



TLH Web Connections

Building customer relations in a hi-tech world!

1121 W Ogden Ave, Suite 361

Naperville, IL 60563

630-903-4381

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www.TLHWebConnections.com

Biography of Tracy Hodge

CREDENTIALS

TLH Web Connections is a company that I created to offer small businesses a way to use technology such as website design, search engine optimization, webinars, email campaigns and e-newsletters to stay in touch with their customers so that they can build customer relations and loyalty as well as increase referrals and sales.

For the last two years I have worked for an association management company where I have supported a recognition professional association and a medical equipment association putting together and running annual conferences, tradeshow, and educational programs as well as producing webinars, running promotional email campaigns, and maintaining their websites. During this time I also managed a couple of websites of my own and developed a website for a colleague's business.

I was introduced to the small business community of Naperville, through a franchise of Fastsigns. I worked at Fastsigns for five years as an inside sales rep earning an award for being one of the top 10 in sales out of 500 stores worldwide in 2006! One of the advantages of working with a franchise is that they are supplied with manuals, seminars and other tools to help a franchise owner to keep in touch with their customers and build excellent customer relations. At Fastsigns we had lots of readymade tools that helped us to keep the Fastsigns name in the forefront of our customer's minds. Most small businesses do not have that advantage and I began to realize that I have the knowledge, resources and tools to help other small businesses to gain a competitive advantage.

I gained my media production and graphic design experience during the three years that I worked in the Creative Services department of McDonald's Corporate while going to college to pursue a degree in communications and media production. Our department produced all of the internal meetings including video, staging, script writing, graphic design, photography, convention production, talent search, etc. Our internal clients contacted me to get their projects started; I collected the project information and pulled in the appropriate people to complete our client's projects in the most timely, efficient and economic way.

During my 10+ years at Interim Technology, a software and hardware engineering firm, I worked with some talented engineers that taught me all about hardware and software installation and database programming. My analytical, linear way of thinking was clearly developed during my employment with Interim and it has served me well ever since.



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CLAIMS TO FAME

To round out my relevant experience is the 10+ years that I have been affiliated with Toastmasters International. Toastmasters is an educational organization that teaches public speaking and leadership skills. It is 80+ years old with over 10,000 clubs worldwide and over 200,000 members.

As a member of the Woodridge Toastmasters club, I have served as VP of Membership, Treasurer, VP of Education and President. During my term as president our club accomplished 10 out of 10 goals for the first time in the 30-year history of the club. Toastmasters International sets these goals for each club annually and they can only be accomplished if the club works together as a team. I am proud to say that together the Woodridge Toastmasters Club earned the President's Distinguished award in 2004. Personally I have won Best Speaker, Best Evaluator, and Best Table Topics awards and earned the Toastmaster of the Year award within the club. I have also earned my ATM-Bronze designation and am currently working on my ATM-Silver.

I have used my Toastmasters experience and education to give presentations and training classes, emcee at local fairs and consult with presenters of the webinars that I produce. The education that I have gained as a member of Toastmasters has been and will continue to be invaluable.

WHO AM I?

What's my story? I am a creative, passionate, resourceful, analytical, diagnostic, humorous, intelligent woman who has finally found the kind of business that I can sink my teeth into and do well at! After many years of fighting my own fears of failure I have joined the ranks of the small business community and I finally feel at home. I am looking forward to many years of serving you and your colleagues and helping you to build those essential customer relations that you need to strengthen and grow your business!

You can contact me at 630-903-4381 or email me at T.Hodge@TLHWebConnections.com.