



## **WSI Michigan e-Business & e-Learning Professionals to Attend the Mid-Michigan Business Expo**

*World's Largest Internet Consulting Group to participate in Mid-Michigan Business Expo.*

Dearborn, MI, October 07, 2005 --(PR.com)-- The local Michigan e-Business community has the opportunity to benefit from e-business and e-learning solutions to be showcased at the Mid-Michigan Business Expo. WSI (We Simplify the Internet), the world's largest Internet Consulting group today announced it will participate in the Expo to be held at the Holiday Inn South Conference Center in Lansing, Michigan on October 12, 2005, from 8:30 am to 3:30 pm, with a focus on e-business and e-learning.

This Mid-Michigan Business Expo is a collaboration of four separate business support and networking organizations focusing on the area immediately surrounding Lansing, Michigan. A majority of the exhibitors will feature Michigan e-Business products or services in keeping with the intent of the Expo to offer opportunities to cooperate with and service one-another.

WSI Michigan will have two exhibits at the Mid-Michigan Business Expo. One will feature all of the fully-functional WSI Michigan e-business solutions at an affordable price to businesses throughout Michigan. Not just a web-provider, WSI Michigan offers a complete "partnership," whereby they also offer post-implementation support and statistical reporting packages in their extensive product catalogue. At their exhibits, interested parties in the WSI Michigan e-business solutions will receive a voucher for a free Internet Business Analysis (\$500 Value) to detail their needs and create a Strategic Internet Solution, specifically designed for their business. For serious businesses with an existing under-performing website, we can conduct a Webscan analysis (\$349 Value), which will reveal potential improvements that can be realized with the assistance of a WSI Michigan e-business professional.

The second exhibit will focus on the specific needs of businesses to save money and improve availability of their e-Learning or Training programs. This exhibit will drive visitors to WSI Michigan's informational e-learning website at [www.eLearningMichigan.com](http://www.eLearningMichigan.com), and will emphasize the broad range of products and services that can be assembled into a unique Internet Solution for those customers seeking e-learning solutions.

Ron McArthur, President at WSI stated, "WSI has a global reach and a local presence. WSI has certainly made its mark in the arena of E-learning and our E-business solutions have helped thousands of businesses around the world profit from the Internet. With the background and experience of WSI Michigan, I know that the Mid-Michigan Business Expo attendees will benefit from interacting with them."

Mark Dowley of eLearningMichigan in Jackson says, "At the e-Learning exhibit we will identify the critical training needs faced by Small to Medium-sized Enterprises (SMEs) like: No time for training or e-learning, expensive to travel or bring trainers in, inconsistent training, increasing compliance issues (workplace safety, accessibility, privacy, non-discrimination), etc."



The e-business solutions exhibit will describe the unique business approach and the broad solution-generating capabilities of the WSI e-Marketplace. David Kim Carlson, one of the members of the WSI Internet Consultants Group says, “Most SMEs are not aware of how they can avoid the common pitfalls of e-business and e-learning such as: an out-of-date solution, difficult or costly to maintain, no accountability, no measurement of effectiveness, poor navigation, no compliance with accessibility requirements, no “return” on investment, etc. Our objective at the Mid-Michigan Business Expo is to interact with local businesses and educate them on how they can steer clear of these challenges and ensure their web solutions make them money.”

**About WSI:**

WSI delivers thousands of e-business solutions to small and medium sized businesses annually. Headquartered in Toronto, Canada, WSI is ranked the #1 Franchise in the Internet Business category in the world and the 4th fastest-growing International franchise. For more information please visit [www.wsiconsultants.com](http://www.wsiconsultants.com), [www.wsicoolwebservices.com](http://www.wsicoolwebservices.com), or [www.eLearningMichigan.com](http://www.eLearningMichigan.com).

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