

Trainingwell Marketing Plan

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Executive Summary

Trainingwell brings a lot of experience to the corporate training table. However, currently only one company, Concord Group Insurance, is aware of this. The company's goal is to increase the number of active clients from 1 to 6, with annual revenues of no less than \$600,000.

To accomplish this goal, the company must immediately start a 12-month PR campaign to support Trainingwell's new Sales Program (refer to *Trainingwell Sales Plan*). The PR campaign will brand the Trainingwell name and its three primary products/services: *Calendar of Events*, *Executive-In-Sites*, and *Learning Portal*. This campaign will consist primarily of creating and strengthening the company's ties with appropriate media outlets.

The key objectives will be to:

- Build the reputation of the company's CEO, Tim Ross, as an Industry Expert, who can be contacted by journalists and editors for quotes and trends in corporate training, and generate buzz in the media for its products/services
- Increase Ross' exposure to industry by setting up speaking engagements with trade events
- Synchronize the branding message appearing in the company's web site, media kit/press releases, and other promotional material

Success of this campaign will be measured throughout the 12 months, with the following goals (numbers are YTD):

- **3 months** – 1 speaking engagement for Tim Ross; press coverage in 3 trade journals; 2 clients
- **6 months** – 3 speaking engagements for Tim Ross; press coverage in 6 trade journal articles/quotes; 3 clients
- **9 months** - 4 speaking engagements for Tim Ross; press coverage in 9 trade journal articles/quotes; 4 clients (total)
- **12 months** - 5 speaking engagements for Tim Ross; press coverage in 12 trade journal articles/quotes; 6 clients

Analysis

This section presents research about internal and external forces that will affect Trainingwell's ability to execute this marketing plan successfully.

The Company

Since 1997, Trainingwell has helped clients identify, qualify, and procure quality training resources. Trainingwell engagements compliment initiatives in Management Development, Leadership, Project Management, Information Technology, and Sales Performance. Trainingwell has built strong relationships with colleagues by providing a network to share best practices and identify proven training resources.

Corporate members are located throughout New England. Trainingwell resources are available throughout the US.

Goals

Trainingwell's goal is to implement a successful marketing plan that increases the client list from 1 to 6 clients, producing \$600K annual revenue.

Focus

The company will focus its marketing effort on branding the following key corporate training products and services targeted to Project managers, Sales managers, and IT managers:

- Calendar of Events
- Executive Insights
- Learning Portal

Culture

Trainingwell is building a professional consulting group. The company will have in-house account managers selling its product/service library and custom solutions to clients, and managing outsourced production resources to implement those solutions.

Strengths

Trainingwell's strengths are in its experience, resources, reputation amongst colleagues, and ability to sell. Its experience includes working with several large corporations with managers and C-level personnel and strategizing and implementing an extensive range of training projects and technologies.

The company has access to numerous training professionals, vendors, and suppliers.

Weaknesses

Currently, the company is Tim Ross - there are no other employees. Also, Trainingwell currently has only one client, Concord Group Insurance. The client has been slow to accept and implement

Trainingwell's programs, and requires hand-holding by Trainingwell's owner. It is unknown whether or not the client would accept a replacement account manager.

Market Share

Trainingwell currently has an insignificant percentage of the US training market. However, owner Tim Ross has extensive contact lists from his previous employs, including Siebel and Xerox. These leads are old and must be validated.

Table 1. Trainingwell's Market Share

<i>Industry</i>	<i>NH</i>	<i>US</i>
Insurance – Auto, HO		

Clients

Trainingwell currently has only one client, Concord Group Insurance.

Table 2. Clients

<i>Client</i>	<i>Type</i>	<i>Value Drivers</i>	<i>Decision Process</i>	<i>Products Used</i>
Concord Group Insurance	Personal Auto, Homeowners	Train independent reps and in-house marketing reps to use new technology	Budget is controlled by VP IS. Decisions initiated by VP Sales	Webinars Seminars

Competitors

Table 3. Competitors

<i>Competitor</i>	<i>Description</i>	<i>Market Position</i>	<i>Strengths</i>	<i>Weaknesses</i>

Collaborators

Currently Trainingwell has no subsidiaries, joint ventures, or and distributors. It might be worth considering finding distributors to sell Trainingwell's branded library of courses.

The company has the following vendors assisting in its marketing effort.

Table 4. Vendors

<i>Function</i>	<i>Vendor</i>	<i>Contact</i>	<i>Description</i>
Web design			
Graphic design			
Public relations	Leer Technical Communications	Jon Leer, 603-315-4029	Provides media relations, press releases, story pitching
Advertising	n/a		Not at this time
Direct Mail			
Sales	(inhouse)		

Market Climate

The following market conditions should be evaluated:

Table 5. Market Climate

<i>Environment</i>	<i>Opportunity or Threat</i>	<i>Trainingwell's Strength/Weaknesses</i>
Political and legal	Firms must continue to train for compliance with HIPAA, SOX	Does not have experience; anything course in the Trainingwell library??
Economic	The current downturn in the credit markets may affect availability of future projects.	Trainingwell is very good at selling custom projects once in the door.
Social and cultural	Companies appear interested in blended e-learning and use of technology	Trainingwell has lots of experience in both traditional (face) and online programs,
Technological	Big need to train staff/sales on how to use web-based tools	Has direct experience

Market Segmentation

The Trainingwell market is segmented as follows.

<i>Market Segment (Annual Revenue)</i>	<i>Description (Firms with Proj, Sales, or IT mgrs)</i>	<i>Percent of sales</i>	<i>What they want</i>	<i>How they use product</i>	<i>Support requirements</i>	<i>How to reach them</i>	<i>Price sensitivity</i>
500K-1M	Financial/insurance						
1M-5M	Financial/insurance						

Marketing Strategy

This section describes the marketing mix that will be deployed, including:

- Products
- Price
- Place (Distribution)
- Promotion

Products

Trainingwell will be marketing the following products/services:

- Calendar of Events – an event management program
- Executive-in-Sites – a revitalization and presentation of existing training assets
- The Training Well – a learning portal with access to a library of training assets

Each of these is described in detail below.

Calendar of Events

The Calendar of Events is an automated event management system that Trainingwell uses to plan, host, and manage a variety of business events for its clients, such as meetings, seminars, webinars, and conferences. These events can be public or client-specific.

Trainingwell posts a 12-month forward listing of its events in an online calendar on its web site.

Table 6. Event Types

<i>Event Type</i>	<i>Description</i>
Seminars	Managers, Project Managers, Supervisors and Team Members now have an opportunity to view and review products, services, tools and techniques with their colleagues and peers. The information exchanged is a valuable resource to support our clients' technology goals and business objectives. Client participation will emphasize the importance of Leadership, Management, and Measurement.
Webinars	Webinars can be an effective training tool, marketing resource, and/or communication link to your employees, partners, prospects and clients. Trainingwell has a cost effective solution for managing and facilitating the details of the event: marketing, presentation creation, registration, live chat, Q&A follow-up, and reporting. With the details covered, the presenter can focus on their audience and the presentation material to enhance the end

<i>Event Type</i>	<i>Description</i>
Conferences	users' experience. 2x per year

Table 7. Calendar of Events

<i>Feature</i>	<i>Description</i>
Brand name	Calendar of Events
Tag Line	"Automating event management"
Targeted to	All companies, or Only one client
Content	Trainingwell and Trainingwell vendors, or Company-specific
Trademark	Yes
Licensing	Yes
Advantage	Automated management services

Executive-In-Sites

Executive-In-Sites are short Flash presentations that create a networking opportunity for our client organizations by providing a forum:

- For Senior Staff members in IT, Marketing, Sales, Customer Service and Human Resources
- Where members not only share lessons learned with their industry colleagues, but seek their advice and guidance on such topics as: Applications and Methodologies, Client-Vendor Relationships, Information Security, Recruitment, Hiring, Contracting, and more.

The forum is accessible through the Trainingwell web site and can be offered on client intranets.



Figure 1. Sample Execute-In-Site UI

Table 8. Executive-In-Sites

Feature	Description
Brand name	Executive-In-Sites
Tag Line	“A forum for Sharing Expertise”
Targeted to	All companies, or Only one client’s organization
Content	Trainingwell and Trainingwell vendors, or Company-specific

<i>Feature</i>	<i>Description</i>
Trademark	Yes
Licensing	Yes
Advantage	Nobody is offering this; great way to re-issue existing content

Learning Portal

Trainingwell’s learning portal, named “The Training Well” after the company name, will provide visitors access to a multimedia training modules, simulations, and scripts. The company currently owns a library of training assets which can be licensed or customized. Also, Trainingwell can offer clients with their own Training Well portal with access to licensed or custom training assets.

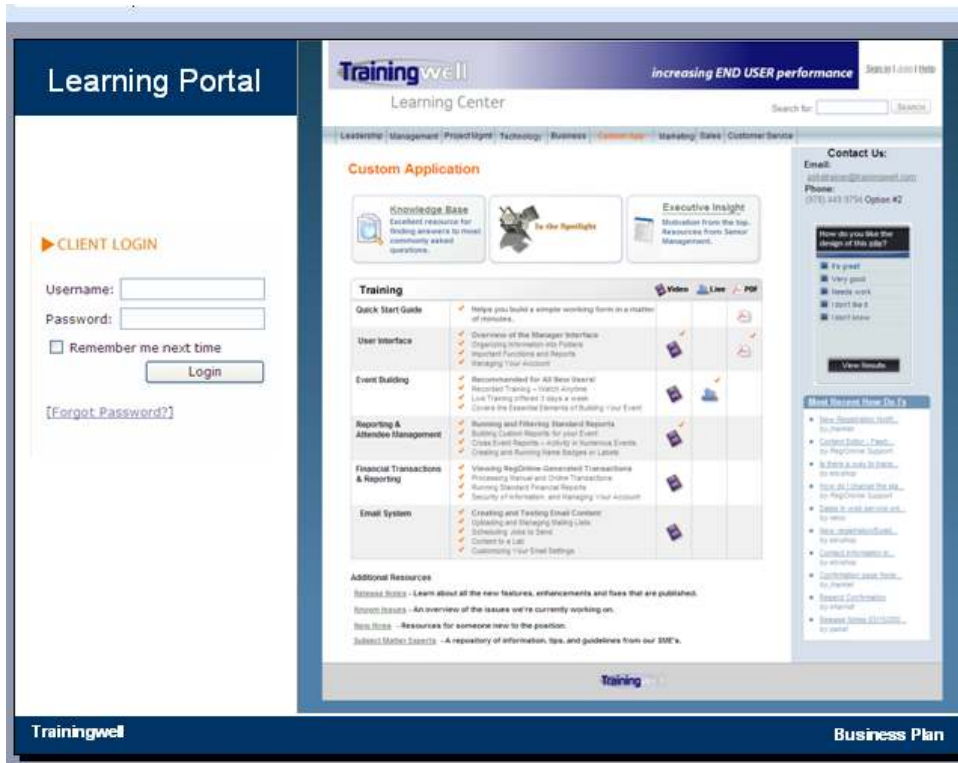


Figure 2. Sample Learning Portal Page

Table 9. Learning Portal

Feature	Description
Brand name	The Training Well
Tag Line	“Your Source for Knowledge” “The Well of Knowledge”
Targeted to	All companies, or Only one client
Content	Trainingwell and Trainingwell vendors, or Company-specific
Trademark	Yes
Licensing	Yes
Advantage	Trainingwell already has content library

Price

Table 10. Pricing

Product	List Price	Discounts	Bundling	Payment Terms/Financing Options	Leasing Options
Calendar of Events					
Executive-In-Sites					
The Training Well					

Place (Distribution)

Channels

Trainingwell will market its products through the following channels.

Table 11. Distribution Channels

<i>Channel</i>	<i>Description</i>
Web site	The site currently lists all the company's products/services. Pricing is not included. Links are provided for visitors to automatically send email for further information.
Direct mail	None at moment
Sales force	Refer to the " <i>Trainingwell Sales Plan</i> "
Media	Refer to Public Relations (in Promotion section) in this plan

Locations

Trainingwell's headquarters is in Groton, MA, but has resources throughout the country.

Logistics

[Including transportation, warehousing, and order fulfillment (TBA)]

Promotion

Although Trainingwell's branding is in its infancy, the company already has an established web site with product-related content. The company will promote its products/services through the web site, sales collateral, direct mail, and public relations.

Web Site

Visitors to Trainingwell's web site can access the company's products/services via the hyperlinks displayed on the Services tab



Figure 3. Web Site

For example, clicking on the **Conferences** link on the left displays the Conferences window.



Figure 4. Conference Information

Further information can be requested by clicking the **Contact Us** link.

Sales Collateral

Trainingwell will develop it's a variety of sales tools:

- General brochure – overview of company and its products
- Product-specific brochures or quick reference cards – presents features/benefits of the specific product (Calendar of Events, Executive-In-Sites, or The Training Well)
- Press Kit – folder containing such items as: company brochure, product brochures/quick reference cards, reprints of media outlet content (press releases, articles). Note, this can be used for both sales and PR endeavors.

Advertising

None at this time.

Public Relations

Initially, the primary promotional vehicle will be a public relations campaign to build brand at the most-effective ROI. The campaign will occur over the next 12 months, and will include the following:

- Promoting owner Tim Ross as an Industry Expert
- Generating press releases for new personnel, new products/services, speaking engagements
- Building Media Relations with editors to create press coverage opportunities
- Speaking at Industry Events (Tim Ross)

Promoting Tim Ross as Industry Expert

Trainingwell will promote Tim Ross as an industry expert for journalists to contact for stories they are writing and submitting to the media. This will be done by

- Registering with BusinessWire (<http://www.businesswire.com>), the industry leader in news and/or informing editorial contacts of his expertise and availability.

Note: To be listed with Business Wire, the company must submit at least one press release through Business Wire.

- Signing Tim up to speak at trade show events
- Pitch editors that Tim Ross can provide content (quotes, etc.) to match the Editorial Calendar

Generate Press Releases

We will generate press releases for all newsworthy items, such as new personnel, new client engagements, and new products. This will also entail building an effective media list, which can be done in one of the following ways.

Table 12. Media List Building

<i>Using Media Lists</i>	<i>Description</i>	<i>Pros/Cons</i>
Build our own list	<p>Generate a starting list from an available service such as Cision. Then edit to remove those outlets not reaching target market, and continue adding entries.</p> <p>See sample Cision-generated list, Exhibit A. Sample Media List from Cision.</p>	<p>Pro: Can develop a narrow list specifically meeting our needs. Also may be easier to build effective relationships with editors. May be the most cost-effective.</p> <p>Con: Harder to reach all potential outlets. May mean more labor for submitting releases.</p>
Use established lists	<p>Pay to use lists managed by service, such as Business Wire</p> <p>See New England list and business wire rates: Exhibit B. Business Wire Resources</p>	<p>Pro: Reach all known media outlets in specific geographic or industry sector</p> <p>Con: A lot of outlets that will not be of use to us.</p>

Building Media Relations

We will establish relationships with key media outlets catering to Trainingwell's target market. This will include the following:

- Build media list of editorial contacts at trade journals, online media outlets, newsletters, and newspapers.
- Pitch story ideas to media list contacts, based on editorial calendar
- Submit timely press releases on new products, (Tim Ross) speaking engagements, new hires, new client engagements

Speaking at Industry Events

To continue building Tim Ross as the training expert in the industry, as well as promote Trainingwell, we will pitch speaking engagements for Tim Ross at trade-related conferences.

Direct Mail

None at this time.

Promotion Budget (Estimate)

Function	September	October	November	December	January	February	March	April	May	June	July	August	TOTAL
Web site	-												-
Sales Collateral	-												-
Advertising	-												-
PR	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	7,800.00
Direct Mail	-												-
TOTAL	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	300.00	1,000.00	7,800.00

Measuring Results

Each month we will monitor the status of ROI of the marketing effort.

<i>Promotion Type</i>	<i>Element</i>	<i>Metric</i>
Web Site	Product pages	Number of hits
	Request for info	Number of requests from prospects
Sales Collateral	n/a	
Advertising	None at moment	
PR	Press releases	Number of outlets picking up and publishing quotes or other content
	Media relations	Number of editorial interviews for quotes Number of assigned articles
	Journalist relations	Number of journalists contacting Tim Ross (as expert) for quotes
	Requests for info	Number of requests from prospects after reviewing any media content
Direct Mail	None at moment	

Legal Considerations

This section covers legal considerations that must be addressed, including tradenames/marks and copyright.

The company should confirm the following information with its attorney.

Tradenames/marks

Product names and the company name should be marked as tradenames the first time they appear in content with the TM symbol. To protect a tradename it should be registered as a tradename with the home state, as well as with each of the states where it will conduct business, including the following:

- “Trainingwell”
- “Calendar of Events”
- “Executive-In-Sites”
- “The Training Well”

If it is registered, each initial appearance of the tradename should be marked with the ® symbol.

Copyrights

All content generated by Trainingwell should be copyrighted by posting the copyright symbol, ©, on corresponding material. This provides overall protection. However, if there is significant potential loss if the material is stolen, you may want to register the material by filing paperwork with the Federal Government.

Note, registration would be typically required for artistic products which may stay unchanged for many years.

Licensing

When Trainingwell licenses products (e.g., elearning courses), it is subject to distribution restrictions of the licensing agreement.

For new products created by Trainingwell, Trainingwell should write up a licensing agreement with the support of an attorney, to aid in sales of the product.

Exhibit A. Sample Media List from Cision

The following represents a sample media list generated through Cision by selecting the listed categories. This list would have to be culled to identify the most effective targets reaching Product Managers, Sales Managers, and IT Managers.

Magazines & Newsletters

Editor: Editor

Categories:

- 01D - Selling & Sales Management
- 18A - Technology & Data Management
- 43 - Insurance

Count of Editors Returned:

Assigned Editors: 117

Covering Editors: 78

Title Only: 0

Total Records: 195



[\(Edit Selection\)](#)

Media

- 1) 1to1 Magazine
- 2) Academy Coding Edge
- 3) ACM Crossroads
- 4) ACM Queue
- 5) ACM SIGPLAN Notices
- 6) ACTIONLINE
- 7) Advisor Today
- 8) Agency Sales Magazine
- 9) Agent's Sales Journal
- 10) AlwaysOn Magazine
- 11) American Agent & Broker
- 12) The American Salesman
- 13) Architecture & Governance Magazine
- 14) Auction World
- 15) The Auctioneer
- 16) The BC Broker
- 17) Benefits Selling
- 18) Best's Review
- 19) BestWeek
- 20) Big I Washington
- 21) Biztech
- 22) Broker World
- 23) Bulletin of the American Society for Information Science
- 24) Business Insurance
- 25) California Broker
- 26) Canadian Insurance
- 27) Canadian Underwriter
- 28) Captive Insurance Company Reports
- 29) Catalyst
- 30) Catholic Forester Magazine
- 31) CIO Decisions

Position

- Editor in Chief
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor in Chief
- Editor in Chief
- Editor in Chief
- Editor
- Editor in Chief
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- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor
- Editor in Chief
- Editor in Chief

32) ClaimComm	Editor
33) Claims	Editor
34) Communications of the ACM	Editor
35) CompactPCI Systems and AdvancedTCA Systems	Managing Editor
36) Competitive Intelligence	Editor
37) Computer	Editor
38) Computer Architecture Letters	Editor in Chief
39) Computer Architecture Technical Committee Newsletter	Editor
40) Computer Communication Review	Editor
41) Computer Protocols	Editor
42) Computer Source - The Business Edition	Editor in Chief
43) Computing Reviews	Editor in Chief
44) Contact	Editor in Chief
45) Contingencies	Editor
46) Crittenden Insurance Markets Newsletter	Editor
47) CRM - Customer Relationship Management	Managing Editor
48) CSI Computer Security Journal	Editor
49) Cutter Benchmark Review	Editor
50) Cutter IT Journal	Managing Editor
51) DB2 Magazine	Editor
52) DCM - Data Center Management	Managing Editor
53) Digital Storage Technology Newsletter	Editor
54) Direct Selling News	Editor in Chief
55) DM Review	Editor in Chief
56) Dr. Dobb's Programmer's Bookshelf Newsletter	Managing Editor
57) Embedded Computing Design	Group Editorial Director
58) Embedded Systems Design	Editor in Chief
59) Florida Underwriter	Editor
60) Fraternal Monitor	Editor
61) GAMA International Journal	Managing Editor
62) Geico DIRECT Magazine	Editor
63) Gigabit/ATM	Editor
64) Gilbane Report	Publisher
65) Gilder Technology Report	Editor
66) Health Insurance Law Weekly	Executive Editor
67) The Health Insurance Underwriter	Managing Editor
68) Health Insurance Week	Executive Editor
69) IBM Systems - i5 Business Systems Edition	Editor in Chief
70) IEEE Micro	Editor in Chief
71) IEEE Multimedia	Editor
72) IEEE Pervasive Computing	Editor
73) IEEE Security & Privacy Magazine	Editor
74) IEEE Transactions on Computers	Editor in Chief
75) IEEE Transactions on Information Forensics and Security	Editor in Chief
76) IN Magazine	Editor
77) In Sync Magazine	Editor
78) Independent Agent	Editor in Chief
79) Indiana Insurance News	Editor
80) Industry Focus	Editor
81) Infoperspectives	Editor
82) Information and Computation	Editor in Chief

83) Information Management	Editor
84) The Information Management Journal	Editor in Chief
85) Information Processing & Management	Editor in Chief
86) Information Systems Control Journal	Editor
87) Information Systems Management	Editor in Chief
88) InfoStor	Editor in Chief
89) InfoStor Europe	Editor in Chief
90) Insurance & Financial Advisor Monthly	Executive Editor
91) Insurance Advocate	Editor
92) Insurance Insight	Editor
93) The Insurance Journal	Editor in Chief
94) Insurance Journal - East Edition	Editor in Chief
95) Insurance Journal - Midwest Edition	Editor in Chief
96) Insurance Journal - National Edition	Editor in Chief
97) Insurance Journal - Southeast Edition	Editor in Chief
98) Insurance Journal - Texas Edition	Editor in Chief
99) Insurance Journal - West Edition	Editor in Chief
100) Insurance Journal-South Central Edition	Editor
101) Insurance Marketing	Editor in Chief
102) The Insurance Record	Editor
103) InsuranceWest	Editor
104) Integrated Solutions	Editor in Chief
105) Intelligence	Editor
106) Interactions	Editor in Chief
107) International Journal of Data Warehousing and Mining	Editor in Chief
108) International Journal of Information Systems and Supply Chain Management	Editor in Chief
109) International Journal of Information Technologies and the Systems Approach	Editor in Chief
110) International Journal of Intelligent Information Technologies	Editor in Chief
111) International Journal of Network Management	Assistant Publisher
112) International Journal on Semantic Web and Information Systems	Editor in Chief
113) The Interpreter	Editor
114) IT Professional	Managing Editor
115) ITDefense Magazine	Editor in Chief
116) ITS Newsletter	Editor
117) Java Developer's Journal	Executive Editor
118) Journal of Financial Service Professionals	Managing Editor
119) Journal of Information Technology Research	Editor in Chief
120) The Journal of Personal Selling & Sales Management	Editor
121) Journal of Risk & Insurance	Editor
122) Leader's Edge	Editor in Chief
123) Life & Health Advisor	Editor
124) Life Insurance Selling	Editor
125) LIMRA's MarketFacts	Editor
126) Long-Term Care Insurance Sales Strategies	Editor in Chief
127) M2M	Editor
128) The Manitoba Broker	Managing Editor
129) Medical Insurance News	Editor
130) Medical Liability Monitor	Editor
131) Michigan Agent	Editor

132) Minnesota Agent	Editor
133) Minnesota Claims	Editor
134) Minnesota Insurance	Editor
135) Money Making Opportunities	Editor
136) MSDN Magazine	Editor
137) National Underwriter Life & Health	Editor in Chief
138) National Underwriter Property & Casualty	Editor in Chief
139) Nebraska Auctioneer	Editor
140) Ohio Insurance	Editor
141) OR/MS Today	Editor
142) Oracle Professional	Editor
143) Oregon Agent Magazine	Editor
144) PC Power	Editor
145) PC/104 Embedded Solutions	Group Editorial Director
146) PIA Reporter - Connecticut	Co-Editor
147) PIA Reporter - New Hampshire	Co-Editor
148) PIA Reporter - New Jersey	Co-Editor
149) PIA Reporter - New York	Co-Editor
150) Plus Business	Editor
151) Private Payer News	Co-Editor
152) Processor	Editor
153) Professional Insurance Agents	Co-Editor
154) Promotional Consultant Magazine	Managing Editor
155) Public Risk	Editor
156) Red Hat Magazine	Co-Editor
157) Resource	Editor
158) Risk & Insurance	Editor in Chief
159) Risk Management	Editor
160) The Risk Report	Editor
161) Rough Notes	Editor in Chief
162) RTC	Editor in Chief
163) Sales & Marketing Management	Editor in Chief
164) Sales Management Report	Editor
165) Searcher: The Magazine for Database Professionals	Editor in Chief
166) Selling Power	Editorial Manager
167) SIGACT News	Editor
168) Simulation	Co-Editor
169) Smart Access	Editor
170) Specialty Coverages Insider	Editor
171) The Standard	Editor
172) The STATEment	Editor
173) Statistical Analysis and Data Mining	Editor
174) Storage	Editor in Chief
175) Streaming Media Magazine	Editor
176) Success from Home	Editor in Chief
177) Surplus Line Reporter & Insurance News	Editor
178) Tech IQ	Editor in Chief
179) Technology Alabama	Editor
180) Texas Surplus Line Reporter & Insurance News	Editor
181) Theory of Computing Systems	Editor in Chief
182) Thompson's World Insurance News	Editor
183) The Title Report	Editor

184) U.S. Insurance News Digest	Managing Editor
185) U.S. Insurance News Periodical Home Office Edition	Managing Editor
186) U.S. Insurer	Editor
187) Viewpoint Magazine	Editor
188) Visual Studio Magazine	Editor in Chief
189) Waters	Editor
190) What's Working in Sales Management	Editor in Chief
191) Wisconsin Broker	Editor
192) Wisconsin Independent Agent	Editor
193) Wisconsin Professional Agent	Editor
194) WITI Fast Track Magazine	Editor
195) WSTA Ticker	Managing Editor

Exhibit B. Business Wire Resources

Business Wire presents a variety of PR resources:

- [Businesswire_NewEngland_list.pdf](#) – current media list for NewEngland
- [2007-US-Rates-Highlights.pdf](#) – rate card for various media sectors