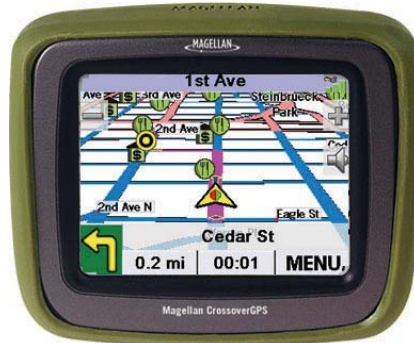


# Workshop and Consultation Available! *Roadside Advertising in a Digital World*

Help your  
community use  
GPS technology  
to attract new  
customers.



## Are you on the Map?

Does your business have a sign on the digital superhighway? Can people find your business when they search an online map or use a Global Positioning System (GPS)? GPS units are predicted to have 50 million users by 2010. Not only do GPS devices tell you how to get there, they can now help you choose where to go. Make sure your business is a roadside destination in the digital world. University of Minnesota Extension offers workshops to give you and your business the know-how and the tools to get on the digital map.

## Benefits

- ◆ Learn how to place your business or organization on a variety of digital maps
- ◆ Understand the emerging consumer use of GPS technology in everyday activities
- ◆ Make sure the available information about your community is correct
- ◆ Learn how to maximize your organization's digital map presence

## What is GPS?

Global Positioning System technology uses mapping to show you where you are and how to get there. But now, people can also use GPS to decide where they should go – what restaurants, shops and parks lie ahead. This enhanced technology provides new opportunities to market businesses and communities.

## Call your Community Economics Educator:

(See map of service areas:  
[extension.umn.edu/community/staffmap](http://extension.umn.edu/community/staffmap))

West Metro and South Metro  
**Claudia Cody**  
[cody0031@umn.edu](mailto:cody0031@umn.edu)  
763-767-3875

East Central/East Metro  
**Liz Templin**  
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612-360-4532

Southeast Minnesota  
**Bruce Schwartau**  
[bwschwar@umn.edu](mailto:bwschwar@umn.edu)  
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South Central Minnesota  
**David Nelson**  
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507-389-6660

Southwest Minnesota  
**Neil Linscheid**  
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West Central Minnesota  
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**John Bennett**  
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218-726-6471

UMN Tourism Center  
[tourism@umn.edu](mailto:tourism@umn.edu)  
612-624-4947

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## Why should you consider GPS advertising?

- ◆ GPS devices, mobile phones and online maps guide visitors to points of interest in your community.
- ◆ GPS units are selling at a rate of 200,000 per month.
- ◆ An estimated 50 million people worldwide will be using GPS by 2010. That number could jump to over a billion, because GPS chips are being imbedded in mobile phones and laptop computers.
- ◆ A third (34%) of buyers of GPS devices earn between \$100,000 and \$150,000 annually. About 45% make \$75,000 or more.

## How can Extension help?

Community economics educators offer:

- ◆ Affordable one and two hour workshops that tell local businesses what they need to know to tap GPS markets.
- ◆ Consultation to help communities examine their current presence on GPS maps, and how they might work together to strengthen it.

## Who sponsors Extension programs about GPS?

- ◆ Chambers of Commerce and Tourism Associations
- ◆ Economic Development Offices
- ◆ Local Media
- ◆ Local Government
- ◆ Foundations
- ◆ Anyone interested in strengthening their local business climate

## What have others said about the program?

- ◆ “Good info for local businesses to utilize.”
- ◆ “It’s easy and free to list!”
- ◆ “Thanks for the eye-opening presentation.”
- ◆ “I will take this info back to my town.”

Learn more about how  
Extension can help your  
community shape its future.

[www.extension.umn.edu/  
community](http://www.extension.umn.edu/community)

## Other offerings to strengthen your community business climate

- ◆ *A Market Area Profile* gives a full description of the customers your area attracts – their lifestyles, preferences and potential.
- ◆ *A Retail Trade Analysis* report describes a town or county’s retail strengths, weaknesses and patterns.
- ◆ *Small Stores Success Strategies Workshops* help small stores survive in a big box economy.
- ◆ *Business Retention and Expansion programs* get citizens involved in meeting the needs of local business.

For Americans with Disabilities accommodations, call 612-625-8233.  
University of Minnesota Extension is an equal opportunity educator and employer.

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