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eAirCommunications' CEO Eric Klein Speaks at Georgia Hotel & Lodging Association Council Meeting

ATLANTA, April 23, 2009 – eAirCommunications' CEO Eric Klein met with members of the Perimeter Hotel Council of Georgia Hotel & Lodging Association (GHLA) this month to speak about the '8 Steps to Web 2.0'.

"Web 2.0 and Social Networking are the hottest topics in the Internet world today," added Klein. "It's important to understand how your Internet social acceptance can directly affect your business' bottom line."

Social Networking was the topic of the day, and reviewing the most effective methods of communication via the web is key in today's business environment. The GHLA's mission to promote, protect and educate the lodging industry and to ensure positive business growth for its members heartily embraces current methods of communication via the web.

"Many of us are facing a cultural shift between generations that we are unprepared for in business," stated Jim Sprouse, GHLA Executive Director, "People are using social networking tools to share information that determines their purchasing choices. We have to embrace this viral method of communications and use it to our advantage in hospitality. Eric Klein provided valuable insights to our group to get us started." For almost a century, the GHLA has been recognized by leaders in business, government and the media as the source of information on the lodging perspective, including hotels, motels, resorts, campgrounds, bed & breakfasts and other companies. Georgia receives more than 48 million visitors annually.

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