

# Media Release



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## **Marketing and PR Firm Recognized by Web Marketing Association**

*Client and Marketing Firm Websites Website Awarded Standard of Excellence*

**La Quinta, CA (September 21, 2011)** — The [Web Marketing Association](#) has just announced the winners of its 15<sup>th</sup> annual Web Award Competition for Website development. More than 2,000 entries from 45 countries were adjudicated in 96 industry categories during this year's competition. Among the winners were local Marketing and PR firm, [Kathleen McEntee and Associates](#) along with her Chicago-based client, [Anthony J. Madonia and Associates, Ltd.](#) McEntee's firm developed the strategy and created the copy and graphic design elements for both sites. The technical web development and construction was done by Cathedral City-based [Thetford Web Development](#).



"I believe in practicing what I preach" states Kathleen McEntee, President. "If we are going to work on the strategy, market, copy, and graphic design for our clients, we should be putting the same effort into our own site" she continues. McEntee is a perfectionist and believes in working with clients so that they can put their best foot forward. That means digging deep and getting to the heart and soul of the business. She also believes in doing business with local colleagues. That's why it was important for her to find a strong web development partner who she can rely on to deliver a great solution.

"I am thrilled that our work has been recognized. Both of these sites are a testament to our relentless attention to strategy, implementation, detail, and follow up." With business constantly evolving, there is no time to be complacent. These websites need constant attention and updates to stay fresh and relevant. Yesterday's news is yesterday. While this is today's story, tomorrow will bring the need for more information. It's about delivering what the reader and market needs. Stay tuned for more news *When Smart Business Matters*®.

### **About Kathleen McEntee and Associates, Ltd.**

In today's ever-changing business environment, being nimble, practical and maintaining a keen customer-focus is essential. Having a plan, timelines, and accountability keeps the entire organization on track. Kathleen McEntee and Associates, Ltd. (KMA) is a business management and marketing communications firm that provides straight-forward, practical advice and coaching to business owners and managers. Our process is called: *When Smart Business Matters*®. We help our clients define their goals and objectives, develop a workable plan, and implement the tactics. We have earned the reputation of trusted advisor, invaluable resource, and master communicator. Working "in" the business requires your full attention. Let KMA help you work "on" your business...*When Smart Business Matters*®. For more information, contact [www.kmcenteeassoc.com](http://www.kmcenteeassoc.com) or 312.242.1606.