

# Google Executive to Lead Workshop

Google executive and Fairfield resident Chris LaSala will be the featured speaker at a free business development workshop being hosted by the town's Department of Community and Economic Development at 8 a.m. Oct. 16 in the Meeting Room at the Fairfield Museum and History Center.

LaSala manages Google's channel program aimed at delivering advertising solutions to small local businesses. LaSala will be speaking on ways in which businesses of all types and sizes can use search engine marketing and internet advertising to reach customers and maximize business opportunities.

Registration begins at 7:30 a.m. The formal program will be about one hour. Light refreshments also will be provided. The program is being underwritten and co-sponsored by Regina Madwed of Capitol PhotoInteractive.

The town developed the idea of a lecture series in response to feedback from members of the business community elicited during a survey conducted by the office of the first selectman. Many survey respondents had indicated that they would like to see the town offer business development workshops on topics such as marketing, Web site development and employee relations.

The Oct. 16 workshop, entitled "Using the Internet to Maximize your Business Opportunities," is the second in a planned four-part lecture series aimed at the Fairfield small business community. "We envision the lecture series as a means by which we can provide businesses with tips and tools to help them grow and be successful in Fairfield," said Mark Barnhart, director of community and economic development. "We are delighted to have Chris

LaSala come and speak on such an important topic, and one of much interest to our small business community."

LaSala is a senior manager at Google responsible for strategic partner development. Previously, LaSala led Google's North American advertising program. Prior to joining Google, LaSala held roles in business development and consulting. As director of business development at Looksmart, LaSala was responsible for the development and management of the company's search engine and advertising solutions.

Seating is limited and advance registration is encouraged. To reserve a seat, contact the department at 256-3120 or via e-mail at [cedoffice@town.fairfield.ct.us](mailto:cedoffice@town.fairfield.ct.us).

The department develops and administers programs to stimulate and encourage

economic development, with emphasis on business retention and expansion and small business development initiatives. Working with the Economic Development Commission and other partners, the overarching mission is to create jobs and enhance the town's tax base through appropriate commercial development while preserving the community's historic character and quality of life. The department provides a range of services to the business community in an effort to facilitate and encourage business investment and growth.

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