



Saturday, April 10, 2004

Soccer site scores

New Web designer snags high honors

By Jamie Trump

The Press-Tribune

Saturday, April 10, 2004



Dave Marsden shows off his winning Web design in his home office. The site, which was a finalist in the 2004 Dottie Awards, can be viewed at www.placerunited.com. Devin Bruce/The Press-Tribune

Placer United Soccer Club has won awards for their ability to kick, strike, pass and head a soccer ball. But now their Web site, thanks to Granite Bay resident David Marsden, is taking home honors as well.

The site was a finalist for the 2004 Dottie Awards, a prestigious honor that recognizes Northern California excellence in Web site design, and took a bronze award in the Horizon Interactive awards, a global contest.

"It's exciting to receive an award in an international competition," Marsden said.

Exciting, yes, but surprising, even more so, since Marsden has only been designing sites through his company DM WebWorks fulltime for the past six months.

"I feel very fortunate," he said.

Marsden moved to Granite Bay from the Bay Area seven years ago. He eventually left his job as senior advertising manager for the \$70 million Levi account to start his own business and make it easier for small businesses and nonprofits to maintain great, money-making sites.

"I moved up here from the Bay Area to really change our lifestyle," he said. "I wanted to put more focus on community and family."

With a past in advertising that extends over two decades, the winner of numerous national awards for advertising excellence understands what makes Web sites work.

"I understand how hard money has to work for a small businesses," he said.

He now has clients in Granite Bay, Roseville, Sacramento, San Francisco and London and is eagerly anticipating more.

"I want to make it easy for small businesses and nonprofit organizations to have great Web sites," Marsden said.

Especially these days, Marsden said Web sites are crucial to a business' success.

"A lot of small businesses don't have a Web site," he said. "Others are static like a brochure. They're a little more like last year's brochure than today's new business."

Web site design is Marsden's third career. His first job was for the Peace Corps where he volunteered in Morocco for two years and later worked on staff for four years in Washington D.C. and the Fiji Islands.

Marsden then decided to go to business school and his second job was in the marketing field.

Later in life, he discovered Web design as a hobby and earned a certificate from Sacramento State.

He said running his own business and constantly updating Web sites could be his last career move.

"You are never finished," he said. "That's the beauty of it and the challenge of it. When it's this fun it sure never seems like work and it's never boring. It's in me."

Marsden's goals when creating the soccer league's site were to reinforce the image of the club as a premier league with current and prospective players, parents and coaches, save time and money by reducing phone calls, voicemails, e-mails, printed material and questions by insuring information on the Web is easily accessible and timely, and to create more of a sense of community among teams by jointly sharing news and results from others in the club.

The soccer club is the competitive arm of the Placer Youth Soccer League and has more than 500 players on 28 teams ranging in age from under-10 to under-19 from Granite Bay, Loomis, Roseville, Rocklin and Lincoln.

Marsden's efforts have not gone unnoticed.

"Dave Marsden has been extremely helpful in guiding our club in his project with suggestions and direction, enabling Placer United to utilize modern technology to spread the good word about our club," said Chris Peters, the club's manager.

Other local Dottie nominees and finalists include:

Nominees:

Granite Bay Flycasters

www.gbflycasters.org

Bella Terra Estates

www.bellaterraestates.com

Magic Circle Theater

www.mcircle.org

Finalists:

Granite Bay High School

www.granitebayhigh.org

BloodSource

www.bloodsource.org