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Lloyd Reshard has designed an application for smart phones that connects people to an event or business culturally.

Local marketer Lloyd Reshard launches 1st Friday app

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FORT WALTON BEACH — Lloyd Reshard wants to put business networking in the palm of your hand.

Reshard, with the online marketing firm Tip or Tap Marketing, launched a new app for the Apple iPhone last week designed to connect users with businesses, churches, organizations and events near them. The 1st Friday Mobile app now is available for free in the Apple App Store and eventually will be available in the Android Market.

“I’ve been studying social media and social networking for a while now and have been trying to figure out a way to get into it,” Reshard said. “I’ve always been an advocate of smart phones. That’s where the trend was going. I figured if I was going to invest any time or money, that’s where I should invest it.”

Reshard has been working



Lloyd Reshard, left, gives a demonstration of his new smartphone application recently to Phil Jackson.

on the app for about five months with Socialight, the tech company that developed the software that allows the user to create location-based directories for many different types of categories.

For years Reshard has hosted 1st Friday networking events at the Beal Street Bottle Club in Fort Walton Beach to help connect the

African-American community. He was there Friday to host the launch party for the new app.

He said it is designed to make it easy for users to connect to the things they are interested in.

The main dashboard of the app currently allows users to search for African-American-owned businesses,



1st Friday Mobile is an application that connects people to businesses with a cultural angle.

women-owned businesses, Minority Business Enterprise-certified businesses and

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restaurants, along with other topics.

Users will be able to set up the app for their personal taste and save searches and directories that they use frequently.

Business owners can

submit their business profiles or deals or events they have planned to the app and have them show up almost instantly.

So far, about 1,000 businesses, most of them in Florida, have been added to

the 1st Friday app. Reshard expects that number will increase dramatically over the next two weeks.

“It’s just an alternative for small retailers to promote their businesses,” Reshard said.