

### SEMINAR AGENDA

8:30 am - 9:00 am	<b>Continental Breakfast</b>
9:00 am - 9:30 am	<b>Introduction and Online Marketing Overview</b> Kelly Cutler CEO, Marcel Media
9:30 am - 10:00 am	<b>How to Grow Search Visibility on Google</b> Larry Stopa SEO Engineer, Marcel Media
10:00 am - 10:30 am	<b>Harnessing the Power of The Blogosphere</b> Randy Mountz VP of Sales, PayPerPost.com
10:30 am - 10:45 am	<b>Short Break</b>
10:45 am - 11:15 am	<b>Mobile Search: The Future of the Internet</b> Jack Philbin President, Vibes Media
11:15 am - 12:00 pm	<b>Q &amp; A - Closing Remarks:</b> Kelly Cutler

### ABOUT THE SPEAKERS

#### **Kelly Cutler**

##### **CEO - Marcel Media**

Kelly Cutler envisioned Marcel Media back in the late 1990's. With more than 10 years of experience in the internet marketing field, Kelly's dream was realized in 2003 as more companies recognized they needed strong internet strategy advice. Since then, Kelly has worked with clients such as Ryland Homes, Rush University Medical Center and Hub International to develop strategic online marketing programs to achieve unique business objectives. Kelly has recently been quoted as an online marketing expert in leading publications such as Microsoft Office Live, The Register and Entrepreneur Magazine.

#### **Larry Stopa**

##### **SEO Engineer - Marcel Media**

Larry has been working in marketing communications for over 20 years. In 1995, Larry took an interest in Search Engine Optimization (SEO) and developed a unique system for optimizing websites. This has been an integral component in the marketing success of many businesses.

#### **Randy Mountz**

##### **Vice President of Sales - PayPerPost.com**

Randy brings 27 years of sales and sales management experience in the both traditional and new media advertising sales, much of it gained through relationships with America's largest advertising agencies and corporate advertisers. Randy was previously VP of Sales for the Midwest Region for MySpace.com. Prior to his role at Myspace, he served as director of sales at AOL and also held sales management positions at Tellme, Mvalue.com, Advertising Age and Gannett Corporation.

#### **Jack Philbin**

##### **Co-Founder and President - Vibes Media**

As President, Jack has become an influential leader in the wireless industry and been instrumental in building text messaging as a marketing tool and proving its value to a range of clients, from wireless carriers, to agencies, to consumer marketers. Jack introduced the Radio industry to mobile interaction by setting up the first cross carrier text message request line in the U.S. The Vibes iRadio™ platform launched with KTTB B96 in the summer of 2003. In 2004 Jack brought Vibes messaging programs to the world of consumer packaged goods by executing programs for McDonald's, Anheuser-Busch, and Hershey's.