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## **Neal Lappe Named President of AMA Richmond**

**Richmond, Va. (Aug. 30, 2011)** - Neal Lappe has been named president of the American Marketing Association's Richmond Chapter for the 2011-2012 term. With nearly 300 members, AMA Richmond has been Central Virginia's leading source for education and networking in the field of marketing for nearly 50 years. Members include seasoned marketing professionals, educators and students representing a wide variety of industries, government agencies, non-profits, educational institutions and services.

"It's an honor to serve the AMA membership, and the marketing community at large," said Lappe. "The AMA not only helped me develop my marketing expertise, it expanded my business relationships within the region. I hope that in my role, I will help others to do the same."

Lappe is the president of WebStrategies, Inc. a Richmond-based digital/internet marketing agency. Founded in 2004, WebStrategies, Inc. provides a variety of web development, search engine optimization and social media marketing services to businesses of all sizes. One of only about 50 Google Analytics Certified Partners in all of North America, WebStrategies uses web analytics and other business intelligence information as the foundation for their data-driven approach to marketing. For more information, visit <http://www.webstrategiesinc.com/>.

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