

Boutique Firm's Site Offers Executives Web Links

INTERNET: Terzian limits to attendees of its events.

By JOEL RUSSELL
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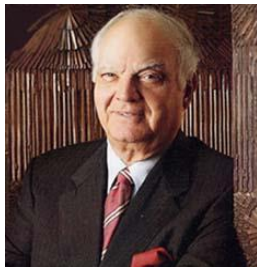
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Carl Terzian Associates has started its very own social networking site.

The site has two purposes: to help companies generate business through personal relationships, and to assist people in finding jobs.

The West L.A. boutique PR firm specializes in networking events for law and accounting firms, banks and other business-service clients, as well as nonprofits.

For its networking events, CTA has the client's top executive as host to talk about their own organization and relevant services topic, and then invites executives or entrepreneurs to attend for free.



The site's membership is limited to people who have already attended a CTA event. Members can join by invitation only – in fact, Chairman Carl Terzian knows everyone on the site, and no one is invited without his recommendation.

“Our site is an extension of Carl's networking,” said Jim Goyjer, vice president at CTA. “You at least know that each person is vetted by Carl Terzian. It's quality instead of quantity.”

Terzian has about 10,000 names in his personal database. So far, only 1,500 have been invited to join the site, with 20 percent accepting.

For now, access to the CTA network is free, but the company eventually plans to charge a monthly membership fee.

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