



## NEWS

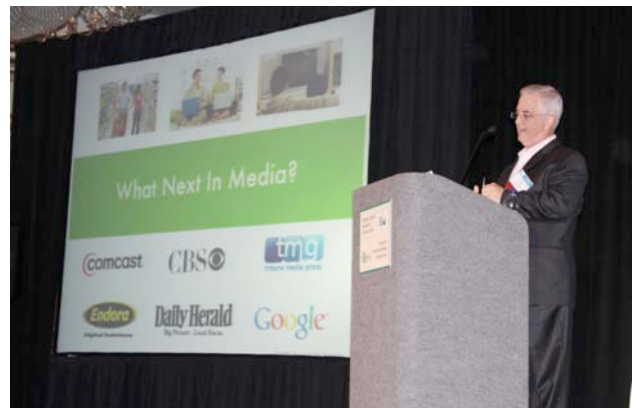
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### For Immediate Release

#### **MARKETING EXPERTS DISCUSS NEW MEDIA STRATEGIES AT IFRA/GMA 2009 ANNUAL CONFERENCE**

*Panel Discussion Moderated by Stevens & Tate Marketing*

LOMBARD, ILL. Nov. 2, 2009 – Internet advertising experts and media consultants from Comcast, CBA, Tribune Media Group (TMG), Endora Digital Solutions, Daily Herald and Google™ came together at the Illinois Food Retailers Association/ Grocery Merchandising Association (IFRA/GMA) 2009 Annual Conference to discuss new media strategies.



Dan Gartlan of Stevens & Tate Marketing presents at the IFRA/GMA 2009 Annual Conference Sept. 29-30, 2009.

The panel discussion, titled “Reaching Consumers in the New Century: The Internet and New Media,” advised independent grocers of trends in the consumer use of traditional media, and presented new, affordable and measurable ways of using the Internet and digital media to reach their customers.

Stevens & Tate Marketing President Dan Gartlan, who served as moderator, said, “The marketing landscape is changing rapidly. The tried-and-true media that food retailers have relied on in the past is under siege. Currently, effective consumer marketing requires an added strategy for Internet media, search and social.”

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Gartlan provided an overview of trends in traditional media marketing, focusing on newspapers and television. Each panel member then made a brief presentation relating to his area of expertise, followed by audience questions.

The panel discussion format with questions from the audience was chosen by Gartlan to provide immediate and useful answers to specific marketing questions from IFRA members. "It's important to send people back to their workplace with actionable information they can use immediately, after they've invested their time attending a conference," said Gartlan.

Toward that end, Gartlan's team also provided a complimentary website evaluation to each retailer who requested the service during the registration process. Recipients of the evaluations are welcome to contact Stevens & Tate to execute recommended changes, but are under no obligation to do so.

The IFRA/GMA 2010 Annual Conference is scheduled for Sept. 28-29, 2010.

IFRA is a non-profit trade association dedicated to the profitability and growth of locally owned and owner-operated retail food stores located in Illinois and the suppliers that service them. The association provides essential and timely information about general industry topics and legislative issues that affect this sector of the food retailing industry. For more information visit [www.ilfood.org](http://www.ilfood.org) or call 800-624-6712.

Stevens & Tate Marketing/Endora Digital Solutions has developed a reputation for advertising excellence and has acquired a diverse client base, specializing in the real estate, senior living, hotel and travel, and food industries. Located just west of Chicago, Stevens & Tate/Endora Digital provides clients with innovative, on-strategy creative, all while providing trackable results. For more information, visit [www.stevens-tate.com](http://www.stevens-tate.com) or call 630-627-5200.

A high-resolution .jpeg of the included photo is available from The Falk Group. Please call Susie Falk at 414-232-2562.

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