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## **FOR IMMEDIATE RELEASE**

### **Inland Empire Manufacturers' Council Partners with RedFusion Media to Extend Services**

**Redlands, CA:** The Inland Empire Manufacturers' Council (IVMC) has just completed an agreement with RedFusion Media of Redlands to build its website and an extended industrial and manufacturing directory in its regional directory website, InlandEmpire.US.

The IVMC is a membership-based, non-profit association for manufacturers in the Inland Empire. The mission of IVMC is to improve, increase, and enhance manufacturing within the Inland Empire. IVMC members network to share ideas and best practices in manufacturing. It also strives to empower the organized voice of manufacturers. The members of the council interface with state and local government representatives, participate in educational programs, and host meetings to assist manufacturers to improve efficiencies and profitability.

The partnership with InlandEmpire.US will enhance IVMC membership by creating a sourcing directory for local suppliers and materials, and provide relevant linking opportunities to member websites, plus links to the IVMC website, as a recruiting tool for the organization. Members include: Portland Cement, Farndale Creamery, Brithinee Electric, Garner Holt Productions, Quell Brothers' Sign Company, Williams Furnace Company, and Magneto Inductive Systems. The full membership is available on its website: [www.IVMC.US](http://www.IVMC.US).

InlandEmpire.US is devoted to creating the region's largest directory of businesses and events in Inland Southern California. The InlandEmpire.US network of local and regional websites expect over 1.5 million page views this year. Currently traffic is increasing at a 30% per month rate.

"We are pleased to partner with the IVMC in this way to create a local presence in the manufacturing sector for the Inland Empire," says Molly Burgess, general manager of RedFusion Media. "Since PE.net shut down its site last spring, the IE has had no dominant local directory for reference or events. Because we manage so many websites that contribute to the community, we also wanted a place where we could gather Google ranking through relevant linking programs. Linking opportunities that help websites increase their Google ranking are difficult for webmasters to find, and are not usually understood by most webmasters. We have had very good success with these types of programs, without it costing the market rate of about \$100 per page, for search engine optimization on websites," says Burgess.

IVMC hopes that its involvement in sponsoring the manufacturing directory, will assist its member websites, and do a service to the Inland Empire as well. "We're excited to be in on the ground floor of such an innovative program," says IVMC president Bob Botts. "We needed a website, but didn't expect to learn of some of the opportunities available locally with RedFusion Media."

If you are a manufacturer, you can learn more about the IVMC at [www.IVMC.US](http://www.IVMC.US). The new manufacturing directory will be completed by January 1, 2006 and can be found in the Business section of InlandEmpire.US.

RedFusion Media is the leading web design and content maintenance firm in the Inland Empire. Based in Redlands, it maintains over 200 websites for clients such as San Bernardino County Museum, the City of Redlands, ROP, Arrowhead United Way and the Air-conditioning, Refrigeration and Mechanical Contractors' Association of Southern California. RedFusion Media operates the local directory sites: InlandEmpire.US, RedlandsWeb.com, and RedlandsWeddings.com.