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## **Entrepreneur Magazine Ranks Miracle Method Higher in their 2010 List of Top 500 Franchises**

*Summary: Colorado Springs based Miracle Method Surface Restoration is ranked Number 256 in the Entrepreneur Magazine Franchise 500 list published in their January 2010 issue.*

Colorado Springs, CO (PRWEB) January 5, 2010 -- Miracle Method, the nation's largest bathtub, tile and countertop surface refinishing franchise, gained 71 places over their 2009 ranking in the Entrepreneur Magazine Franchise 500 to #256. <http://www.entrepreneur.com/franchises/miraclemethodsurface restoration/282588-0.html>

Chuck Pistor, Miracle Method's President attributes Entrepreneur's recognition as one of the best franchises to the company's comprehensive training, marketing and technical support programs. "It's really simple...if the franchisees are successful, then the franchise network is successful," said Pistor.

Unlike many businesses, Miracle Method saw the downturn in the economy as an opportunity to grow market share and increase its category dominance. Miracle Method increased national advertising, developed new refinishing processes and increased commercial revenue streams promoting services to colleges, universities and hotels "Our goal is to continually update our franchise model in order to create the best success opportunity for our franchisees. As the economy changed, we changed with it," added Pistor.

Miracle Method is also ranked Number 71 in Entrepreneur's list of Top 100 Home Based Franchises. "While a number of our franchisees start out as a home based business, they soon move up to having a showroom and shop," says Pistor. "Our goal is to help our franchisees turn what is one of the best home based businesses into a much larger, more profitable business opportunity. We really think we can break into the Top 100 of the Entrepreneur 500!"

The outlook for the surface restoration industry is very bright and sales of Miracle Method franchises have increased dramatically in 2009. "We've opened ten new locations in 2009 and anticipate doubling that number in 2010," according to Don Dominick, Director of Franchise Sales. "Our franchisee satisfaction is at an all time high," adds Dominick.

Dominick believes that Miracle Method is positioned to continue to dominate the field. "We will continue to help our existing franchisees capture market share and expand our capacity by selectively selling new franchises. A Miracle Method franchise offers a great value to a new owner by offering the potential to earn an annual net income ranging between \$100,000 and \$200,000", said Dominick.

Miracle Method is set apart in the industry by the use of their proprietary bonding agent, MM-4. Non-acid, MM-4 molecularly bonds the old and new surfaces together, ensuring quality, durability and eliminating the need for dangerous, corrosive etching acids often used by other refinishers. Considered a trade secret, MM-4, provides a competitive advantage and is available only to Miracle Method franchises.

Since 1979, Miracle Method has been the nation's leader in Surface Refinishing. Today the company has 120 offices across the country providing bathtub, tile and countertop refinishing for homeowners, hotels and property managers. To see pictures of Miracle Method's work and to learn more about bath and kitchen makeovers using



the refinishing process, visit Miracle Method's web site at [www.miraclemethod.com](http://www.miraclemethod.com).

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## Easy-to-Read Guide Turns User Experience Research into Practical Tool for Any Business

*A new ReadyNote from Dorothy M. Danforth and CS Press brings together anecdotes, resources, and practical templates from completed and on-going research efforts to provide an easy-to-understand overview of the field of User Experience Research and its usefulness in software design.*

Philadelphia, PA (PRWEB) January 5, 2010 -- For software professionals who want to learn more about user experience research, Dorothy M. Danforth has produced a comprehensive, yet highly readable guide that relies on real-world examples from Fortune 500 companies to highlight key concepts and outline practical applications.

Published by the IEEE Computer Society Press, [A Guide to User Experience Research: Stories from the Field](#) uses examples, anecdotes, resources, and practical templates from completed and on-going research efforts to provide an easy-to-understand overview of the field and its usefulness in software design.

"Professionals can read this on a plane or in a day or so and come away with not only a foundational understanding of the methods, but also ideas, tips and tricks to help them start using these techniques in their own organizations," said Danforth.

The easy-to-read .PDF download provides a framework for using multiple types of insight-generating research that will reveal a more holistic and realistic view of how users will likely respond to a system. It includes an overview of the most common user experience research methods. Each overview is supplemented with context for when and how to use each method, and what insights that method might offer.

Software developers, graphic designers, information architects, product managers, and other information-technology professionals who produce, design, or develop software can purchase the guide from the IEEE Computer Society website, at [http://www.computer.org/portal/web/store?product\\_id=RN0000006](http://www.computer.org/portal/web/store?product_id=RN0000006).

So far, the guide has garnered good reviews. One independent reviewer called the guide, "A very interesting read with well-presented positions." Another wrote that, "There's a lot of good content in there, and I really like that [it summarizes each technique with strengths, weaknesses, and further references."

### About Danforth Media

Danforth Media is a Philadelphia-based software design consultancy specializing in User Experience Design (UXD) for desktop, Web, mobile, and set top devices. Services include user-centered research and interface design. Dorothy M. Danforth, founder and principal for Danforth Media, has fourteen years' experience in software design and usability research for Fortune 500 and emerging technology companies. An experienced speaker and UX evangelist, Dorothy has spearheaded corporate usability processes and led numerous R&D efforts for venture funding. For more information, go to [www.danforthmedia.com](http://www.danforthmedia.com)



#### About the IEEE Computer Society

With nearly 85,000 members, the IEEE Computer Society is the world's leading organization of computing professionals. Founded in 1946, and the largest of the 39 societies of the Institute of Electrical and Electronics Engineers (IEEE), the Computer Society is dedicated to advancing the theory and application of computer and information-processing technology, and is known globally for its computing standards activities. For more information, go to [www.computer.org](http://www.computer.org).

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## News Image



## Injectables Offer Post-surgical Options for Rhinoplasty Patients

*Rhinoplasty, sometimes referred to as a “nose job,” can improve the shape, size and general appearance of the nose. However, imperfections following rhinoplasty are common, which is why some surgeons have turned to injectable fillers as a means of smoothing out irregularities and asymmetries that remain after initial rhinoplasty surgery. An article appearing in the November/December issue of Aesthetic Surgery Journal, a publication of the American Society for Aesthetic Plastic Surgery (ASAPS), discusses the potential benefits and risks of soft tissue fillers as an adjunct to surgical reshaping of the nose.*

New York, NY (Vocus) January 4, 2010 -- Rhinoplasty, sometimes referred to as a “nose job,” can improve the shape, size and general appearance of the nose. However, imperfections following rhinoplasty are common, which is why some surgeons have turned to injectable fillers as a means of smoothing out irregularities and asymmetries that remain after initial rhinoplasty surgery. An article appearing in the November/December issue of Aesthetic Surgery Journal, a publication of the [American Society for Aesthetic Plastic Surgery \(ASAPS\)](#), discusses the potential benefits and risks of soft tissue fillers as an adjunct to surgical reshaping of the nose.

According to ASAPS statistics, rhinoplasty is among the top five surgical cosmetic procedures, with 152,434 procedures performed in 2008. With the growing availability, variety and popularity of filler materials, it stands to reason that the potential use of these products in conjunction with nose reshaping would be explored.

“Injectable fillers allow surgeons to correct post-surgical imperfections without the expense, anesthetic risk, or recovery downtime involved with additional surgery,” says Steven Dayan, MD, one of the ASJ article’s three authors and clinical assistant professor in the Department of Otolaryngology, University of Illinois Medical Center in Chicago.

Hyaluronic acid (HA), calcium hydroxylapatite gel (CaHA), and liquid silicone (all used off-label) have been used to treat nasal deformities with varying degrees of success. Silicone is generally not recommended, however, because of the greater risk of severe complications such as nodules, cellulitis and ulceration. “The use of any soft tissue filler in the nose should always be approached with caution and with thorough consideration of a patient’s individual circumstances,” says Dr. Dayan.

As with all injectable filler treatments, technique is paramount to success. Limiting the use of fillers to the top and sides of the nose while generally avoiding the base and tip, and placing the fillers at the proper depth in the skin, are important for minimizing complications such as a bumpy appearance, soft tissue damage, or compromising of the blood vessels in the nose.

While soft tissue fillers may be an effective treatment for certain post-surgical deformities, they are generally not recommended as a first-line option for nasal reshaping. Neither are they recommended for patients considering revision surgery, since persistent material in the nose may complicate a future procedure. “Fillers are no substitute for excellent surgical results,” cautions Dr. Dayan. “Rhinoplasty surgeons must continue to strive for



perfection in the operating room.”

“Injecting fillers into the nose requires a high level of skill as well as a thorough understanding of nasal structures and soft tissues,” says ASAPS President Renato Saltz, MD. “To minimize the risk of poor results or serious complications, patients should seek treatment only by a board-certified physician with relevant training and experience.”

#### About ASJ

Aesthetic Surgery Journal is the international peer-reviewed publication of the American Society for Aesthetic Plastic Surgery (ASAPS) and is the most widely read clinical journal in the field of cosmetic surgery, with subscribers in more than 80 countries.

#### About ASAPS

The American Society for Aesthetic Plastic Surgery is the leading organization of board-certified plastic surgeons specializing in cosmetic plastic surgery. ASAPS active-member plastic surgeons are certified by the American Board of Plastic Surgery or the Royal College of Physicians and Surgeons of Canada. <http://www.surgery.org>

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**News Image**



**THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.**



## Constellation HomeBuilder Systems Acquires G1440

*Constellation Software Inc., through its wholly owned subsidiary Constellation HomeBuilder Systems, is proud to announce the acquisition of Builder1440, a leading software company focused on the residential homebuilding industry.*

Markham, ON (PRWEB) January 5, 2010 -- Constellation Software Inc., through its wholly owned subsidiary [Constellation HomeBuilder Systems](#), is proud to announce the acquisition of Builder1440, a leading software company focused on the residential homebuilding industry. This acquisition includes Sales1440, a trusted and proven web-based sales solution for hundreds of home builders, as well as the consulting and staffing solutions of G.1440.

“We know this industry, and after evaluating several firms, it was clear that Builder1440 was more than a simple sales system,” says Dexter Salna, President of Constellation HomeBuilder Systems. “Builder1440’s software suite is a great choice for homebuilders that can’t afford to risk putting their business in the hands of old technology, limited solutions, or small family businesses that might not be around to support them tomorrow.”

Builder1440 will continue to operate and grow out of its Baltimore offices, under the same management team and will continue to promote and enhance its existing product line. Constellation welcomes all Builder1440 customers and will provide world-class solutions and services as a long term technology partner in the homebuilding industry.

“Constellation recognizes Builder1440’s commitment to our clients,” says Matt McShane, Vice President of Builder1440. “Throughout the downturn, we’ve been aggressively expanding our solutions with one goal in mind: to help builders sell more homes. Constellation shares that goal, and we’re excited to be a part of the Constellation family.”

Larry Fiorino, Builder1440 CEO and Founder added that Builder1440 is planning to announce several key initiatives and new offerings at the International Builders’ Show in Las Vegas, NV this January. “I can’t get into it yet, but we’re rolling out solutions that will completely change how builders sell homes,” said Fiorino.

With many of North America’s top 10 builders as clients, Builder1440’s cloud-based platform supports customers ranging from large national builders to smaller, regional builders, and everyone in between.

In addition to Builder1440, Constellation has acquired parent company G.1440, including consulting solutions and IT staffing services divisions that deliver end-to-end IT solutions. Specializing in custom software, web design, web marketing, and tech staffing, G.1440 will continue to be a leader in IT in the Baltimore/Washington region. G.1440 was founded in 1998 and was previously a subsidiary of Sinclair Broadcast Group.

About Constellation HomeBuilder Systems:

As the largest home building software company in the industry, [Constellation HomeBuilder Systems](#) has helped more than 2,100 builders manage their information technology costs with integrated software solutions to run their business from dirt to warranty. From planning to homeowner services, we have land development software,



new home sales and marketing software, production, purchasing, scheduling, accounting, warranty, electronic homeowner manuals, vendor portal solutions, and web site solutions designed exclusively for the home building industry.

About Builder1440, LLC:

[Builder1440, LLC](#) delivers trusted software solutions for home builders. With a deep vertical knowledge of the home building industry and extensive technical expertise, our team designs and develops cloud-based software solutions currently in use by hundreds of builders across North America. Builder1440's sales & marketing software suite increases profits and decrease costs through all stages of the homebuyer life cycle.

About Constellation Software Inc.:

[Constellation Software Inc.](#) is listed on the Toronto Stock Exchange under the symbol "CSU". Constellation Software is an international provider of market leading software and services to a number of industries across both the public and private sectors. Constellation acquires, manages and builds vertical market software businesses that provide mission-critical software solutions to address the specific needs of its customers in those industries.

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## **min and ContentNext Publish New Edition of State of Digital Media Report**

*Digital boxscores, social media monetization strategies, profiles of online content leaders, and the most intriguing deals and partnerships are just some of the ground-breaking coverage included in the second volume of the State of the Digital Media guidebook released this month.*

(PRWEB) January 5, 2010 -- Digital boxscores, social media monetization strategies, profiles of online content leaders, and the most intriguing deals and partnerships are just some of the ground-breaking coverage included in the second volume of the State of the Digital Media guidebook released this month.

Published by Media Industry Newsletter and ContentNext's paidContent, the State of Digital Media takes an unprecedented look at how consumer and b-to-b magazine brands, content providers and social media pure plays are faring online, including their challenges and strategies for future growth.

The 200+ page book, available in print or online ([www.minonline.com](http://www.minonline.com)), is the second in a series of reports on digital media for the magazine and content industry. It is being published in partnership with The Jordan, Edmiston Group, which has contributed a robust chapter on merger and acquisitions in the digital space.

"This guidebook helps magazine brands and other content providers navigate the digital and social media universe, identifying smart business models and partners to take them not only to the next level but to a point of profitability and growth," says Diane Schwartz, VP & Group Publisher, min.

Chapters in min and paidContent's State of Digital Media Report include:

- Research Findings
- The M&A Perspective
- Digital Boxscores (b2b and consumer)
- Profiles of Digital Leaders
- Deals, Transactions & Partnerships
- Monetizing Social Media
- State of Digital Advertising
- Points of View

"It's no secret that social media is a huge force in today's media landscape, but this report offers new details on M&A and VC activity as well in depth profiles of digital leaders, among many other valuable insights," says Rafat Ali, Editor/Publisher of paidContent.

Visit [www.minonline.com/minpress/7.html](http://www.minonline.com/minpress/7.html) to order your copy today and learn more.

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About paidContent:

paidContent.org is part of ContentNext Media, a media and information company owned by Guardian News & Media, that covers the business of digital media. The company operates four award winning sites: paidContent.org, mocoNews.net, paidContent.co.uk, and contentSutra.com, covering the digital sectors where media and entertainment companies operate: online, wireless, desktop and off-desktop applications, products and services.

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## **CarZen.com Announces License Agreement with AutoTrader.com**

*Leading automotive website adds engaging and detailed new car search experience – The New Car Adviser – to bolster sites' new car research offerings.*

New York (PRWEB) January 5, 2010 -- CarZen.com, a leading provider of new car search tools for automotive-related websites, today announced that AutoTrader.com has licensed the CarZen search experience. AutoTrader.com is now using CarZen's search tool as its 'New Car Adviser,' accessible via the homepage rotational or the research section of AutoTrader.com.

The 'New Car Adviser' serves as a matchmaker that correlates auto shoppers' unique needs and wants to a ranked list of vehicles. It's an engaging and personalized experience that enables users to customize the types of features, traits and even the vehicle personality most desirable to them. Through its robust algorithm, the Adviser then pairs the user to the cars most ideal to the individual's unique preferences.

The 'New Car Adviser' is meant to truly assist consumers that are narrowing down their vehicle choices. And its benefits go beyond helping car shoppers - by optimally serving this audience early in the purchase funnel, the 'New Car Adviser' creates a focused way for advertisers to reach and target serious shoppers.

### About CarZen.com

CarZen.com was founded in May 2008 in New York. CarZen is a provider of dynamic, high-quality new car research solutions for consumers and partner websites. Providing a simple and personalized car shopping experience, CarZen is focused on delivering information better and faster to empower consumers to make better car-related decisions. CarZen's CarFinder car search tool ranks vehicles based on specific consumer wants, needs, and personality. Having launched the CarConsult tool in October 2008, CarZen has now opened up licensing of the tool to leading automotive websites. Visit <http://partners.carzen.com> for more information on licensing the CarFinder experience.

### About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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## Leading Self-publishing Company Adds Espresso Book Machine Sales Channel

*Outskirts Press, the fastest growing full service self-publishing and book marketing company, today announced the availability of an additional sales channel for its already-published and soon-to-be-published authors—the innovative Espresso Book Machine.*

(PRWEB) January 5, 2010 -- Billed as the “Invention of the Year” in 2007 by Time Magazine, the Espresso Book Machine prints perfect-bound, library-quality books with full-color covers in minutes, immediately at the point of sale, whether it be at a bookstore, a library, or a coffee shop. It is an ATM for book lovers, but only selected books by selected publishers that have been distributed directly to the Espresso Book Machine are available to be printed on-site by the machine.

“Outskirts Press continually explores new distribution opportunities for our authors to increase their chances for success,” stated Outskirts Press CEO Brent Sampson. “Authors who add the Espresso Book Machine option will open up a whole new world of point-of-sale possibilities. Best of all, participation does not require any new processes or publishing ‘tools’ to master. We take care of all the details. As a full-service company, we take away the work involved in publishing, printing, and distributing books.”

Currently placed primarily in bookstores and libraries, Espresso Book Machines are already at locations in New York, London, Washington, D.C., and San Francisco, to name just a few, with more locations being added monthly.

The Espresso Book Machine software protects the security of all titles, tracks each transaction, and remits all sales/royalty data back to the book’s source, where the publisher can report sales earnings to the author. Retail price, discounting, and royalties exactly match the traditional paperback edition; and Outskirts Press Espresso book sales are reported in the exact same manner as paperback sales.

“In essence, this is exactly like selling a black/white paperback via a new retail sales channel like Amazon or Barnes & Noble,” continued Sampson. “The impact of this new channel will be most noticeable when Espresso Book Machines start appearing at Starbucks or similar venues, which I have to believe is only a matter of time. Outskirts Press authors will be prepared for this next revolutionary step in point-of-sale book availability.”

With the addition of the Espresso Book Machine distribution channel, Outskirts Press continues to expand the wide array of publishing and marketing services it offers to authors around the world. In 2008 The Denver Business Journal named Outskirts Press the fastest growing small-to-medium sized company in Colorado and in 2009 Inc Magazine named Outskirts Press one of the top 500 fastest growing companies in America and one of the top five “best of the best” companies on the Inc-500 list.

For more details about Outskirts Press, including a free video and free e-book, visit <http://outskirtspress.com/selfpublishing.html>

About Outskirts Press, Inc.:

Outskirts Press, Inc., an Inc. 500 company, offers full-service, custom self-publishing and book marketing



services for authors seeking a cost-effective, fast, and flexible way to publish and distribute their books worldwide while retaining all their rights and full creative control. Available for authors globally at [www.outskirtspress.com](http://www.outskirtspress.com) and located on the outskirts of Denver, Colorado, Outskirts Press represents the future of book publishing, today.

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## **NJ Entrepreneur Named To Most Influential List In Sales Management**

*Andrew Gaffney, Editor of DemandGen Report and Content Director for Demand Creation Specialists, recently ranked in the top 20 in the Sales Lead Management Association's (SLMA) 2009 50 Most Influential People in Sales Lead Management list. The annual poll is voted on by peers and colleagues, and recognizes leaders who are paving the way in sales and marketing innovation.*

Hasbrouck Heights, NJ (PRWEB) January 4, 2010 -- Andrew Gaffney, Editor of [DemandGen Report](#) and Content Director for [Demand Creation Specialists](#), recently ranked in the top 20 in the [Sales Lead Management Association's](#) (SLMA) 2009 50 Most Influential People in Sales Lead Management list. The annual poll is voted on by peers and colleagues, and recognizes leaders who are paving the way in sales and marketing innovation.

DemandGen Report was founded over three years ago and has quickly been recognized as one of the leading source for BtoB marketers to identify the tools and best practices needed to drive qualified leads into their sales pipelines. In order to help marketers deploy and adopt these practices, the company's new Demand Creation Specialists division is helping companies create content offers that fuel lead generation campaigns.

Dan McDade, President of Atlanta-based prospecting firm PointClear, emphasized the influential role Gaffney is playing in the emerging lead management space. "Andrew has helped increase the awareness and visibility of lead management best practices," said McDade. "He is viewed as a key sounding board and content provider for industry leading companies. "The weekly trend articles, research and white papers Andrew has published over the past two years have provided a road map for new companies to adopt lead management tools and processes. His unbiased presentation of new tools and strategies has helped support the benefits of this movement."

While the Sales Lead Management Association list recognized individual executives, Gaffney emphasized the important role the G3 Communications staff has played in the rapid growth of both DemandGen Report and Demand Creation Specialists. "Marketers are now challenged to think more like publishers and develop a stream of unique content which helps engage prospects and accelerate them through the buying cycle," he said. "Our staff of writers and marker analysts has helped our company double in size the past two years and more importantly has helped our clients grow their business."

### About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately drive growth. A key component of the online publication is a focus on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

### About Demand Creation Specialists

Demand Creation Specialists is a division of G3 Communications, specializing in "content that connects buyers and sellers." DCS provides clients with strategic direction on the types of content which generate qualified leads and the tools and process which help convert those leads to closed business.



#### About the Sales Lead Management Association

The mission of the Sales Lead Management Association is to help companies become successful in the critical business process of managing sales leads. For more information call Sue Campanale at 714-637-6989.

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## **Bariatric Surgeon Michael Seger Honored as One of San Antonio's Business Leaders**

*BMI of Texas co-founder Dr. Mickey Seger has been selected as one of the San Antonio Business Journal's "40 Under Forty" for 2009.*

San Antonio, TX (PRWEB) January 4, 2010 -- The [Bariatric Medical Institute of Texas](#) (BMI of Texas) today announced that co-founder and San Antonio bariatric surgeon [Michael "Mickey" Seger](#), MD, FACS, was recently named one of San Antonio's "40 Under Forty" business leaders by the San Antonio Business Journal.

Since 1995, the San Antonio Business Journal has published an annual list of "40 Under Forty," which honors today's and tomorrow's leaders. According to the newspaper, this year's winners are "40 people not yet 40 who are driven to make San Antonio a better place to live and work." Publisher Kent Krauss headed up the editorial board which selected the winners from among 165 nominations.

"It's an incredible honor for me to be recognized as one of San Antonio's leaders and I'm especially flattered considering the amazing group of individuals with whom I share the honor this year," said Dr. Seger.

Dr. Seger was also recognized earlier this year as one of San Antonio's "Top Doctors" by Scene in S.A. magazine, as was his partner and BMI of Texas co-founder Dr. Terive Duperier. Located in San Antonio's Medical Center area, BMI of Texas helps patients achieve their weight loss goals through various surgical procedures including gastric bypass, adjustable gastric band and sleeve gastrectomy. BMI of Texas assists patients throughout their entire weight loss journey. After attending a free, [educational seminar](#) and learning about the [various types of weight loss surgery](#) procedures, patients are assigned a patient advocate to help coordinate the often-confusing paperwork and insurance stipulations necessary for surgical intervention. Post-operatively, the doctors continue to follow their patients to ensure long-term weight loss success.

Additionally, the surgeons perform a full spectrum of [advanced laparoscopic procedures](#), including laparoscopic Nissen Fundoplication (anti-reflux surgery), laparoscopic colon surgery, laparoscopic pancreatic surgery, and laparoscopic hernia surgeries. BMI of Texas can be reached at (210) 615-8500 or online at [bmioftexas.com](http://bmioftexas.com).

### About BMI of Texas

Founded in 2008 by Dr. Terive Duperier and Dr. Michael Seger, BMI of Texas is focused on helping patients achieve their long-term weight loss goals. More information on the practice, which is designated as a Bariatric Surgery Center of Excellence® by the American Society for Metabolic and Bariatric Surgery, can be found online at [bmioftexas.com](http://bmioftexas.com) or via telephone at (210) 615-8500.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## How Many Litres of Water Does an Elephant's Trunk Hold?\*

*Millions of Swedes find a question like this amusing. This is why the Swedish National Encyclopedia (NE) presents for free the largest Swedish educative quiz with over 6,000 questions. It is possible to find all the answers on the website NE.se.*

(PRWEB) December 31, 2009 -- Millions of Swedes find a question like this amusing. This is why the Swedish National Encyclopedia (NE) presents for free the largest Swedish educative quiz with over 6,000 questions. It is possible to find all the answers on the website NE.se.

In our digital world, people ask for knowledge through new channels. Therefore, the Swedish National Encyclopedia has gone from being a traditional printed encyclopedia to acting in several ways on the Internet and in mobile phones. Swedish National Encyclopedia (NE) aim is, wherever you may be, to provide answers and inspiration for visitors to learn new things. This new quiz is the largest Internet quiz in Sweden, and Swedish National Encyclopedia (NE) aim is to attract people who are eager to acquire factual information. Players can test their knowledge in areas such as history, geography, science and sports. Excellent results will appear in a top-ranking list.

Anders Hansson, quiz editor and developer at NE, says:

“Our aim has been to develop a quiz that is both entertaining and challenging for people to learn more. The aim of a quiz should be to arouse interest, not to discourage.”

On the Internet there are three versions of NE.se:

The free section which gives everybody access to 64,000 entries which are more concise than the entries to be found in the subscription section of NE.se. These entries are also available on mobile phones.

The main section of NE.se includes some 530,000 verified articles. With its new design, additional functions and regularly updated content, the main section has become a website offering rapid answers and easy access to in-depth information. Also, there are smart add-on features, such as maps, illustrations and crosswords.

NE school is a section of the website which primarily addresses teachers and students. It is possible, for example, to find theme packages, study questions and learner packages. A learner package is a function which enables a teacher to create your own theme packages or materials to form part of a lesson.

In addition, NE has its own social networking sites on Facebook and Twitter. Also, NE publishes the blog [Kunskapsbloggen.se](http://Kunskapsbloggen.se), which is a way for Swedish National Encyclopedia (NE) to communicate with their subscribers as well as other people searching for knowledge.

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\*Answer: About 10 litres. Source: NE.se



About NE:

The assignment of the Swedish National Encyclopedia (NE) is to disseminate knowledge in different ways, written by over 4,000 experts and edited by our in-house editors. On the Internet there are three versions of NE.se: The free section which gives everybody access to 64,000 entries which are more concise than the entries to be found in the subscription section of NE.se. The subscription section which offers in-depth information in 530,000 articles. NE school which offers inspiration, home-study support, theme packages, films and articles written specially for students and teachers. Naturally, NE also stands for its classic 20-volume printed encyclopedia, as well as NE in three printed volumes and the new NE in 20 printed volumes. [www.ne.se](http://www.ne.se)

###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Parature Announces Doug Lipp, Former Head of Training at Disney University, as the Keynote Speaker for its Worldwide Users' Conference**

*ParaFest '10 to Feature Respected Author and Speaker on International Leadership, Customer Service and Change Management*

Vienna, VA (Vocus) December 29, 2009 -- Parature, a global leader in [on-demand customer service software](#), announced today that Doug Lipp, respected author and speaker on international leadership, customer service and change management will be the keynote speaker at ParaFest '10, the company's sixth annual users' conference. ParaFest '10 will be held May 4-6, 2010 at the [Hard Rock Hotel & Casino Las Vegas](#). This customer focused conference will allow Parature users from across the world to gain valuable knowledge from industry experts and thought leaders, while networking with colleagues and peers.

Mr. Lipp has over thirty years of experience working from the front lines to the board rooms of many American, Asian, European and Latin American multinational corporations. He motivates and challenges audiences around the globe to examine their respective management styles and business strategies, then determines the effectiveness of each as seen from a variety of customer and cultural perspectives. Mr. Lipp is the author of numerous articles and seven books on leadership, customer service and international business, including his two most popular: "The Changing Face of Today's Customer: How to Attract and Retain a Diverse Customer and Employee Base" which addresses how businesses can thrive in this era of cultural diversity and global competitiveness, and "Even Monkeys Fall from Trees: The Art and Science of Outstanding Customer Service" which focuses on a balanced approach to service, leadership and teamwork. At the Walt Disney Company, Mr. Lipp was the head of the training department at the world-renowned Disney University and was also on the start-up team for the highly successful Tokyo Disneyland in Japan.

The topic for ParaFest '10 "The Magic of Exceptional Service, Leadership & Teamwork – Lead the Way: Your Employees and Customers Will Follow" will take an interactive approach to examining the traits and approaches of outstanding leaders and teams and will include quick exercises to help participants assess their strengths and areas for improvement.

"We are excited to have such a seasoned professional and dynamic individual as Mr. Lipp to be the keynote speaker at ParaFest' 10," said [Parature CEO, Tim Davenport](#). "His experience at such renowned organizations like the Walt Disney Company and as a consultant with world-class organizations has given him first-hand knowledge that will be an invaluable asset to the customers, partners, employees and other industry experts that will attend this preeminent event."

[ParaFest '10](#) will feature hands-on training sessions led by the Parature Professional Services team and a diverse mix of customer service and support best practices sessions led by Parature customers as well as other industry experts. Attendees will have a unique opportunity to exchange ideas, share industry insights and trends, and network with their peers as well as Parature executives and staff. The popular ParaFest Zone will be available for



participants to meet with Parature experts and partners, experience new product features and learn tips and techniques on how to further strengthen their investment in Parature Customer Service™ software.

Attendees registering for ParaFest '10 by January 31, 2010 will receive a \$200 discount off of the regular rate. Please visit the ParaFest website for [conference registration](#) and additional information.

#### Parature, Inc.

Parature, a leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company's software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today's Web world. Founded in 2000, Parature received the 2007 and 2008 Product of the Year Award from Customer Interaction Solutions magazine and has been named to the Inc. 5000 list of Fastest Growing Private Companies in America. Parature has been named to both the Washington Business Journal's list of Best Places to Work and The Washingtonian list of Great Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support millions of end users worldwide. For more information, visit [www.parature.com](http://www.parature.com) or follow @Parature on Twitter.

#### ParaFest

ParaFest™ has become a popular, "sold-out" event for Parature customers from every corner of the world and every industry to come together to share ideas and learn how to further strengthen their Parature investment.

Parature executives, along with customer service and product experts on the front lines, international authorities and authors share insights and trends, and discuss best practices and emerging issues.

For more information, visit [www.parafest.com](http://www.parafest.com) or follow @ParaFest on Twitter.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**





## **CEO of Nonprofit, Embrace, and News Reporter Take to Streets of San Diego to Live with Homeless for Three Days**

*Sean Sheppard, CEO of Embrace and Wendy Fry, News Reporter transformed their lives from everyday business professionals to homeless and hungry to gain insight for future charity projects and upcoming news story*

San Diego, CA (Vocus) December 28, 2009 -- Sean Sheppard, Founder and CEO of a prominent nonprofit organization, [Embrace](#), a Board Member for Alliance Healthcare and a Georgetown University Graduate along with Wendy Fry, a web-journalist for KPBS, took to the streets of San Diego on December 4th to immerse themselves in the lifestyle of San Diego's homeless population. The two spent three-days, two-nights living amongst the homeless. Fry met Sheppard while covering an Embrace/San Diego State University blanket drive for the homeless that she was covering for a news story.

Sheppard's background in working with the homeless population and Fry's potential KPBS story based on overcoming her fears of the homeless sparked the two to team up and set out on the streets, with no food or money and only the back of Sheppard's SUV to sleep in at night.

"I learned more in those three days about the lives and workings of the homeless community in San Diego than I have learned in all of the years I have spent volunteering with them," said Sheppard. "The caring nature and generosity we experienced, particularly in the soup kitchen, [God's Extended Hand](#), touched both of us deeply."

Sheppard will take his experience as a learning tool to educate fellow Alliance Healthcare Foundation board members for future funding opportunities, improve the homeless service branch of Embrace and increase his understanding of the needs and thoughts of the homeless community.

Fry plans to use the insight she gained over her three days on the streets to finish her story pitch for KPBS.

For more information about Embrace and its programs, visit [www.Embrace1.org](http://www.Embrace1.org) and [www.facebook.com/embrace1](http://www.facebook.com/embrace1).

### About Embrace

Embrace, a 501(c)(3) nonprofit organization, connects college students to local government and other nonprofits to create a community outreach/service learning model that utilizes college students to remedy community problems such as preventive health and homelessness. In 2007, Sean Sheppard began volunteering his time to feed the homeless once a week with the San Diego Chargers and soon discovered that he had a passion for improving the lives of the homeless population. His ultimate goal is to bring about legislation that makes community service mandatory for all college students that attend state funded institutions of higher education.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Schwan's Smart Investment in Field Employees**

### *Quofore Solution Arms Customer Sales Representatives and Route Drivers for Performance Excellence*

Atlanta, GA (Vocus) December 29, 2009 -- In order to advance their vision to increase the consumers' in-store shopper engagement, Schwan's Consumer Brands North America, Inc. enlisted Quofore (formerly O4 Corporation) to provide on-demand software that would aid workers in their collection of in-store business intelligence as well as pre-order, delivery and merchandising tasks. By early 2010, more than 1,500 workers will be outfitted with Quofore's mobile application and Management Suite application.

According to Danny Borndal, senior director of technology at Schwan's Consumer Brands North America, goals of the software implementation span key sales tasks, from improved customer service and store audits to increased control in managing field-level activities, and increased velocity in information flow to and from the field for swift decision making among management. Schwan's Consumer Brands North America offers more than 200 products to retailers throughout the Americas. As such, the need for a flexible, high-performing technology platform could not be greater, said Borndal.

"We are constantly searching for ways to improve our workers' day-to-day performance, and the retail execution that happens through the sales and delivery aspects of our business must perform to the same exceptional standards as our brands," said Borndal. "Because our personnel oversee such a massive volume of products and have very defined tasks that demand timely communication, analysis and standardized processes, Quofore's sophisticated solution was a natural choice for us."

Schwan's Consumer Brands may be best known for frozen-pizza brands including Red Baron®, Tony's®, and Freschetta® products. Still, the company continues to build upon its other product lines including Mrs. Smith's® and Edwards® pies, Asian Sensations® appetizers and Larry's® potatoes. Distribution of information to the field about each of these products, at any given time, is a central activity that requires "total cohesion," added Borndal.

"One of the key reasons that Schwan's Consumer Brands selected us," said Scott Foernsler, senior vice president of sales at Quofore, "was our ability to satisfy their requirement to effectively capture the information that retail employees are collecting in the field and turn it into insights they could act on. While large consumer goods companies are typically data-rich, the ability to turn this information into actionable decisions is imperative, and our mobile application enables this process."

The global nature and inherent flexibility of the Quofore product and platform ensures that Schwan's Consumer Brands can expand the implementation throughout the organization with minimal effort. This allows for the local investment to be leveraged globally across the organization, added Foernsler.

"Our ongoing work with industry-leading consumer products companies continues in this new engagement with Schwan," said Foernsler. "Their goal is to be the best frozen-food company on the face of the earth, and we're excited about the opportunity to help them achieve that in the field."



#### About Quofore

Founded in 1998, Quofore (formerly O4 Corporation) is recognized as the international leader in mobile software solutions for field representatives in consumer products companies. Companies using Quofore solutions are able to drive competitive advantage through their management and execution of field sales, merchandising, promotion, and direct delivery activities. Incorporating world's best practice, Quofore solutions reflect the experience and domain expertise gained from over a decade of specialized industry focus, working with customers in more than 20 countries in both modern trade and emerging markets. Quofore markets its software worldwide through its regional offices in the Americas, EMEA and the Asia Pacific region, and works closely with its partner ecosystem to service and support its customers worldwide. Quofore has delivered solutions to customers across six continents including leading global corporations such as Procter & Gamble, Cadbury, Brown-Forman, Dyson and Black & Decker, as well as numerous small to midsize companies. For more information, visit [www.quofore.com](http://www.quofore.com).

#### About The Schwan Food Company

The Schwan Food Company is a privately held, multibillion-dollar business that manufactures and markets fine frozen foods through home-delivery, retail-grocery and food-service channels. Its many popular brands include Red Baron®, Tony's®, and Freschetta® pizza, Mrs. Smith's® and Edwards® desserts and Schwan's® fine frozen foods. Headquartered in Marshall, Minn., the company's subsidiaries employ about 18,000 people in the United States and Europe.

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Small Creative Companies Preparing for Substantial Growth in 2010

*FunctionFox survey suggests dramatic improvements in the creative industry for small firms in 2010 compared with the past year. The new study shows a staggering 93% of small creative businesses are expecting to grow or maintain stable through 2010, with specific, optimistic findings for revenue, staffing and opportunities in the creative industry among small firms.*

Victoria, British Columbia (PRWEB) December 29, 2009 -- A staggering 93% of small creative businesses are expecting to grow or maintain stable through 2010, a new study shows. Among the optimistic findings; the vast majority of firms expect to increase revenues in 2010, over one-third expect to add staff, many by embracing new forms of media and technology as new business opportunities.

The FunctionFox Creative Industry Outlook Survey was designed to determine the mind-set of creative business executives with 25 employees or less as they prepare for 2010. Respondents were asked to answer questions relating to projected revenue, staffing, challenges and opportunities. This is the second year that FunctionFox has conducted this extensive survey of creative professionals, so results are compared year over year with the previous year's report.

"For creative professionals, 2009 was all about survival and smart, safe growth," said Mary-Lynn Bellamy-Willms, Founder and CEO of FunctionFox. "2010 will be all about capitalizing on the seeds planted in 2009. It will be an exciting year for smaller creative firms that were well prepared for and have endured through a tough year in the communications industry. In a time when a lot of larger businesses are still reeling from dramatic change, small creative firms are poised to prosper from it."

Highlights of the 2010 survey (charts available in full survey report [here](#)):

- 65% of firms expect revenue growth in 2010 - an increase of 25% from 2009
- 37% expect to increase their staff in 2010 - an increase of 14% from 2009
- The majority of firms in all major regions across North America (West, South, Northeast, Midwest USA and, Eastern and Western Canada) expect increased revenues in 2010
- 56% expect to maintain current staff size
- 24% see new media, such as social networks, as their greatest opportunity in 2010 - up 4% from 2009

Other highlights: As with the year prior, finding new business remains the most significant challenge facing small creative companies heading into 2010. Among opportunities listed by respondents, many noted that surviving a down economy in 2009 has left them poised and ready to capitalize in 2010 - particularly as marketing budgets return to a market with fewer competitors. Other opportunities include:

- "Increasing workload with no increase in personnel to meet the demand"



- "Continuing to narrow our focus"
- "Breaking out of the vendor/service-provider model"
- "Looking for larger clients who have less money to spend, so they're looking for smaller, more nimble agencies."

This fresh outlook coming through a recession was explained by one respondent as: "A chance to take lean-times mentality into the coming not-so-lean period. Efficiencies should equate to profitability with market upswing."

#### Methodology

The survey, deployed November 17 through December 8, 2009, was completed by 244 highly targeted professionals in design, advertising, public relations, web and marketing communications in the U.S. and Canada. Respondents were invited to participate by email as part of the November 2009 issue of the FunctionFox About Time Newsletter. The survey was delivered online. Some answers were also broken down by region. (For charts, visit [FunctionFox Creative Industry Outlook 2010](#).)

#### About FunctionFox

FunctionFox is the leading provider of time and project tracking software for small creative companies. TimeFox, its web-based timesheet and project management software, is the number one ranked time-tracking system in North America. Graphic design, advertising, communications, marketing, multimedia, public relations, and interactive firms all choose TimeFox as their web-based time and project management application. TimeFox is currently used by thousands of customers in Canada, the US, Europe, Asia, Australia and New Zealand.

<http://www.functionfox.com>

For a copy of the full FunctionFox Creative Industry Outlook for 2010 Report, visit <http://www.functionfox.com/Creative-Industry-Outlook-2010>.

For questions and more information, contact:

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **Entrepreneur Introduces Canadian Government Officials to Winter Vehicle Invention**

*How a U.S. Inventor is using the proposed national motto change to gain top-level attention as he launches his new winter car care product into the Canadian marketplace.*

Drexel Hill, PA (PRWEB) December 29, 2009 -- Sometimes a marketing strategy for a product introduction can get an assist from a real life event. Sid Holmes, an entrepreneur who is launching his invention into the Canadian auto accessories market, has devised a marketing strategy that has garnered attention from the highest reaches of the national legislature.

A native of Drexel Hill, Pennsylvania, Holmes has been getting a lot of letters lately from the likes of Dalton McGuinty, Brad Wall and Robert Ghiz.

But why would the Premiers of Ontario, Saskatchewan and Prince Edward Island, respectively, and a host of representatives from other government offices, be corresponding with an unknown neighbor to the south?

Because over the fall, Holmes sent dozens of government officials a special-edition version of his product, which has a surefire appeal for Canadian motorists: water-repellent, fabric covers that protect car and truck side view mirrors from snow, ice and frost.

A communications professional by trade, Holmes was inspired to create the covers – dubbed [MirrorMateMitts](#) – several years ago when he nearly broke his car mirror while removing ice with a plastic scraper.

Thinking the proverbial “there’s got to be a better way,” he fashioned the first ‘MMMs’ by hand sewing a pair himself. After requests from neighbors wanting their own covers, Holmes decided to sell the product through the internet. He started a company, MMM Tech, LLC, struck a deal with a manufacturer in the Midwest and set up an online store ([www.mirrormatemitts.com](http://www.mirrormatemitts.com)), beginning sales in the U.S. two winters ago. This year, he figured, Canada, with an even snowier climate, would be a logical extension for MMM sales. But he needed a way to attract attention to his product.

Noticing that Canada’s House of Commons was considering a rewrite of the national motto to “From Sea to Sea to Sea”, reflecting the Arctic Ocean, Holmes found his publicity angle for the MMMs; he silk-screened the national flag on one side and a maple leaf with the proposed motto in English and French (it is Canada, after all) on the other side.

The commemorative cover was sent along with a plain black MMM to the leaders of the 13 provinces and territories, as well as to various members of parliament supporting the motto change.

The strategy is working well as letters have been arriving every week at the MMM Tech office since November. So far, Holmes has also received thank yous and letters of support from representatives of the Premiers of Québec



and Newfoundland Labrador, as well as Marjory LeBreton, Government Leader in the Senate and Governor General Michaëlle Jean. One premier has forwarded the covers to a government minister for consideration.

“It’s been great fun anticipating the daily mail delivery,” Holmes admits. “Besides introducing MMMs to Canada, I’m learning a lot more about my neighbors to the north.”

MirrorMateMitts are available at the MMM online store at: [www.mirormatemitts.com](http://www.mirormatemitts.com)

For more information about MirrorMateMitts visit:

<http://www.prweb.com/releases/winterize/snow/prweb3376964.htm>

To help prepare your car for winter weather visit: [www.winter-car-care.com](http://www.winter-car-care.com)

For more information, contact Sid Holmes at 215.470.2993

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Profiles International Reports that Most Productive Companies Have Extreme Customer Focus

*Profiles International reports that the most productive companies in America continually invest in learning about their customers' needs and invest in training to sell to those needs.*

Austin, TX (PRWEB) December 29, 2009 -- Profiles International, a global leader in employment evaluation and human resource management assessment tools, reports that the [most productive companies in America](#) continually invest in learning about their customers' needs and invest in training to sell to those needs.

"Regardless of the economy, the most productive companies in this country provide sales training and product training for their employees. While other companies might decide to cut costs by eliminating training, the most productive companies continue to focus on it," says Bud Haney, co-founder and president of Profiles International. "These companies engage in activities that result in larger sales, an accelerated sales cycle, and optimization of selling time and activities."

Such activities include [360-degree feedback tools](#) to help sales managers better understand their teams' internal capabilities and assign the appropriate resources to the right projects, asking customers in-depth questions to gain a thorough understanding of their businesses before making sales presentations, and training their salespeople to offer unique solutions to customer problems rather than one-size-fits-all solutions.

"Business leaders so often believe that productivity and success in the marketplace are dictated by chance rather than by actual, quantifiable behaviors. We want companies to understand that there are concrete steps they can take to increase their abilities to succeed," says Dario Priolo, Managing Director of the Profiles International Research Institute.

About Profiles International, Inc.

Profiles International is the world's leader and innovator in selecting and developing high-performance workforces. Profiles International does this through innovative human resource management solutions and a comprehensive suite of employment assessments that help companies worldwide gain a competitive advantage by selecting, hiring, retaining, and developing great talent. Profiles International is the preferred choice of many of the largest companies because of the quality of its products and services, and its consistent revalidation of its diverse collection of employment assessments. For more information about Profiles International's suite of human resource management solutions, visit <http://www.profilesinternational.com>

This press release was distributed through PR Web by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image



## **New Research Article Into the Standardised 5% Page Yield, Now Released by StinkyInk**

*Stinkyink article analyses the 5% Page Yield Industry Standard for Ink and Toner Cartridges, with surprising results.*

(PRWEB) December 21, 2009 -- Continuing the never-ending pursuit of printer ink knowledge, Stinkyink has released a research article on the yields of ink cartridges, such an important factor for printing costs, yet insufficiently reported on.

All printer cartridges, be they ink or toner, have their total output measured in 5% coverage pages as an industry standard. Though those in the trade have some understanding of what this means, there are no easy-to-find guides online to explain this measurement to the common public. However now available and easy to find for all - a customer orientated guide to page yield and ink coverage.

Utilising the ISO/IEC 19798:2007, the industry standard 5% coverage A4 page, and specialist software, comprehensive information on the most common fonts and how well they perform for ink coverage has been gathered. By producing test sheets and figures, this report can help readers to not only understand what 5% of a page actually looks like, but to learn what common fonts perform best for saving ink.

Stinkyink researcher, Huw Carrington, said, "This article really helps individuals get an idea of how to save on printing costs at a fundamental level. Even within our offices we were taken by surprise at the difference of ink usage across fonts, let alone the Excel table results."

For more information, and find out about other useful printing information, [here](#).

###



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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Secova Reports COBRA Premium Subsidy Extension Enacted by Congress

*President Barack Obama signed on December 21, 2009 a new legislation into law that extends the original federal COBRA subsidy created by the American Recovery and Reinvestment Act of 2009.*

Newport Beach, CA (PRWEB) December 23, 2009 -- Secova Inc., a leading provider of human resource and benefit management services, today released a summary of the legislation signed by Obama into law on December 21, 2009, extending the COBRA Premium Subsidy. The legislation was part of the Department of Defense Appropriations Act, 2010 (H.R. 3326).

"Today's healthcare is anything but simple," said Joel Carter, Vice President of Secova, " As a result of this legislative change, companies and their plan administrators must act immediately to comply with the extended timelines and allow for reentry into COBRA plans under certain newly allowable circumstances."

Monday's changes require employers and other group health plan sponsors, insurers and administrators to act immediately to comply with amended eligibility and subsidy mandates applicable to "assistance eligible individuals" directed towards the extension of the [COBRA Premium subsidy](#).

The new law addresses the following:

### 1. COBRA Subsidy Eligibility Period - New February 28, 2010 Cut-Off Date

Individuals who are involuntarily terminated from employment before December 31, 2009 are eligible for ARRA premium reduction for an additional 2 months (through February 28, 2010) if they elect COBRA.

### 2. Length of Subsidy - Additional 6 Months Of Coverage

COBRA premium subsidy is available to the Assistant Eligible Individuals for an additional six months to a total of 15 months. Employees and employers should not confuse the COBRA premium subsidy with the length of COBRA coverage itself.

### 3. Retroactive Payments - Allowed For Reinstatement In Some Cases

Assistant Eligible Individuals who failed to pay their [COBRA](#) premiums once their initial subsidy period expired can retroactively pay the premiums to maintain COBRA at subsidized rates for an additional 6 months (not to exceed the maximum period of 15 months).

### 4. Notification - New Provisions

The new law requires notices to the following individuals: (a) those individuals who are AEI's for the subsidy extension or those who have experienced a qualifying event at any time on or after October 31, 2009 or (b) those who are eligible to make retroactive premium payments because they let their COBRA coverage expire once their



subsidy period ended, and (c) those who are entitled to receive reimbursement or credit because they are eligible for additional assistance but paid the full amount of the premium coverage.

The extension of the [COBRA Premium](#) subsidy gives very little time to implement new administrative procedures and to meet the new notice requirements. Clarifications are being released daily by the Department of Labor, Treasury and Health and Human Services. Secova will be monitoring and advising businesses of all changes and the associated recordkeeping and administrative requirements. Secova is focused on fulfillment of the COBRA subsidy and is dedicated to providing compliant solutions across all industries.

Secova is a leading Benefits Management Services company that delivers customized "Value-Sourced" solutions designed to enhance services and reduce operating costs. Secova's mission is to help its clients control and drive down the cost of delivering [Human Resources](#) & [Employee Benefits](#) Services. Secova's customized and flexible benefits administration solutions are designed to complement the client's overall benefit administration strategies, to help lower costs and improve service quality while enhancing timeliness, accuracy and responsiveness to the client's employees. More information on the company is available at [www.secova.com](http://www.secova.com).

This press release was distributed through PR Web by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **AbsolutVision Stock Photo Offering a Limited Time Only, End of Year Sale Slashing Prices an Additional 20% through January 11, 2010**

*AbsolutVision known as the internet's leading JPEG2000 based stock photography subscription site is offering a temporary price cut on their annual subscription costs now through January 11, 2010. This price cut will knock an additional 20% off the usual annual cost of \$49.90, allowing customers to get all the unique benefits of AbsolutVision for just \$39.00 per year.*

(PRWEB) December 23, 2009 -- AbsolutVision (<http://www.AbsolutVision.com>) has quickly become a premier high-resolution stock photography provider by continuing to provide consumers innovative technology with a widely diverse library of high quality images in JPEG2000 format. This high quality format greatly surpasses traditional JPEG formats by advancing a relatively low amount of compression loss, built in clipping paths, support of 16-bit color as well as user-friendly editing capabilities for the end user. As an added bonus, the object and character picture galleries include an alpha-channel enabling customer's access to highly efficient editing and rendering capabilities. In addition, all of the pictures at AbsolutVision are available in standard low or high-resolution JPEG format in order to suit the varied needs of their customer base.

Additional qualities that perpetuate AbsolutVision to remain a front-runner in the stock photography industry are plentiful. They furnish thousands of pictures, many of which are in object and character format void of backgrounds, new images are added weekly, free pictures of the day are available to subscribers and registered users and subscription plans are tailor made to suit high end users as well as small businesses and individuals. Essentially, AbsolutVision has made the acquisition of superior images available to everyone.

The AbsolutVision website is not only designed to be user friendly and well equipped but they also include tutorials, free templates, photoshop brushes and pictures as well as include direct information about the latest news and happenings in the graphic and photo industry. This maintains consumer loyalty and promotes their deep passion for the world of photography.

Many reviews suggest that AbsolutVision offers not only the highest quality, but the most economical rates available internet wide as well. A yearly subscription allows consumers to download up to 3600 photos per year (300 per month) and costs a minimal \$39.00 during this highly acclaimed end of year sale. After January 11, 2010 prices remain competitive at only \$49.90 per year. Additionally, one-time users can pay \$4.95 for a one-day pass that allows the downloading of up to 10 high-resolution images from any of the premier galleries without long-term commitment. All users have access to the free and promotional pictures of the day and users can expect compelling new galleries and fresh content is augmented regularly.

AbsolutVision accommodates their customers with the very best in quality and service and has maintained a highly visible presence in the stock photography industry by continually releasing innovative features and products to benefit users. They have decidedly confirmed that their "absolute vision" is to provide the best, most up to date, comprehensive and high quality inventory of exceptional stock photography, both high and low resolution, at prices that fit into any budget whether corporate or personal. Maintaining a platform of fresh photography and ideal choices in JPEG2000 format has pushed them to the forefront of the stock photography industry. The end of year sale ministers an additional 20% off yearly subscriptions and is just another creative



and customer driven method that proves why AbsoluteVision remains the go-to site for all of your stock photography needs!

For more information, visit <http://www.AbsoluteVision.com>

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Classico Announces the Start of Free Stylish Lab Coat Rentals All Over the World**

*The stylish lab coats of Classico can be used as costumes for the filming of movies, dramas and advertisements.*

Tokyo, Japan (PRWEB) December 22, 2009 -- [Classico Inc.](#), the designer, manufacturer, and seller of lab coats (Shibuya, Tokyo / CEO Arata Ohwa) today announced the start of free doctor coat rentals in order to provide doctor coats as costumes used in the filming and shooting of dramas, movies, and advertisements all over the world.

The doctor coats of Classico can be used for...

- Roles of doctors, researchers, and teachers in dramas and movies.
- Interviewers interviewing doctors for magazines and television programs.
- Advertisements which themes are set in the medical and scientific field.

Of course the doctor coats can be used in number of other situations.

The stylish [lab coats](#) of Classico were created from the question, "Why aren't there any cool lab coats in the market?" They are the only doctor coats which have been nominated in the 2008 Good Design Award.

The lab coats are designed by the highly credentialed Creative Director, Nobuo Ohmameuda. The creative director focuses on the finer aspects of the jacket to create a truly custom, tailored feel. The lab coats manufactured based on Italian tailor techniques allows both the silhouette and fit to feel as if wearing a stylish suit. They have a slim and stereoscopic silhouette, and are perfect to choreograph elegance, expensive-lookingness and stylishness which cannot be seen in other ordinary doctor coats of mass-manufacture.

"As we hope to provide products of highest quality, each coat is cut and sewn domestically in Japan," explains Ohwa, "We do not mass-manufacture our items in order to avoid damages caused by moisture and sunlight, and our finished products reflect this quality of care." Classico's policy is to provide customers with doctor coats that are manufactured individually in the Japanese factories, after receiving each order.

The doctor coats are made from sturdy, soft material and lined with softer shirt fabric. They are also carefully coated with the antibacterial protection necessary for use in a hospital environment. The quality and customization of the doctor coats make them highly desirable by doctors, creating a new fashionable trend in lab coats.

The brand for stylish doctor coats? "We want Classico to be recalled for that question and to be loved by people all over the world" explains Ohwa.

For any inquiry regarding the free rental and providing of doctor coats, please fill out the application form [here](#)

**!Notification!**

- Early contact will be appreciated due to the build-to-order manufacturing and limited stock.



- We ask our brand's credit to be listed, or introduced in the client's website(s).
  - Please be forewarned that we will not be available to provide doctor coats at times due to our schedule.
  - Free rental and providing of doctor coats are limited to people involved in reporting, production, and editing.
- Thank you.

About [Classico, Inc.](#)

Classico, Inc., founded in 2008, uses traditional technique as well as innovative ideas to create tailored doctor coats suitable for everyone.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Cleveland Federal Reserve Launches New Economic Policy Pub**

*Economic policy is in the forefront of a lot of people's minds today, and the Federal Reserve Bank of Cleveland is debuting a new online and print publication devoted to critical policy issues facing its region and the nation at-large.*

(Vocus) -- Economic policy is in the forefront of a lot of people's minds today, and the Federal Reserve Bank of Cleveland is debuting a new online and print publication devoted to critical policy issues facing its region and the nation at-large.

In the first edition of Forefront (<http://www.clevelandfed.org/forefront/index.cfm>), we highlight ways to better protect consumers who buy financial products ([clevelandfed.org/Forefront/2009/12/ff\\_20091216\\_05.cfm](http://clevelandfed.org/Forefront/2009/12/ff_20091216_05.cfm)), such as mortgages (watch a roundtable discussion: [clevelandfed.org/Forefront/2009/12/ff\\_20091216\\_roundtable\\_video.cfm](http://clevelandfed.org/Forefront/2009/12/ff_20091216_roundtable_video.cfm)).

We also take a closer look at how to identify and regulate systemically important financial institutions ([clevelandfed.org/Forefront/2009/12/ff\\_20091216\\_06.cfm](http://clevelandfed.org/Forefront/2009/12/ff_20091216_06.cfm)) (and watch a related Drawing Board video: [http://www.clevelandfed.org/research/topics/finstability/three\\_tier\\_risk/](http://www.clevelandfed.org/research/topics/finstability/three_tier_risk/)), and how to speed the often cumbersome and lengthy foreclosure process, which can negatively impact neighborhoods ([clevelandfed.org/Forefront/2009/12/ff\\_20091216\\_09.cfm](http://clevelandfed.org/Forefront/2009/12/ff_20091216_09.cfm)).

We also feature an interview with UCLA economics professor, Matthew Kahn, ([clevelandfed.org/Forefront/2009/12/ff\\_20091216\\_07.cfm](http://clevelandfed.org/Forefront/2009/12/ff_20091216_07.cfm)) about the virtues and pitfalls of moving toward a green economy.

Contact: Anne M. DiTeodoro, Federal Reserve Bank of Cleveland, 216.774.2514, or [anne.m.diteodoro\(at\)clev.frb\(dot\)org](mailto:anne.m.diteodoro@clev.frb(dot)org)

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Join Where I've Been's Reindeer Name Game And Win Two Free Southwest Airlines Tickets

*Rudolph has a green-nosed substitute, and he needs a name. The world's leading social travel application with nine million downloads has teamed with Santa Claus and Southwest Airlines for the "Oh Deer!" Twitter Holiday Giveaway, offering two free round-trip tickets to the most creative name that Twitter users suggest.*

Chicago (PRWEB) December 22, 2009 -- Rudolph's famous glowing nose is busted. With just two days before Christmas Eve, the happiness of millions of children now rests on the antlers of a nameless, green-snouted reindeer.

And today, Santa is making an open call to the world: Suggest the best name for his newest sleigh leader and [receive two Southwest Airlines round-trip tickets](#) to any destination of your choice.

[Where I've Been](#) has teamed with Southwest Airlines and Santa to bring the "Oh Deer!" Twitter Holiday Giveaway. The contest is simple: On December 22nd, from 9 a.m. to 9 p.m. CST, follow Where I've Been on Twitter [@whereivebeen](#), re-tweet the contest message, and add the most creative name you can think up for the new green-bulbed lead reindeer and you can win two of Southwest's Green Tickets, which grant free round-trip airfare to any of Southwest's destination cities. All are encouraged to read the [Terms and Conditions of the contest](#) and participate in naming the fresh-faced reindeer.

Santa says that Rudolph, who is recovering well with "the best plastic surgeons in Beverly Hills," should return next year without a problem. Mr. Claus stressed his belief that Rudy's green-nosed successor will be a successful navigator, but also asserts that the deer's having a name is key to its confidence.

Santa, who is "pretty sweaty right now, but composed," according to Mrs. Claus, chose the reindeer from a select flock of rare green-snouted deer in southern Norway.

"We're all a bit too on-edge to start thinking up names," said Mrs. Claus. "Twitter is overflowing with creativity, and Santa has faith that the community, with the help of Where I've Been, will come up with something brilliant. After all, there are Southwest tickets on the line."

Santa urges all to participate in his contest today, December 22nd, and to remind everyone to [read the Terms and Conditions](#) and [follow @whereivebeen](#) to be eligible. The winner will be selected on December 23rd on the Where I've Been Twitter page.

On Where I've Been, users can now:

- Upload whole photo albums from trips past at once, either by direct upload or importing from their Facebook account
- Upload and share travel videos of past trips
- Ask questions about a travel destination, write travel reviews



- Book a flight or reserve a table at their favorite restaurant immediately on-site
- Access valuable travel deals, travel packages, and travel discounts for any destination

[Where I've Been](#) is the Web's leading social travel application that spans social networks, blogs, and homepages.  
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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Surgery.org Gets a Facelift**

*The American Society for Aesthetic Plastic Surgery (ASAPS) recently launched their fully revamped website, Surgery.org*

New York, NY (Vocus) December 21, 2009 -- The American Society for Aesthetic Plastic Surgery (ASAPS) recently launched their fully revamped website, [www.surgery.org](http://www.surgery.org). The new and improved web site has been overhauled with the preservation of core content and features, including useful social media networking tools such as -- YouTube, Facebook and Twitter to keep the aesthetic plastic surgery community connected all in one spot -- Surgery.org.

New features to the website include a newly structured Find a Plastic Surgeon locator which has been built to help the public find a qualified, board-certified plastic surgeon. Prospective patients can search by doctor's name, zip code, city and/or state as well as by procedure.

Staying Connected using YouTube, Twitter and Facebook

The Society's new website makes it easy to stay connected to the Aesthetic Society's social media networks through their Facebook, Twitter and YouTube pages -- Surgery.org/SocialMedia. ASAPSmedia Twitter connects members of the media with ASAPS spokespersons for cosmetic surgery stories and allows followers to receive the up-to-the-minute updates and news about the Society.

The Aesthetic Society's YouTube Channel -- Surgery.org/Videos allows people to view the latest plastic surgery videos and to subscribe to the Aesthetic Society Channel, including the three part series titled "[Real People. Real Surgery. Breast Augmentation.](#)" These videos were developed to help patients make an informed decision about plastic surgery and safely achieve a satisfied outcome when considering breast surgery.

These online gateways are one more way the Aesthetic Society is reaching out to the public in order to aid in patient safety education. The Aesthetic Society tweets and Facebook posts make it easy to stay abreast of plastic surgery industry news, events, videos, and the latest about Aesthetic Society's annual meeting and other co-sponsored events.

The site's new social media platform will provide rich opportunities for deploying new features such as blogs, wiki's, and an upcoming web channel in the near future.

As a one stop media hub, the new website has enormous patient safety benefits as an online portal of relevant, current and accurate procedural information, new before and after photos, additional plastic surgeon listings with Enhanced Practice Profiles, added videos and a new consumer e-newsletter regarding popular hot topics, trends and tips.

Aesthetic Society YouTube Channel: [www.youtube.com/user/asapsvideo](http://www.youtube.com/user/asapsvideo)

Follow ASAPS on Twitter: <http://www.twitter.com/ASAPS>



Follow ASAPSmedia on Twitter: <http://www.twitter.com/ASAPSmedia>  
Follow ASAPSmeeting on Twitter: <http://www.twitter.com/ASAPSmeeting>  
Aesthetic Society on Facebook: <http://www.facebook.com/AestheticSociety>

#### About ASAPS

The 2400-member American Society for Aesthetic Plastic Surgery (ASAPS), founded in 1967, is the leading organization of ABMS-certified plastic surgeons who specialize in cosmetic plastic surgery. With ASAPS active members certified by the American Board of Plastic Surgery, Canadian active members certified by the Royal College of Physicians and Surgeons of Canada, and International members certified in their countries of origin, ASAPS is at the forefront of innovation in aesthetic plastic surgery. Toll-free referral line: 888.ASAPS.11 (272.7711). Web site: Surgery.org

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).

**News Image**



**THE AMERICAN SOCIETY FOR  
AESTHETIC PLASTIC SURGERY, INC.**



## **Coremetrics Makes Clients Happy Using Parature Customer Service™ Software**

*Parature Enables Leading Marketing Optimization Software Provider to Deliver Anytime Self-Service and Reduce Support Costs.*

Vienna, VA (Vocus) December 21, 2009 -- Parature, a global leader in [on-demand customer service software](#), announced today that Coremetrics, the leader in marketing optimization, delivers anytime self-service to its customers and reduced its support costs with Parature Customer Service™ software.

Customer support at Coremetrics is simply a part of the company's service delivery; not a separate add-on, according to Paige Newcombe, Senior Director, Global Client Services. As the team's commitment to and vision for improving the company's support became clear, they recognized the need to take customer support to the next level by providing their clients with 24/7 support. They launched a plan to boost four key areas: customer satisfaction, agent responsiveness, product knowledge and customer loyalty. A key part of this plan was to implement Web self-service technology empowering clients to find answers quickly while expanding support for the company's global client base beyond just Monday through Friday business hours. Parature enabled Coremetrics to implement this plan with its integrated [customer service software suite](#) that includes a customer portal, knowledgebase, ticketing, and chat as well as a host of other modules to efficiently manage all of their growing global support needs at a cost-effective price.

The Coremetrics support team took additional key steps, beyond Web self-service, to overhaul their service delivery, such as providing usability feedback to development, investing in more skilled support resources, improving subject matter expertise, and implementing product certification exams for support employees. As a result, Coremetrics watched its key indicators continuously trend up – customer satisfaction improved to 90 percent; agent responsiveness is up to 92 percent; agent product knowledge grew to 91 percent; and customer loyalty jumped to 93 percent. Remarkably, during this time, the company's client base grew significantly; the company expanded from one product to eight unique products and increased revenue while reducing the cost of providing service, thus contributing to an increase in gross margin.

“Web self-service with Parature allowed us to keep support staff levels the same,” Newcombe said. “We've grown our client base by 350 percent without adding headcount which reduces our cost of providing service. Without it we would have needed a new agent for every 10 new clients, which would be numerous new headcount every quarter.”

[Parature](#) enables any organization to fundamentally change the way it supports its customers through its Software-as-a-Service (SaaS) delivery and integrated, intuitive design that empowers organizations to better and more efficiently serve, support, engage with and retain customers in today's Web world. The seamlessly integrated suite of [Parature Customer Service™ software](#) modules allows organizations to effectively manage all of their support needs without additional hardware, software and IT expenses. Parature integrates everything in one dynamic, unified system to increase efficiency across entire organizations, improving processes among



customer support, operations, development and sales.

“Coremetrics is a leader in marketing optimization and we are delighted that they have chosen Parature Customer Service software to help manage their customers’ experience,” said [Parature Founder and Chief Strategy Officer, Duke Chung](#). “We are committed to setting the standard for support teams worldwide with our fully integrated customer service software suite which integrates a customer portal, knowledgebase, ticketing, chat and a host of other modules in one dynamic, tightly unified system that can manage all the support needs of any organization. Parature will continue championing the way by delivering advanced technology to market, providing the smartest, most efficient way for organizations to support their customers, increase customer satisfaction and loyalty, and reduce costs.”

Parature, Inc.

Parature, a leader in on-demand customer service software, makes it possible for any business to leverage the Internet to provide outstanding customer service. The company’s software-as-a-service (SaaS) delivery and integrated, intuitive design enables organizations to better and more efficiently serve, support, engage with and retain customers in today’s Web world. Founded in 2000, Parature received the 2007 and 2008 Product of the Year Award from Customer Interaction Solutions magazine and has been named to the Inc. 5000 list of Fastest Growing Private Companies in America. Parature has been named to both the Washington Business Journal’s list of Best Places to Work and The Washingtonian list of Great Places to Work. Headquartered in Vienna, Virginia, Parature is at work in organizations of all types and sizes, and helps support millions of end users worldwide. For more information, visit [www.parature.com](http://www.parature.com) or follow @Parature on Twitter.

About Coremetrics

Coremetrics is the leader in marketing optimization. Its products help businesses relentlessly optimize their marketing programs to make the best offer, every time, anywhere, automatically. More than 2,000 online brands globally, transacting more than \$20 billion this year, use Coremetrics’ Software as a Service (SaaS) to optimize their online marketing. Coremetrics’ solutions encompass advanced online analytics and integrated marketing optimization applications, including search engine bid management, email targeting, ad impression attribution and cross sell recommendations to acquire customers more cost effectively, increase conversion rates, and increase lifetime customer value. Coremetrics is consistently recognized by industry analysts and thought leaders, and in 2008 was named to Deloitte’s Technology Fast 50 Program for Silicon Valley Internet, Media, Entertainment and Communications companies. The company is privately held with funding from Accel Partners, FTV Capital, Highland Capital Partners, and W Capital Partners, and is headquartered in San Mateo, California.

To learn more about Coremetrics, visit [www.coremetrics.com](http://www.coremetrics.com) or call 866-493-2673.

Coremetrics has strongly supported online privacy since its inception. To learn more, visit [www.coremetrics.com/privacy](http://www.coremetrics.com/privacy).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

### **News Image**

# PARATURE.



## **ReporterConnection.com is Free Service That Connects Busy Journalists with Experts Available for Media Interviews**

*Free service launches Monday, December 21st to help reporters, editors and producers who are on deadline quickly find expert sources on wide range of topics. Experts benefit by getting free media coverage.*

Broomall, PA (Vocus) December 20, 2009 -- Life is about to get much easier for busy magazine, newspaper and online writers as well as radio/TV producers who need qualified experts they can quote or interview. On Monday, December 21st, Bradley Communications Corp. is launching ReporterConnection.com, a free service which allows journalists to announce source needs via email to up to 51,000 experts in the company's database.

For instance, a reporter writing a story on "Tips for Sticking to New Year's Resolutions" might announce a need for experts to quote about that topic and receive responses from authors, psychologists, self-improvement experts, university professors as well as public relations firms representing similar experts.

Experts may enroll free at <http://www.ReporterConnection.com> to receive free email alerts each business day. When they spot a listing from a reporter seeking their type of expertise, they'll reply directly through the ReporterConnection.com website.

Free to both journalists and experts, the new service offers two major advantages over most existing media source services.

First, unlike other services ReporterConnection.com does not need to publish the journalist's email address to potential sources because all initial replies goes through the company's website.

Second, to ensure journalists receive on-target replies to their queries, ReporterConnection.com has created a unique "Media Reply Form" in which the journalists may list up to six specific questions they want experts to answer.

"Many journalists told us they hate receiving off-base replies through other services, so we created a system which almost ensures the potential source actually answers the reporter's questions," says Steve Harrison, co-founder of ReporterConnection.com.

Journalists who'd like to submit listings of their current source needs may do so at <http://www.ReporterConnection.com/press/>.

Established in 1985, Bradley Communications Corp. has been connecting journalists and sources for over 24 years. The company provides a variety of publications, services and training events for authors, experts, entrepreneurs, non-profit organizations, public relations professionals and others to help them score more media coverage.

The company is perhaps best-known for publishing Radio-TV Interview Report (RTIR), the twice-monthly



magazine that 4,000 radio/TV producers across the United States read to find interesting guests as well as hosting the National Publicity Summit, a conference at which attendees have the opportunity to personally meet top journalists and producers.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **SiriusDecisions Says Standard Processes Hold Key to Successful Regional Expansion**

*A recent study by SiriusDecisions reveals that while regional and country-specific differences must always be considered, leading b-to-b organizations have discovered that establishing standard processes and models to track and improve conversion rates holds the key to successful expansion.*

Wilton, CT (PRWEB) December 21, 2009 -- In the world of real estate, the three key words are: location, location, location. However, from Florida to Finland, SiriusDecisions has learned that when the "location" involves a service expansion, two other words become critical: conversion rates. To some, the mere mention of conversion rates might attract the same "puzzled looks" as references to nuclear physics or quantum mechanics; however, replacing "conversion rates" with the three-word phrase - know your market - makes the meaning clear to even novice expansion planners.

Following a recent study of regional differences in its "demand waterfall" - SiriusDecisions' visual depiction of the steps to conversion-rate success by identifying the five stages of lead management -- the global b-to-b sales and marketing research and guidance leader can now present a composite view of regional demand creation conversation rates.

"At the country level, most times sales and marketing are aligned, but also very 'siloed' and removed from industry and even company-wide best practices and standard processes such as SLAs (service-level agreements)," notes Alden Cushman, SiriusDecisions' research director and benchmarking analyst. "Should the discovery of regional and country-specific differences in any study be expected? Of course. Spain does it the way Spain does it, the same goes for Finland, etc. However, the main thrust of our research findings is that there should also be standard processes and models in place to track and improve conversion rates and overall results."

Differences discovered when examining results from non US-based regions or countries can conjure up memories of a classic "lost in translation" faux pas. Chevrolet wondered why its Nova model wasn't selling in Mexico - until it was pointed out that the name meant "no go." When organizations expand overseas, SiriusDecisions also notes that despite the steep learning curve, its benchmarking indicates that roughly only half of its client base tracks conversion by geography.

SiriusDecisions' benchmarking reveals the following addressable factors at each waterfall phase that drive regional differences:

- Inquiries to marketing qualified lead (MQL). The firm's research indicates that regional differences in demand creation programs, lead scoring capabilities and marketing lead management skills are the key root causes why the average b-to-b organization in the Americas experiences a lower conversion rate between inquiries and MQLs than the two other international regions benchmarked (EMEA and APAC). While Americas field marketing uses a wider variety of demand creation programs, more EMEA and APAC operations remain strictly focused on trade shows and live events to generate early-stage leads.



- MQL to sales accepted lead (SAL). SiriusDecisions' research indicates that in most cases, sales organizations in EMEA and APAC accept fewer MQLs than the Americas due to the lack of a well-defined, formalized handoff process between marketing and sales.
- SAL to sales qualified lead (SQL). The Americas region held a significant edge in this category. This is where the lower lead qualification at the top of the waterfall, combined with minimal marketing initiatives, is most significantly felt.
- SQL to close. Conversion rates for this final waterfall phase are comparable. Explains Mr. Cushman: "Here, the reality of sales' comfort level to accept and work these leads is fully reflected. Higher in the waterfall, marketing activities are much more 'must haves' in terms of sourcing and qualifying leads. The bottom of the waterfall is all about the capability and efficiency of the sales organization; marketing initiatives are viewed more as 'nice to haves.' So most sales organizations are pretty good at accepting deals into their pipeline they feel they have a fairly good shot at closing; that's pretty much the same the world over. Marketing has a bigger impact at the top and middle of the waterfall. Does it have an impact at the bottom, too? Yes, that's what sales enablement is all about and marketing certainly can have an important impact on that, but it's more pivotal at the top and middle to find leads for sales and help to accelerate deals through the pipeline."

Concludes Mr. Cushman: "When viewed over a 12-month period, we learned that 1,000 inquiries produce about six closed deals in the Americas, roughly 3.5 closed deals in EMEA and 2.5 deals in APAC. Organizations beginning to collect and analyze their regional demand creation conversion ratios should understand that there will be differences. Rather than benchmarking each region and comparing them against each other, we recommend using these benchmarks as a baseline from which improvements are measured within the region."

For a more details regarding this regional research and the lessons learned, contact Alden Cushman at [acushman\(at\)siriusdecisions\(dot\)com](mailto:acushman@siriusdecisions.com).

#### About SiriusDecisions:

SiriusDecisions is the world's leading source for business-to-business sales and marketing best-practice research and data. SiriusDecisions Executive Advisory Services, Consulting Services, Benchmark Assessment Services, Learning and Events provide senior-level executives with the sales and marketing operational intelligence required to maximize top line growth and performance. The unique combination of thought leadership, benchmark data, analytic tools, best practices and access to a peer and analyst network allow SiriusDecisions clients to quickly receive the critical insight they need to make decisions effectively. For more information about SiriusDecisions, headquartered in Wilton, CT, visit: <http://www.siriusdecisions.com>.

###



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Cycle Trader iPhone Application puts 140,000 Motorcycles Within Easy Reach

*Powersports enthusiasts can now search CycleTrader.com's inventory using the Cycle Trader iPhone application.*

(PRWEB) December 21, 2009 -- [Cycle Trader](#), the industry leader in motorcycle classifieds and a division of Dominion Enterprises, has made searching for new and used motorcycles, ATVs, personal watercraft, and snowmobiles a whole lot easier. Powersports enthusiasts can now search CycleTrader.com's inventory of more than 140,000 vehicles from their iPhone by using the Cycle Trader iPhone application.

The [free application](#) can be downloaded from the lifestyle section of the iTunes Store by searching the key phrase "Cycle Trader." A demonstration video is available on the [Cycle Trader Insider](#) blog.

"We're ecstatic to offer our tech-savvy customers easy access to CycleTrader.com from anywhere at any time with technology that suits their on-the-go lifestyle," said Gwyn Price, vice president of Cycle Trader.

The [Cycle Trader application](#) is a GPS-sensitive search and retrieval tool to help shoppers quickly and conveniently find CycleTrader.com powersports listings and access the 1,200 members of the Cycle Trader Dealer Network. Users may search the database by zip code or current location and use enhanced search parameters such as category and type, new or used condition, price range, and model year.

Search results show multiple vehicle and dealer locations on enhanced Google maps along with driving directions to each. Individual vehicle listings provide detailed descriptions, seller contact information, and multiple photos and YouTube video when available. Users may then view the vehicle location on a map, e-mail or call the seller, e-mail the listing to a friend, or add the vehicle to a Wish List. The application also saves recent searches and vehicles viewed for easy retrieval at a later time.

### About Cycle Trader

Cycle Trader, a division of Dominion Enterprises, is the industry leader in powersports classifieds, serving buyers and sellers in the new and used vehicle marketplace. With more than 140,000 motorcycles, PWCs, and snowmobiles to choose from, Cycle Trader offers the widest selection of powersports vehicles available online and in print. 190,000 copies of Cycle Trader are sold per week and CycleTrader.com hosts 1.8 million visitors every month. For more information, visit [www.CycleTrader.com](http://www.CycleTrader.com).

### About Dominion Enterprises

Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 45 market-leading Web sites reaching more than 16.7 million unique visitors, and more than 450 magazines with a



weekly circulation of 4.3 million. Headquartered in Norfolk, Va., the company has 5,400 employees in more than 200 offices nationwide. For more information, visit <http://www.DominionEnterprises.com>.

###



### Contact Information

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image



## **New Site Launches for the Treatment of Laminitis in Horses**

*Bonnie Pennell, RCSHom, horse owner, race horse trainer, classical homeopath, is launching a new website (<http://www.treatinghorselaminitis.com>) providing information on the causes of laminitis in horses, the symptoms of laminitis, in a step by step guide on the treatment and prevention of this painful hoof condition.*

Abbotsford, British Columbia (PRWEB) December 20, 2009 -- Bonnie Pennell, RCSHom, is launching a new website. From this website horse owners will gain knowledge on the prevention of future episodes of laminitis caused by lifestyle, implement a treatment plan for existing cases of laminitis, and find a host of resources from which to learn the basic needs of horses as dictated by nature.

When owners are able to implement the changes in lifestyle and care of their horses themselves they have a better understanding of what is required and are able to play the major role in their horses well being. They will acquire the confidence to interact on a knowledgeable basis with hired professionals like veterinarians and farriers and natural hoof trimmers. The importance of owner knowledge in fulfilling their horse's needs cannot be over emphasized.

Horses worldwide suffer from laminitis often caused by lifestyles that do not reflect their basic needs. Veterinary costs for treatment are very high, and often the prognosis is unfavourable and euthanasia is recommended. This is a devastating situation for all concerned. Horse owners must be more aware of the symptoms and causes of laminitis and be able to implement the necessary lifestyle changes for their horses.

Bonnie says "This step by step method of treating horse laminitis gives us as owners a plan to follow at a time when there is so much uncertainty, confusion, and pressure created by concern for the animal and by what others perceive the treatment procedure should be or in the worst case when euthanasia is strongly recommended. It gives owners an alternative way of looking at the problem, focussing on the natural healing powers of nature when the animal is able to live in the natural lifestyle nature intended. Just by learning to detect the early symptoms of laminitis and making simple lifestyle adjustments the problem can be treated before lasting damage occurs. It gives the owner knowledge to make informed choices regarding the care of their horse."

Bonnie has been involved with horses all her life. She began studying various training and care methods of horses in 1989 and obtained her trainer's license for training standardbred race horses in 1992. Looking for alternative methods of treating her horses she enrolled in the 4 year program at the Vancouver homeopathic Academy where she received her diploma in classical homeopathy. She started practicing homeopathy in White Rock, BC in 1999 and currently operates a small practice where she lives in Abbotsford, BC. She also owns and trains 1 standardbred race horse and has 5 Icelandic horses, a Peruvian Paso and a Quarter horse.

For more information, visit <http://www.treatinghorselaminitis.com>.

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### **Contact Information**

**Bonnie Pennell**

Bonnie Pennell Enterprises

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Wanna Buy A Watch? on Melrose (Los Angeles) is Giving Away \$4,000 in Gift Certificates**

*Two more drawings (chances) to win \$1000 gift certificates at Wanna Buy A Watch? (WBAW?) on Melrose. Also: 20% off on all jewelry until December 24th.*

(PRWEB) December 20, 2009 -- During the Holiday shopping season 4 weekly drawings each for a \$1,000 WBAW? gift certificate will be held. Enter online on in their shop for weekly drawings and up to 4 chances to win. No purchase necessary.

Use the certificate toward a great [vintage custom colored dial Rolex](#), an antique engagement ring, or any of their other fabulous vintage and contemporary watch or estate jewelry item.

WBAW? has the distinction of being one of the most popular vintage watch stores in America! It has been attracting customers to its store on fashionable Melrose Avenue in Los Angeles for over 20 years. Throughout these years it has earned a great reputation for the vast selection, diversity and truly unsurpassed beauty of its selection of vintage watches.

But WBAW? is no longer distinguished just by its vintage watch collection. The selection of watches at WBAW? also includes countless examples of [modern Swiss watches](#) produced by the most renowned of Swiss makers, including Rolex, Cartier, Omega, Patek Philippe, Franck Muller and many others. These contemporary examples of Swiss technology and design are selected for their quality, and popularity and are favorably priced to offer exceptional value.

### [The Antique Diamond Ring Collection](#)

WBAW? now hosts a truly fabulous collection of hundreds of one of a kind antique platinum diamond rings, wedding bands, and anniversary bands. These are not reproduction pieces, but the original gorgeous Edwardian, Art Deco, Retro, and Moderne style pieces made in platinum from "la belle époque" of the early 1900's through the postwar 1940's.

[The WBAW? collection under \\$1000 of](#) original white gold or yellow gold diamond rings circa 1900's to the 1950's. Modestly priced rings with smaller center diamonds, but featuring the fine detail, charm, and beauty found only in antique settings. We like to call this our "small but mighty" collection!

Store hours, Mon-Sat 11-6. Closed Sunday & Monday.  
8465 Melrose Los Angeles, CA 90069  
(just east of La Cienega, north side of the street)  
Call 1-323-659-0467 for extended store hours.  
Details on their website [www.wannabuyawatch.com](http://www.wannabuyawatch.com)

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Wanna Buy A Watch?

<http://www.wannabuyawatch.com/>

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Six Flags Fiesta Texas Leads Holiday in the Park Celebrations with Energy Efficient LED Christmas Lights from Christmas Lights Etc.**

*For the second year in a row, Six Flags Fiesta Texas continues its conversion to greener, more energy efficient Christmas lights with help from eco-friendly provider, Christmas Lights Etc.*

Alpharetta, GA (PRWEB) December 19, 2009 -- Six Flags, the premier destination for thrilling family fun, continues to expand its use of environmentally friendly LED products for its 'Holiday in the Park' celebrations nationwide. This year, the world's largest regional theme park company has teamed up once again with Christmas Lights Etc., a leader in energy efficient Christmas lighting. The company has added two additional giant LED Christmas trees and replaced thousands of incandescent Christmas lights with energy efficient [LED Christmas Lights](#).

Last year, Six Flags Fiesta Texas lead other Six Flags parks hosting 'Holiday in the Park' celebrations by choosing to display a 58-foot tall giant Christmas tree adorned with more than 8000 energy efficient LED lights as the centerpiece for its majestic tree lighting ceremony which takes place each night at the park's plaza center. This season, Six Flags Fiesta Texas was joined by Six Flags Over Texas, Six Flags The Great Escape, and Six Flags Discovery Kingdom in transitioning to energy efficient LED [Christmas lights](#). Each of the 'Holiday in the Park' host parks have begun switching out incandescent Christmas lights and strings, replacing them with eco-friendly LED equivalents as a part of a larger company initiative aimed at conserving energy and reducing costs.

In 2008, Six Flags parks joined a cast of, hotels, casinos, municipalities, schools and office buildings across the nation which began transitioning from operating traditional incandescent lights to Christmas Lights Etc. LED Christmas lights and giant LED Christmas trees. By choosing LED products, Six Flags is reducing its overall impact on the environment with greener, more sustainable holiday lighting.

A recent Consumer Reports article (dated November 10, 2009) compared incandescent versus LED Christmas lights. Energy efficient LED Christmas lights were the clear choice. With regard to energy use and cost, each string of LED lights used 1 to 3 kilowatt hours of energy, compared with 12 to 105 kWh for the incandescent, saving \$1 to \$11 per string. As for durability, LED bulbs were still working even after more than 4,000 hours, while the incandescent lights had one or more bulbs burn out before 2,000 hours. A longer lifespan for LED bulbs translates into an overall reduction in manufacturing and waste, as LED strings do not need to be replaced as often.

Six Flags choice to replace incandescent lights with Energy efficient LED Christmas lights from Christmas Lights Etc. is expected to reduce the energy consumption of their Christmas lights by up to 80%.

### **ABOUT CHRISTMAS LIGHTS ETC.**

Christmas Lights, Etc. ([www.christmaslightsetc.com](http://www.christmaslightsetc.com)) is a three time INC. 5000 company and leading online retailer of Artificial Christmas Trees, Lights and Décor; an ENERGY STAR partner and supplier of commercial Christmas lights and giant Christmas trees to organizations like The Walt Disney Company, Sea World, Old Navy, the University of Alabama and many others. The company's products have been featured by the CBS Early



Morning Show, Smart Money magazine, Wall Street Journal, and HGTV to name a few.

#### ABOUT SIX FLAGS

Six Flags, Inc. is a publicly traded corporation headquartered in New York City and is the world's largest regional theme park company with 20 parks across the United States, Mexico and Canada.

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### **Contact Information**

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Christmas Lights Etc.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).

## **eToro Announces British Trading Challenge Winners**

*Top ten novice foreign exchange and commodities traders achieve over £56,000 profit in the first British Trading Challenge hosted by eToro.*

London, UK (PRWEB) December 18, 2009 -- eToro (<http://www.eToro.co.uk>) the fastest growing online financial trading platform has announced the winners of its first ever British Trading Challenge held from November 16th to December 1st 2009. Over 1,000 entrants from all walks of life joined the UK competition which invited contestants to learn foreign exchange and commodities trading basics, and gain skill using the practice mode on eToro's trading platform, while trading with virtual funds. Of the over 1000 entrants, 92% of which were men, the majority classified themselves as novice traders with no prior experience of financial trading.

Sajith Valiyaveetil, a 22 year old MBA student and part-time shop worker from London, clinched first place in the competition achieving a virtual [Forex trading](#) profit of £15,500. Commenting on his win, Mr. Valiyaveetil, who takes home £1000 in prize money said: "I discovered Forex while browsing the internet; I was searching for ways to increase my earnings online which wouldn't get in the way of my studies. I'm amazed to have won the trading challenge on my first try and I really think it shows that anyone can start trading Forex."

A professional poker player from Morecombe, Lancashire, Andrew Omara, age 43, tied for second place with trading profits of £6,300. A self-confessed 'gambler at heart' Andrew considers himself a beginner trader. "Prior to trading with eToro I had absolutely no experience. But I found the eToro platform easy to understand and control. It is very straightforward. I used all of the e-Tutorials which helped get trading [Forex](#) in a different perspective."

Third and fourth places went to Tamas Kalanyos age 35, a computer programmer from Hungary living in Dewsbury, West Yorkshire and now working as a factory worker and Leslie Wilson, a 45 year old property developer from Coventry in the West Midlands. Both consider themselves beginner traders.

Jonathan Assia, eToro CEO says: "We congratulate all who participated in the competition and in particular our top ten ranked traders. Feedback we have received from the contestants confirms that traders whether novice or expert, enjoyed the eToro trading experience and also achieved significant success. This is a testament not only to their newly acquired trading skills, but also the accessibility of our platform in providing educative, informative and highly accessible learning tools to enable anyone to trade the markets."

About eToro [www.eto.co.uk](http://www.eto.co.uk)

eToro is the fastest growing platform for online Forex trading. With more than 1.2M customers and over 2,000 new unique customers registered per day eToro brings financial trading to life with its user-friendly platform and comprehensive toolboxes featuring instructional animations, e-tutorials, analytical tools and real time data feeds combine to facilitate financial trading for everyone from absolute beginner to expert trader.

The eToro website was re-launched to coincide with the inaugural British Trading Challenge which took place from the 16 November to the 01 December. The improved site delivers an array of new features including an



enhanced visual feel, increased informative content, an expanded range of available languages and significantly improved site navigation. The enhancements aim to provide a more dynamic client-focussed experience and make Foreign Exchange - Forex trading even more accessible to new traders.

The eToro platform is currently available in English, Spanish, French, Italian, German, Chinese, Japanese, Arabic, Greek, Turkish and Russian.

For further information, contestant interviews and images please contact:

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **HealthLeaders Media Breakthroughs: Aligning Hospitals and Physicians Toward Value**

*HealthLeaders Media, the premier producer of information resources for senior healthcare executives, announces the launch of HealthLeaders Media Breakthroughs: Aligning Hospitals and Physicians Toward Value. Produced in collaboration with PricewaterhouseCoopers this comprehensive industry intelligence report is available for complimentary download at [www.healthleadersmedia.com/breakthroughs](http://www.healthleadersmedia.com/breakthroughs).*

Marblehead, MA (PRWEB) December 18, 2009 -- The government, patients, and employers are demanding higher value in healthcare, but the current payment structure still largely rewards hospitals and physicians based on the volume of services they provide. Recognizing that healthcare can't afford that model any longer, Wisconsin-based Gundersen Lutheran Health System, South Dakota-based SanfordHealth-MeritCare, St. Louis-based SSM Health Care, and Seattle's Virginia Mason Medical Center are using proven strategies in new ways to create physician alignment and better value in healthcare.

HealthLeaders Media, the premier producer of information resources for senior healthcare executives, announces the launch of HealthLeaders Media Breakthroughs: Aligning Hospitals and Physicians Toward Value. Produced in collaboration with PricewaterhouseCoopers this comprehensive industry intelligence report is available for complimentary download at [www.healthleadersmedia.com/breakthroughs](http://www.healthleadersmedia.com/breakthroughs).

"Listen to the healthcare reform debate and you hear about improving technology and increasing value," says Jim Molpus, editor of the report and strategic relationships director for HealthLeaders Media. "The real-life action behind all that noise is entirely about one thing: how to get physicians into a new way of practicing within a coordinated system of care. Hospitals and physicians have been so busy in recent years looking for 'the perfect deal' that they may have lost sight on the fundamentals of organizational structure, clear goals, and shared values."

The full report, which includes four case studies, the highlights of a roundtable discussion, interactive charts, and embedded audios and videos is a dynamic, multimedia-rich PDF that offers:

- Critical solutions for physician alignment models from the executive teams of Gundersen Lutheran, Sanford Health, Virginia Mason Medical Center, and SSM Health Care
- A look behind the trends with interactive charts and graphs.
- Insights from more than 20 healthcare executives.
- Live links to hear and view featured executives' advice in on-demand audio and video clips

"Physician alignment is one of the big questions in healthcare today, and having a multi-media platform of written analysis, video and audio insight, and interactive charts is an ideal way to communicate complex issues in an engaging format," says Matt Cann, publisher of HealthLeaders Media.

To find out more about Breakthroughs: Aligning Hospitals and Physician Toward Value and sign up to be alerted about upcoming Breakthroughs, including Sound Financial Management, coming in February, go to [www.healthleadersmedia.com/breakthroughs](http://www.healthleadersmedia.com/breakthroughs).



For information on collaboration opportunities contact Paul Mattioli, 800/639-7477, or e-mail him at [PMattioli@healthleadersmedia.com](mailto:PMattioli@healthleadersmedia.com).

#### HealthLeaders Media

HealthLeaders Media is the recognized brand leader in the healthcare arena, providing information and guidance on industry trends and real-world solutions for senior executives. HealthLeaders Media offers unmatched access to all areas of healthcare business intelligence through a suite of unparalleled products and platforms. With award-winning, original editorial content, HealthLeaders Media is the trusted source for 200,000 subscribers in print and online. HealthLeaders Media Breakthroughs joins a suite of digital offerings via [www.healthleadersmedia.com](http://www.healthleadersmedia.com). HealthLeaders Media Online is the healthcare industry's destination of choice for online news and analysis. The Web site provides intuitive navigation across the 10 major areas of the industry that HealthLeaders Media covers. These topics include: leadership, finance, technology, physicians, community hospitals, health plans, marketing, quality, HR, and nursing.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **275 New Magazines Launch and 428 Fold in 2009 According to MediaFinder.com**

*In 2009, 275 new magazines were launched while 428 ceased publication, according to MediaFinder.com® the largest online database of U.S. and Canadian publications. Regional magazines topped the list of new launches with 21 new titles, such as Maine Magazine and B-metro Birmingham, while it also topped the list of ceased publications (34), with titles such Atlanta Life and Denver Living.*

New York, New York (PRWEB) December 18, 2009 -- In 2009, 275 new magazines were launched while 428 ceased publication, according to MediaFinder.com® the largest online database of U.S. and Canadian publications. Regional magazines topped the list of new launches with 21 new titles, such as Maine Magazine and B-metro Birmingham, while it also topped the list of ceased publications (34), with titles such Atlanta Life and Denver Living.

The next largest category for new magazine launches in 2009 was Health, with 15 new titles, including Scottsdale Health and Natural Awakenings (Port Charlotte, FL). Another top category for new magazine launches was Food, with 14 new magazines such as Food Network Magazine, Edible Queens, and Sandra Lee Semi-Homemade.

A subscription to the MediaFinder publication database (six months for \$795 or one year for \$1,295), or the MediaFinder Keyword service ( \$49.99 for one month or \$496 for one year) is available by calling 1-800-955-0231 or at MediaFinder.com.

"Despite the difficult year for the magazine industry, more than 275 magazines launched in 2009 - showing there is still strength in the regional, health, and food categories, with Food Network Magazine reporting more than 1 million readers," said Trish Hagood, President of Oxbridge Communications, publishers of MediaFinder.com.

"Yet, at the same time, Gourmet Magazine, with a circulation of 977,000, founded in 1941, folded. And, sadly, many magazines (69) were forced to abandon their print products, including Blender, Purpose Driven Connection, and Giant."

MediaFinder also reported the top categories for ceased publications in 2009. In addition to regional magazines, business magazines lead the list of ceased publications, with 16 publications including BusinessWeek Small Biz, Conde Nast Portfolio, and Fortune Small Business. Other large categories for ceased magazines include lifestyle and real estate magazines, with 14 ceased titles. The Home magazine category also experienced a decline with Country Home, Southern Accents, and Metropolitan Home folding in 2009.

MediaFinder.com, a media property of Oxbridge Communications©, ([www.mediafinder.com](http://www.mediafinder.com)), is the largest online database of U.S. and Canadian periodicals, with information on 75,000 magazines, journals, newspapers, newsletters, directories, and catalogs.

Hagood added, "MediaFinder.com is a great tool for librarians, researchers, advertisers, direct marketers, PR



professionals and other business and professional people looking for in-depth periodical information."

MediaFinder® includes information such as subscription and advertising rates, circulation and print specifications, ISSN numbers, year established, subscriber list rental opportunities, description of contents, staff names and contact information including more than 72,209 Web sites and 65,735 e-mail addresses. Users can sort, select, and download information from the database.

Oxbridge Communications, founded in 1964, maintains the largest database of U.S. and Canadian print media and catalogs. In addition to MediaFinder.com, it publishes a broad range of reference products including the Standard Periodical Directory, National Directory of Magazines, Oxbridge Directory of Newsletters and National Directory of Catalogs.

For more media information, contact:

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**LISA HENDRICKSON**

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Six Flags Discovery Kingdom Chooses Giant LED Christmas Tree And Energy Efficient LED Christmas Lights from Christmas Lights Etc.**

*Theme park partners with eco-friendly provider, Christmas Lights Etc. and moves toward greener, more energy efficient Christmas lighting for their 'Holiday in the Park' Celebration.*

Alpharetta, GA (PRWEB) December 17, 2009 -- Six Flags, the premier destination for thrilling family fun, continues to expand its use of environmentally friendly LED products for its 'Holiday in the Park' celebrations nationwide. This year, the world's largest regional theme park company has teamed up with , Christmas Lights Etc., a leader in energy efficient Christmas lighting. The company has added two additional giant LED Christmas trees and replaced thousands of incandescent Christmas lights with energy efficient [LED Christmas Lights](#).

This season, Six Flags Discovery Kingdom joins Six Flags The Great Escape and Six Flags Fiesta Texas in displaying [Giant Everest Commercial Christmas trees](#) lit with energy efficient LEDs. The giant 60-foot tall Christmas tree adorned with nearly 8000 dazzling LED Christmas lights is located in the plaza center and on display now through January 3rd during Six Flags Discovery Kingdom's 'Holiday in the Park' celebration. Six Flags Discovery Kingdom invites park guests to enjoy the majestic Christmas tree lighting ceremony each night kicking off a festive parade lead by Santa and his reindeer.

In 2008, Six Flags joined a cast of, hotels, casinos, municipalities, schools and office buildings across the nation which began transitioning from operating traditional incandescent lights to Christmas Lights Etc. LED Christmas lights and giant LED Christmas trees. By choosing LED products, Six Flags is reducing its overall impact on the environment with greener, more sustainable holiday lighting solutions.

A recent Consumer Reports article (dated November 10, 2009) compared incandescent versus LED Christmas lights. Energy efficient LED Christmas lights were the clear choice. With regard to energy use and cost, each string of LED lights used 1 to 3 kilowatt hours of energy, compared with 12 to 105 kWh for the incandescents, saving \$1 to \$11 per string. As for durability, LED bulbs were still working even after more than 4,000 hours, while the incandescent lights had one or more bulbs burn out before 2,000 hours. A longer lifespan for LED bulbs translates into an overall reduction in manufacturing and waste, as LED strings do not need to be replaced as often.

Six Flags' choice to replace incandescent lights with Energy efficient LED Christmas lights from Christmas Lights Etc. is expected to reduce the energy consumption of their giant tree and lights by up to 80%.

About Christmas Lights, Etc.

Christmas Lights, Etc. ([www.christmaslightsetc.com](http://www.christmaslightsetc.com)) is a three time INC. 5000 company and leading online retailer of Artificial Christmas Trees, Lights and Décor; an ENERGY STAR partner and supplier of commercial Christmas lights and giant Christmas trees to organizations like The Walt Disney Company, Sea World, Old Navy, the University of Alabama and many others. The company's products have been featured by the CBS Early Morning Show, Smart Money magazine, Wall Street Journal, and HGTV to name a few.

About Six Flags



Six Flags, Inc. is a publicly traded corporation headquartered in New York City and is the world's largest regional theme park company with 20 parks across the United States, Mexico and Canada.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **New Comprehensive Wage & Hour Guide for California Employers from ERI**

*Free Excerpt Available for Download*

Alameda, CA (Vocus) December 17, 2009 -- The Employer Resource Institute (ERI), BLR®—Business & Legal Resources, is pleased to announce the release of its brand-new Spotlight Report, “How To Comply with California Wage & Hour Law.” Employers can [download a free excerpt](#) covering hours of work and meal and rest periods.

This information-packed 92-page guide, written by an experienced California employment lawyer, features in-depth coverage of everything California employers need to know about this tricky area of the law in an easy-read, quick-reference style, including:

- \* Hours of work—including travel time, make-up time, meal and rest periods, and the definition of “hours worked”
- \* The rules for hourly, salary, and piece-rate pay
- \* Bonuses, profit sharing plans, and tips
- \* Overtime and double-time wages
- \* Alternative workweeks
- \* Tools and equipment, uniforms, and work-related expenses and losses
- \* Paid time off—vacation, PTO, holidays, and sick leave
- \* Unpaid time off
- \* When and how employees must be paid
- \* Payment of final wages upon termination
- \* Deductions from pay
- \* Recordkeeping requirements
- \* Pay-related discrimination
- \* And more

“California employers are in a unique position because many of the federal wage and hour laws simply don’t apply to them,” says Matthew T. Humphrey, president of ERI. “We wanted to create a comprehensive and practical resource that employers in California can rely on to help with their compliance challenges in this area.”

ERI is inviting California employers to download a 13-page excerpt of the guide, free of charge or obligation, at <http://www.employeradvice.com/WageHourExcerpt>. The excerpt features the guide’s full Table of Contents, plus information on hours of work and meal and rest periods.

For more information: <http://www.employeradvice.com/WageHourExcerpt>

### About ERI

The Employer Resource Institute offers practical, problem-solving information that clarifies employment law and workplace safety requirements for California employers. Many of ERI’s information products are written and



edited by lawyers who live and work in California.

#### About BLR®—Business & Legal Resources

BLR® is the leading provider of employment, safety, and environmental compliance solutions. BLR has been an acknowledged authority in covering state as well as federal law for over three decades, and employers know that they can count on BLR's industry-leading compliance and training solutions to keep them out of legal trouble, avoid fines, and save money. BLR offers solutions for business owners, executives, employees, and managers of HR, compensation, safety, environmental, or training for all-sized organizations and industries. Simply put, anyone worried about how their local state agency or national DOL, OSHA, and EPA legal requirements impact their organization can benefit from BLR. For more information, please visit [www.BLR.com](http://www.BLR.com) or call 800-727-5257.

###



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Goble & Associates Creative Work Awarded at Advertising Industry Competitions**

*Honors from the Rx Club, the Daveys, the GLOBALS, and PM360 Pharma Choice Awards Programs.*

(PRWEB) December 17, 2009 -- Chicago-based full-service healthcare communications agency Goble & Associates, Inc. (G&A) recently received recognition from advertising and marketing awards programs honoring exceptional creative and interactive work.

### **THE RX CLUB AWARDS**

The Rx Club presented G&A with 9 Awards of Excellence for the following creative work: Hospira LifeShield ad campaign, VisIV sales aid, and Voluven sales aid; PreNexa launch campaign and patient education brochure for Upsher-Smith Laboratories, Inc.; INOmax launch campaign for Ikaria Holdings, Inc.; Journey of Achievement illustrations created for Phadia US Inc; the [Sakura Finetek USA website](#); and the [Sancuso website](#) created for ProStrakan, Inc.

Founded in 1986 by Ina and Carveth Kramer, the RX Club Show honors the creative aspects of pharmaceutical product advertising and promotion. The show is judged in various categories by a panel of industry experts and is based solely on creativity. Creative concept and execution remain the only criteria for merit—not media buy or budget.

The RX Club Show has grown to become an international icon in the healthcare industry. Since its inception, the RX Club Show has remained true to its original mission of providing an independent forum for the worldwide healthcare advertising community to exchange ideas, showcase their best creative projects, and bring forth innovative ideas in the expanding healthcare marketplace.

### **THE DAVEY AWARDS**

G&A received 2 Gold and 5 Silver Awards from The Davey Awards. The 2 Gold Awards went to the Sakura Finetek USA corporate ad campaign and the ProStrakan corporate brochure. The 5 Silver Awards were bestowed upon the Hospira LifeShield ad campaign, Hospira VisIV sales aid, INOmax sales aid produced for Ikaria Holdings, Inc., [Sakura Finetek USA website](#), and the [PreNexa website](#) for Upsher-Smith Laboratories, Inc.

The Davey Awards honors the “Davids” of creativity—the smaller agencies, companies, and organizations with annual billings or revenues below certain levels. Each year, The Davey Awards honors winners who derive their strength from big ideas, rather than big budgets. More than 4,000 entries from across the US and around the world were submitted for consideration this year. The Davey Awards is judged by the International Academy of the Visual Arts, an invitation-only organization consisting of top-tier media, advertising, and marketing professionals from the world’s leading organizations and firms.

### **THE GLOBAL AWARDS**

The PreNexa integrated launch campaign that G&A developed for client Upsher-Smith Laboratories was awarded a Finalist Certificate at The Global Awards. The PreNexa campaign featured a patient education



brochure, a physician sales aid, various sell sheets, and a [website](#) to promote the launch of PreNexa, a new prenatal vitamin.

Now in its 15th year, The Global Awards are recognized as one of the only awards dedicated to excellence in healthcare communications on an international basis. All entries are judged by a panel of international industry experts, representing the top creative minds in the field of healthcare advertising. Entries for the 2009 competition were received from 30 countries, spanning 5 continents. Global judging sessions took place in Australia, Canada, Spain, and the United States. The 2009 awards gala was held in Sydney, Australia on November 6.

#### THE PM360 PHARMA CHOICE AWARDS

The ProStrakan corporate ad created by G&A was recognized with an Honorable Mention at this year's Pharma Choice Awards sponsored by PM360 magazine. The publishers of PM360 recognize and reward the best medical and healthcare industry print advertising each year. Ads are posted on their [website](#) and industry colleagues vote online for the best of the best. The ads are judged for imagination, innovation, and influence. The winners will be featured in the December 2009 issue of PM360.

“We are thrilled with the number of wins we had in this year's awards competitions, especially at the Rx Club, since it's one of the premier healthcare advertising award shows and it is well recognized and respected by our industry peers,” said Dave Raube, EVP, Creative Director. “I am extremely proud of the high-quality work we continue to produce at Goble & Associates.”

#### About Goble & Associates

Founded in 1982, Goble & Associates is an independent, full-service communication agency specializing in healthcare—providing expertise and support across the entire media spectrum. Clients of Goble & Associates represent virtually every sector of the healthcare industry.

The agency employs about 70 senior-level professionals with expertise in account management, creative and interactive services, and strategic planning. Clients of Goble & Associates include pharmaceutical manufacturers, OTC and nutritional supplement marketers, as well as diagnostic product suppliers.

For more information, visit [www.goble-assoc.com](http://www.goble-assoc.com).

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **WorkSimple Releases First Talent Management System to Combine Informal Learning and Innovation on One Simple Platform**

*Noteworthy expansion of WorkSimple's performance management and learning software now enables companies to drive innovation by tapping into the combined intellect of the workforce.*

San Francisco, Calif. (PRWEB) December 17, 2009 -- WorkSimple today announced new functionality to its performance management and learning solution that enables businesses to drive innovation from within their existing workforce. With this latest release, WorkSimple is now the industries first [talent management](#) provider to blend innovation, informal learning, and performance management on one easy-to-use platform.

"WorkSimple Learning gives small-to-medium-size businesses the ability to nurture the most innovative ideas from every employee, while simultaneously building a company culture that recognizes and acknowledges its workforce," said Robin Bordoli, Co-founder and CEO of WorkSimple. Our approach to performance management and learning helps companies achieve new levels of workforce engagement and productivity."

WorkSimple Learning gives organizations the opportunity to quickly deploy an informal learning strategy within any department, location, or region. This helps increase corporate-wide communication and engagement, while providing decision makers with new ways to capture and build on the best ideas of their employees. The combination of WorkSimple's informal learning platform and its performance management solution, offers businesses a new way to support the needs of a fast-paced work environment.

"Traditional learning solutions often take a top-down approach to educating employees," said Ben Moore, Co-founder and CTO of WorkSimple. "WorkSimple Learning recognizes that successful businesses are also powered by people, and our approach makes it easy for employees to share their knowledge and ideas on an equal playing field. This new way of thinking about workforce education and engagement helps organizations make a clear statement that the voices of their employees matters, and we believe this is one of the primary reasons why WorkSimple fosters a true [employee recognition](#) culture."

Designed to support small to medium-size businesses, this affordable performance management and learning solution features an intuitive user-interface that allows administrators set up their instance in minutes. WorkSimple Learning is integrated with a [360 degree appraisals](#), and because it's offered as a Software-as-a-Service, expensive investments in hardware or software upgrades are not required.

With this increased functionality, WorkSimple Learning now offers the following features to employees and managers:

- \* Ideas - Suggest, discuss, and vote on ideas
- \* Questions - Ask questions and share expertise
- \* Groups - Create groups on initiatives, topics, or projects
- \* Recognition - Reward employee contributions in an open environment
- \* Profiles - Highlight employee learnings and discussions



## Pricing & Availability

WorkSimple Learning is now offered as a standard feature of the WorkSimple Performance Management Solution, which also includes WorkSimple Commitments and WorkSimple [Performance Appraisals](#). Customers who purchase WorkSimple Performance Management will automatically receive this additional functionality.

WorkSimple offers the following pricing plans:

- \* WorkSimple cubicle - always free for up to five users
- \* WorkSimple office - \$79 per month for up to 25 users with no annual commitment
- \* WorkSimple suite - \$149 per month for up to 50 users with no annual commitment
- \* WorkSimple tower - \$229 per month for up to 100 users with no annual commitment
- \* WorkSimple campus - \$399 per month for up to 250 users with no annual commitment

For more pricing information or to test out WorkSimple for free, visit <http://www.getworksimple.com/pricing>.

## About WorkSimple

WorkSimple is focused on simplifying the challenges of the modern workforce in an easy-to-use, online performance management platform. WorkSimple is the only talent management application that focuses on the work day and builds a corporate-wide recognition culture. WorkSimple offers a complete employee performance management solution that includes [employee appraisals](#), commitments, onboarding, and learning. This new approach offers a fast-to-deploy and affordable solution for creating and improving employee productivity, engagement, and workday satisfaction. WorkSimple is a privately held company with offices in San Francisco, CA and Minneapolis, MN.

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This press release was distributed through PR Web by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **ARAG Board Member David Baker Named to ABA Committee**

*Organizations promote the development of legal service plans for the benefit of consumers and attorneys*

Des Moines, IA (PRWEB) December 17, 2009 -- The American Bar Association has appointed retired [ARAG](#) general counsel David Baker to a three-year term on the Standing Committee on Group and Prepaid Legal Services. The committee works closely with the American Prepaid Legal Services Institute (API) to promote the development of legal service plans for the benefit of consumers and attorneys and is part of its governing board of directors. Baker had previously served several terms as an elected member of API's board.

Baker spent 13 years as ARAG general counsel and four years as the organization's treasurer. He has been a member of the [ARAG](#) board of directors since 2006. He has more than three decades of experience delivering legal services including working with the Ohio State Legal Services Association and directing the Ohio State Bar Association sponsored legal plan for City of Columbus employees. Baker also provided consulting services to legal plan developers, plan sponsors, entrepreneurs and the U.S. Department of Labor.

Baker earned his juris doctorate degree from Ohio State University and his bachelor of philosophy from Wayne State University. He is an inactive member of the bar in Iowa and Ohio and has been active in several organizations including the American Bar Association, the Association for Corporate Counsel and the Iowa and Ohio state bar associations.

ARAG, [a global leader of legal insurance](#), has an international premium base of almost \$2 billion and protects 15.5 million individuals and their families – worldwide. ARAG offers comprehensive legal plans that provide a smart and trusted path for resolving legal issues. This enables people to protect their families, finances and futures.

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### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## Human Resources Doing it Online

*Launch of online magazine HRExaminer reveals top 25 HR Digital Influencers*

Bodega Bay, CA (PRWEB) December 18, 2009 -- Want to be influential in the online [HR Community](#)? Here's a look at how the top 25 Online Influencers in [Human Resources](#) do it:

- Over half of the people on the list have more than one blog.
- Only 20% actually work in an HR job.
- 40% work in and around the [recruiting industry](#).
- 55% dispense some form of career advice as a part of their work.
- 96% have a Facebook account.
- 72% are on Twitter.
- 92% use LinkedIn.

In the first study of its kind, HRExaminer.com and Traackr partnered to define the 25 most influential members of the online HR community. Using Traackr's proprietary algorithm, the study surveyed online activity in the Human Resources area.

The survey measured:

- Reach (size of each person's audience online)
- Resonance (a measure of inbound links and references)
- Relevance (mapping against a cloud of keywords)

The Top 25 HR Digital Influencers list is now live and can be found online at HRExaminer.com as a part of the launch of HRExaminer.com. The bimonthly online magazine will focus on the people, technology, ideas and careers of senior leaders in Human Resources and human capital.

"It should be noted that social media is full of early adopters," said John Sumser, CEO and Founder of HRExaminer.com. "The community of early adopters is really distinct from mainstream culture. As the rest of the world gets the hang of the new communications tools, the list will change rapidly."

About HRExaminer.com:

HRExaminer.com provides valuable market insight into the complex world of Human Resources, offering original research and commentary on a range of [HR topics](#). The company is located in Bodega Bay, CA. HRExaminer.com is a property of Two Color Hat that provides product analysis, market segmentation, positioning, strategy and branding guidance for the Recruiting Industry and Human Resources Field.

About Traackr:

Traackr is a Boston-based technology firm specializing in the measurement of online influence. The company



offers key insight into the word-of-mouth communications channels in tightly defined niches.

This press release was distributed through PRWeb by Human Resources Marketer (HR Marketer: [www.HRmarketer.com](http://www.HRmarketer.com)) on behalf of the company listed above.

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### Online Web 2.0 Version

You can read the online version of this press release [here](#).

### News Image





## **Rooftop Comedy's Moshe Kasher Named iTunes Best New Comedian of 2009**

*New Comedy Label Racks up End-of-Year Accolades.*

San Francisco, CA (PRWEB) December 16, 2009 -- Apple iTunes today named [Rooftop Comedy's](#) Moshe Kasher as the iTunes Rewind 2009: Best New Comic. Rooftop Comedy, the leading interactive media producer of original comedy content, produced Kasher's debut album, "Everyone You Know is Going to Die, and Then You Are" earlier this year.

[Rooftop Comedy Productions](#) officially launched in July 2009, and the new label has quickly become the industry's largest producer of comedy albums. Parent company Rooftop Media records live stand-up performances 365 nights a year from its network of over 25 comedy clubs in North America, Europe and Australia, distributing comedy programming to its dozens of media partners that include Apple iTunes, Hulu, IGN Entertainment, NBC's "New York Non-Stop", Nokia, Verizon, Virgin America, Yahoo!, and many more.

The Apple iTunes' announcement closely follows on the heels of a series of industry honors for Rooftop Comedy albums and comedy series, including:

Laurie Kilmartin's "Five Minutes to Myself" – produced by Rooftop Comedy – has been named a Punchline Magazine Top 10 Comedy Album of 2009.

Kyle Grooms' "The Legend of the Jersey Devil" – produced by Rooftop Comedy – has been named in Apple iTunes Top 20 Comedy Albums of 2009

"That Sucks" – a weekly television series produced for MavTV with a companion series available online and via Sucksbox.com – has been named an Apple iTunes Top 25 Video Podcast of 2009

"ROFL" – a weekly web series produced for Revision3 – has been named an Apple iTunes Top 25 Video Podcast of 2009

"We're thrilled for Moshe," said Will C. Rogers, CEO of Rooftop Media. "This is a new media success story. Our nightly, bird's eye view into the world of stand-up comedy enables us to cost-effectively identify, record and distribute the next big names in comedy, and industry praise for Moshe and his debut album is a great example of our process at work."

Moshe Kasher is a Los Angeles-based comedian who has performed at comedy clubs and festivals nationwide. He was named "The Best of the Fest" at the 2009 Aspen Rooftop Comedy Festival in Aspen, CO. Rooftop Comedy albums are available via Apple iTunes, Amazon.com, Napster and RooftopComedy.com.

About Rooftop Media, Inc.:

Rooftop Media, Inc. the parent company of Rooftop Comedy, [Rooftop Comedy Productions](#), The Aspen Rooftop Comedy Festival and the Rooftop Comedy National College Comedy Competition, is the largest producer of interactive comedy programming, original comedy productions, and comedic branded entertainment. Rooftop



Media records live comedy performances 365 nights a year from its network of comedy clubs throughout North America, Europe and Australia, distributing original comedy programming to cable, broadcast, web, mobile and print channels. Working with more than 4,000 professional comedians, Rooftop Media maintains a growing video library of tens of thousands of hours of original comedy content.

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You can read the online version of this press release [here](#).