

# eMarketing Special Interest Group

## ***For Immediate Release***

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## ***Expert Helps Retailers Capitalize on Internet Channel to Grow***

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ERIE, PA (July 26, 2007) --- The eMarketing Special Interest Group (SIG) is pleased to present a Roundtable Discussion on Internet Retailing, featuring industry expert Jeff Parnell on Tuesday, July 31<sup>st</sup>. This breakfast meeting runs from 8:00am until 9:30am at the National City Community Room, 801 State St., Erie, PA. The complimentary continental breakfast is sponsored by the Technology Industry Partnership.

This roundtable discussion is designed for those interested in learning how retailers are growing their business via online channels. Jeff Parnell, a 22 year old veteran in direct marketing and a pioneer in Internet retailing will share his insights from attending and speaking at the Internet Retailer Conference 2007, held in San Jose, CA.

Attendees will have the opportunity to ask questions and participate in a discussion with Parnell and other professionals about what's working in internet retailing, how to drive traffic, managing an e-commerce Web site, and any other topics that come up during discussion.

Please RSVP by email to Cathy at [cvonbirgelen@verizon.net](mailto:cvonbirgelen@verizon.net).

The eMarketing Special Interest Group (SIG) is a relatively new organization for marketers, practitioners, academics, and people with an interest in keeping up with the rapidly changing area of electronic marketing. For more information, visit our blog at <http://emarketinggroup.wordpress.com>

Jeff Parnell joined Blair Corporation in 2000, leading that company's e-commerce initiative from start-up to revenue of nearly \$100 million in just six years. Currently, Parnell is the managing director of the Erie-based JHP Direct Corporation, reviewing e-commerce start-up and acquisition opportunities.

The eMarketing Special Interest Group is a project under the Technology Industry Partnership and is supported by the Technology Council of NWPB, Ben Franklin Technology Partnership and eBizITPA.

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