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Armstrong Enterprise Communications Receives Third Annual Standard of Excellence Award

Armstrong Enterprise Communications, of Fairfax Virginia, was named as a recipient of the Web Marketing Association's prestigious *Standard of Excellence* award, for a third time! Now in its 11th year, the WebAward is the premier annual award competition that judges website development against an ever increasing Internet standard and against peer sites within their industry. All web site entries were judged on seven key criteria: Design, Innovation, Content, Technology, Interactivity, Copywriting, and Ease of Use.

Armstrong was selected because of its work in remaking an association's web site. The site provides a member self-service portal tied directly to the association's member database in real-time. Using dynamic content management, the site delivers context sensitive content from a searchable pool of articles and publications to members and other users based on their affiliations and demographics. It includes an online store, online meeting registration, dynamic calendar of events, online dues payment, and online communities.

"With so many web projects being undertaken these days, we are extremely pleased to be recognized by the Web Marketing Association, again", says Keith Hunter, president of Armstrong. "I am proud of our project teams and recognize the special contributions from our clients, partners, and staff."

Armstrong is celebrating its thirteenth year in business with a portfolio of services that include evaluation of customer's needs; matching functional requirements to available technology options, website design and hosting. Armstrong specializes in web site development and business management systems for the non-profit sectors; including iMIS, Microsoft ERP solutions such as Microsoft Dynamics, and others.

The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and corporate web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals from around the country who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate websites.

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