



THE INSIDER

By Don Allen - Publisher

WHAT DOES YOUR COMPANY NAME REFLECT?

In the last issue I touched on a few points about web site marketing and tips to attract customers. But, what if you are gearing up for a new start-up company?

When starting your business the image you portray to the community is very important. Choosing the right name for your business or web domain will leave a "first" impression with your customers. But, the quality and price of your finished product will leave the "lasting" impression.

A good company name could represent some regional feature, such as... Crystal Lake Concrete, North State Precast, etc. Another thought, is a name that represents power and stability such as... Titan Concrete or Superior Concrete Products. People that name their businesses after themselves like... Joe's Concrete or Smith Precast limit their company image. Plus, if you ever want to sell your business, according to the Small Business Administration you will get less money than from a non-personalized company name.

Once you choose the company name and are sure it's not registered in your area, consider an easy to remember domain name to use with your web site and e-mail address. Is it easy to spell and short enough not to leave your customers scratching their heads to find you? mid-stateprecast.com is a lot easier to remember than fredjonesandsonprecastproduct-sandmore.com.

While we're on the subject of domain names, I recommend having your own do-

main name even if only for e-mail. Some people may disagree, but, hsmith@mid-stateconcrete.com presents a more powerful image than niftystuff@aol.com or speedypete@hotmail.com. Anyone can get a free Hotmail or Yahoo e-mail account. But, for about \$30 a year you can have your own domain name and pop3 e-mails accounts for you and all your staff.

(The above e-mail names were made up by me as an example for this article. If you use one of these names, please excuse me, for using it. No harm is intended.)

On a side note, the staff of Concrete Today magazine and myself were invited to attend the annual Ornamental Concrete Producers Association Trade Show and Auction held at the Lake County Fairgrounds here in Florida last month. Del Preuss the executive director and all the members of their association showed us a great time. I enjoyed meeting the exhibitors and members, plus learned a great deal about ornamental and architectural molds. To top it off we were served a great lunch! Talk about being treated like VIP's.

Page 38 shows a few of the photos from their show.

Publisher

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JUST FOR FUN!

Hidden somewhere in this issue is a small "Hook & Structure" that looks like this.

All readers who fax our office with the correct location will be entered into a drawing to

Win a \$25 Gift Certificate.
FAX: 352-351-4730



It could be hidden anywhere (but not on this page!) ... in a feature article, in an advertisement, upside down at the end of a sentence... ANYWHERE! So search every page, enjoy this issue and find the hidden item.

The winner will be announced in the May 2007 issue of Concrete Today.

WE HAVE A WINNER!!!

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Well, our winner for the January issue is Pat Ditullio, Jr. of Arrow Concrete Products, Inc. in Granby, CT. The "Paddle Lock" was hidden on page 25, in the upper right hand photo... **Great Work Pat!**

HONORABLE MENTION

The following sharp-eyed readers also found the hidden item, but sorry! Only one winner per issue. Better luck next time!

Kelly David - Advantage Site Mixed Concrete
Sagle, ID

Claude White - Kleinfelder
Waco, TX

Lawana Kline - Keystone Precast, Inc.
Middleburg, PA

Morris Dryden - The Arundel Corp.
Salisbury, MD

Mark Brenneman - Chandler Concrete
Mountain City, TN

Jim - Navajo Rock & Block
Templeton, CA

Eusebio Guzman - Trinity Materials, Inc.
Cleburne, TX

Mike Cadigan - Americast Halltown Plant
Halltown, WV

Michelle Milburn - Marinette Concrete Products
Marinette, WI