



FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

FIRSTWAVE FOUNDER TO PRESENT "NAVIGATING THE FLAT EARTH" AT IEI ENTREPRENEURIAL FORUM BREAKFAST

(ATLANTA, GA – May 29, 2008)

WHO: Richard Brock, Chairman & CEO of [FirstWave Technologies, Inc.](#), will present "Navigating the Flat Earth," as part of the IEI Entrepreneurial Forum Breakfast Series.

Over the course of his entrepreneurial career, Brock has received many accolades and has also served in numerous industry and community leadership positions. In 1990, he was named Georgia's High-Technology Entrepreneur of the Year. He was also named one of the 10 Most Influential People in CRM (customer relationship management) by CRM magazine.

FirstWave, founded by Richard in 1984, provides marketing automation solutions to generate, score and nurture leads. On-demand solutions include online ad tracking, email campaigns, and e-newsletters as well as robust marketing and customer modules to develop and nurture relationships.

WHAT: IEI Entrepreneurial Forum Breakfast Series Presentation, "Navigating the Flat Earth" by FirstWave Chairman & CEO, Richard Brock.

The Internet has leveled altered the business landscape undermining many of the inherent advantages that larger, well-entrenched companies have enjoyed over entrepreneurial startups. Due to this technological disruption, business opportunities for entrepreneurs today are wide open. The key to their success will be agility and adaptability.

Brock will share his knowledge, experience and insights with specific examples on how we can:

- Understand technology-induced disruption and appreciate the new opportunities and risks
- Identify our core competencies
- Understand the new ecosystem and discover our competitive niche
- Reconceptualize our business and navigate this new "flat earth"

HOST: [The Institute for Enterprise and Innovation, Inc. \(IEI\)](#) is a volunteer, nonprofit organization that promotes and accelerates innovation and entrepreneurial development through education and service to the community. IEI seeks opportunities to collaborate with others and to apply its people, energy, ideas, and resources to improve the competitiveness and economic growth of Georgia and the Southeast region www.iei-inc.org.

WHEN: Thursday, June 5, 2008 - 7:30-9:00 a.m.

WHERE: King & Spalding, 1180 Peachtree St, 16th Floor (check in with lobby security)



HOW TO REGISTER:

<https://www.123signup.com/servlet/SignUpMember?PG=1529097182300&P=1529097191155028000>

IEI CONTACT: Mike Vollmer, Chairman, IEI Entrepreneurial Forum, mvoll@aol.com

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