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STARTUP PROFESSIONAL ASSOCIATION PROVES ATTRACTIVE TO INTERNET STRATEGY EXECUTIVES

After one year in operation, the Internet Strategy Forum includes over 80 marketing and IT professionals who drive Internet initiatives at medium to large organizations

Portland, Ore. (February 24, 2005) – The Internet Strategy Forum, a nonprofit professional association and peer-networking group for management with primary responsibility for driving Internet strategy within their organization, is approaching its one year anniversary with a variety of activities planned. The current membership roster includes over 80 executives working in key Internet roles at more than 45 companies including Columbia Sportswear, Hewlett-Packard, InFocus, Intel, Nike, Norm Thompson, OHSU, PGE, The Regence Group, Tektronix, TriMet, Unicru, Walt Disney Internet Group, and Xerox.

“We are off to a good start, but for our second year of operation we want to step up the value of what we do for both our members and the local business community.” said Steve Gehlen, founder and President of the Internet Strategy Forum, who is responsible for Internet strategy at OHSU and has held similar positions at Nike and Hollywood Entertainment Corp. “We have a full roster of activities planned, some for members only and some for the broader community.”

To kick-off its second year of operation, the Internet Strategy Forum is hosting a full-day of eMarketing sessions on March 9th at this year’s InnoTech Conference. The panels include Internet strategists from such companies as InFocus, Nike, Mentor Graphics, OHSU, Multnomah Athletic Club and WebTrends.

The ISF eMarketing session topics are “Web Analytics ROI”, “Content Management Systems”, “Understanding Web Site Visitor Needs”, and “IT & Marketing: Getting on the Same (Web) Page”. See the InnoTech Web site at <http://pdx.innotechconference.com> for complete details.

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“One of our objectives is to bridge the communication gap between marketing and IT professionals as it relates to Internet initiatives.” Said ISF member Char Shin, VP of eCommerce at First Technology Credit Union. “Getting involved with the InnoTech Conference will give us a good opportunity to work on that.”

On May 3rd, the Internet Strategy Forum is partnering with the Oregon chapter of the American Marketing Association, hosting an eMarketing panel at the AMA’s annual Conference. For more information, see <http://www.ama-pdx.org>.

Then, in mid-July, the Internet Strategy Forum Executive Summit returns after a successful sold-out launch of that event in 2004.

"The Executive Summit is the premiere ISF event for the business community. It is on target with several of the ISF's objectives such as helping to educate senior business executives, the public and the media about the continuing value of the Internet in a post-dotcom bubble world." says ISF member Tim Peck, Internet Business Development Director for Tektronix.

Executives interested in receiving updates about the Internet Strategy Forum Executive Summit as the event approaches and speakers are confirmed can sign-up for e-mail updates at <http://www.internetstrategyforum.org>.

About the Internet Strategy Forum

The Internet Strategy Forum, based in Portland, Ore., is a nonprofit professional association and peer-networking group for people with primary responsibility for driving Internet strategy and implementation from within medium to large organizations. More information about the Internet Strategy Forum can be found at <http://www.internetstrategyforum.org>.

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