

NEERC

Summary of May 21, 2008 Meeting

Special thanks to *John Arnold* for providing us with an exhilarating presentation of the potential long-term effects of using Constant Contact to manage email marketing solutions for small businesses. His statistical analysis and insight into current email marketing strategies was very helpful. I am sure that we all walked away with a better appreciation of the benefits of using email marketing software to manage our business email lists, newsletters, and announcements.

John is also the author of *Email Marketing for Dummies*, which, in case you were unable to purchase a copy at the meeting, is available through Amazon <http://tinyurl.com/3yyhmu> John's email address is jarnold@constantcontact.com



From left to right, Betsy Pratt, Account Executive, KGA, John Arnold, Regional Development Director, Constant Contact, and Marcy Fawcett, President, Fawcett Group

We look forward to seeing everyone at our next meeting in the Fall 2008!

Best regards,

Stan Straube