

# CentralPAExperts.com

P.O. Box 213 | Hummelstown, PA 17036 | 717-579-8343 | www.centralpaexperts.com



Pictured, founder Jason Verdelli (center) with some Central PA Experts (clockwise from front left): Kim Gadjo, Moe's Southwest Grill; Myles Miller, LeadUP.Biz; Chick Zoll, Don Jacobs Insurance; David Hutton, Keystone Displays; Andrew Strouse, Capital City Computers; Linda Eyer, Cartridge World; Mike Kushner, Omni Realty Group; Rita Gironi, Training Masters

## Social Networking Is All Business at CentralPAExperts.com

One of the problems with social media is that it's, well, social. Marketing your business, selling your products and sharing your knowledge is subject to rules of social "netiquette." A well-intentioned comment on LinkedIn may come across as a hard sell, and your latest tweet may not engage your followers. So is any of it building your brand or customer base?

These are challenges that Jason Verdelli, founder of CentralPAExperts.com, is well acquainted with. He's been one of the area's leaders in social media management and marketing since its rise. The key is understanding that there are many components to successful online marketing. Some sites are geared toward creating business contacts while others offer an opportunity to connect with end users. "What wasn't out there was a step between social marketing and sales," says Verdelli.

So he made it a goal to develop a professional online community that was truly local and social, but would create meaningful and profitable business connections. Verdelli wanted to give professionals the opportunity to educate and market their services in a business environment where the exchange would be natural, not disguised as social interaction.

In January, Verdelli introduced CentralPAExperts.com, a site dedicated to providing the opportunity to network, learn and support fellow professionals in Central Pennsylvania. By becoming a Member Expert, professionals can position themselves as an authority in their field. They have the opportunity to provide advice, answer questions and write articles. Thousands of local visitors and registered users have access to this wealth of "expert" information, as well as the Member Experts' contact information.

Real-time networking events are held daily online so members can connect. Experts are also able to send a biweekly e-mail to a targeted database and can host and participate in virtual business events. CentralPAExperts.com creates the newsletters and virtual reality rooms, markets the events, and e-mails the newsletters. The company also syncs Member Expert activity with all of its

own social media accounts and those of the member.

By providing backend technology and social marketing expertise, CentralPAExperts.com gives its members the ability to do what they do best: educate people about their business, expand local connections, and sell their products and services. ■



# Dentsply International, Inc.

221 W. Philadelphia St., York, PA 17405 | 717-845-7511 | www.dentsply.com

## Giving Dentists, Patients and Investors a Reason to Smile

People don't give much thought to dental products. To most, the tray of dental tools and the iconic dental chair have appeared the same since they can remember. But the technological advances in dentistry have been amazing, in large part due to the research and development of Dentsply International, Inc., a global company with headquarters in York.

As the largest dental prosthetics and consumable dental products manufacturer in the world, Dentsply was founded more than 110 years ago with only \$10,000 in capital and a commitment to provide affordable tools and materials to dental professionals. Today, the company serves more than 120 countries, employs approximately 9,300 people and has more than \$2 billion in sales. Its research and manufacturing facilities and distribution centers are located across six continents and in 40 nations.

Since Dentsply strives to help dental professionals around the world provide better oral health care to patients, it offers a full spectrum of dental products, from preventive care to prosthetics and implants. A heavy focus is placed on innovation, and the company introduces about 30 new products each year.

By and large, the dental industry is recession-resistant. In fact, Dentsply saw the industry contract 2 to 3 percent in 2009 for the first time in more than 70 years. Fortunately, Dentsply's business model facilitates both growth and stability, which protects it against market fluctuations and a tough economy. The company has a large product portfolio that spans the

lifecycle of the tooth and encompasses preventive, medical, and aesthetic treatments and procedures. There isn't an overreliance on any one product category, and research and development is considered crucial to keep innovative products in the pipeline.

"Our vast geographical presence makes us less vulnerable to economic fluctuation in any single market," says Christopher T. Clark, chief operating officer and president of Dentsply.

In developing regions of the world, which account for 80 percent of the world's population, demand for professional dentistry is increasing. And

in developed regions, those who are living longer with healthy teeth are looking for aesthetic treatment options. With an expanding global dental market, Dentsply is well positioned for continued growth and success. ■

For better dentistry

**DENTSPLY**  
INTERNATIONAL



EARLY YEARS

GOLDEN YEARS

You've Got One Smile to Last You a Lifetime...  
We'll Make Sure It Does.



Pictured:

At left: Dentsply's CEO, Bret Wise (left), and COO, Chris Clark (right)

Above: Dixie Carter and coworkers assemble manufactured teeth to create custom dentures at Dentsply's Prosthetics Division on West College Avenue in York.

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