

**FOR IMMEDIATE RELEASE:**

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**Aspen Logistics Receives Best Social Media Campaign Integration Honors at 2011 IMA Awards Event Held in Las Vegas on September 22**

**Temecula, CA 10.05.11** – The Internet Marketing Association (IMA) held its 2011 IMA Awards event on the evening of Sept. 22 at the Mandarin Oriental at CityCenter in Las Vegas. At the event, Aspen Logistics was honored with an award for Best Social Media Campaign Integration in recognition of its social media presence.

Director of Marketing, Christopher Ticknor goes into detail on Aspen's internet and social media strategy which captured the award: "The level of our involvement in social media has been quite unique when you look at it from the perspective of our industry. Supply-chain and logistics has habitually been slow to adopt any new marketing mediums; which is surprising when you consider how saturated with competition the market is. We put together a hub-and-spoke approach to social media. This allows us to tell our story in a number of different ways. The intent is to reach out to readers and plant the seed of differentiation, while also creating a brand following. Our customers, who previously searched out providers through industry listings, now can follow along with our story in real-time and assure themselves why Aspen is the provider of choice. Our website is of course the hub, with the spokes being Facebook, Twitter, Flickr, Blogger, and Youtube. Each spoke has some crossover, but they are intended to tell the Aspen story in different ways."

The landmark event included an exhibitor showcase, an unprecedented roster of industry expert speakers, awards and special honors, and a smashing after-party overlooking the Las Vegas Strip. The evening's speakers presented a global view of the state of the Internet on an array of topics, with presenters representing Boys Town California, Ernst & Young, eMarketer, Salesforce.com, MGM Mirage, Webtrends, SocialShield, Oracle, Adobe Systems, Google and Facebook.

"The mission of IMA is to serve as a unique venue for top Internet marketing professionals to share best practices, develop new mediums and generate business opportunities," said IMA Chairman Sinan Kanatsiz. "IMA has exploded to over 413,000 members from around the world representing every business sector and SIC code. It embodies the vital characteristics that we believe reflect the dynamic nature of the industry it serves."

The Internet Marketing Association is one of the fastest growing professional organizations in the world and encompasses a wide spectrum of educated professionals in sales, marketing, business ownership, programming, creative development and related fields.

For additional information please contact Chris Ticknor Aspen's Director of Marketing, or call Aspen (800) 741-7360. For details on the Internet Marketing Association, visit [www.imanetwork.org](http://www.imanetwork.org).

**About Aspen Logistics, Inc.**

Aspen Logistics Inc. is a top 100 third party logistics firm who has been in business for over 30 years and operates approximately 3 million square feet of modern refrigerated and ambient warehouse facilities along with their own fleet of trucks. Aspen specializes in a variety of value-added services, including co-packing, pick pack, just-in-time inventory management and time sensitive custom deliveries. Aspen is a specialist in the retail and healthcare supply chain and understanding the details involved with shipping to major retailers and grocery chains has been a key to its successes.

## **About the Internet Marketing Association**

The Internet Marketing Association (IMA) is a professional organization that, since its inception in 2001, has accrued more than 410,000 members in various fields including sales, marketing, business ownership, programming and creative development. Sinan Kanatsiz, Chairman and Founder, started IMA with four key values as a foundation for success in today's highly competitive business

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