

Small Business Assistance Program Announced by Blue Sky Technology Partners for New England Seasonal Businesses Affected by the Recession and Bad Weather

A pilot program is launched to help accelerate the recovery of small businesses dependent on tourism in coastal Massachusetts, New Hampshire, and Maine.



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Stratham, NH March 22, 2010 -- Blue Sky Technology Partners ("Blue Sky") announced today that it is initiating a special pilot program to help seasonal businesses hardest hit by the recession and bad weather in **Eastern Massachusetts** (including the **Cape and Islands** and the **North Shore**) as well as the **New Hampshire Seacoast** regions. Blue Sky will work very closely with companies participating in the program to help them recover as quickly as possible from the recession by significantly improving their online marketing, sales, and operations.



Ideal candidates for this program include service-oriented businesses that rely heavily on seasonal resort visitors for their livelihood. Businesses engaged in hospitality, restaurants, tourism, as well as real estate related service providers (e.g. landscape, exterior painting, contractors, etc) would generally be suitable for inclusion. The extensive wet weather of the 2009

summer season compounded the effects of the economic recession, resulting in extreme hardship for many of these businesses.

The program is designed to run for 90 days, initially – like a personalized Business Recovery Boot Camp, so as to provide the participants with a strong start to the Summer 2010 season. A stated goal of the program is to help participants double their income in 2010 (compared with 2009). In many cases, it is expected, that this may merely result in helping participants in the program recover, economically, to their pre-recession operating levels.

Key objectives of the program will include: Helping participants to increase their online marketing visibility, implementing lead capture technologies, utilizing online registration for services (to minimize losses due to inclement weather), and leveraging ecommerce-enabled continuity-based service plans to the extent practical. All of these tactics seek to minimize the fluctuations in revenue that typically result from discretionary vacation spending, particularly in the context of unpredictable weather patterns.

Participation in the initial pilot program will be limited to a small number of companies to ensure that sufficient personnel, resources, and services will be available to help turn around the companies who take advantage of the program.

About

Blue

Sky:

Blue Sky Technology Partners provides cost effective [software services](#) for small businesses and non-profit organizations. Blue Sky's "Software as a Service" (SaaS) [business management solutions](#) enable clients to improve efficiencies and accelerate growth by leveraging online marketing, customer relationship management, integrated operations, ecommerce, and business intelligence reporting.

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