

Internet Marketing Authority Wins the LIBN 40 Under 40 Award

This award recognizes outstanding leaders of the Long Island business community with a proven track record of career success and who give back to their community.

WOODBURY, NY – Every year since 1998, the Long Island Business News honors the top 40 most exceptional leaders on Long Island. Jerry Allocca, a Google-recognized [Internet marketing authority](#), will be honored with the 40 under 40 award on January 26, 2012. Jerry is the founder and president of CORE Interactive Marketing, a Long Island and NYC based company that specializes in internet marketing.

The Long Island Business News recognizes professionals who exhibit leadership and results in their fields. Jerry was chosen for this award because of his proven track record of career success, his mentoring, and his commitment to the community. Jerry is not simply following the rules of internet marketing; he is writing them. And helping others benefit from them.



To help the Long Island business community “make it” through this economy, Jerry developed and began teaching hands-on computer lab workshops about internet marketing topics such as search engines and social media to business professionals on Long Island and New York City. His aim was to inspire and motivate organizations, and show them the road to surviving in this economy by leveraging internet marketing and social media’s free tools.

Jerry’s book, [CONNECTED CULTURE: The Art of Communicating With the Digital Generation](#), shows marketers how to embrace social media, text messaging and internet marketing, and how to avoid costly mistakes. In addition to free downloadable workbooks, *CONNECTED CULTURE* offers additional support with instant access to exclusive free online resources such as newsletters, seminars, the *CONNECTED CULTURE* blog and the popular [7 Steps to Digital Marketing Success](#).

Each year, The Long Island Business News honors exceptional professionals for their service to the Long Island community and for their skill, enthusiasm and commitment to their field. The Long Island Business News is dedicated to helping the Long Island community, and its awards program recognizes those who have contributed to this mission in a demonstrable way.

This year’s winners will be honored on January 26 from 6-10pm at the Crest Hollow Country Club in Woodbury. Those interested in learning more may visit the [Long Island Business News](#) site.

Media Contact Info

Jerry Allocca
330 Madison Ave, FL#6
New York, NY 10017
516.719.6235 x111
Jerry@CORE.bz