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**ClearEdge Marketing Founder Leslie Vickrey to
Present Proven Marketing Tactics to NACCB Minnesota Chapter**
Presentation Promises Techniques for Local Markets

Chicago, IL (February 12, 2007) – President and Founder of ClearEdge Marketing, Leslie Vickrey, will share successful strategies for marketing of IT services and reveal tactics proven to drive brand awareness and increase sales activity at the National Association of Computer Consultant Businesses (NACCB) Minnesota Chapter meeting.

Vickrey was invited to present to this group as a follow-up to the full-house presentation she delivered at the NACCB National Conference in Orlando last November. This interactive discussion will emphasize how to tailor marketing and communication strategies and how to stay top-of-mind with key decision makers.

“With so many IT services firms competing for the same business, each one needs its own strategy for success,” Vickrey said. “We’ll share best practices and teach attendees ways to choose the right marketing tactics based on their own business needs.”

Vickrey will deliver her presentation on Thursday, Feb. 22, from 11 a.m. to 2 p.m. at the Parkdale Plaza in Minneapolis, MN.

About ClearEdge Marketing

ClearEdge Marketing, headquartered in Chicago, IL, provides exceptional outsourced marketing services to small- and medium-sized technology services firms across the globe. The ClearEdge team combines in-depth industry knowledge, technological savvy and creative talent to provide clients with the highest level of service integrity and maximum return on their marketing investment. Companies that rely on ClearEdge’s expertise include Harvey Nash, NACCB, RiverPoint, TransTech, Galmont Consulting and The Armada Group. To learn more, please visit www.clearedgemarketing.com.

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