

WNBA Brands National Reading Group Month—A Team Delivers

About National Reading Group Month Web site designer/developer, Regina Kahney and Marketorial.com LLC—Web Design with the Search Engines in Mind™

Marketorial.com LLC (www.marketorial.com) was formed in 1998 by publishing veteran Regina Kahney. Prior to forming Marketorial.com, Regina Kahney spent 15 years at Random House/Knopf, primarily as editor of the award-winning Eyewitness Books series. In 1994-95 Kahney oversaw the production and marketing of the first consumer-oriented CD-ROM encyclopedia — *The Random House Kids' Encyclopedia*. In 1995 she moved to DK Publishing, a global publisher of photographic information books, videos, and CD-ROMs, to build and launch their first corporate Web site. In 1998 she left DK to form Marketorial.com.

Marketorial.com works with business owners, organizations, and retailers to create or improve their online presence through “search engine optimized” Web site design — Web sites that are planned and built to rank as high as possible on the search engines for an organization's most important search terms.

The name — Marketorial.com — derives from the combination of online marketing expertise and editorial excellence brought to every project. Regina and her staff approach their clients' web site needs in a holistic fashion — as a combination of flexible, scalable design and development and results-oriented, benefit-rich content and metatags.

Marketorial.com clients include Disney Hyperion, Readers Digest Children's Books, The Lortel Foundation, and the International Fine Print Dealers Association. Regina lives and works in New York City.

NRGM Web site text editor, Shannon McKenna Schmidt

Shannon is the co-author of *Novel Destinations: Literary Landmarks from Jane Austen's Bath to Ernest Hemingway's Key West* (www.noveldestinations.com). Her writing has appeared in *National Geographic Traveler*, *New Jersey Monthly*, *Arrive*, and other publications, and she is a regular contributor to Shelf Awareness and ReadingGroupGuides.com. She has held positions in marketing and promotions at several publishing houses, most recently Simon & Schuster. Shannon lives in Hoboken, New Jersey; she is a WNBA-NYC chapter member.

NRGM logo designer, Susan Vianna and Fishergate

Fishergate (www.fishergate.com) is a graphic design and publication production company founded in 1969 by Anthony Drummond in Annapolis, Maryland. His daughter, Susan Vianna, joined the business in 1988 and is now the president. For the past 40 years, the company has been providing design services for publishers, businesses, government agencies, and associations.

The types of design projects Susan and her colleagues undertake are logos, brochures, displays, ads, newsletters, and catalogs. They also specialize in the design and production of books (either for print or CD) for small publishers, trade associations, anniversary books for towns, churches, and organizations, and self-publishing authors.

Susan also designed the new logo for Barbara Mead's *Reading Group Choices*, and the company has produced its annual guide for the past three years. Susan lives in Chester, Maryland.