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IGNITE WASHINGTON DIGITAL ECONOMY CONFERENCE 2014

Joining Thought Leaders, Influencers and Decision Makers to Champion for a Stronger Local Economy through Digital Commerce

SEATTLE- City Council Member Sally J. Clark, veteran Northwest media executive Gordy Bryson, leading serial entrepreneur Michael “Luni” Libes, and certified coach, speaker, professional trainer and former Seattle Sounders FC player Michael Tetteh are just a few of the many highlighted speakers at Ignite Washington Digital Economy Conference 2014. Registration is now open for the half day conference that will be held on Wednesday, October 29, 2014 from 1 p.m. to 5 p.m. at the Mercer Island Community & Events Center. The event’s mission is to bring together a diverse group of industry thought leaders, influencers, and decision-makers to champion for a stronger local economy. The conference aims to jumpstart growth through digital commerce by designing, collaborating, and investing in a digital transformation plan for our local businesses.

Online sales are expected to increase per the National Retail Federation by 4 percent this year compared to 2013. Small business selling their products and services online hope to benefit from the positive projections. “While everyone knows buying local is a good cause to support, in reality, very few if any local citizens spend locally online,” says Chaitra Vedullapalli, CMO and co-founder of Meylah.com and a recognized top 100 small business influencer in the United States by Small Business Trends and Small Biz Technology. “This conference is intended to create a digital blueprint from multiple perspectives of how to bridge that gap of having local business owners succeed on a digital platform as well.”

Attendees at the event will benefit from the wide gamut of knowledgeable influencers, decision makers and leading media professionals. The speaker lineup includes former Seattle Sounder, Professional Speaker Michael Tetteh, Digital Commerce Expert Stacey

Bennett, and former KUBE 93 Radio Host Tony Benton. Other notable speakers include:

- Sally J. Clark, Seattle City Council & VP of the PSRC Economic Development District Board
- Gordy Bryson, President of International Media Partners
- Michael "Luna" Libes, Serial Entrepreneur & Advisor to Impact HUB and Surf Incubator
- Tawn Holstra, Thurston County Economic Development Board Member
- John Greenland, Director of Sales at KIRO TV

Hosted by Meylah in collaboration with International Media Partners and Mode Magazine, Ignite Washington's aim is to help local business get known, get modern and get connected in this digital economy.

To register, or to learn more about Ignite Washington Digital Economy Conference 2014, visit www.ignitewa.com. To apply for press passes or for additional information, please contact Chaitra Vedullapalli at chai@meylah.com

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