Tugboat Enterprises to Present at SIC
Selkie Software publishers to give valuable tips on affiliate management at Software Industry Conference.

Affiliates are an important part of any small software business, but because there are so many affiliates in the online world, it's not always easy to know how best to manage them. Emma Larocque, VP Operations at Tugboat Enterprises will be presenting at the Software Industry Conference (*SIC*) in Boston this week on the do's and don'ts of affiliate management. Larocque has been successfully managing the affiliate program at Tugboat Enterprises for the past two years. Her presentation, which targets small business owners in the software industry, will focus on ways to create and maintain good affiliate relationships.

Larocque's presentation will be part of a larger panel entitled "Making the Most of an Affiliate Program" on which Denise Purtzer of Digital River will also present. Purtzer will bring the insight and perspective of an ecommerce provider, while Larocque brings the experience of a software company who has been working in this space for some time. "I think the panel will be a good demonstration of the potential affiliates hold, and what a small company can accomplish with good affiliate management techniques." says Larocque.

"With an increasing dependence on the Internet, it is important to know how to market your product via affiliates. It is a key skill for any business owner, especially in the software industry."

Some highlights of the presentation will include details on making products available on an international basis, tips on promotional success, and increasing your company's pagerank. "This is an amazing opportunity for Tugboat Enterprises to share its experiences with other software companies on the importance of maintaining good affiliate relationships. I am confident that businesses in our industry will find the information in this presentation of value," says Larocque.

Tugboat Enterprises Ltd. is a software development company that specializes in file transfer and data recovery software. Their flagship product, *Selkie Rescue Migration & Data Recovery,* can bypass a non-functioning Windows operating system to recover data files with only three key strokes. It has received several industry awards and international acclaim including being named a CRN Emerging Technology Vendor by The Everything Channel. It is quickly becoming the preferred software for fast, easy, secure data recovery when Windows stops functioning.