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Atlanta CEOs Richard Brock and Richard Warner Lead Interactive Q & A on Thriving in a Down Market, at Next DMA Atlanta Luncheon

ATLANTA, GA – August 8, 2008 – [The Direct Marketing Association \(DMA\) of Atlanta](#) will host its next meeting on Thursday, August 14, 11:30 am – 1:30 pm at Maggiano’s Little Italy - Perimeter. The topic, *“Not an Oxymoron: Growing Your Company’s Revenues in a Recession,”* will be lead by FirstWave Founder and CEO, Richard Brock, and What’s Up Interactive CEO, Richard Warner.

During this lively discussion, Brock and Warner will share lessons learned while running their own companies in the hyper-competitive marketing industry. Having survived two recessions, Brock’s firm, [FirstWave](#) provides on-demand marketing automation solutions to generate, score and nurture leads; [What’s Up](#) is an online marketing firm that is recording 65% growth, year over year, despite the challenging environment.

Today’s recessed market is financially squeezing most businesses. Sales cycles are getting longer and healthy pipelines are drying up. So how do companies compete and win in this challenging environment? How can your company target the right prospects and effectively nurture leads to close more business?

For answers to these and other burning questions, attend the August 14 DMA Atlanta meeting. Seating is limited. Register today: <http://www.dma-atlanta.com/>

Participants will learn:

- 1) What are some creative ways to find leads? And least effective?
- 2) Which networking strategies are most effective today?
- 3) What are some actionable steps to take with existing customers to increase business?
- 4) How do you target new customers who are less impacted by the economic slowdown?
- 5) What do you do with existing customers who aren’t buying?
- 6) What are some ways to better position your company against competitors?
- 7) What steps can you take within your own company to operate more effectively?

About the Presenters

Richard Brock literally pioneered the Sales Force Automation industry in 1984 when he founded Brock Control Systems (now FirstWave www.firstwave.net). *Sales and Marketing Automation Magazine* named him one of the 10 most influential people in CRM.

In 1990, Richard was named Georgia’s High Technology Entrepreneur of the Year. Formerly the Chairman of the Technology Association of Georgia, he has assumed numerous industry leadership positions and has received many accolades throughout his entrepreneurial career. He has served as



President and Board Member of the Business & Technology Alliance, President of the Entrepreneur's Division and Board Member of the Information Technology Association of America, President and Board Member of the Southeast Software Association, Chairman of Georgia High Technology Month and Board Member of the Technology Executives Roundtable and currently serves on the Board of Directors of the American Electronics Association Southeast Council.

Richard Warner is CEO of What's Up Interactive (www.whatsup.com) and is recognized nationally as an expert in online marketing strategies. Richard has been named as a Small Business Person of the Year by the Atlanta Chamber of Commerce. The "Daybook" media portal he developed was named a "Maverick Marketing Product of the Year" in 2006 by the AMA.

His broadcasting career stretches nearly 30 years as host of "Georgia Business", a weekly PBS series in nine markets, where he's interviewed more than 500 CEO's. For 10 years, he was a co-host and commentator on WAGA TV FOX 5's "Good Day Atlanta" a business reporter for WXIA TV Atlanta and host of a daily marketing report syndicated to more than 200 radio stations nationwide.

About FirstWave

FirstWave provides on-demand marketing automation solutions that generate, score and nurture leads for B2B marketers. FirstWave offers powerful demand generation solutions that enable marketing and sales to automatically qualify and prioritize leads; track, score and nurture leads based on behavior; and measure the overall success of marketing campaigns (online and offline) in one view. FirstWave enables organizations to increase marketing ROI while maximizing resources. For more information on FirstWave, visit www.firstwave.net or call 1-800-540-6061.

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