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**Web Policy, Compliance, Equity Add to Topics at the Internet Strategy Forum Executive Summit July 19 - 20**

TRUSTe's Tomaszewski Added to Roster, One Economy Corp.'s Ramsey Makes Return Engagement, to Address Corporate Responsibility on the Internet

**Portland, Ore. — July 12, 2007 —** Today, the Internet Strategy Forum (ISF) announced the addition of John Tomaszewski of TRUSTe ([www.truste.com](http://www.truste.com)), as a presenter for the ISF Executive Summit conference, taking place July 19 and 20 in Portland, Ore. Tomaszewski is the keynote speaker for the event's new, second-day Internet Strategist Career Symposium on July 20, titled "The Road to Chief Internet Strategist." Tomaszewski, Vice President of Legal, Policy, and Compliance at TRUSTe, an industry-leading company that monitors web site and email policies and practices, will lead sessions regarding law and policy issues that are crucial to any company with a web presence.

"We added the new half-day Internet Strategist Career Symposium because it allows us to go beyond the content for our broader conference audience, which is focused this year on social strategies and trends, to get specific about the issues Internet Strategists should be aware of," said ISF founder Steve Gehlen. "The need to create a social strategy is on people's minds, but we feel the ISF's role is also to help provide the resources, research and advocacy to ensure that corporations are building their web presence based on a set of standards that keep them within legal compliance, while also opening Internet accessibility to the widest spectrum of people."

Addressing another aspect of web responsibility, Rey Ramsey, CEO of One Economy Corp. ([www.one-economy.com](http://www.one-economy.com)), will present "Digital Inclusion 2.0: New Dynamics, New Solutions" on July 19, which addresses the concept that, while social media becomes increasingly common, low-income people experience barriers in utilizing these tools for their benefit. His appearance comes on the heels of One Economy's debut of the social media website, [www.247townhall.org](http://www.247townhall.org). Its premiere in June, which included a Portland launch event, began a 30-day Webcast discussion about poverty in America, led by political consultant James Carville and others. 247Townhall.org is one of many strategies by One Economy Corp. to help low income people improve their lives with technology and join the economic mainstream.

The 4<sup>th</sup> annual Internet Strategy Forum Executive Summit, themed "Web 2.0: Social Strategies," will also provide an insiders' view by presenters from some of the world's top companies about developing social strategies and tools, such as blogs, podcasts, user-generated content, and other emerging technologies that actively engage consumers. Presenters include day-one keynote

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speaker Cammie Dunaway, Chief Marketing Officer (CMO) of Yahoo!; Mark J. Colombo, VP Electronic Channels and Strategic Marketing, FedEx; Tim Kopp, CMO, WebTrends; Robert Scoble, co-author of *Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers* and author of the blog Scobleizer (<http://scobleizer.com>); Erik Kokkonen, VP of Global Publishing Services, CNET; and others. The Internet Strategy Forum's Executive Summit is the major annual event for the nonprofit association, which has a tightly-focused membership of corporate Internet strategists. The ISF has increased 100% in size and welcomed 3 new chapters in the past year.

The 2007 Internet Strategy Forum Executive Summit will be held at the Governor Hotel in downtown Portland, Ore. (614 SW 11th Avenue). Pre-registration is encouraged due to space limitations. Tickets may be purchased at the door, subject to availability.

*For more information and to register, visit:*  
<http://www.internetstrategyforum.org/ES2007>

The 2007 Executive Summit is supported by Premier Sponsor WebTrends, and these additional sponsors: Cisco, CrownPeak, Endeca, InFocus, Intel, Rubicon Marketing Group, ViaWest and Volt.

#### **About the Internet Strategy Forum**

The Internet Strategy Forum is a nonprofit professional association dedicated to peer networking, information exchange, professional development, research and thought leadership among senior Internet decision-makers at medium-to-large organizations. Visit [www.internetstrategyforum.org](http://www.internetstrategyforum.org).

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