

Sacramento WebGrrls – July Meeting Announcement

Topic: “Beyond the Web Site: eBusiness and Its Future”

You don't want to miss this meeting. This topic is sure to make you think and envision the Web and its future!!

Are you managing a Web site or Web based application? Interested in getting into the Internet industry? Wanting to learn how to maximize the Internet's potential? Wondering where the Internet and Wireless are headed? Ralph Cesena, Integrated Product Manager at Synergex, will be addressing such questions in the next Sacramento WebGrrls meeting. Starting with a brief history of the evolution of web site technologies, Ralph will give his insight on how businesses have transitioned from using the Web as a marketing tool to an application vehicle. He'll touch on some practical examples of Web applications and will give us a peek into some of the trials and tribulations of developing web based applications. Finally, he will give us his impression of what's to come in the next 5-10 years in this industry. If you are interested in Internet commerce, this is a meeting you won't want to miss.

Guest

Speaker: Ralph Cesena, Integrated Product Manager, 

Meeting Sponsors:



Comerica Bank
www.comerica.com

Unify
www.unify.com

Date: Thursday, July 11th, 2002

(note: WebGrrls meetings are typically the first Thursday of each month. This meeting is one week later due to the July 4th holiday)

Time: 6:00-8:00 pm

Location: Unify Corporation (directions are located on page 2 of this announcement)
2101 Arena Blvd. Suite 100
Sacramento

RSVP: sacramento-ca@webgrrls.com / 916-658-0104 (attn. Ge)

For more information about WebGrrls, visit us at: www.webgrrls.com/sacramento_ca



Directions to Unify:

NOTE: DO NOT USE MAPQUEST OR SIMILAR MAPPING PROGRAMS BECAUSE THESE STREETS WILL NOT SHOW UP CORRECTLY!

From HWY 50:

Take 5 North

Take Interstate 80 East

Take Truxel Exit and turn left at light end of off ramp onto Truxel

Follow to Arena Blvd and turn left

Unify is the big white bldg right before Arco Arena.

2101 Arena Blvd, Ste. 100

From Interstate 80 (Roseville area):

Follow Interstate 80 west to Truxel, turn right off exit onto Truxel

Follow Truxel to Arena Blvd and turn left

Unify is the big white bldg right before Arco Arena

2101 Arena Blvd., Ste. 100

About the speaker....

Ralph Cesena has been in the technical industry for over 18 years. He began his career developing database applications for small businesses and now works as an Integrated Products Manager at Synergex, an integrated services provider in Gold River, CA. Ralph's career path includes transitioning his family business, Vagabond Travel, from a small travel agency into IneedAvacation.com, the largest single independent provider of Walt Disney Travel Vacations on the Internet. He spent two years as President and owner of Internet 5 Consulting, a technology consulting firm specializing in the deployment of virtual communities and web portals. As Founding Member and Director of Information Services for Autovia, the first B2B wholesale online auto parts exchange, Ralph was listed as a patent holder for his role in developing their cutting edge integrated web technology. As well, Ralph led a team of developers in developing and deploying a multi-million dollar implementation and integration of Clarify CRM and the Autovia corporate web site.

