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Vital Stats:

Date:
Thursday, June 15, 2006

Program Time:
2:15-2:30pm Registration
2:30-4:30pm Program

Location:
University of Phoenix - Atlanta
Campus,
8200 Roberts Drive,
Atlanta, GA 30350
Phone: 678-731-0555

Registration:

Cost:
\$20 Members
\$30 Nonmembers

Registration options:

1. Online by Acteva at
<http://www.acteva.com/booking.cfm?bevaid=111897>

NOTE: Registration for this event will close 48 hours prior to the event date. Any registration received after the deadline will be charged the non-member rate. Walk-ins based on availability.

2. By email at
admin@smps-ga.org

NOTE: this is only for those who want to pay by check. Include check number in email. Check must be received before the event. Make checks payable to **SMPS Georgia**, 1006 Easy Street, Winder, GA 30680

Domains of Practice:

3 Client & Business Development
(2 CEU Hours)

June University

Getting Up, Getting Out and Getting Smart.

Important information on website development, eMarketing and analysis for the Marketing Professional.

Speakers:

Nick Villaume And Mary Villaume,
Independent Consultants

Not sure how to get your head around your website project? Wondering how to leverage existing print materials against your eMarketing? How will you get exposure and view the results? This talk will cover three important topics:

1. Building and maintaining your website
2. Effective e-mail and web marketing strategies
3. How to analyze eMarketing results.

Be sure to attend for do-it-yourself tools and tricks that you can begin using right away!

Please see the following page for speaker bios.

Thank you to our Program Sponsor:





June University Continued.

Speaker Bios:

Nick Villaume

Nick Villaume has been working in the areas of Internet and Application development since 1994. He has worked in key development and management positions with both Fortune 500 companies and start-up efforts. Of his more notable achievements, he has worked with such Atlanta institutions as BellSouth, The Coca-Cola Company, King & Spalding LLP, and Southerland, Asbill & Brennan LP where he has built and deployed large scale web and desktop applications to thousands of end-users as well as large consumer efforts geared toward information delivery and knowledge management. Additionally, he is constantly involved in helping small businesses succeed through product development and Internet marketing efforts. He has been self-employed as an independent consultant since 2001 and has also served in key advisory positions for numerous technology start-ups.

Mr. Villaume is married with three children and resides in Atlanta's North Briarcliff neighborhood where he is active in his community through coaching youth soccer and serving on numerous boards and committees at Shallowford Presbyterian Church. He is an active volunteer and participant in world-wide mission projects with a focus on economic development in Mexico and on providing clean drinking water to third world communities. Most recently, he has been involved with Living Water for the World where he will travel to southern Mexico in June 2005 to help install a water filtration system with a coffee growing cooperative.

Nick grew up in Lake Charles, Louisiana and moved to Atlanta by way of New Orleans in 1998. He studied Mass Communications at The University of Saint Thomas in Houston, Texas and has lectured both locally and nationally in the areas of web project management, web marketing, and development.

Mary Villaume

Mary Villaume has been working in the IT industry since 1996 after working as a High School English teacher in her home state of Louisiana. In addition to working in web development, she has also taught Computer classes and is a Microsoft Certified Professional. After receiving her MCP certificate, Mary worked for a local brokerage firm as the network administrator. She now is a freelance SEO and copywriter and has focused heavily on the research and develop Search Engine Optimization techniques through keyword-rich copy and meta tags and has written effective and engaging copy for numerous websites.

Mary graduated with a BA in English Literature from LSU and moved with her family to Atlanta in 1998 and lives in Atlanta, Georgia with her husband and three children where she currently holds the title of "COO at Villaume Kids, Inc."