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**FOR IMMEDIATE RELEASE**

## **cj Advertising Encourages Training for Employees**

*Local advertising agency fosters employees' career growth and opportunities*

**NASHVILLE, Tenn., August 4, 2008 , 2008**—cj Advertising, a Nashville-based advertising agency, makes a point to encourage employees in all departments and across all levels within the agency to participate in training seminars and educational opportunities.

**Mark Scrivner**, Director of Operations, and **Mark Trew**, Creative Director, attended “Managing Creatives and Creativity: Being an Effective and Confident Creative Director” from May 1 to 2 in Nashville. The seminar focused on managing creative processes and people to get maximum results while alleviating stress for those involved in projects.

**Cody Roberts**, Web Architect, attended the Web Design World conference in Chicago from May 5 to 7. While there, he learned how to tackle today’s Web design challenges in addition to brushing up on current Web standards and practices.

**Marci Kacsir**, Web Copywriter/Editor, attended the *Copyediting* Workshop: Your Role in the Editorial Process on May 6 in Chicago. The workshop explored the various editing roles and processes involved in copywriting and editing, and taught several strategies for implementing best practices.

**Rachel Addison**, Avid Editor, attended Avid 101: Media Composer Editing in Atlanta from June 2 to 4, and Avid 201: Advanced Techniques for Composer from June 24 to 25. The courses focused on the basics and foundation of Avid techniques and about shortcuts and tips to make editing easier and faster.

**Chasity Phillips** and **Autumn Eades**, both YP Managers, attended How to Negotiate with Vendors and Suppliers in Annapolis, Md., on June 27. This workshop delivered the essence of negotiating in one power-packed day, which included the importance of preparation, how to establish negotiation goals and determine a bottom line, and critical skills for clear negotiation communication.

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**Dave Culbreath**, Director of Web Services, attended the Web Design World 2008 conference in Seattle from July 21 to 22. The conference centered on the latest and greatest in the world of Web and where the it's headed. "My training was extremely insightful, and the information I learned will allow me to help ensure we're right where we need to be with our online marketing efforts," Dave said.

On Aug. 7 and 8, **Amie Simmons**, EXP Production Manager, attended Photoshop Training II in Moorestown, N.J. It focused on advanced Photoshop skills, such as masking, curves, levels and, in general, how to make a good image great.

**Shane Clohesy**, IT Director, attended the Sirius/NetApp Briefing, which presented the latest in storage technology developments from leading industry vendor NetApp. Held in Las Vegas from Aug. 20 to 21, this exclusive event gave attendees a chance to get a pre-market view of the current NetApp technology roadmap. The briefing will greatly assist cj's IT team in developing a strategic approach to storage and network infrastructure.

**Dustin Potter**, PHP Developer, **Jason Clark**, Development Team Lead, and **Ryan Anderson**, ASP.NET Developer, attended devLINK in Murfreesboro, Tenn., from Aug. 22 to 23. The seminar focused on improving the developers from the aspects of user interface improvements, data integrity and project management.

**Dustin Potter**, also attended the Digital Cocktail Seminar Series—Hacking 101 on Aug. 21 in Nashville. The seminar focused on Web application security and provided information to help IT professionals stay ahead of hackers and protect sensitive data.

**About cj Advertising**

Established in 1994, cj Advertising is a leader in the creation, promotion, and distribution of direct response advertising for injury lawyers. The Nashville, Tennessee-based agency currently produces advertising campaigns for 36 law firms in 60-plus markets nationwide. All cj Advertising clients are market exclusive. The independently owned agency focuses on consulting, media placement, custom commercials, progressive Web sites, print ads, and public relations. Visit [www.cjadvertising.com](http://www.cjadvertising.com) for more information.

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