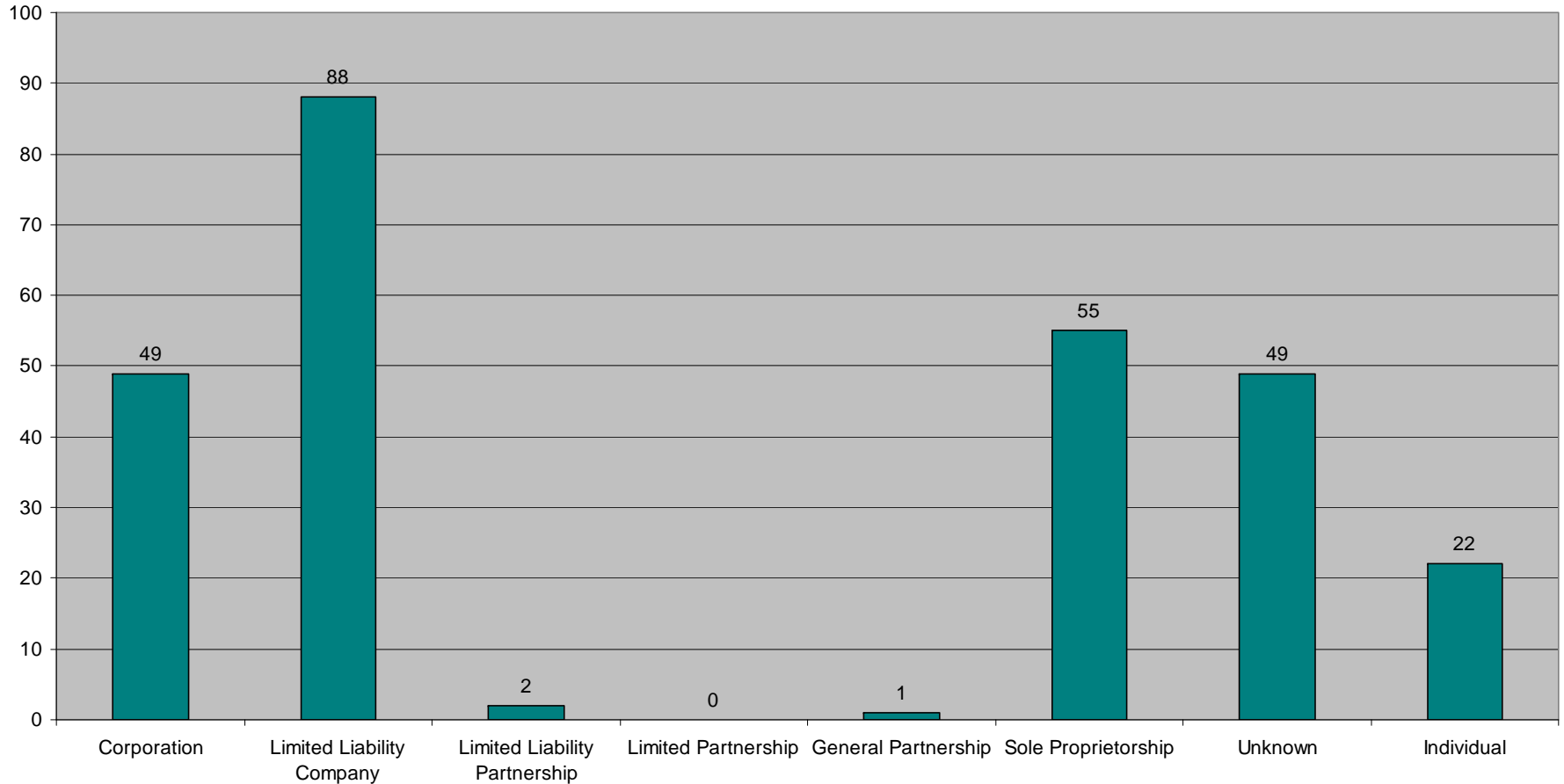
## Connecticut Licensing Info Center Activity Comparison Q4 '11



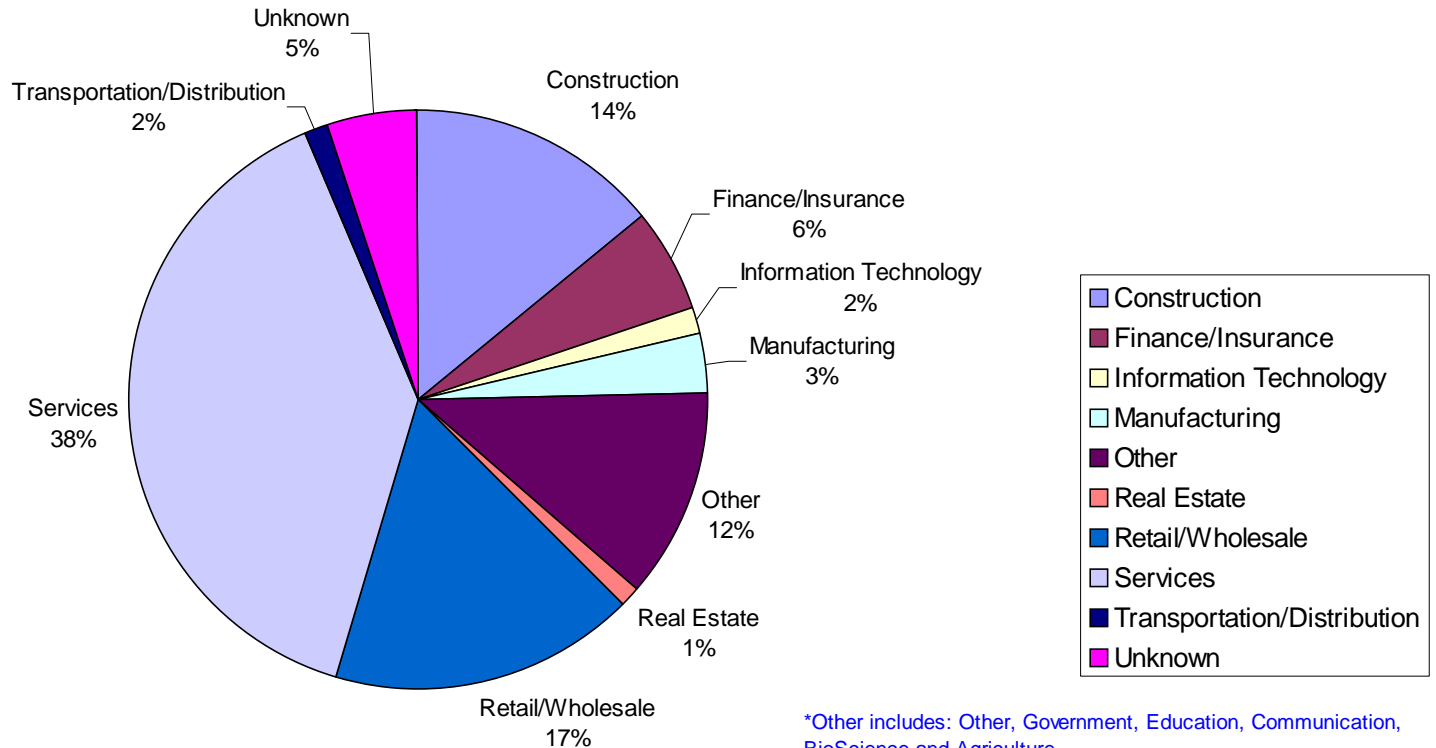
## Connecticut Licensing Info Center Inquiry Source Comparison Q4 '11



## Connecticut Licensing Info Center Business Structure Q4 '11



## Connecticut Licensing Info Center Top Ten Industries Q4'11



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# Cross Marketing Efforts

## Connecticut Licensing Info Center & Connecticut's Business Response Center

### ■ Presentations

- Meeting and presentation to City of West Haven
- Presentation to CONNSTEP - CERC/BRC/CLIC overview
- Presentation to group entitled Focus on Recovery in Middletown regarding starting businesses
- Small Business Development Center start-up class Eastern Connecticut State University and Stratford Public Library

# Cross Marketing Efforts

## Connecticut Licensing Info Center & Connecticut's Business Response Center

### ■ **Attended Event/Displayed**

- ❑ Connecticut Women's Education and Legal Foundation Dinner
- ❑ Connecticut Conference of Municipalities annual meeting
- ❑ SBDC Achievers Breakfast - received partnership award

### ■ **Attended Workshops and Seminars**

- ❑ Tele-seminar - Creating Customer Service Excellence in Call Centers
- ❑ Northeastern Economic Development Association (NEDA) conference Burlington, VT
- ❑ BIG Meeting at Entrepreneurial Center University of Hartford

# Cross Marketing Efforts

## Connecticut Licensing Info Center & Connecticut's Business Response Center

### ■ Meetings

- ❑ Connecticut Association of Public Administrators E-government Meeting
- ❑ Regional Economic Development Forum Meeting Hartford
- ❑ Jobs Bill training @ DECD
- ❑ Meeting with Robert Camoin from Camoin Associates regarding partnering activities
- ❑ CEDAS annual meeting

### ■ Outreach/Other

- ❑ Training with Department of Insurance
- ❑ DECD Permit Ombudsman's Office

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# Special Projects

- CT-CLIC.com maintenance and development
- Social media – Twitter/Facebook/LinkedIn and blogs
- Launch new BRC/CLIC customer service survey
- Relationship management
- E-government initiatives including new business portal

# Contact Us

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