



Atlanta Interactive Marketing Association Announces 2004 Board

Atlanta, GA - April 21, 2004 - Atlanta Interactive Marketing Association, AiMA, the new media and interactive marketing association in Atlanta, has announced its board for the year 2004. The organization is also announcing its new president, Teresa Caro, president of Caro Consulting. The AiMA, founded in 1999, conducts monthly meetings and provides a place to network, share, and learn about proven leading-edge interactive strategies and tactics.

"I look forward to helping the organization achieve its mission of educating the local community on the latest information as it relates to online marketing and advertising," says Caro. "We are creating opportunities for others to meet peers within their interactive industry, as well as others in other marketing and advertising fields. We expect this interaction to help position and promote Atlanta as the new media marketing capital of the Southeast."

Caro, founder of **Caro Consulting**, uses sales and marketing strategies to improve return on investment for companies. She brings her 10+ years of intensive experience in managing marketing activities to the board. She also shares her unique experience of working with a variety of companies that utilize a blend of traditional sales and marketing techniques with today's technologies.

Joining Caro on the board are Dave Williams, 360i; Toby Bloomberg, Bloomberg Marketing; Ron Carpinella, Google; Mel Clements, Zivva; Raj Choudhury and Jeff Hilimire, Spunlogic; Sharon Cuppett, AquaPR; Tom Daly, Relevant Ventures; Cameron Fowler, Yahoo; Mike Haines, MSN; Marlene Kruelle, West Wayne; Jeanine Lutinski, 360i; JR Mayhew, Cyfunmedia; Phil Mowris, The Mowris Group; Margaret Nemec, iVillage; Marcus Startzel, Advertising.com.

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The new board has helped make the AiMA meetings this year standing room only. The meetings are sponsored by Yahoo, Google, MSN, and Advertising.com. They provide a forum for mixing fun and relaxed networking with real no-nonsense proven interactive marketing strategies and tactics. Nationally recognized speakers and the brands they represent have also been a key to attendance.

“We have been lucky to get nationally-recognized and sometimes “infamous” personalities to join us. For instance, at our April meeting, we have Scott Richter of Comedy Central fame and nationally recognized high volume email deployer.” says Dave Williams, newly appointed vice president of AiMA and program chairperson.

AiMA is a dedicated group of new media and interactive marketing professionals focused on providing the Atlanta Interactive Marketing Community a “fun” place to network, share, and learn about proven leading-edge interactive strategies and tactics. Experience first-hand the energy, enthusiasm, and wealth of knowledge found at an AiMA event. Check out our website for more information – www.atlantaima.org

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