



For Immediate Release:
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**INTEGRATED MARKETING CAMPAIGN STRATEGIST TO SPEAK AT
MARCH 15 IABC EVENT**

CHICAGO – Tom Aiello, Vice President of Marketing at Military.com will speak to marketing communication professionals at International Association of Business Communicators (IABC/Chicago) Professional Development Luncheon.

Aiello will share insight into the secrets of the client/agency relationship, public relations leadership and innovative integrated marketing account planning for better marketing results at the March 15 event at Maggiano's Little Italy.

"You don't want to miss this rare opportunity to see inside the mind of Tom Aiello, creative marketing communications strategist and former Account Director for Leo Burnett USA," said Tina Bowness, president of IABC/Chicago. "If you value great examples, this presentation is for you because Tom plans to share examples from his past work on groundbreaking integrated marketing campaigns for McDonald's and the U.S. Army."

Sponsored by Elk Grove Graphics (www.elkgrovegraphics.com), the lunch meeting is on Wednesday, March 15 from 11:00 a.m. to 1:00 p.m. at Maggiano's Little Italy, 516 N. Clark Street. The public is welcome at the meeting; registration is \$30 for IABC members and \$40 for non-members (\$35 for walk-ins). Register for the lunch at www.iabcchicago.com.

About Tom Aiello:

Tom Aiello is Vice President of Marketing for Military.com, the nation's largest military membership organization and a division of Monster Worldwide. He is charged with corporate and product-level marketing planning, product development, and strategic leadership for military recruiting at Military.com and Monster Worldwide.

About IABC/Chicago:

The International Association of Business Communicators (iabc.com), established in 1970, is a global network of 13,500 professionals in 67 countries, dedicated to improving organizational effectiveness through strategic communication in marketing, employee communications, advertising, technology, public relations, investor relations and events. It has the distinction of being the only association to support an integrated approach to organizational communication. With nearly 500 members, IABC/Chicago (iabcchicago.com) is the oldest chapter in the world and one of the largest chapters in the U.S.

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