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FOR IMMEDIATE RELEASE

cj Advertising Members Further Their Education and Training

Local advertising agency fosters employees' career growth and opportunities

NASHVILLE, Tenn., July 18, 2007—cj Advertising, a Nashville-based advertising agency, makes a point to encourage employees in all departments and levels within the agency to participate in training seminars and educational opportunities. Even cj's president, Arnie Malham, recently completed a training seminar.

“At cj, we continue to increase our investment in our single greatest asset...our people,” said Malham. “Some have asked, ‘What if you invest in training for employees only to have them leave?’ My response is, ‘What if we don’t invest in training for our employees and they stay?’”

Dustin Carver, Information Technology Assistant, recently attended the Tech•Ed 2007 conference in Orlando, Fla., from June 4 to 8. While there, he was able to learn about the most comprehensive technical advances offered by Microsoft.

Arnie Malham, cj President, attended a direct response seminar from June 7 to 8 in San Diego. The seminar covered direct response marketing and how to build a customer base and increase revenue.

From June 11 to 13, **Christina Valdez**, Graphic Designer, attended the HOW Design Conference in Atlanta. The conference included sessions on creativity and inspiration, business and management, career development, in-house issues, and technology and production.

Tiffany Strong, Media Buyer, attended a media buying seminar in Atlanta during June 14 and 15. The seminar highlighted media buying timeframes, specifications, and negotiation fundamentals.

During June 29 to 30, Avid Editors **Rachel Addison**, **Steve Roth**, **David Shamban**, and **Tim Vincent** and Web Architect **Ben Rigsby** attended a two-day in-house Adobe After Effects training course. Taught by a certified Adobe instructor, the class highlighted special tips and tricks—such as animating text, adding flair to logo treatments, and mastering 3-D effects.

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Dave Culbreath, Director of Web Services, attended the Web Design World Conference in Seattle from July 9 to 11. The conference covered the latest in the online marketing industry, such as how to improve the effectiveness of a user's overall Web experience.

On July 19, the cj Leadership Team—**Arnie Malham, Mark Scrivner, Suzanne Lee, Angel Putman, Greg Howell, Dave Culbreath, Maggie Music, Jason Monaghan, Laura Duddy, Tim Vincent, and Bill Filipiak**—will attend a two-day Strategic Management Retreat at Evins Mill in Smithville, Tenn. The retreat will focus on the agency's goals and future endeavors.

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 46 lawyers 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 for more information.

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