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TOPIC TO BE NET EFFECT ON BUSINESS

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Central Coast Tech

The Internet's impact goes well beyond the obvious benefits of music downloads, amateur video distribution and personal commentary in the form of blogs. In the business world, companies have been seeing their customer bases change because of the Internet, so creative entrepreneurs began using the Net's capabilities to modify or replace long-standing business methods. One such entrepreneur is Rick Stollmeyer, chief executive and founder of **MINDBODY Online** in San Luis Obispo. Stollmeyer develops software for use in managing a variety of health and wellness businesses such as health clubs, day spas, resorts, yoga and Pilates studios, dance studios, beauty salons and personal trainers.

His company has developed an integrated collection of Web-based software products that enable health and wellness businesses to operate more effectively. One example from its product line is WebScheduler, a Web-based client scheduling tool synchronized to the company's desktop studio management software. WebScheduler was introduced in 2003.

Founded in 1998, **MINDBODY Online** (MINDBODYonline.com) now provides business management services to more than 1,600 clients in more than 30 countries, according to its Web site. In 2005, the company introduced a flexible and scalable Web-based software platform and saw its sales jump. As guest speaker at the June meeting of Softec, the Central Coast Software and Technology Association, Stollmeyer will talk about how his company has grown from the time he realized the business model for health and wellness companies had been changed by the Internet.

He'll offer his perspective on running a global business from San Luis Obispo and the challenges posed to a small business when it enters a rapid growth phase. He'll also comment on the impact of the investment money raised from angel investors last year.

The meeting is set for Wednesday at Pelican Point Restaurant, 2555 Price St. in Pismo Beach. Networking starts at 6 p.m., dinner at 7. The meeting is open to the public; cost is \$25 for dinner, payable through PayPal (visit www.softec.org for information about setting up a PayPal account). Cost at the door is \$28. RSVP with your name, company name, phone number and how many are in your party. For more information, e-mail rsvp@softec.org.

Events this week

Tuesday. North County Computer Club, Senior Center, 270 Scott St. in Paso Robles, 1 to 3 p.m. Contact: president @northcountycomputerclub.org or visit www.northcountycomputerclub.org.

Friday. TechXpress Computer Training Center, 3450 Broad St., Suite 101, San Luis Obispo, 9 a.m. to noon. Topic is QuickBooksBasics. Fee is \$99. A complete schedule of TechXpress classes can be found at www.techxpress.net. Call 782-8324 to register.

Sunday. SLO Bytes Second Annual Barbecue, I.O.O.F. Hall, 520 Dana St., San Luis Obispo. Alan Raul's Q&A session and Bill Avery's Windows operating system special interest group meet from 12:45 to 2 p.m., followed by the barbecue for members and their invited guests only.