



PRESS RELEASE

Media Contact:
Lynn Howes
(714) 290-0001

StrategicOne's CEO to speak at the National Conference of the Association of Fundraising Professionals

OVERLAND PARK, KS, March 9, 2009 – StrategicOne's CEO, Mike Rogers, has been invited to speak in New Orleans at the national conference for the Associations of Fundraising Professionals. Rogers will speak on data intelligence, and how to incorporate such intelligence in a direct marketing fundraising program.

"Today, more than ever, non-profit organizations need to look to their data for strategic answers," says Rogers. "Many non-profit organization's budgets are under assault with the current recession. Data intelligence can assist to find areas of waste that can be eliminated while increasing the organization's net income."

InsightOne™ is a data intelligence solution that allows commercial and non-profit organizations to visualize large volumes of data in order to identify trends and associations in the data. Rogers will demonstrate this solution at the conference, so that non-technical people can see the power of quickly interacting with their data. Rogers explains, "Technology should not be a deterrent to accessing a wealth of knowledge from

-more-

ROGERS SPEAKS AT AFP/PAGE 2



www.strategic-one.com

a company's database. In many cases, technology limits how quickly companies make productive decisions. In today economy, it can be the difference between success or failure.”

About StrategicOne

StrategicOne, founded in 1997, is a 30-person firm with offices in Kansas City, Lincoln, NE and Denver. StrategicOne enables commercial and non-profit clients to make better marketing and operational decisions by learning from their data. Such clients include: The Salvation Army, American Red Cross, Focus on the Family, Hallmark, Payless ShoeSource and Coca-Cola. For more information, visit www.strategic-one.com.

###