



PRWeb: Business





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Time Factory Publishing Launches New Venture, Pikcal.com

New venture provides a customizable photo experience consumers will "relish"

Indianapolis (Vocus) July 17, 2009 -- Time Factory Publishing has launched a new online photo Web site, Pikcal.com (pronounced pickle), offering consumers a chance to store and share photos and create fully customizable photo products. The new Web site offers access to professional photos, providing pictures from Getty Images, NASCAR, Susan Branch and Ford, with more licenses coming soon.

With a simple, user-friendly Web site, adults and children alike can create photo books, calendars and other school and office supplies suited to their tastes. The Web site provides a distinctive experience that other online photo sites fail to match. With pikcal.com, photo sharing has never been easier.

It is the first photo-sharing Web site to offer:

- Access to professional image galleries with the ability to customize photos, create stationery products, photo books, school and office supplies.
- Mixing and matching licensed images from NASCAR, Susan Branch, Ford and Getty Images with their own personal photos and text.
- Ability to create products and share them directly with their social networks, including Facebook and Twitter.
- Incredible flexibility throughout the design process, including customization of fonts, borders, colors, placement and more.
- The ability to create a custom calendar and add a favorite team's schedule -- over 10,000 preloaded schedules available.
- NASCAR products featuring drivers that cannot be found at retail stores.
- The ability to share photo books, calendars and other creations for free.

"Pikcal.com is a true standout among the other photos sites that are out there," says Jim Purcell, president of pikcal.com. "Unlike other sites, we allow users to totally customize their products - for the first time they can use professional licensed images in personal creations giving them a virtually limitless array of tools to make their items one-of-a-kind. I'm confident that it is the best photo product Web site out there."

Pikcal.com is a photo sharing Web site where consumers can create custom, social expression products. The first of its kind, pikcal.com allows consumers to combine personal images with galleries of professional photography to create products. Pikcal.com is integrated with email applications, Facebook and Twitter for easy sharing of photos and products. For more information, please visit www.pikcal.com.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Siemon Video Highlights Innovative Z-MAX™ 6A Termination Process - The Fastest Category 6A Termination in the Cabling Industry

Available online at www.siemon.com, the real-time video shows a Z-MAX 6A outlet terminated in under 60 seconds.

(Vocus) July 17, 2009 -- Siemon, the network infrastructure specialist, has launched a brief online video demonstrating their innovative Z-MAX™ 6A outlet termination process - the fastest category 6A termination in the cabling industry

The new video shows the entire termination of a Z-MAX 6A outlet in real time - including twisted-pair cable preparation, conductor lacing and actual termination with the one-step Z-TOOL™, and takes just under one minute. Both category 6A shielded and unshielded configurations achieve this sub-60 second termination benchmark.

In addition to the user-friendly, fast and reliable termination process, the Z-MAX 6A system offers best-in-class performance margins across all critical cabling performance parameters, exceeding all standards requirements for category 6A and for support of 10GBASE-T.

Robert Carlson, Siemon's VP of Global Marketing, explained the purpose of the video: "The Z-MAX termination process is both radically innovative and simply intuitive - that can be a tough point to get across. Short of actually terminating an outlet, there is no better way to show cabling and IT Network professionals how fast and user-friendly the Z-MAX termination process actually is - this video is a like a 60 second training module."

"Moreover, 60 seconds is considerably faster than termination times for other category 6A solutions on the market, so much so that some may assume a level of marketing hype. This real time video eliminates any doubt."

The real time video is available online at <http://www.siemon.com/go/zmax/video>

For greater technical detail, Siemon has also created a detailed, step-by-step Z-MAX instructional video: http://www.siemon.com/us/zmax/zmax_termination-process.asp

About Siemon

Established in 1903, Siemon is an industry leader specializing in the manufacture and innovation of high quality, high-performance network cabling solutions. Headquartered in Connecticut, USA, with global offices, manufacturing and service partners throughout the world, Siemon offers the most comprehensive suite of copper (unshielded and shielded twisted-pair) category 5e, [category 6](#) (Class E), [category 6A](#) (Class EA) and category 7/7A (Class F/FA), and multimode and singlemode optical [fiber cabling systems](#) available. With over 400 active patents specific to structured cabling, from patch cords to patch panels, Siemon Labs invests heavily in R&D and development of industry standards, underlining the company's long-term commitment to its customers and the industry.



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You can read the online version of this press release [here](#).



New Website Offers San Francisco's Top Ten Real Estate Deals

TopTenRealEstateDeals.com is a new independent website offering exciting and unique Top 10 lists of today's best deals on real estate for sale. Their current featured new market addition is San Francisco.

(Vocus) July 17, 2009 -- TopTenRealEstateDeals.com is a new independent website offering exciting and unique Top 10 lists of today's best deals on real estate for sale. Their current featured new market addition is San Francisco.

The San Francisco list features the 10 best deals on a mix of [San Francisco downtown & waterfront condos](#).

"San Francisco is such a vibrant, stylish, and progressive market that no Top Ten listing site would be complete without it." says Jason Wakefield, the Internet Marketing Director for TopTenRealEstateDeals.com.

The San Francisco Top Ten Concierge Agent is, Kevin Gueco, member of the Climb Real Estate Group.

"Climb Real Estate Group is constantly scouring the market for great investment opportunities, and we have earned a reputation for negotiating the best deals possible for our buyer clients. It only makes sense that our very own Kevin Gueco be appointed the official San Francisco concierge for TopTenRealEstateDeals.com." states Climb Real Estate Group.

To view the San Francisco Top Ten Real Estate List visit:

http://www.toptenrealestatedeals.com/luxury_real_estate/condos/regional/san_francisco/.

This list is a welcome addition to their already extensive list of regional markets. To view a full list of their regional real estate markets visit <http://www.toptenrealestatedeals.com>.

The site also offers a weekly Real Estate Top 10 list of national deals in the United States.

In addition to the best home and condo bargains, the Top Ten research team looks for fun, eye catching deals. Recent Top Ten listings have included a spaceship house in Chattanooga, a cave home in Missouri, and a haunted house in Massachusetts.

Their independent Top Ten team focuses on uncovering the [best luxury real estate deals](#) from the web, newspapers, auction lists, and pre-construction ads while including only those deals that they feel are the very best bargains! The deals are not their listings, they do not broker sales, and they are not an agency. TopTenRealEstateDeals.com is a general media showcase of great deals on real estate for sale.

For further information, or to request an interview with a company representative, please contact their Internet Marketing Director, Jason Wakefield at [press\(at\)toptenrealestatedeals.com](mailto:press@toptenrealestatedeals.com).



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Monday & Associates Retained by Tucker Sadler Architects to Provide Public Relations

Monday & Associates, an award winning nationwide Public Relations firm located in San Diego and Irvine, CA, has been retained by Tucker Sadler Architects to provide strategic Public Relations for the firms projects that include: Ka Makana Ali'i Master Plan in Hawaii, San Diego Convention Center, US Grant Hotel, San Diego Hilton Beach & Tennis Resort, Pacific Gateway Navy, 44 Monroe Highrise, and Helen Woodward Animal Center.

San Diego (PRWEB) July 18, 2009 -- Monday & Associates, an award winning nationwide Public Relations firm located in San Diego and Irvine, CA, has been retained by Tucker Sadler Architects to provide strategic Public Relations for the firms projects that include: Ka Makana Ali'i Master Plan in Hawaii, San Diego Convention Center, US Grant Hotel, San Diego Hilton Beach & Tennis Resort, Pacific Gateway Navy, 44 Monroe Highrise, and Helen Woodward Animal Center.

Widely recognized as the "go-to" firm for urban design in San Diego, Tucker Sadler Architects are designing projects all over the United States including San Diego, Phoenix, Arkansas, Colorado, and Hawaii. Tucker Sadler has recently completed design on 44 Monroe, a 34-story high-rise residential tower in Phoenix, Arizona. In San Diego, Tucker Sadler has been retained in collaboration with Manchester Financial Group for the long-awaited redevelopment of the Navy Broadway Complex and has been retained by DeBartolo Development to master plan and design the third largest shopping complex in Hawaii named Ka Makana Ali'i.

Tucker Sadler Architects was founded in 1957 has become one of the most successful, full-service design firms in the United States. The award-winning firm provides planning, architecture, interior design, and development services for commercial, residential, civic, educational, institutional, recreational, entertainment, religious facilities, and hospitality projects throughout the nation. Tucker Sadler Architecture has a strong commitment to sustainable design as it is an integral part of its design philosophy.

"Kimberly Monday and her team at Monday & Associates add creativity, wisdom, media contacts, and great counsel to Tucker Sadler Architects in what we consider world-class strategic public relations," said Greg Mueller, Principal of Tucker Sadler Architects.

Monday & Associates has extensive experience in the area of media placement and have worked with leading print media outlets, including, The Wall Street Journal, The New York Times, Business Week, Crain's Chicago Business, Chicago Tribune, Family Circle, Ladies Home Journal, Good Housekeeping, Allure, Forbes, Fortune, Reuters, Money, New York Magazine, Dow Jones, Bloomberg, Glamour, Vanity Fair, The Washington Post, Miami Herald, The San Francisco Examiner, Seattle Times, The Star-Ledger, Los Angeles Daily Journal, Los Angeles Times, The Orlando Sentinel, The Palm Beach Post, Philadelphia Inquirer, The Sacramento Bee, The New York Post, The Daily News, The Reader's Digest, Vogue, Vanity Fair, Washington Business Journal, Worth, SmartMoney, USA Today, and Barron's, just to name a few.

Kimberly Monday and her team have relationships with journalists at a broad spectrum of broadcast and internet media outlets such as A&E Television Networks, America Online Inc., ESPN, FOX News, C-SPAN, CNN, NBC,



MSNBC, CNBC, ABC, CBS, CBN, Univision, Bloomberg Radio and Television, Reuters Television, BusinessWeek Online, TheStreet.com, Food Network, CNBC.com, ABC Radio Networks, PBS, and National Public Radio, among many others.

We understand the importance of marketing and communications and bring a unique and seasoned business, marketing, and public relations perspective to the strategic development of high-impact media relations programs for clients. We are very excited to work with such a great architectural firm that has over 50 years experience and many successful projects and a talented team of architects, said Kimberly Monday.

To learn more about Monday & Associates visit www.mondayassociates.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

A New Affordable Jewellery Shopping Experience for the Fashion-Conscious

Elegant Jewellery from around the World. Designer Jewellery, Silver Jewellery, Dress Rings, Costume Jewellery, Fashion Jewellery at affordable prices.

(PRWEB) July 18, 2009 -- Jewellery Shop Online is a flourishing Irish-based costume and designer jewellery store. As the name suggests, the difference here to the usual pricey High Street jewellery shops is that all their elegant goods can be viewed via the internet from the comfort of your own home. The website is highly appealing with a very professional and modern layout. The business was set up and developed by Susan Salkeld, who has a keen interest in ladies fashions. The online jewellery store is based in Dublin but delivers to all of Ireland, as well as catering for regular customers across Europe and even farther afield.

"At Jewellery Shop Online we want to bring variety, colour and glamour to the jewellery accessory market. There's a real wow-factor about most of the items we offer, especially when actually seen and handled. But we also hope our affordable prices bring an extra smile when the buyer realises how much cash they've saved by browsing around our shop."

Susan personally vetted high-quality suppliers from around the globe and then selected the extensive range of stunning products on display. Notable collections include:

Krystal London - Krystal are recognised as the leading designers and manufacturers of exquisite designer jewellery using only the highest grade Swarovski Crystals. They are universally renowned for their high quality pieces and attention to detail. Huge dangling chandelier earrings, crystal shower necklaces and cuffs are just some of the pieces you can view in this collection. Everything in Krystal's display is designed by Kish Vasa who has over 20 years of experience, thus guaranteeing exceptional and unique designs.

Lola Rose - In their section, you find examples of some of the most beautiful semi-precious jewellery on offer today. You will be dazzled by creations in an array of stunning and unusual colours. Susan has called upon the services of Lola Rose's leading modern jewellery creator, the highly-talented Nicola Gewirtz, to offer pieces which catch the eye with great effect.

The Silver Collection - For fans of silver jewellery, Susan has hand-picked a great range of desirable items which will "set off" your outfit, regardless of the occasion. From beautiful dress rings and classical necklaces to stylish cuff bangles and bracelets, Jewellery Shop Online doesn't disappoint in silverwear accessories. The website is proud to boast that all its silver goods are hallmarked after passing the most rigorous of inspections at The Assay Office in Dublin Castle.

Rhinestone Crystal Jewellery - For that special occasion, Susan's e-commerce shop can provide those important finishing touches to a memorable outfit; sparkling rhinestone crystal chokers, co-ordinated earring & necklace sets, tiaras, etc. Some items have been selected with weddings in mind, but the more understated designs are perfect to add class and sophistication to evening and party wear.

Jewellery Shop Online has a fabulously large selection of general designs featuring semi-precious stones which

originate from all corners of the world. In some cases, the ethnic origins of the pieces come to the fore, literally in their shape, weight and highly attractive but rare colours. Other creations follow more traditional, antique styles but here the nicest surprise comes by way of their pricing which would suit anyone's pocket even in these hard times.

Susan knows that fashion-conscious women must spend their hard earned money wisely. As she points out, "We have done thorough research regarding our jewellery pricing structure and our aim is to offer the lowest possible prices for all our jewellery lines. Our designer jewellery is on average 15% lower than anything like its equivalent in trendy department stores in Ireland. We wanted to offer our customers something different that was affordable, so that we ladies can occasionally spoil ourselves without feeling guilty."

The beauty about buying online apart from the obvious - trying to find time in our busy lives to take a day out to walk around various shops, sitting in traffic jams, parking problems, queuing at tills, etc - is that the prices are often much less than buying in the High Street shops. Susan confirms that this is mainly due to the online retailer not having to pay rent on display premises, and the saving in overheads is then passed on to the customer. Many people these days prefer to do their shopping via a convenient laptop or PC, and then have the ordered items delivered right to their front door. Susan sees no reason why shopping for good quality jewellery cannot follow this increasing trend.

Jewellery Shop Online imports its stocklist from countries all over the world. By doing so, they capture many exotic and gorgeous styles influenced by the different cultures they trade with. Susan hopes to bring both quality and variety to Irishwomen, and we cannot argue with her aspirations in the costume jewellery field. Already she is able to boast, "Currently we have two major designers on board but I'm hoping to have another three by the end of the year. It's important to change stock and styles on a seasonal basis."

'Customer-care' is also another of Susan's buzzwords. She knows through her own online shopping experiences that the development of trust and good relationships with apparently faceless retailers is vital. "We always make sure we respond to any queries as quickly and efficiently as possible", she remarks. "We also encourage feedback or requests - if a customer would like to see more items of a particular design or they are looking for a very special item of jewellery, then we will try our utmost to accommodate them".

When asked to sum up why she seems to have limitless enthusiasm for her business, Susan answers effortlessly, hardly pausing for breath. "Since an early age I have always had a passion for beautiful jewellery whether it is fashion, costume or designer. I am realising my dream of supplying beautiful jewellery to ladies everywhere at prices they can afford. It makes my job such a pleasure. Jewellery is glamorous and fun - as it should be."

Susan x

Owner of www.jewelleryshoponline.ie

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You can read the online version of this press release [here](#).

Richard Otto: Offering "Independence Survival" for Victims of the Job Market Meltdown

Job Elimination is No Longer a Challenge via the Creative Business Concept of a Texas Entrepreneur.

(PRWEB) July 18, 2009 -- The State of Texas in 1836 was a Historic Setting for the Independence of this country with the famous Alamo battle in San Antonio and in 2009 that Texas pride of Independence is helping recreate careers on a National Scale via the creative Business concept of Richard Otto. "These are historic times and historic times create Leaders and I have a Business Model that offers immediate career hope for the millions who have suffered the pain of the war known as Job Elimination in all sectors of society," said Otto.

Richard Otto is a San Antonio entrepreneur with a diversified background that includes careers ranging from service to this country to owning and operating numerous business ventures. "I spent 20 years in the US Army," said Otto, "and can say with pride that serving this country is truly an honor that help build character and pride I have taken over to the business world as I created success after my term in the military running a very successful Commercial Cleaning Business in Phoenix before I relocated to San Antonio where I have applied my Handyman Skills that has allowed to operate my own business for the past few years. The ability to apply my skills became limited with the economic climate that has effected all industries the past few years and I knew a change was needed and that change as a result of in-depth marketing survey has allowed me to roll out my business model (<http://healthymedicalsolutions.com/>) that Offers the following Quality Needed Medical Supplies:

* RANGE OF MOTION ELBOW PAD (<http://www.applestreetinc.com/apples/components/?proc=4>) "very simply the best product on the market for preventing hyperextension of the elbow from the normal daily usage that effects so many"

* CARPAL TUNNEL BRACE (<http://www.applestreetinc.com/apples/components/?proc=5>) "With estimates of up to 10 million Americans being effected I have a product that addresses that challenge that offers a removable palmar splint with a locking strap and adjustable thumb spica for comfortable usage ..."

* BACK LUMBAR SUPPORT (<http://www.applestreetinc.com/apples/components/?proc=6>) "Nothing worse than a bad back to change one's lifestyle pattern but with my product now available I can help individuals maintain correct posture and stabilize their lower spine for immediate relief from pain ..."

* THERMO KNEE BRACE (<http://www.applestreetinc.com/apples/components/?proc=7>) "Full support of knee range up to 15% provides the finest support for knee problems in the marketplace today ... with comfort and fit that no other product can offer"

* ANKLE/ FOOT SUPPORT (<http://www.applestreetinc.com/apples/components/?proc=8>) ... "From ankle sprains to the challenges of dealing with foot problems with Diabetes this is a true World Class Menu of Support Products to ease the pain for all individuals. As an example I offer a NIGHT SPLINT that is designed specifically to deal with the problems of PLANTAR FASCILITIS and ACHILLES TENDONITIS with a product that allows individuals to consistently stretch to the Plantar Fascia by being able to hold their feet in gentle dorsiflexion"

* ED PUMP (<http://www.applestreetinc.com/apples/components/?proc=9>) " A Very simple and effective product that will help 95% of the men that are affected with symptoms that effect a critical part of their personal relationships and this Non Chemical and Drug Free Treatment answer makes this a guaranteed success story for every man that is dealing with a part of life that is certainly a mentally challenging aspect"

Richard Otto is anxious to talk with all entrepreneurs that have reached the stage of their life where stability with quality products is a priority. "I have spent some time involved in the world of Internet Marketing dealing with overpriced products and distributors with unrealistic income claims." said Otto, "and became totally burned out from that daily grind of trying to create dreams in Fantasy Land with juice drinks or travel vacation programs. I have REAL PRODUCTS with a REAL COMPENSATION PROGRAM that has 4 different income streams for associates with Leadership Skills being rewarded very lucratively for those interested in creating their own sales force. We took pride in the military of being ready to defend this country on a moment's notice I am now proud to change the lives of all serious entrepreneurs with one simple call to my office !!"

Mr.Otto can be reached @ 210-889-8378

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You can read the online version of this press release [here](#).

Yorkshire and Humberside Businesses are Sitting on Untapped Cost Savings of Almost £1 Million per Day

Local businesses are collectively missing out on combined cost savings of as much as £1,144,000 per day by ignoring the potential of water efficiency, say [sustainable business](#) experts Envirowise.

(PRWEB) July 18, 2009 -- Local businesses are collectively missing out on combined cost savings of as much as £1,144,000 per day by ignoring the potential of water efficiency, say sustainable business experts Envirowise.

In a recent survey 60% of Yorkshire and Humberside businesses said they are not currently measuring or monitoring their water use at all, and 80% do not have any [water](#) reduction targets in place.

However, these businesses could reduce their water bills by as much as a third if they were to take steps to monitor their water use more effectively, says Elin Crebbin, Envirowise Regional Manager for the Yorkshire and the Humber:

"With more than 1 billion cubic metres of water being used across the region every year, there is significant potential for businesses to save money and reduce their environmental impact by taking action on water efficiency," advises Elin. "That is why we are encouraging local organisations to join Rippleffect, a national initiative offering online advice and support to cut water waste and costs."

Businesses signing up to Rippleffect - www.envirowise.gov.uk/rippleffect - before 14 September will receive free support from Envirowise to better understand their water use, identify simple water saving steps and then measure the cost savings they have made.

"The Rippleffect programme is delivered in three online modules over a six-month period, helping businesses to benchmark their water use and set targets for improvement," continues Elin.

"We were surprised to see that more than two thirds of the [businesses](#) surveyed in the region did not believe it was possible to reduce their water bill at all by improving water efficiency. This is clearly a missed opportunity and one that offers valuable cost saving potential, as well as reputational benefits for companies taking action and demonstrating a commitment to the environment too."

More than 500 UK businesses registered for Rippleffect in 2008. New features for 2009 include:

Access to sector-specific modules for hotel & catering, meat & poultry processing and fruit & vegetable processing

Access to water efficiency advice in areas such as rainwater harvesting, vehicle washing and boiler & cooling tower operation.

Participants could also receive a certificate in recognition of their achievements.



Yorkshire and Humberside businesses interested in taking part in Rippleffect should visit www.envirowise.gov.uk/rippleffect or call the Envirowise Advice Line on 0800 585 794.

About the research

A survey of 420 UK businesses was carried out by Millward Brown on behalf of Envirowise during May 2009. Senior business decision makers from 40 businesses across Yorkshire and the Humber were surveyed over the telephone. Other key findings include:

- 63% did not know how much their business spends on water each year
- Knowledge was identified as the biggest barrier to taking action, despite free advice being available through programmes such as Envirowise

About Envirowise

Envirowise is a Government-funded programme dedicated to putting the sustainable use of resources at the heart of UK business practice.

Since 1994 Envirowise has helped UK businesses save over £1bn by enabling them to significantly reduce their environmental footprints.

Envirowise offers businesses of all sizes and sectors a wide range of free, independent and practical advice designed to genuinely improve their processes, profitability and competitiveness. Services include:

- The Envirowise Advice Line on 0800 585794
- An encyclopaedic website (www.envirowise.gov.uk) of valuable and relevant information
- Over 200 events each year, from Product Design Workshops to major exhibitions

RESOURCES:

resource efficiency, environmental impact, environment, environmental management, sustainability, waste management, sustainable, green business [environmental policy](#) and water consumption.

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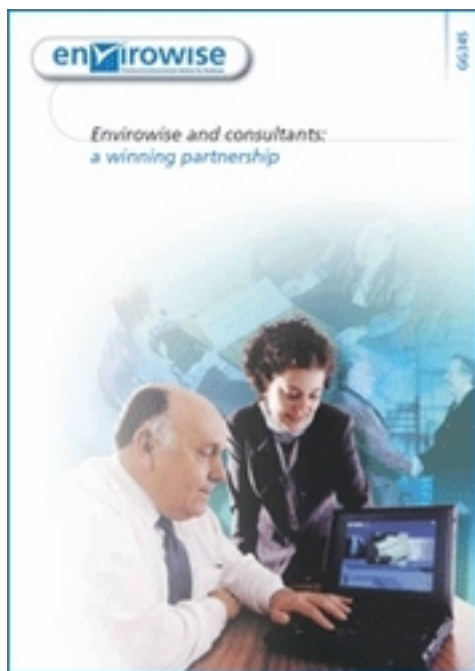
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News Image



Engaging Staff is Key to Cutting Costs for Yorkshire and Humber Businesses

Businesses in Yorkshire and the Humber need to make greater use of their staff to help improve [environmental](#) performance and unlock valuable cost savings - according to sustainable business experts Envirowise.

(PRWEB) July 18, 2009 -- Businesses in Yorkshire and the Humber need to make greater use of their staff to help improve environmental performance and unlock valuable cost savings - according to sustainable business experts Envirowise.

The call to action comes as Envirowise launches a free online training tool offering practical advice to help [businesses](#) do this. Available at www.envirowise.gov.uk/change, the tool covers a range of topics including how to gain support from employees and work with senior management. It allows local companies to pick and choose which elements of the training they make use of, according to their needs and available time. In addition, short video case studies give an insight to 'culture change' steps that other companies have implemented with positive results.

The release of the UK Climate Projections highlighted the need for the behaviour of individuals to change to help combat climate change - yet companies in the region may not be aware that collective staff action has the potential to drive through environmental improvements which can lead to significant savings for businesses - and perhaps as much as £1,000 per employee.

Elin Crebbin, Envirowise Regional Manager for Yorkshire and Humber, commented: "A company's staff is one of its biggest assets when it comes to taking environmental action - without everyone pulling in the same direction, a business can never capitalise on the potential for cost savings that lie in making often simple and low cost steps towards [sustainability](#). That's where the interactive tool can help - by helping managers understand the changes they need to make within their own business.

"At the end of the day, a company's environmental impact stems from all elements that make up that company - and that includes the actions of individual staff themselves. By ensuring that company culture has environmental issues at its heart, our region's companies can realise substantial cost savings - something that is more important than ever in the current business climate."

The training tool is available free-of-charge to any business and can be accessed at www.envirowise.gov.uk/change. Free, guidance on resource efficiency is also available from the Envirowise Advice Line on 0800 585 794.

For more information, please contact:

Rod Dennis or Davinia Livock at Trimedia on 0117 929 2311 or email [rod\(dot\)dennis\(at\)trimediauk\(dot\)com](mailto:rod(dot)dennis(at)trimediauk(dot)com) or [davinia\(dot\)livock\(at\)trimediauk\(dot\)com](mailto:davinia(dot)livock(at)trimediauk(dot)com)



Notes to Editors

About Envirowise

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- An encyclopaedic website (www.envirowise.gov.uk) of valuable and relevant information
- Over 200 events each year, from Product Design Workshops to major exhibitions

RESOURCES: resource efficiency, environmental impact, environment, environmental management , sustainabilty, waste management, sustainable, [green business](#), environmental policy and water consumption.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image





Sacramento Tax Law Firm Expands Its Marketing Department

Just weeks after promoting a new managing attorney, the nation's largest tax resolution law firm has promoted their marketing coordinator to a new, hybrid position and have filled the opening by promoting another employee from within.

North Highlands, CA (PRWEB) July 18, 2009 -- Roni Deutch has promoted her law firm's marketing coordinator, Nicole Elton to Creative Marketing Writer, as she heads up the expansion of the firm's marketing department.

"The law firm is growing by leaps and bounds and with that growth comes increased responsibility," notes Deutch. "Luckily, I am blessed with great employees who are more than ready to take their own professional leap."

Elton was hired to serve as the marketing coordinator for Roni Lynn Deutch, A Professional Tax Corporation earlier last year. In her relatively short time at the firm, she has developed new marketing tools and increased the company's presence on radio, print, and the web, especially in the local Sacramento community.

"Nicole is an asset to my law firm," explains Deutch. "Her in-depth experience in the marketing world, and compassion for helping taxpayers has helped her to quickly become one of my most trusted employees. Over the past year she has done great work marketing my law firm, and I look forward to seeing the wonderful things she will do in her new role."

"I feel truly blessed to work with a company who recognizes individual talents and is so dedicated to promoting from within," notes Elton. "My new role in the organization is wonderfully challenging and I look forward to the myriad of upcoming projects."

As Elton moves into her new position, she is also helping to mentor her replacement, Caralin McHan. McHan also has experienced a skyrocketing career with the firm, having started as an assistant in the legal department six months ago. Now, she is pursuing her own professional goals of working in marketing and public relations for a company that helps the less fortunate, by becoming the firm's new marketing coordinator.

"I am very excited," states McHan. "I am proud of what our company does. We help so many people who really need assistance dealing with their tax problem. I am delighted to be charged with spreading the good word and finding more taxpayers we can help."

Millions of people recognize tax attorney Roni Deutch as The Tax Lady®. She has been helping taxpayers nation-wide resolve their tax liabilities for over 18 years. As an industry leader, she has saved her clients tens of millions of dollars and has helped thousands of families settle their back taxes.

About Roni Lynn Deutch, A Professional Tax Corporation

Roni Lynn Deutch, A Professional Tax Corporation is a nationally recognized law firm that has been helping clients find solutions to their back tax liabilities for eighteen years. To find out more about the law firm or its IRS tax relief services, visit their website at RoniDeutch.com or call 1-888-TAX-LADY. To learn more about The Tax



Lady Roni Deutch, you can visit her blog or YouTube profile.

The Tax Lady's Guide To Beating The IRS And Saving Big Bucks On Your Taxes (BenBella Books, February 15, 2009, Paperback Price: \$16.95, ISBN 978-1-933771-77-9)

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Ann Arbor Real Estate Buyer Broker Receives Fighting Fiduciary Award

Jon Boyd, an exclusive buyer's broker helping real estate purchasers in Washtenaw County, received the Fighting Fiduciary Savings Award today for Helping home buyers save an average of \$72,638.00 during the first quarter of 2009.

Ann Arbor, Michigan (PRWEB) July 18, 2009 -- Jon Boyd, an exclusive buyer's broker helping real estate purchasers in Washtenaw County, received the Fighting Fiduciary Savings Award today for Helping home buyers save an average of \$72,638.00 during the first quarter of 2009.

"The Fighting Fiduciary Award was created to recognize exceptional work in helping home buyers save money. Jon had a great quarter for savings and we felt it was important to recognize that in contrast to all the negative news coverage about real estate. Along with the obvious savings benefit, he also made some home buyers very happy with his efforts." said [Laura Degiovanni](#), a senior exclusive buyer agent for the company. "Jon's knowledge and experience really paid off for his buyers."

The transaction reportedly included a first time home buyer purchasing a condominium, a home buyer purchasing a larger Burns Park area home, a first time buyer purchasing an East Ann Arbor home, and a luxury home buyer purchasing on Ann Arbor's South side. Transaction parameters were very different in each case and that variety is one reason Boyd said he still enjoys the business of representing home buyers after nearly twenty years with that total focus.

The Home [Buyer's Agent real estate company serves Ann Arbor Michigan](#) and the surrounding areas including, Ypsilanti, Brighton, Belleville, Howell, Hartland, South Lyon, Novi, and Farmington Hills. They help a broad variety of real estate purchasers from first time condominium buyers to luxury home buyers, and they measure their success in dollars saved, not dollars sold.

"Receiving the Fighting Fiduciary award is a thrill because most of the larger real estate companies in our market no longer provide common law fiduciary services like we do. Most companies these days are limited to designated/dual agency. That seems to remove the teamwork that is critical in optimally serving a buyer." concluded Boyd.

The term "exclusive buyer agency" is defined by the [National Association of Exclusive Buyer Agents](#) as: A company who only represents home buyers. The company never represents sellers and the company never lists property.

The Home Buyer's Agent of Ann Arbor is one of Michigan's largest buyer's real estate companies and is the oldest Exclusive Buyer's Agency in the state of Michigan. It has helped thousands of home buyers save millions of dollars on their home purchases. Since Exclusive Buyer Agents only represent home buyers and never sellers, these companies avoid the conflicts of interest of traditional real estate companies and offer home buyers 100% loyalty.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



CONTACTICS Bridges Digital Divide with Online Portal for Miami Valley Minority Businesses

Dayton-based firm launches DaytonMinorityBiz.com

Dayton, Ohio (PRWEB) July 18, 2009 -- Customers have tossed traditional Yellow Pages books out the window.

To put it plainly, to get noticed in today's fast-paced online world a business needs a strong, professional Internet presence. Information can not be more than a few keystrokes away.

Unfortunately, many Miami Valley minority businesses have found it challenging to make the necessary leap online.

That's where CONTACTICS' recently launched, member-driven online community can help.

DaytonMinorityBiz.com (DMBiz) strives to bridge the stifling digital divide that often prevents minority businesses from reaching new customers and better serving those who are already loyal.

The user-friendly site employs cutting-edge tools and resources to help businesses big and small network and market themselves in the ever growing and expanding online marketplace.

"Dayton is transitioning from the manufacturing industry into a technology focused city," said Sean E. Fields, CONTACTICS president and chief operating officer. "During this exciting period of growth, it is important that minority businesses not only become more aware of this change but also position themselves to take advantage of the great forthcoming opportunities."

Here are just a few DMBiz highlights:

DMBiz Directory - this comprehensive and free-to-join directory is the first stop for those seeking to do business with a broad spectrum of Miami Valley minority enterprises and organizations. This feature drives traffic to individual business' online sites.

DMBiz Profile - also free to use, this feature serves as digital billboard. User companies publicize their talents, goods and services. Customers get information on users' past clients, projects and history.

DMBiz Resources - DMBiz offers up-to-date information to users through free and paid webinars, podcasts and face-to-face workshops. Information on everything from social networking to online marketing is easily obtained. In addition and for a nominal fee, DMBiz's expert staff offers top-notch development services, including logo design, website design and marketing. DMBiz has also partnered with several media outlets and training centers including WDAO, Dayton Weekly News and New Horizons Computer Learning Centers to give its members very affordable discounted rates.



DMBiz Spotlight - Each week, DMBiz showcases new Miami Valley-based businesses. Selected businesses are featured in podcasts, company profiles and on the online-based DMBiz-TV. Podcast are available for download from the popular iTunes which currently offers more than 100,000 audio and video podcasts from independent creators and big names like HBO, NPR, ESPN, The Onion, CBS Sports, and The New York Times. Companies are allowed to shine in this feature designed to optimize exposure. Recent organization podcasts include: Julie Sullivan Director of Business Development for the Downtown Dayton Partnership, Meredith Threatt - Director of SWCO PTAC and Derek Wright - CEO of New Horizons Computer Learning Centers.

Community - When they say member driven they mean it. Not only is DMBiz the ideal place for those wishing to network, it is also the ideal place for those motivated to improve the area's business climate. User feedback and input are critical to DMBiz's success and vision. They are currently accepting applications for an eight-member advisory board. All interested candidates should call Sharon Beck at (937) 660-4831 or send email to [service\(at\)daytonminoritybiz\(dot\)com](mailto:service(at)daytonminoritybiz(dot)com)

Surviving the changing business world is difficult even during the best economic times. DMBiz offers not only survival tools, but also skills, exposure and networking resources that will allow companies to thrive and shine.

About DaytonMinorityBiz.com (DMBiz): A COMTACTICS venture, DMBiz uses state-of-the-art technology to connect and expose Miami Valley-based businesses and organizations to clients seeking services and goods.

About COMTACTICS: Dayton-based Comtactics LLC is an Internet solutions and marketing firm. Founded by Sean and Shawntay Fields in 2004, the company develops Websites, logos, videos and a range of other online tools.

For information and interviews, call Sean or Shawntay Fields at (937) 660-4831

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You can read the online version of this press release [here](#).

News Image



bmi Rolls Out Chauffeur Drive on Key Regional Business Routes

Complimentary Chauffeur Drive service for bmi's Business Class customers now available to and from UK regional airports

London (PRWEB) July 18 2009 -- bmi, the business airline, has extended its complimentary [Chauffeur Drive](#) service to include UK regional airports. The service is now available to and from Dublin, Belfast, Edinburgh, Glasgow, Aberdeen and Manchester airports in addition to London Heathrow.

Customers travelling on selected Business Class fares to Almaty, Amman, Azerbaijan, Beirut, Cairo, Damascus, Kyrgyzstan, Moscow, Saudi Arabia, Tel Aviv and Yerevan can now take advantage of this service to and from the airport at each end. The service is also available in the UK only for those travelling to Tehran and Tbilisi.

The Chauffeur Drive service enables [Business Class](#) customers travelling on fully-flexible fares to experience bmi service beyond the flight for more convenient and hassle-free travel. Up to four transfers can be taken per return flight with the service available at both ends of the route.

Silver E-Class Mercedes Benz are used for Chauffeur Drive within the UK, and equivalent vehicles at the destination, and specially branded parking bays for the E-class Mercedes to pull into are now available at London Heathrow's Terminal 1. These customers will be met on arrival by a bmi concierge, who will collect their bags and transfer them to bmi's newly designed Premium check-in zone at Terminal 1, creating a faster route through the airport.

The Chauffeur Drive service is part of bmi's programme of developments which are being rolled out to provide a more convenient and flexible service for customers. bmi is the UK's leading business airline and earlier this year pioneered paperless boarding and mobile check-in, the first British airline to offer this innovative service. With no fuel surcharges on UK and European routes and the UK's most generous loyalty programme, business travellers really can see the difference when flying with bmi.

Other news from bmi includes the new international lounge bmi [Number One Heathrow](#) which opened its doors on 1 June 2009. bmi [Number One Heathrow](#) is the perfect stop for bmi customers connecting to any of bmi's [international destinations](#) where they can choose to relax, refresh or rehydrate between flights and enjoy some homely British comforts. The airline also recently unveiled its new Premium Check-in area at London Heathrow's Terminal 1 to provide a fast and hassle free check-in service for Business Class and [Premium Economy](#) customers as well as bmi Gold and Silver [Diamond Club](#) members and Star Alliance Gold members.

Peter Spencer, Managing Director of bmi commented:

"We have received positive feedback about our Chauffeur Drive service from our Business Class customers and we are pleased to extend this complimentary offering. We want our customers to experience high quality service as well as value for money and we are always looking for ways we can improve our offering. These initiatives help us to deliver a seamless travel solution and reinforce our commitment to providing the best possible service for business travel."

•bmi is the second largest airline at London Heathrow, one of the world's leading international hub airports. Across its mainline route network bmi operates to Aberdeen; Addis Ababa; Aleppo; Almaty; Amman; Amsterdam; Baku; Beirut; Belfast City; Bishkek; Brussels; Cairo; Damascus; Dammam; Dublin; Edinburgh; Freetown; Glasgow; Hanover; Jeddah; Khartoum; Kiev; London Heathrow; Manchester; Moscow Domodedovo; Palma Mallorca; Riyadh; Tbilisi; Tehran; Tel Aviv; Venice; Yerevan.

bmi regional operates to Aberdeen; Birmingham; Brussels; Cologne; Copenhagen; East Midlands; Edinburgh; Esbjerg; Glasgow; Groningen; Leeds Bradford; Lyon; Manchester; Norwich; Zurich.

•bmi is a member of Star Alliance, established in 1997 as the first truly global airline alliance to offer customers worldwide reach and a smooth travel experience. Star Alliance received the Air Transport World Market Leadership Award in 2008 and was voted Best Airline Alliance by Business Traveller Magazine in 2003, 2006, 2007 and 2008 and by Skytrax in 2003, 2005, 2007 and 2009. The members are Air Canada, Air China, Air New Zealand, ANA, Asiana Airlines, Austrian, bmi, EGYPTAIR, LOT Polish Airlines, Lufthansa, Scandinavian Airlines, Shanghai Airlines, Singapore Airlines, South African Airways, Spanair, SWISS, TAP Portugal, Turkish Airlines, THAI, United and US Airways. Regional member carriers Adria Airways (Slovenia), Blue1 (Finland) and Croatia Airlines enhance the global network. Aegean Airlines, Air India, Brussels Airlines, Continental Airlines and TAM have been announced as future members. Overall, the Star Alliance network offers 17,000 daily flights to 916 destinations in 160 countries.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



mySBX and Access National Bank Join Forces To Help Small Businesses

Access National Bank will utilize the mySBX platform to promote a July 24th webinar to mySBX members. The mySBX platform will enable its members to register, view, and collaborate around Access National Bank's expertise and educational content for government contractors. The webinar, part of Access National Bank's Growth Capital Educational Series scheduled for July 24th, (register at: <http://mysbx.com/node/30960>) will cover how to find government contracts and finance them through SBA Loans.

Reston, VA (PRWEB) July 18, 2009 -- mySBX and Access National Bank have announced a joint marketing effort to leverage their expertise and capabilities to deliver increased value to their members and customers. Access National Bank will utilize the mySBX platform to promote a July 24th webinar to mySBX members. The mySBX platform will enable its members to register, view, and collaborate around Access National Bank's expertise and educational content for government contractors. The webinar, part of Access National Bank's Growth Capital Educational Series scheduled for July 24th, (register at: <http://mysbx.com/node/30960>) will cover how to find government contracts and finance them through SBA Loans. Aileen Pisciotta and John Lefevere of Executive Counsel, a law firm based in Northern Virginia servicing corporate clients, will provide insight and direction for companies trying to identify and win government contract opportunities, while Ted Lauer, SVP of Access National Bank will explain how SBA backed loans can provide the capital needed to fund a winning award.

"We are excited about this partnership and how Access National can lend their expertise and content to help our members grow and manage their own businesses" said Jeff White, President of mySBX. "Our members are already connecting and collaborating in transformative ways and many are already customers of Access National Bank. One of the issues our members struggle with the most is small business finance and this partnership will provide insight into how they can grow their businesses efficiently and successfully."

Mike Clarke, President and CEO of Access National Bank, commented: "Our partnership with mySBX provides their growing and vibrant business community with web access to our Growth Capital Educational Series. Knowledge and connections are vital to success in the government contracting sector, one of the few bright spots in our economy."

About mySBX

mySBX.com is a network for businesses and professionals to exchange opportunities, resources, and information to win more business, expand capabilities, and increase profitability. More than 4000 companies rely on mySBX to make their government contracting efforts more successful and efficient.

Visit www.mysbx.com for more information.

About Access National Bank

Access National Bank is a business bank headquartered in Reston, Virginia. The mission of ANB is to provide progressive and superior financial solutions to small businesses and associated professionals.



Visit www.accessnationalbank.com for more information.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



"Inbound Logistics" Names TBB Global Logistics One of the Top 100 Third-Party Logistics Providers

TBB Global Logistics, a third-party supply chain management firm specializing in small and medium-sized customers, has been named one of the leading third-party logistics (3PL) and supply chain providers for 2009 by "Inbound Logistics," a trade magazine serving the supply chain and logistics industry. The company was selected as an industry leader in the 3PL marketplace among hundreds of submissions. This is the fifth consecutive year that TBB Global Logistics has received this award.

New Freedom, PA (PRWEB) July 18, 2009 -- TBB Global Logistics, a third-party supply chain management firm specializing in small and medium-sized customers, has been named one of the leading third-party logistics (3PL) and supply chain providers for 2009 by "Inbound Logistics," a trade magazine serving the supply chain and logistics industry. The company was selected as an industry leader in the 3PL marketplace among hundreds of submissions. This is the fifth consecutive year that TBB Global Logistics has received this award.

An annual award, the Top 100 list is based on criteria such as operational excellence, geographic coverage of business, network of customer relationships, and quality of services provided. The editorial staff of "Inbound Logistics" selects the 3PL companies from questionnaires and personal interviews.

In addition to the listing, TBB Global Logistics is included in the magazine's Top 100 3PL Decision Support Tool, where readers can enter their logistics requirements and locate a 3PL provider that matches their exact needs and requirements.

"We are extremely proud to be named a Top 100 3PL by 'Inbound Logistics'," said Samuel R. Polakoff, president of TBB Global Logistics. "This prestigious honor helps to recognize the importance of our ongoing commitment to our customers to deliver the best and most personalized services in the 3PL marketplace."

The Top 100 list can be found in the July issue of "Inbound Logistics" magazine and is available online at www.inboundlogistics.com/3pl/top100.shtml.

For more information and/or to arrange an interview with TBB Global Logistics, please contact 301-581-7294.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



MDPromoSolutions.com's Recent Launch of their Improved Consumer Website Offers over 100,000 Promotional Items at Deep Discount Pricing

The MD Promo Solutions Company announces the launch of their website, www.MDPromoSolutions.com, offering special pricing on all promotional items.

Bethesda, MD (PRWEB) July 18, 2009 -- The MD Promo Solutions Company is proud to now offer their entire stock of promotional materials, with custom embroidery, direct to the general consumer- all at phenomenal savings.

Formerly only offering their over 100,000 item catalog to retailers and bulk buyers, this Maryland area business now offers their entire catalog directly through their site, www.MDPromoSolutions.com.

With an aspiration to provide superior promotional products for their consumer base at deeply discounted prices, all while offering advanced customer service and the expediency of the internet, this relatively new company has high hopes for adding a little spark to the local and regional economy.

As a vibrant promotional business offering a vast array of promotional marketing tools available to all, they hope their affordable pricing, extensive product lists and shipping convenience will stand to set them apart from their competition. With exceptional customer service at MDPromoSolutions base, they are able to offer a multitude of products to clients looking to purchase promotional materials of all sorts for their association and/or cause. It is the wish of the MD Promo Solution Company that their dedication to superior levels of customer service will only be enhanced by the recent launch of their website.

MDPromoSolutions.com presents a multi-platform product list to their clients of: apparel, drink ware, key chains, writing instruments, post it notes, etc. As well as the ability to create a customized logo for implementation into the products to which their clients purchase. From the inception of the company, efforts have remained constant to cater towards those searching for great products at a great price without having to make bulk orders. With this in mind, the company hopes their newly launched website, will now be the primary tool of their clients, offering them the ability to review, design, and purchase their products at anytime of day, any day of the week without the hassles involved in physically visiting a company's store site.

MD Promo Solutions Company hopes their website will continue to provide quality promotional products, while generating a substantial branding mark and educating others on the inherent benefits of promotional marketing. According to a recent study, "76.1% of respondents could recall the advertiser's name on a promotional product that they had received in the past 12 months. In addition, 75.4% of respondents said they kept their promotional product because it was useful."

For additional information please contact Maryann Diccio at 800-878-0832 or visit www.MDPromoSolutions.com.

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MD Promo Solutions Company

<http://www.mdpromosolutions.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



CoolMonograms.com Announces Launch of Website to Showcase over 100,000 Promotional Items at Discount Prices

The Cool Monograms Company announces the launch of their website www.CoolMonograms.com, offering special pricing on all promotional items.

Mesa, AZ (PRWEB) July 18, 2009 -- Recently launching the site, www.CoolMonograms.com the Cool Monograms Company is proud to now offer their warehouse listing promotional products at deeply discounted rates to the general public. Originally only offering their over 100,000 item catalog to retailers and bulk buyers, this Mesa area promotional business is now offering their entire stock direct to the public. With a desire to provide superior promotional products for their consumer base at deeply discounted prices, all while offering superior customer service and the convenience of the internet, this relatively new company has high hopes for adding a little spark to the local and regional economy. As a dynamic promotional company offering a vast array of promotional marketing tools available to all, they hope their affordable pricing, extensive product lists and shipping convenience will stand to set them apart from their competition. With exceptional customer service as Cool Monograms' base, they are able to offer a multitude of products to clients looking to purchase promotional materials of all sorts for their association and/or cause. It is the wish of the Cool Monograms Company that their dedication to superior levels of customer service will only be enhanced by the recent launch of their website.

CoolMonograms.com presents a multi-platform product list to their clients of: apparel, drink ware, key chains, writing instruments, post it notes, etc. As well as the ability to create a customized logo for implementation into the products to which their clients purchase. From the inception of the company, efforts have remained constant to cater towards those searching for great products at a great price without having to make bulk orders. With this in mind, the company hopes their newly launched website, will now be the primary tool of their clients, offering them the ability to review, design, and purchase their products at anytime of day, any day of the week without the hassles involved in physically visiting a company's store site.

Cool Monograms hopes their website will continue to provide quality promotional products, while generating a substantial branding mark and educating others on the inherent benefits of promotional marketing. According to a recent study, "76.1% of respondents could recall the advertiser's name on a promotional product that they had received in the past 12 months. In addition, 75.4% of respondents said they kept their promotional product because it was useful."

For additional information please contact Larry Hill at 800.878.0832 or visit www.Coolmonograms.com.

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You can read the online version of this press release [here](#).



Custom Promo Specialty Announces Launch of Website in Support of Texas Pride

The Custom Promo Specialty Company announces the launch of their website www.CustomPromoSpecialty.com, offering special pricing on all Texas related promotional items.

San Angelo, TX (PRWEB) July 18, 2009 -- Recently launching the site, www.CustomPromoSpecialty.com, the Custom Promo Specialty Company is offering their support to all promotional projects which are centered on promoting the great state of Texas. With a desire to provide superior promotional products for their consumer base at deeply discounted prices, all while offering superior customer service and the convenience of the internet, this relatively new company has high hopes for adding a little spark to the sparse central Texas economy. As a dynamic promotional company offering a vast array of promotional marketing tools available to all, they hope their affordable pricing, extensive product lists and shipping convenience will stand to set them apart from their competition. With exceptional customer service as Custom Promo Specialty's base, they are able to offer a multitude of products to clients looking to purchase promotional materials of all sorts for their association and/or cause. It is the wish of the Custom Promo Specialty Company that their dedication to superior levels of customer service will only be enhanced by the recent launch of their website.

Custom Promo Specialty.com presents a multi-platform product list to their clients of: apparel, drink ware, key chains, writing instruments, post it notes, etc. As well as the ability to create a customized logo for implementation into the products to which their clients purchase. From the inception of the company, efforts have remained constant to cater towards those searching for great products at a great price without having to make bulk orders. With this in mind, the company hopes their newly launched website, will now be the primary tool of their clients, offering them the ability to review, design, and purchase their products at anytime of day, any day of the week without the hassles involved in physically visiting a company's store site.

Custom Promo Specialty hopes their website will continue to provide quality promotional products, while generating a substantial branding mark and educating others on the inherent benefits of promotional marketing. According to a recent study, "76.1% of respondents could recall the advertiser's name on a promotional product that they had received in the past 12 months. In addition, 75.4% of respondents said they kept their promotional product because it was useful."

For additional information please contact Eugene Kocmoud at 800-878-0832 or visit www.CustomPromoSpecialty.com.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



PromoPromotions.com Now Offering Over 100,000 Stock Promotional Items for Custom Embroidery Straight from their Website

The Promo Promotions Company announces the launch of their website www.PromoPromotions.com, offering special pricing on all promotional items

Tucson, AZ (PRWEB) July 18, 2009 -- The Promo Promotions Company is now offering their entire supply of stock promotional items, with their deeply discounted pricing, in one convenient location-the internet. All while simultaneously still providing free embroidery, no matter the size of the order. Now direct to the general consumer, this Southwest area company is now offering their over 100,000 item catalog to retailers, bulk buyers, and the general consumer with no prejudice to size of order. PromoPromotions.com continues to aspire to provide superior promotional products for their consumer base at deeply discounted prices, all while offering advanced customer service and the expediency of the internet. The areas most rapidly growing online promotional source has high hopes for adding a little spark to the local and regional economy.

As a energetic promotional business offering a vast array of promotional marketing tools available to all, they hope their affordable pricing, extensive product lists and shipping convenience will stand to set them apart from their competition. With exceptional customer service as PromoPromotions's base, they are able to offer a multitude of products to clients looking to purchase promotional materials of all sorts for their association and/or cause. It is the wish of the PromoPromotions Company that their dedication to superior levels of customer service will only be enhanced by the recent launch of their website.

www.PromoPromotions.com presents a multi-platform product list to their clients of: apparel, drink ware, key chains, writing instruments, post it notes, etc. As well as the ability to create a customized logo for implementation into the products to which their clients purchase. From the inception of the company, efforts have remained constant to cater towards those searching for great products at a great price without having to make bulk orders. With this in mind, the company hopes their newly launched website, will now be the primary tool of their clients, offering them the ability to review, design, and purchase their products at anytime of day, any day of the week without the hassles involved in physically visiting a company's store site.

Promo Promotions hopes their website will continue to provide quality promotional products, while generating a substantial branding mark and educating others on the inherent benefits of promotional marketing. According to a recent study, "76.1% of respondents could recall the advertiser's name on a promotional product that they had received in the past 12 months. In addition, 75.4% of respondents said they kept their promotional product because it was useful."

For additional information please contact Shawn Jones at 800-878-0832 or visit www.PromoPromotions.com.

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You can read the online version of this press release [here](#).



Launch International, Inc. Introduces New Content Upgrade Services

New content upgrade services provide technology companies with consistent, on-target messages that drive a stronger competitive stance.

Doylestown, PA (PRWEB) July 18, 2009 -- Launch International, Inc., a strategic marketing and sales enablement company, announces the availability of its new content upgrade services.

Designed to enhance the value of existing marketing material, these services focus on aligning content with strategic messages and brand guidelines, infusing the appropriate levels of promotional flair and subject expertise, ensuring proper grammar and usage and leveraging today's best practices for content delivery - providing businesses with consistent, on-target messages that drive a stronger competitive stance.

"Content upgrade services from Launch International help companies ensure that in-house collateral achieves greater consistency in voice, quality and style across platforms," said Jody Canavan, founder and president of Launch International. "Leveraging these services enhances the value of existing material, enabling organizations to strategically position their products and services, gain the confidence that they are publishing accurate information in the proper form and realize the benefits of clear, targeted messaging."

About Launch International

Located in Doylestown, Pennsylvania, Launch International (www.launchinternational.com) is a WBENC-certified strategic marketing and sales enablement company dedicated to building the high-value content and associated deliverables that help salespeople sell faster and customers buy smarter. By balancing strategy and execution, the company is able to define and develop "right time, right place" tools that can accelerate buying and selling cycles.

For additional information, please contact Amanda Doyle, at 267-337-6228.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



RealEstateInvestor.com Sees Success in Undervalued Properties

RealEstateInvestor.com (REI) is encouraging its online community of more than 30,000 investor clients to begin looking at undervalued property. REI experts know that one of the most successful tools to real estate investing is to buy undervalued property that produces positive cash flow.

San Diego, CA (PRWEB) July 18, 2009 -- RealEstateInvestor.com (REI), www.realestateinvestor.com, is encouraging its online community of more than 30,000 investor clients to begin looking at undervalued property. REI experts know that one of the most successful tools to real estate investing is to buy undervalued property that produces positive cash flow.

REI is referring its clients to a new study from the international consulting group, IHS Global Insight that has recently identified dozens of metropolitan markets with undervalued property.

According to the report, as of the first quarter of 2009, some of the most undervalued markets were previously known as "booming" cities where real estate prices once soared then ultimately crashed.

These cities include:

Vero Beach, Florida. Prices are now 42.5% below prior levels. A recent report from Realty Times cited the story of a New York investor who bought a package of new homes and developed lots in Vero Beach for just under \$9 million. At the peak of Vero Beach's boom, that same package was appraised at \$100 million.

Las Vegas. Today's \$140,000 median house price has fallen drastically from the \$290,000 median price that was reported during the first quarter of 2006. The IHS report has found that today, Las Vegas's overall market undervaluation is at 40.9%.

Fort Myers, Florida. Once considered the hottest place in the country for investors buying up condos, Fort Myers/Cape Coral, Florida is now the foreclosure capital of the state. Today, its \$119,000 median price is drastically contrasted with the \$245,000 median from 2006.

Naples, Florida. Again in Florida, the city of Naples has been rated 33% undervalued according to the IHS report. Currently, its median home price is \$200,000, about half of what it was just three years ago--\$392,000.

Reno, Nevada. Rated 26% undervalued based on projections, today, the median housing price is \$179,000. This is compared with the \$324,500 from 2006.

San Francisco. Surprisingly, San Francisco is now finally on "sale." The city by the bay is currently undervalued by 25%, according to IHS Global Insight researchers. Just three years ago, the median house price was \$811,000; today it has fallen to \$578,000.

REI's CEO, Colin Egbert says "We feel like this is great news to share with our investors looking to take advantage of these deals. REI's members in these markets are beginning to look at investment opportunities again."



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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Premium Cigar Group Concerned for Right to Smoke in Military

Although the Department of Defense is considering phasing in a ban on tobacco use in the military over as many as 20 years, The Pentagon reassured troops this week that it won't ban tobacco products in war zones, according to Defense Secretary Robert Gates' press secretary Geoff Morrell. But the International Premium Cigar & Pipe Retailers Association isn't taking any chances.

Washington, D.C. (PRWEB) July 18, 2009 -- Although the Department of Defense is considering phasing in a ban on tobacco use in the military over as many as 20 years, The Pentagon reassured troops this week that it won't ban tobacco products in war zones, according to Defense Secretary Robert Gates' press secretary Geoff Morrell. But the International Premium Cigar & Pipe Retailers Association isn't taking any chances.

"This comes down to personal choice and the pleasure of enjoying tobacco - especially good cigars and pipe tobacco - and the individual rights for which our military are fighting," said Chris McCalla, legislative director of the IPCPR. His group's members include more than 2,000 small business owners of smoke shops and manufacturers and distributors of hand-made cigars, pipes and pipe tobacco. They represent some five percent of the tobacco industry.

"IPCPR members regularly send supplies of hand-made cigars to our troops in Iraq and Afghanistan to enjoy during their moments of relaxation. If anyone has earned the right to such pleasures, it's our troops, especially those in combat," he said.

McCalla pointed out that most people have had the image of officers smoking cigars but that cigars are enjoyed by all strata of military personnel, not unlike civilians.

"Smoking throughout the ranks is not restricted to one level or another, nor should it be. Whether they are Generals or privates and airmen, Admirals or seamen, they all have equal rights to enjoy a legal product," McCalla said.

The IPCPR isn't waiting 20 years before it begins its fight for the rights of military personnel to enjoy tobacco, he explained.

"We let the anti-tobacco forces get away with spreading a lot of misinformation about smoking and secondhand smoke over the last two decades. Much of their so-called research is highly questionable and their conclusions are particularly biased. As a result, smoking bans have spread unfairly. We're not going to let that happen by default in the military," he said.

McCalla emphasized that individual rights are attacked every time there is a legislated smoking ban.

"Each smoking ban chips away at our individual rights which leads to loss of other rights, whether or not we smoke cigarettes, premium cigars or use other tobacco products. It's a right of choice and we are all affected," he said.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).



MultiNational Underwriters Is Now HCC Medical Insurance Services

Leading International Health Insurance Underwriter Launches New Name

Indianapolis, IN (PRWEB) July 17, 2009 -- HCC Medical Insurance Services, LLC is pleased to announce that effective July 1, 2009, MultiNational Underwriters, LLC (MNU) has adopted the HCC name to operate as HCC Medical Insurance Services (HCCMIS). HCCMIS underwrites on behalf of HCC Life Insurance Company and Lloyd's Syndicate 4141.

Since its inception as MultiNational Underwriters in 1998, MNU has been a recognized leader in the field of international medical insurance. The Company's principal focus has been to provide insurance products to individuals and groups living, working and traveling outside their home countries. In late 2007, MNU added a domestic short term medical plan to its portfolio. This has allowed the Company to also focus on the growing needs and opportunities for individual consumers in the US domestic insurance market.

In January, 2008, MNU was acquired by HCC Insurance Holdings, Inc. (NYSE: HCC), a leading international specialty insurance group with offices across the United States and in Bermuda, Spain, Ireland and the United Kingdom. HCC specializes in diversified financial products; group life, accident & health; general aviation; property; marine and energy; and other specialty insurance. HCC has assets of \$8.6 billion, shareholders' equity of \$2.7 billion and is rated AA (Very Strong) by Standard & Poor's and AA (Very Strong) by Fitch Ratings. In addition, HCC's major domestic insurance companies are rated A+ (Superior) by A.M. Best Company.

The expertise and financial strength of its parent company render HCC Medical Insurance Services well equipped to continue growing its position in both the international and domestic marketplaces, and bringing unparalleled financial security to the Company's portfolio and its clients. HCCMIS's growth also depends on its dedicated employees, who provide customer service from its headquarters in Indianapolis, IN and its Latin American / Caribbean office in Miami, FL.

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You can read the online version of this press release [here](#).



FSBI Offers 'Worry Free' Franchise Investments for 4 Franchise Brands with New Assurance Program

FSBI (www.FranchiseSource.com) will now provide a "peace of mind guarantee" on an investment in one or more of its 4 recognized business coaching brands - The Entrepreneur's Source, AdvCoach, Business Partner Marketing Coach and Decor & You.

(PRWEB) July 17, 2009 -- In an unprecedented offering designed to create 'worry-free' opportunities for aspiring franchise owners, FranchisEsource Brands International, FSBI (www.FranchiseSource.com) will now provide a "peace of mind guarantee" on an investment in one or more of its 4 recognized business coaching brands - The Entrepreneur's Source, AdvCoach, Business Partner Marketing Coach and Decor & You.

"We're so confident our franchisees can meet income, lifestyle, wealth and equity goals, that we're willing to offer this unprecedented program in franchise history," says Terry Powell, CEO and founder of FSBI. "Our established track record of 25 years, the proven initial and ongoing training, as well as our proprietary business success tools provide a solid foundation for our franchisees to build a successful business," he added.

The FSBI Assurance program is unique to the franchise industry and targets new investors who purchase one or more of the FSBI brands. If after following our system for 2 years prospective franchisees who participate in this program have not met their lifestyle goals, needs and expectations, FSBI will work with them to recover their investment by selling it to a prospective franchisee.

FranchisEsource Brands International is a synergistic network of related franchise brands, which offer and award franchise opportunities to business-savvy individuals seeking to become self-sufficient. With over 475 units between the 4 brands, revenue growth for all associated brands of FSBI is expected to reach the \$200 million range within the next 5 years.

FSBI's Assurance Program applies to the four FSBI brands including:

1. The Entrepreneur's Source, TES (www.EsourceCoach.com) - E-Source Business Coaches offers a full range of Coaching services to individuals seeking alternate career options and to franchise businesses looking to increase performance. With more than 230 home-based offices in the United States and Canada, TES is North America's leading career and Business Coaching Company dedicated to the entrepreneur. Complementing the E-Source Business Coaches role is the first 'virtual' franchise coach for aspiring business owners to help begin their discovery process called Franchise Match (www.FranchiseMatch.com)
2. AdvCoach (www.AdvCoach.com) Business Coaches provides relationship-based coaching using Rapid Impact Strategies to improve productivity and drive immediate results for its clients. Also a home-based business investment, AdvCoach is the premier source for business coaching and advisory services customized for small-to-midsize businesses.
3. Business Partner Marketing Coach (www.BusinessPartner.com) works with businesses, large and small across all sectors, as a one stop marketing resource and one-on-one strategic Marketing Coach. In either a retail environment or home office option, Business Partner Marketing Coach franchisees provides business owners a full suite of creative marketing services include printing, signs & banners, tradeshow displays & graphics,

promotional gifts, embroidered apparel, and website & graphic design.

4. Decor&You (www.DecorAndYou.com) offers two investment opportunities; an executive multi-unit model with business owners functioning as CEOs managing professional interior decorators; or individual decorating units targeting specific territories. Decor&You is one of FSBI's largest brands and is a market leader as the second largest interior design franchise in the industry with over 200 units nationally.

"Two of our brands, TES and AdvCoach, are market leaders in the advisory, coaching and consulting industry and dominate the market with a 33 percent share of the coaching and consulting industry market within franchising," said Terry Powell. "Our FSBI brands continue to experience tremendous growth despite the current weakened economy," he added.

FranchisEsource Brands International (FSBI) is a multi-brand franchisor with high-performance brands dedicated to the advancement of the entrepreneur. Today, FSBI's Business Coaching brands dominate the \$1.5 billion dollar Business Coaching/Consulting franchise market in North America. With its 25-year history, Terry Powell, CEO of FSBI, is recognized as the founder of the Business Coaching profession with the establishment of The Entrepreneur's Source®, AdvCoach® Business Partner Marketing Coach and Decor and You. Additional news on FSBI brands can be viewed at www.FranchiseNewsroom.com. Follow our CEO's ongoing Blog discussions on all aspects of franchising at <http://www.allbusiness.com/4353427-1.html>.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



FSBI Business Coaching Brands Experience Explosive Growth With 72 Percent Increase in Coaching Team

The business coaching industry is thriving in this challenging economy. Small business owners are partnering with business coaches to help them bring their businesses to the next level of performance. This is creating a market for the business-savvy professional seeking a career change or frustrated with corporate America.

(PRWEB) July 17, 2009 -- While some sectors of the business services community are in decline due to the overall economy, other segments are not only surviving, but thriving. Business Coaching is one of them. FranchisEsource Brands International's (FSBI) business coaching brands, which include The Entrepreneur's Source, AdvCoach and Business Partner, have collectively experienced an overall 72 percent increase in their business coaching teams in the first four months of 2009.

Business Coaching is a booming industry even in the midst of the current recession. "The talent pool is extraordinary," said Brian Miller, Sr. Executive of AdvCoach (www.AdvCoach.com) and of sister company, The Entrepreneur's Source (www.EsourceCoach.com). "Today, the unemployed come from all industries and bring to the table an unprecedented depth and breadth of skills and experience. Many of these individuals want to take control of their future, become self-sufficient, and choose their lifestyle while realizing the American dream. Business Coaching franchises offer them the career alternative they are looking for," he added.

Overwhelmed by the accelerated pace of market change across industries, coupled with the need to keep a business going during an economic downturn, business owners are turning to Business Coaches for an objective perspective to keep them on track and ahead of the competition.

"FSBI Business Coaches are uniquely trained and equipped to help small to mid-size businesses propel themselves ahead of their competition and rise to the top under any set of circumstances," Miller continued. "We've built a 25-year extensive track record of success in helping companies get on the road to profitability for the long run," he added.

Business owners derive great benefits from a trustworthy relationship with a Business Coach who is trained to assess business performance in 21 critical best practice areas. Armed with this knowledge, FSBI Business Coaches then coach their clients through the implementation of the appropriate Rapid Impact Strategies to address gaps and drive immediate results. Through a recent partnership with E-Myth Worldwide® (www.E-Myth.com) clients have access to powerful business success education programs help them reach peak performance more quickly and easily.

"Business owners can be so focused on working "in" their business, especially during an economic recession, that they may feel burnt-out and lose sight of their dreams," said Brian Miller. "We help our clients rediscover their vision and passion, get refocused on the right priorities to drive profitable growth and distinguish themselves from the competition."

For more information about FSBI Business Coaching brands please visit www.franchisesource.com.



FranchisEsource Brands International (FSBI) is a multi-brand Business Coaching franchisor with high-performance brands dedicated to the advancement of the entrepreneur. Today, FSBI's Coaching brands dominate the \$1.5 billion dollar Business Coaching/Consulting franchise market in North America. With its 25-year history, Terry Powell, CEO of FSBI, is recognized as the founder of the Business Coaching profession with the establishment of The Entrepreneur's Source®, AdvCoach® and Business Partner Marketing Coach. Additional news on FSBI brands can be viewed at www.FranchiseNewsroom.com. Follow our ongoing business coaching Blog discussions on by going to business coaching blog.

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Grand Hotel & Resort in Point Clear, Alabama General Manager Named Marriott GM of the Year

David Clark, GM of the Point Clear, Alabama resort, named top General Manager by Marriott International

Point Clear, AL (PRWEB) July 17, 2009 -- From greeting guests by name to building on the traditions of the historic Grand Hotel, David Clark knows the 550 acres of the [resort in Point Clear, Alabama](#) backwards and forwards. Clark was recently named General Manager of the Year for Marriott International's Franchise Hotels. He also was honored for the hotel's Food & Beverage excellence, as well as exceptional guest satisfaction. Clark joined the Grand Hotel Marriott Resort, Golf Club & Spa in 1987 and helped the Point Clear, Alabama resort's extensive recovery after Hurricane Katrina. The Marriott Grand Beach Resort and Hotel overlooks Mobile Bay and is part of the Resort Collection on [Alabama's Robert Trent Jones Golf Trail](#), which is owned by the Retirement Systems of Alabama.

"Winning three top awards from Marriott is quite an honor," said Clark. "Our more than 600 associates make this resort come alive. Through their efforts and the support of the Retirement Systems of Alabama, the Grand Hotel is now grander than ever," said Clark. "Of the 330 full-service Marriott Hotels in North America, we are currently ranked #3 for overall satisfaction and #1 in several categories, including our spa. Between the Grand Hotel and the other hotels and resorts in the RTJ Resort Collection, meeting planners and leisure guests are now looking at Alabama as a destination alternative and are thrilled at what they discover."

Presented in late June, the entire Resort Collection did very well in the international Marriott and Renaissance Awards competition. The Auburn/Opelika Marriott at Grand National won Marriott Franchise Hotel of the Year and also received honors for most improved market share and community service. Steve Miller, general manager at Renaissance Ross Bridge Golf Resort & Spa won GM of the Year for Renaissance franchise hotels, plus awards for Food & Beverage Excellence and sales leadership. The Marriott Shoals Hotel & Spa won Marriott awards for customer excellence and problem experienced excellence. "Collectively, the hotels and resorts on the RTJ Golf Trail won 11 major awards, which is unheard of in this industry," said Clark.

For more information on the Grand Hotel Marriott Resort, Golf Club & Spa, visit the Grand Hotel and Beach Resort in Point Clear, Alabama on the web at <http://www.marriott.com/hotels/travel/ptlal-grand-hotel-marriott-resort-golf-club-and-spa/> or www.pchresorts.com. The resort opened in 1847 and features 405 guest rooms plus 37,000 square feet of meeting space. The Grand Hotel also is part of the RTJ Spa Trail.

Media Contact: Bill Lang, (205) 965-9574; A complete list of the awards received by the RTJ Resort Collection is available. Please let us know if you are interested in doing interviews or need any photos or other background information.

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You can read the online version of this press release [here](#).



Portrait Software -- Trigger Marketing Goes Global

Seminars and Webinars for over 550 attendees from Blue-Chip Businesses across UK, USA and Australia Drives Rapid Adoption of Pioneering Marketing Technique and Software

Henley-on-Thames, UK (PRWEB) July 17, 2009 -- Portrait Software, a leading provider of insight-driven customer interaction software, today announces record take-up of its global educational push on trigger marketing, a process it uses with large B2C businesses to drive down costs, increase sales and build customer loyalty.

In the last two weeks, Portrait execs have spoken on this subject across three continents to a combined audience of over 550 marketing professionals from global brands. Attendees across the three events included representatives from a mixture of industry sectors incorporating financial services, manufacturing, travel, utilities, retail and consulting.

In Australia, Portrait's General Manager Asia-Pacific, Chris Lowther, spoke within the seminar program at the ADMA Forum 2009, the flagship event of the Australian Direct Marketing Association at Sydney Conference & Exhibition Centre on 08-09 July. His presentation - 'Don't Shoot Yourself in the Foot - Customers Now Have Trigger-Control' - showed how events in a customer's life are natural triggers for well-crafted, appropriate offers, as long as delivery is swift and relevant. "Companies using life, work and usage-change triggers hit the campaign bullseye with an 81 percent year on year increase in customer profitability," Lowther explains.

In the USA on 07 July, Portrait's VP Product Marketing, Jeff Nicholson, partnered with Alli Libb from the American Marketing Association to run a webinar on 'Recession-Busting Marketing: Effective Trigger Based Marketing Strategies'. He talked through a series of customer case studies in which Portrait had deployed trigger marketing systems to customers and 88% reported above-average performance in cross-sell and up-sell effectiveness.

At the Data Marketing Show in London, Neil Skilling from Portrait explained the four step process as the key to success: Getting analytical, getting automated, getting customer-centric and getting engaged. More info in Portrait press release dated 03.06.09.

Appropriately for a company leading the way in live, real-time marketing, Portrait Software's story is evolving on a live, real-time platform, Twitter. Follow both the company (@portraittweet) and the story (#portraittrigger) via www.twitter.com. Readers can download a free Trigger Marketing Checklist from www.portraitsoftware.com/triggerchecklist.

Event triggered marketing involves the use of analytics and event triggers in real-time to deliver this moment's most relevant message or offer through any customer touch point. Forrester Research describes the goal of trigger marketing as aligning "the content and timing of marketing messages with customer needs and buying decisions, thereby increasing relevance, response, and, ultimately, revenue."

"Marketing in a recession, increased competition, ad-fatigue and ad-numb audiences characterize the marketing



landscape for many of our customers," reports Portrait Software's Global Marketing Director, Kieran Kilmartin. "Against this background, our customers are facing declining outbound response rates and increased customer skepticism leading to opt-outs on direct marketing campaigns."

"All of this presents one overarching challenge - surely the key marketing objective in 2009? - to retain customers, increase their loyalty and maximize both their value to an organization and the value they perceive to have received. There are other hurdles too, of course. Not least the fact that this objective needs to be achieved within ever-tightening budgets. We don't believe we have a magic wand but we are certain we have the skills and software to make a difference to all large B2C business. And we have the customers and firm ROI stats to prove it."

Alongside the theory, Portrait has the software to bring trigger-marketing to life. Portrait Uplift Optimizer analyses customer data to identify 'persuadables' and 'savables' that will actually be influenced by a trigger-marketing campaign. Portrait Campaign Manager is an easy-to-use, multi-channel marketing automation solution that operates in event-triggered, waterfall and batch modes. Portrait Interaction Optimizer delivers a comprehensive, real-time view of each customer at the point of interaction, leveraging predictive analytics and business rules to arbitrate the "best next action" across all inbound channels.

About Portrait Software

Portrait Software enables organizations to engage with each of their customers as individuals, resulting in improved customer profitability, increased retention, reduced risk, and outstanding customer experiences. This is achieved through a suite of innovative, insight-driven applications which empower organizations to create enduring one-to-one relationships with their customers. The Portrait suite seamlessly integrates the world's most advanced customer analytics, powerful inbound and outbound campaign management, and best-in-class business process integration to drive real time customer interactions that communicate precisely the right message through the right channel, at the right time.

Our 300 + customers include industry-leading organizations in customer-intensive sectors. They include Merrill Lynch, Lloyds Banking Group, US Bank, Dell, Nationwide Building Society, T-Mobile, Telenor, Fingerhut, Bank of Ireland, Bank of Tokyo and Fiserv Bank Solutions.

For more information on Portrait Software, please visit: www.portraitsoftware.com

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Renaissance Chicago North Shore Hotel in Northbrook Awarded AAA Four-Diamond Rating

Sixth Consecutive Year of Top Ranking for the Renaissance Hotel in Northbrook, Illinois

Chicago (PRWEB) July 17, 2009 -- The Renaissance Chicago North Shore [Hotel in Northbrook, Illinois](#) has been awarded the prestigious AAA Four-Diamond Award for the sixth consecutive year. Located at 933 Skokie Boulevard in Northbrook, Ill., the hotel is one of only two [hotels in Northbrook](#) and the greater North Shore area to receive the Four-Diamond rating for 2009. The Northbrook hotel is managed by Davidson Hotel Company, one of the nation's largest hotel management companies.

The award's stringent criteria are based on a superior level of quality throughout the hotel, an extensive array of amenities and a high degree of hospitality, service and attention to detail. The Renaissance Chicago North Shore's 385 guest rooms feature plush Renaissance bedding with custom duvets, luxury linens, voicemail, dataport and wireless high-speed Internet access. The hotel is one of only three hotels in Northbrook and Chicago area to have the newest standard of internet technology and speed. With the recent upgrade of their network to DS3 circuitry, the hotel in Northbrook now has 45Mb of bandwidth, where the average hotel only has 3 to 6 Mb.

Rooks Corner, an American bistro, offers extraordinary cuisine in an eclectic, modern atmosphere while Rooks Corner Lounge is the perfect place to unwind and gather with friends. The renowned Ruth's Chris Steak House, located within the Northbrook hotel, is perfect for special occasions. Hotel amenities include a fully equipped fitness center and an indoor heated swimming pool.

"We are honored to receive the prestigious AAA Four Diamond award for the sixth consecutive year. The Renaissance Chicago North Shore is committed to providing consistent quality and personalized service that our guests have come to know and expect over the years," said Ed Buckley, general manager. "We continue to make service our central focus and this award is a testament to the commitment to deliver an experience that keeps our guests returning again and again. We have a very low employee turnover rate, which helps ensure consistency in the quality of service we deliver. Achieving quality is admirable; achieving consistent quality is a laudable accomplishment."

Located off I-94, the 10-story hotel in Northbrook, Illinois, is designed to accommodate groups of more than 400 people in its 18 meeting rooms, two 4,000 square-foot ballrooms and the Greenery, a distinctive event space on the hotel's top floor with floor-to-ceiling windows offering panoramic views of Chicago's skyline. The property regularly serves corporate functions, including meetings, banquets and corporate holiday parties, as well as social events such as weddings and bar/bat mitzvahs in their 22,000 square feet of meeting space.

Davidson Hotel Company

For more information and reservations, contact the Renaissance Chicago North Shore directly at (847) 498-6500,



call the toll-free Renaissance line at (800) HOTELS-1, or visit the Northbrook hotel's website at:
<http://www.marriott.com/hotels/travel/chinb-renaissance-chicago-north-shore-hotel/>

About Renaissance Hotels & Resorts

Renaissance Hotels & Resorts is an upscale modern hotel collection with more than 140 unique properties in 28 countries -- from historic icons to ultra-modern masterpieces -- that speaks to passionate travelers in search of authentic local experiences. Whether a trip is for business or pleasure, Renaissance believes there's always something wonderfully new to be found. Learn more about this award-winning Renaissance hotel in Northbrook, Illinois at: <http://www.marriott.com/hotels/travel/chinb-renaissance-chicago-north-shore-hotel/>

About Davidson Hotel Company

Headquartered in Memphis, Tenn., Davidson Hotel Company is an award-winning, full-service hotel owner and third-party management company that provides management, development/renovation, acquisition, consulting and accounting expertise for the hospitality industry. The company currently owns and/or manages 39 upscale, independent and branded hotels with over 10,800 rooms across the United States, including such affiliations as Westin, Sheraton, Hyatt, Hilton, Hilton Garden Inn, Embassy Suites, Doubletree, Marriott, Renaissance, Crowne Plaza and Holiday Inn. Additional information on Davidson may be found at the company's Web site, www.davidsonhotels.com.

For Immediate Release

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Get Satisfaction 2.0 Release Connects the Dots from Social to CRM

"Social CRM Home Base" Allows Companies to Seamlessly Connect Customer Community to CRM Systems

San Francisco, CA (PRWEB) July 17, 2009 -- Get Satisfaction, the Web 2.0 platform that's transforming customer support with community and crowd-sourcing, released a significant new update today. Get Satisfaction 2.0 leapfrogs the platform directly to Social CRM--knocking down barriers between the public user community and internal CRM support systems. As Social CRM's home base, Get Satisfaction 2.0 (GS 2.0) gives customers seamless access to any and all company support sources.

"CRM started from sales and marketing, but Social CRM is emerging from service and support where social media already has a strong foothold and track record of success," said Wendy Lea, CEO of Get Satisfaction.

"Our Get Satisfaction 2.0 release helps customers solve their problems quickly by moving seamlessly from the crowd-sourced support community to internal company systems such as [Zendesk's help-desk system](#) or Salesforce.com. And, they can just as easily flow back again to the public community and monitor the progress of their request or issue."

Get Satisfaction's Web 2.0 customer service and support platform launched in 2007 and has grown exponentially. More than 20,000 company communities have been created on Get Satisfaction, and upwards of 13,000 organizations are actively engaging with the 1.57 million community members. Organizations can engage in a whole new level of relationship with their customers, increasing loyalty, retention, collaboration, and customer-driven innovation while reducing repetitive support costs.

"Get Satisfaction 2.0 is such a huge leap, we had to slap a number on it," said Thor Muller, a founder and CTO of Get Satisfaction. "This release is based on learning and feedback from our community members and the companies they engage with, resulting in a set of tools and features that allow Get Satisfaction communities to play a central role versus an ancillary role in Social CRM."

Get Satisfaction is about harnessing the social Web to improve online customer support, and with this release they are raising the bar in just about every way. Some of the improvements for organizations using Get Satisfaction 2.0 include:

A Social CRM Home Base that Unifies All the Company's Support Channels

The standout feature for GS 2.0 is this unified hub that aids a company's customers--or any organization's community--in reaching the right people. Organizations can incorporate the community into their support strategy, and their community members can easily link to distributed conversations on Twitter and Facebook, official channels like email and phone, or even Get Satisfaction partners like Zendesk, the popular help-desk software. Get Satisfaction ties it all together for people seeking support.

A critical feature that tightens integration to CRM systems is FastPass, a single sign-on feature that allows



companies to manage all customers with one set of ID credentials. You can log people on at your site, and if they move to a Get Satisfaction community, you can not only pass information along with the user (browser type, purchase level, demographics, etc.), you can pull info about that user and their activity on the community into internal systems like CRM or ERP.

Prompts Help Organizations to Quickly Reach Resolution

Get Satisfaction has always focused on results, helping companies answer their customers' questions cost effectively, solve thorny problems by leveraging the crowd, and collaborate with customers on new features or products. GS 2.0 helps organizations ensure customer results with these new features:

- Topics that need attention are highlighted with prominent prompts such as "Needs Answer" or "Needs Solution."
- Corresponding answers and answerers are highlighted.
- Members can "star" any topic to vote it up in priority and subscribe to updates.
- Pervasive status indicators show the resolution/progress status of each topic no matter where the topic appears.

Widget Toolkit Distributes Community Everywhere

Get Satisfaction is famous for easy-to-install widgets that let organizations effortlessly deploy the community anywhere within products and Web sites. Four kinds of widgets make plugging community content into your site as easy as cut-and-paste.

- Feedback Tab Widget: a floating one-button widget that pops open a window for customers to provide opinions and ideas.
- Embedded Feedback Widget: Feedback links can be embedded within the flow of the page, in help text or components such as an "ask a question" box.
- Search Widget: Customers can search for answers in-line, within product or Web site pages.
- Top Topics Widget: This widget makes the top, most popular questions available anywhere.

Get Satisfaction 2.0 offers a customizable, configurable Widget Toolkit for premium accounts that allows organizations to configure and customize widgets: make them specific to products or categories, customize look and feel, enable FastPass, filter content, auto-tag new topics, and more.

"Auto Curation" Gets Customers What They Need with Minimal Effort

Another new feature, Content Auto-Curation, leverages the natural activity of the community to organize and display useful sets of topics--things like frequently asked questions, common unsolved problems, and most popular ideas. Community members get a fast track to the information they need, and the organization's overtaxed support staff is free to focus on solving the issues that don't have easy answers.

Community Reputation Helps Companies Identify and Reward "Champions"

GS 2.0 introduces more tools to help customers connect with each other for answers and solutions. Through positive participation, every member can now earn a reputation based on multi-dimensional measurements of their community behavior, engagement and knowledge. Reputation helps identify and reward the active and expert customers--the "Champions"--that make community support so valuable.

Other features and improvements in Get Satisfaction 2.0 include:

- **Super Simple Interface:** GS 2.0 refreshes the user interface to present content in simple, easy-to-digest ways. It's never been easier to search, browse or interact, encouraging more customer-to-customer participation.
- **Community Stats Dashboard:** At-a-glance view of weekly/monthly/annual community activity and sentiment.
- **Organization Participation Level:** GS 2.0 lets an organization display its participation level and send a welcome message to community members, setting clear expectations regarding the organization's role in the community.

About Get Satisfaction

Get Satisfaction is revolutionizing customer service by applying the principles of crowd-sourcing and community to the customer-service experience. Companies who use the Get Satisfaction social CRM platform significantly reduce support costs while increasing customer satisfaction, retention and loyalty. How? By providing an authentic, engaged, and thriving customer support community. Join the conversation at <http://getsatisfaction.com>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Many Businesses, Institutions, and Government Agencies Restrict Monetary Memorial Contributions: What to Know

*Clay Atchison III, owner of McAdams Floral and publisher of the Web site, www.inlieuofflowers.info, announces the online publication of an important resource for corporate human resources directors and managers, and small business owners. The article is titled *Business, Institution, and Government Agency Ethics and Etiquette of Expressing Sympathy*, and can be found on his site, at <http://www.inlieuofflowers.info/business>.*

Victoria, TX (PRWEB) July 17, 2009 -- Clay Atchison III, owner of McAdams Floral and publisher of the Web site, [In Lieu of Flowers](http://www.inlieuofflowers.info), announces the online publication of an important resource for corporate human resources directors and managers, and small business owners.

The article is titled, *Business, Institution, and Government Agency Ethics and Etiquette of Expressing Sympathy*, and can be found on his site, at <http://www.inlieuofflowers.info/business>. Atchison intends this resource to help business leaders in making the often difficult decisions around the expression of sympathy, as a corporate entity.

In review; when preparing an obituary, it is tempting to suggest that donations be made "in lieu of flowers," but even with good intentions, this suggestion limits expressions of sympathy, especially from the employer of the deceased.

Many businesses, institutions, and government agencies have regulations prohibiting monetary donations as an expression of sympathy because it may be considered unethical to support one organization and not another, or some may view certain organizations as inappropriate.

For example, would any of these entities be able to give to a requested church, regardless of denomination, even those not affiliated with a "mainstream" religion?

In today's world when political correctness is so important, some directors or managers find that it would be daunting to review donation requests on a case-by-case basis, therefore they simply prohibit donations.

However, many of these same businesses have funds set aside for floral or plant tributes. Since flowers are a universally accepted gift, "flower funds" are generally set up to be used for various occasions. For example, the University of Houston, like many institutions, has strict rules and regulations for expressing sympathy. "University funds may not be used for memorial contributions to given charities in lieu of flowers. If flowers are not appropriate, only a card will be sent," (UHV condolences and Congratulations Policies).

The importance of acknowledging the difficult loss of someone who has impacted the business or institution cannot be overlooked. At a most challenging time, a business leader is able to express to the employee or associate that they are valued and will be supported when they return to work.

While a monetary donation is a worthy tribute, there is no comparable substitute for flowers at a sympathy service. Most families sincerely appreciate flowers and plants as they brighten a somber mood and help the



bereaved visually experience support from family and friends. Also, floral tributes arrive in a timely manner, where as a charitable contribution notice may not arrive for two to four weeks or more.

When businesses, institutions, and government agencies are limited to a "flower-only fund," they are limited in their choices of expressing sympathy. When an obituary reads, "in lieu of flowers contributions can be made to an organization," a representative of the company may feel they are unable to send any gifts to a bereaved family. Instead of using the phrase "in lieu of flowers" in an obituary, consider simply stating that "a memorial contribution may be made to..." This alternate wording does not unduly restrict a sender in expressing sympathy, but allows a giver to make their own choice as to how to express sympathy.

For more information on professional or personal sympathy etiquette regarding the phrase "in lieu of flowers," visit the site.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



RE/MAX Survey Reveals First-Time Home Buyers Eager To Capture Tax Credit; Illinois, Chicago Real Estate Markets To Feel Impact Soon

The federal tax credit for first-time home buyers is now half way to its Dec. 1, 2009, expiration date, and it seems fair to ask just how much it is helping the northern Illinois and Chicago real estate markets. The RE/MAX network in northern Illinois did just that, interviewing 40 RE/MAX agents from across the region about how the tax credit is impacting the first-time buyers with whom they work.

Chicago, IL (PRWEB) July 17, 2009 -- The federal tax credit for first-time home buyers is now half way to its Dec. 1, 2009, expiration date, and it seems fair to ask just how much it is helping the northern Illinois and [Chicago real estate](#) markets. RE/MAX did just that, interviewing 40 RE/MAX agents from across the northern Illinois region about how the tax credit is impacting the first-time buyers with whom they work.

"The overall conclusions we draw from the survey are twofold," said Jim Merrion, regional director of the RE/MAX northern Illinois real estate network. "First, buyers are generally aware of the fact that there is a tax credit available. However, a majority of them understand only a few, if any, of the program's details.

"Second, the tax credit has a stimulative impact, but the effect is primarily psychological. Buyers want to get the benefit of the tax credit, and that encourages them to act, but the tax credit doesn't have much impact on how much first-time buyers can afford to pay for a home," he said.

The tax credit was a key part of the economic stimulus package approved by Congress and signed by President Obama in February. Designed to encourage home purchases, it can be worth as much as \$8,000 in reduced taxes or added income.

The 40 [RE/MAX agents](#) interviewed for the survey estimate they worked with 390 first-time buyers through the first half of 2009. Seventy-three percent of those buyers were aware of the tax credit even before meeting with the agent. To date, approximately 18 percent the 390 buyers have either purchased a home or have had an offer accepted and are preparing to close the transaction. Most of the remaining buyers are still in the market looking for the right home.

"The fact that the tax credit expires at the end of November should begin to get more and more of them off the fence and into a home in the next few months," said Merrion.

"In responding to our survey, the agents we interviewed said the majority of buyers see the tax credit as a major motivation to buy this year even though they can afford to buy a home without it. For others, it merely reinforces their existing decision that this is the time for them to buy," he said.

During the first-half of 2009 in the metro Chicago real estate market, the average price of a home was \$259,354, according to data from the MRED multiple listing service. The \$8,000 credit equals 3.1 percent of that amount. That helps explain why the survey indicated that the tax credit is having a major impact on affordability for only 17 percent of buyers.



For the majority of qualified buyers, said the RE/MAX agents interviewed, the tax credit provides a financial boost by replenishing the savings they use for a down payment and closing costs or covering some of the incidental expenses that often come with purchasing a first home, whether that involves buying a lawn mower, putting up wallpaper or acquiring new furniture. The survey also revealed that many first-time buyers don't have a firm grasp of the details of the tax credit.

*Most buyers knew there was a date by which they had to act in order to qualify for the tax credit, but many are confused about when that was and what they had to do. A home purchase must be closed no later than Nov. 30, 2009 to qualify for the credit.

Many buyers do not realize that to qualify as a first-time buyer you can have owned a home previously as long as they have not have owned a home for three years before making a home purchase that qualifies for the tax credit.

A large percentage of buyers also are unclear about the fact that they will receive the full benefit of the tax credit to which they are entitled even if they don't pay that amount in income taxes for 2009. For example, if an individual or couple qualifies for the full \$8,000 credit but owes only \$3,000 in income taxes for the year, their entire tax bill would be eliminated, and they would also receive a tax refund check for \$5,000.

Another area of confusion, but one that the RE/MAX agents report as affecting relatively few first-time buyers, involves income limitations. Individuals with an adjusted gross income up to \$75,000 can qualify for the full \$8,000 credit, as can married couples earning up to \$150,000. The available credit amount then declines as income increases and phases out at \$95,000 for individuals and \$170,000 for couples.

For many buyers, another aspect of the tax credit that is confusing is the possibility of repayment. An earlier version of the first-time buyer tax credit did have to be repaid, meaning that it functioned like an interest-free loan. The updated version of the credit approved this year eliminates the need for repayment unless the home is sold within three years, in which case the credit must be repaid.

"There is talk in Congress about increasing and/or extending the tax credit and making it applicable to all home buyers, not just those purchasing their first home," reported Merrion. "That would be a great help to the housing market, which continues to face significant headwinds in this soft economy.

"However, for first-time buyers, we see very limited value in waiting and hoping that Congress will act again. If a home purchase is on their radar today, our advice is to start shopping seriously and close on a great new home before Dec. 1. To do that, they will want to get the house under contract by Sept. 30 so they have ample time to close the transaction," he said.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Outsourcing IT Firm, NTWebs Growing While Virtually Every Company Is Downsizing With the Addition of Joseph Thompson, IT Client Analyst

NTWebs is pleased to announce the addition of a new Team Member, Joseph Thompson a highly respected professional in all aspects of sales and business development.

Boca Raton, FL (PRWEB) July 17, 2009 -- NTWebs, Inc, a leading [IT Outsourcing](#) Solution provider, that brings Enterprise level computing to small-medium size companies announces the addition of Joseph Thompson as IT Client Analyst. Mr. Thompson joins the team of highly skilled technology experts at NTWebs Managed IT Solutions, who have engineered a bulletproof IT Outsourced model that guarantees network performance and saves clients up to 50% on IT costs. Joseph's motivating leadership skills and technical aptitude continues to build on the success of NTWebs and will further enhance the customer experience.

In his new role as IT Client Analyst, Joseph will focus on business development strategies that allow organizations to benefit from economizing their IT departments by Outsourcing IT functions to NTWebs. He will leverage the skills of the dynamic leadership team at NTWebs: Founder and CEO Paul George has over 15 years of experience in IT and proudly earned many distinctions at Microsoft including Most Valued Person. Sales and Marketing Director Pamela George has over 20 years of sales experience and currently expanding CRM (customer relations marketing) programs. "Joseph's customer focused business philosophies are shared within NTWebs. We are certain he will be invaluable to our team as we look to expand our core business - expert IT Management," said Paul George.

Mr. Thompson previously held positions with Compaq Financial Services (now HP Finance); Florida based Champion Solutions Group an IBM Business Partner and LexisNexis. He holds several professional achievements including: President's Club award winner, Sales Manager of the Year and certified Miller Heiman sales trainer. Joseph is originally from New Jersey where he attended Rider University for Business Administration. Most recently with his wife of 11 years Ana Lucia, he founded the sales performance management consulting firm of Castano, Seguin & Thompson.

Mr. Thompson is very excited about joining the NTWeb's Team . "From the first meeting with Paul George, I felt the tremendous energy that he radiated when he explained his business concepts and his vision for his company, I knew I wanted to be part of his team". The number one mission of NTWebs is to provide clients with the most comprehensive IT support during these very challenging economic times and to position them for tomorrow's growth www.ntwebs.com

About NTWebs, Inc- Founder and CEO Paul George has over 15 years of experience in IT and proudly holds many certifications at Microsoft. He has earned professional recognition as, Most Valued Person at Microsoft. As one of Microsoft's top trainers, Paul created a training video and ranked as the #1 trainer for Windows server. He has consulted and trained IT departments for companies including: American Express, FPL, Royal Caribbean Cruise Line, City of Boca Raton, City of Delray, and Bank of America. Paul has used his vast experience in IT and assembled an expert team of technicians, developers, and engineers to form NTWebs, Inc. in 2001.



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You can read the online version of this press release [here](#).



AIAG Names Brian Small, General Motors Executive to Board of Directors

The Automotive Industry Action Group (AIAG) appointed Brian J. Small, General Motors Corporation to the board of directors effective June 16, 2009.

Southfield, MI (Vocus) July 16, 2009 -- [The Automotive Industry Action Group](#) (AIAG) appointed Brian J. Small, General Motors Corporation to the board of directors effective June 16, 2009.

"The appointment of Brian to the board demonstrates AIAG's commitment to and recognition of the need for solutions to drive costs and inefficiencies out of the automotive supply chain," said Brian Vautaw, AIAG board Chairman. "He has extensive experience in supply chain operations with GM and offers practical insight on the current environment and pressing issues facing the industry."

Small began his career with GM in 1979 with the Cadillac division. Throughout his tenure with GM he has held a wide variety of positions in the following areas: Field Sales and Service, Business Management, Advertising, Marketing, Service Operations, Sales Promotions, Incentives, Events Management, Regional Sales, Service and Marketing Leadership, and Vehicle Distribution.

In 2007 Small was appointed General Director Global Order Fulfillment. His role was expanded in May of 2009 to include oversight of the Global Supply Chain Center in GM's Global Purchasing and Supply Chain organization. He currently oversees GM's global order fulfillment, supply and demand alignment, and GMNA Order Fulfillment operations.

An AIAG member since 1984, General Motors has played an integral part in developing many standards and guidelines that are used globally to drive cost and complexity from the automotive supply chain. For more information, visit www.aiag.org.

About AIAG

AIAG is a unique not-for-profit organization where for more than 25 years, OEMs, suppliers, service providers, government and academia have worked collaboratively to drive cost and complexity from the supply chain via global standards development and harmonized business practices. AIAG membership has grown to include preeminent OEMs such as Caterpillar, Chrysler LLC, Daimler, Ford Motor Company, General Motors, Honda, Navistar International, Nissan, Toyota and many of their part suppliers and service providers. For more information, please visit the organization's Web site at www.aiag.org.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Hair Cuttery Launches Tenth Annual Share A Haircut Program to Provide Back-to-School Haircuts to Disadvantaged Children

Nearly 800 salons will participate in Share A Haircut to provide more than 60,000 haircuts to children in need.

Vienna, VA (Vocus) July 16, 2009 -- Hair Cuttery, the largest family-owned and operated chain of hair salons in the country, will launch its tenth annual Share A Haircut program to provide children in need a fresh haircut to start the new school year.

“We believe a new haircut on the first day of school can help a child feel more confident and can make a big difference to start the next academic year,” said Dennis Ratner, Founder and CEO of Hair Cuttery.

From August 1st through 15th, every time a child (aged 18 years old or younger) receives a haircut at any of the nearly 800 Hair Cuttery salons, a free haircut will be provided to a disadvantaged child in the community. Through partnerships with over one hundred local social service agencies and non-profit organizations, Hair Cuttery has donated more than 450,000 haircuts since the program’s inception in 1999.

“We are extremely proud of the Share A Haircut program. It creates the opportunity for children to help other children in the community, and teaches them that a simple deed can make a big difference to someone less fortunate,” said Ratner. “In these troubled economic times, we all need to do whatever we can to help those in need.”

Hair Cuttery has an established legacy of charitable giving. The company supports a number of national and local causes, including: Dress for Success, American Cancer Society, Special Olympics, Buzzing 4 Change, National Kidney Foundation and the Susan G. Komen Breast Cancer Foundation.

Hair Cuttery also supports Locks of Love, a non-profit organization providing hairpieces to children who have lost their hair through illness or genetic conditions, and a range of national and local charitable organizations.

About Hair Cuttery:

Hair Cuttery is the largest family owned and operated chain of hair salons in the country, with nearly 800 company-owned locations on the East Coast, and in New England and the Midwest. A full-service, value-priced salon, Hair Cuttery offers a full complement of cuts and styling, coloring, waxing and texturizing services with no appointment necessary, as well as a full line of professional hair care products. Hair Cuttery is a division of Ratner Companies, based in Vienna, VA. www.haircuttery.com

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



Small Business Loans Drying Up - New Bootstrap Business Financing Book Provides Entrepreneurs with Solutions

*As the SBA's number one commercial lender faces bankruptcy, small businesses are scrambling to find alternatives to traditional bank financing. The newly released bootstrap business financing book (*The Start Up Business Survival Guide*), provides budding entrepreneurs with alternative start up funding solutions.*

Atlanta, GA (PRWEB) July 17, 2009 -- Small business loans are drying up, presenting new entrepreneurs with the challenges of finding alternative sources of business financing. As the survival of one of the nation's major small business lenders hangs in the balance, start ups are faced with the daunting task of exploring other funding options.

Many budding entrepreneurs are turning to bootstrap business financing, as an answer to the current credit crunch. According to Atlanta area Start Up Business Consultant Kimberly Kelly, bootstrapping is a process which employs creative self-funding strategies, without the need for big bank loans. In her new book ("*The Start-Up Business Survival Guide: 101 Free Products and Services to Help Finance Your Dream of Successful Business Ownership*"), Kimberly Kelly teaches on the subject of how to start a new business by bootstrapping.

As the current decline in small business loans continues to spur start ups to explore creative funding solutions, more and more "would be" business owners are investigating bootstrapping methods.

More About the eBook:

[The Start Up Business Survival Guide](#) is a step-by-step business start up manual, which focuses on bootstrap funding methods. It contains hundreds of free resources to aid budding entrepreneurs in finding business financing, without the need for small business bank loans. Each of the book's seven chapters guides you through the process for starting a new business -- without borrowing.

- Chapter 1: Turning Your Passion into Profit
- Chapter 2: Savvy Survival Secrets for Start-up Saving\$
- Chapter 3: Marketing 101
- Chapter 4: Scavenge the Shores for Streams
- Chapter 5: Converting Contacts to Customers
- Chapter 6: Share Your Pot of Gold
- Chapter 7: More Fabulous Freebies

About the Author:

Kimberly Kelly is a Certified Start-Up Business Consultant, specializing in cost reduction strategies. Through her eBooks and coaching services, she teaches the principals of bootstrap funding to brand new start ups.

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Online Web 2.0 VersionYou can read the online version of this press release [here](#).



Two Marriott International Hotels in Paris Get Five-Star Status in New French Hotel Classification System

A Renaissance and Marriott hotel in Paris, France, make the grade

Paris (PRWEB) July 16, 2009 -- Under the new hotel classification system in France, the [Marriott Hotel Champs Elysees](#) and [Renaissance Paris Vendome Hotel](#) are two of the first hotels in Paris to achieve the new five-star luxury designation. The hotels received the designation last week after a lengthy French Ministry of Tourism audit consisting of 240 criteria related to guest expectations of comfort and hygiene, as well as new aspects such as hotel services, sustainable development and new technologies.

The new classification program, announced by the Tourism Ministry in January 2009, replaces the system in force since the 1960s that classified hotels in France from zero to four stars, with luxury hotels receiving the "palace" designation.

"The five-star hotel rating existed everywhere except in France, and this was confusing for international hotel guests used to staying in five-star hotels," says Hervé Novelli, Secretary of State for Tourism. By the end of the year, Mr. Novelli estimated that 100 - 150 hotels will receive the five-star, luxury hotel designation, and the "palace" classification will disappear.

Paris Marriott Hotel Champs-Elysees

The downtown [Paris Marriott hotel](#) on the Champs-Élysées is a historic building that once housed France's prestigious luggage manufacturer Louis Vuitton. Situated on the Champs-Élysées avenue with a secure underground car park and luxury hotel services, all hotel rooms were renovated this year. The inner courtyard terrace of this luxury hotel is open all year round, offering a sunny summer terrace or a heated winter garden, depending on the weather, in the heart of downtown Paris, France.

Renaissance Paris Vendome Hotel

Located a few hundred meters from the Place Vendome and the Louvre Museum this [boutique hotel](#) is frequented by Music and Fashion professionals and enthusiasts. The intimate Chinese bar serves tea specialties and the Pinxo restaurant, managed by two-star Michelin Chef Alain Ducoutournier, serves authentic, fresh dishes inspired from the Basque region. The luxury hotel has an indoor swimming pool and a spa with treatment rooms, sauna, Turkish bath, cardio-training and body-building equipment.

For more information about the [Paris Marriott Hotel Champs Elysees](#), the [Renaissance Paris Vendome Hotel](#) and the 8 other Marriott International hotels in Paris, France, visit marriott.com/paris.

MARRIOTT INTERNATIONAL, Inc. (NYSE:MAR) is a leading lodging company with more than 3,200 lodging properties in 66 countries and territories. Marriott International operates and franchises hotels under the Marriott, JW Marriott, The Ritz-Carlton, Renaissance, Residence Inn, Courtyard, TownePlace Suites, Fairfield Inn, SpringHill Suites and Bulgari brand names; develops and operates vacation ownership resorts under the Marriott Vacation Club, The Ritz-Carlton Club and Grand Residences by Marriott brands; operates Marriott Executive Apartments; provides furnished corporate housing through its Marriott ExecuStay division; and



operates conference centers. The company is headquartered in Bethesda, Maryland, USA, and had approximately 146,000 employees at 2008 year-end. It is recognized by BusinessWeek as one of the 100 best global brands, by FORTUNE® as one of the best companies to work for, and by the U.S. Environmental Protection Agency (EPA) as Partner of the Year since 2004. In fiscal year 2008, Marriott International reported sales from continuing operations of nearly \$13 billion. For more information or reservations, please visit our web site at marriott.com. For an interactive online version of Marriott's 2008 Annual Report, which includes a short video message from Chairman and CEO J.W. Marriott, Jr., visit marriott.com/investor.

Note to Editors: To search and download photography of this hotel, go to <http://portal.digilink-inc.com/marriottpr>. Username: int02, password: int02. Search by brand, hotel name or keyword. To download, click on the solid arrow icon, save to your computer and open zip folder to get image.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).

Nature Journal: DuPont, Lehigh Scientists Refine DNA Sorting of Carbon Nanotubes Technique, Creates First Approach to Sorting Nanotubes by Species

Discovery Provides Significant Step in Advancing Nano-Electronics, Nano-Photovoltaics.

Wilmington, DE (Vocus) July 16, 2009 -- Scientists at [DuPont](#) and [Lehigh University](#) have refined a technique, first published in 2003, to sort carbon nanotubes using specific sequences of DNA. This technique offers the first demonstration that nanotubes can be sorted by size, property and symmetry (chirality).

This new finding, reported in the current issue (Vol. 460 No. 7252) of the journal [Nature](#), is titled “[DNA Sequence Motifs for Structure-Specific Recognition and Separation of Carbon Nanotubes](#).” The study was co-authored by DuPont researchers Ming Zheng and Xiamin Tu, with Lehigh University professor of chemical engineering Anand Jagota and student Suresh Manohar. The research was funded by a National Science Foundation grant to a collaborative team from Lehigh University, MIT and DuPont.

There has been great interest in the revolutionary electrical, mechanical and thermal properties of single walled carbon nanotubes (SWNTs) since their discovery in the early 1990s. However, single walled carbon nanotubes are produced as complex mixtures of different nanotube species with different properties, greatly limiting their applications. In 2003, a publication in *Science* by DuPont scientists, including Zheng, disclosed a method to separate carbon nanotubes using DNA. This was the first demonstration that the problem of sorting SWNTs could be solved. DuPont has continued to investigate these materials, most recently publishing a chemical approach to separating metallic and semi-conducting nanotubes in the Jan. 9 edition of *Science*. The current development is a significant advancement in this pioneering field, perfecting the only approach that uses biological molecules to carry out a refined sorting of carbon nanotubes, separating nanotubes with different optical, electronic and chemical properties.

“Our technique is similar to sorting snowflakes by wrapping DNA around each flake,” Zheng said. “Nanotubes come in many sizes and designs, and each type offers unique properties for uses that can range from transistors for electronics, light sources for displays or conducting films for photovoltaic materials. The difficult part of our approach is identifying which DNA sequence is most efficient at separation. Our approach was a bit like probing into the DNA library to determine sequences. Through this approach we tried over 350 sequences and identified more than 20 that showed useful separation properties.”

During the 18-month research program, Zheng and Tu set the course for the experimental work to identify the DNA sequences, and Jagota and Manohar developed the molecular models. The approach builds on the 2003 findings that a DNA sequence will wrap around a SWNT and then interact with micro-size beads in an anion exchange chromatography set-up in a way that depends on the type of nanotube to which the DNA is attached. This occurs because the carbon nanotube-DNA hybrids have different electrostatic properties that depend on the nanotubes’ diameter and electronic behavior. The latest study has determined that the interaction is dependent on both the type of nanotube and the type of DNA. As a result, the research team focused on identifying the DNA sequences that performed the best with their corresponding SWNT species. The DNA library is vast, making the



chance of finding these sequences through trial-and-error exceedingly low. The research team identified an approach called “sequence expansion” to systematically explore the DNA library in a confined and progressive manner. The result was the identification of more than 20 DNA sequences that reacted favorably with 12 species of nanotubes, sorting them with purity level of 80 to 90 percent.

“We are at a historic moment when biology and materials science meet at the nano meter scale, and this opens up lots of opportunities for new science and technology development,” Zheng said. “We think this is the ultimate solution to isolate and identify every species of nanotube, allowing us to take advantage of the highest performance nanotube to create high performance nano-electronic and nano-photovoltaic materials and devices.”

DuPont Science & Technology provides technologies and transformational options for new and existing businesses, building on a long, rich legacy of leading-edge science and innovation. Products commercialized over the last five years accounted for 35 percent of the company’s total revenue.

DuPont is a science-based products and services company. Founded in 1802, DuPont puts science to work by creating sustainable solutions essential to a better, safer, healthier life for people everywhere. Operating in more than 70 countries, DuPont offers a wide range of innovative products and services for markets including agriculture and food; building and construction; communications; and transportation.

“DNA Sequence Motifs for Structure-Specific Recognition and Separation of Carbon Nanotubes” – <http://www.nature.com/nature/journal/v460/n7252/full/nature08116.html>

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Online Web 2.0 Version

You can read the online version of this press release [here](#).



San Diego's Top Ten Real Estate Deals: Don't Miss Out

TopTenRealEstateDeals.com is a new independent website offering exciting and unique Top 10 lists of today's best deals on real estate for sale. Their current featured new market addition is San Diego.

(Vocus) July 16, 2009 -- TopTenRealEstateDeals.com is a new independent website offering exciting and unique Top 10 lists of today's best deals on real estate for sale. Their current featured new market addition is San Diego.

The San Diego list features the 10 best deals on a mix of [waterfront homes and condos in San Diego](#).

"I work in all areas of San Diego County to make sure you find the home you desire. There are great opportunities in San Diego, so let's work together to find them." says San Diego Top Ten Concierge, Deborah Engel.

To view the San Diego Top Ten Real Estate List visit:

http://www.toptenrealestatedeals.com/luxury_real_estate/condos/regional/san_diego/.

This list is a welcome addition to their already extensive list of regional markets. To view a full list of their regional real estate markets visit <http://www.toptenrealestatedeals.com>.

The site also offers a weekly Real Estate Top 10 list of national deals in the United States.

In addition to the best home and condo bargains, the Top Ten research team looks for fun, eye catching deals. Recent Top Ten listings have included a spaceship house in Chattanooga, a cave home in Missouri, and a haunted house in Massachusetts.

Their independent Top Ten team focuses on uncovering the best luxury real estate deals from the web, newspapers, auction lists, and pre-construction ads while including only those deals that they feel are the very best bargains! The deals are not their listings, they do not broker sales, and they are not an agency. TopTenRealEstateDeals.com is a general media showcase of [great deals on real estate](#) for sale.

For further information, or to request an interview with a company representative, please contact their Internet Marketing Director, Jason Wakefield at [press\(at\)toptenrealestatedeals.com](mailto:press(at)toptenrealestatedeals.com).

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Top Ten Real Estate Deals.com

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Effective and Low Cost PR Results in High ROI in Tough Economy

21st Century Public Relations Campaigns are Creating Major Buzz for Businesses that are Affordable and Yields Proven Results says Monday & Associates

(Vocus) July 16, 2009 -- Call the current state of our economy however you'd like: distress, slowdown, recession, slump, or collapse - the economic times are tough and businesses must adjust accordingly. The initial instinct of saving money during the times of recession by cutting back on marketing and [public relations](#) has been proven wrong by numerous studies. Ironically, these studies show that hard economic times are the best times to launch an aggressive public relations campaign.

"Unconventional business wisdom is called for during the times of recessions; it has been demonstrated over and over that economic slowdowns reward the aggressive marketer and punish the apprehensive one," says Kimberly Monday, President of Monday & Associates, a public relations agency located in [San Diego](#) and Irvine, California. "Public Relations is generally more cost-effective than advertising and often is a solution to limited marketing budgets."

Monday said that during recessionary markets, businesses are presented with the opportunity for developing a greater market share and/or repositioning themselves through aggressive media outreach.

"During hard economic times, the most successful entrepreneurs think outside the box," Monday says. "These are the times when, more than ever, businesses should want to reach their target market and separate themselves from their competition to get the competitive advantage in their market."

[Monday & Associates](#) offers PR services that provide clients with state-of-the-art technologies in the public relations industry that create strategic campaigns that have proven results. Services offered are identifying editorial opportunities on a regional, national or global level, media contacts relations, mass press release distribution, social media, press release development, television and broadcast appearances, secured editorial placements, event management, and Public Relations training and development.

Monday & Associates works with companies in many different industries to include: Financial, Sustainability, Professional Athletes, Real Estate, Luxury Brands, Hospitality, Restaurants, Medical and Technology. "I have the opportunity to see and learn about a lot of amazing businesses and in this tough economy it doesn't matter if it's a start up or a Fortune 50 - everyone is concerned about creating brand awareness and very little money to make it happen. That's where Monday & Associates comes in to help our clients. We have established PR Plans that provide a solution for businesses that is a proven return on investment and is cost effective, said Kimberly Monday."

[Kimberly Monday](#) has more than 15 years of experience in public relations and integrated marketing and is known for her out-of-the-box public relations campaigns. Monday has been recognized as a leading marketing visionary by numerous highly regarded publications. Learn more about Monday & Associates at www.mondayassociates.com.



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Orchards Inn Completes Renovation

A Classic Sedona Property with Breathtaking Red-Rock Views Undergoes a Makeover

Sedona, Ariz. (Vocus) July 17, 2009 -- [Orchards Inn](#), one of Sedona's hilltop hotels in the heart of Uptown, recently underwent a complete facelift. The inn, which is best known for unparalleled views of Sedona's famous Red Rocks, now offers the latest contemporary amenities sure to please any traveler.

Orchards Inn has been updated inside and out to truly give this classic property an upscale contemporary feel. However, the stunning Red-Rock views still remain Orchard Inn's most distinguishing feature. Oversized framed mirrors, strategically placed to reflect these spectacular views, are the most impressive new addition to the guestrooms. These mirrors invite the majesty of Sedona's natural surrounding into every freshly updated room. Travelers can also take in these awesome views from the privacy of their balconies or patios which directly face Sedona's Red Rocks and the valley.

Guestrooms have been fully upgraded, from the custom designed dark oak furniture and beds with leather upholstered headboards to new carpeting and bathroom fixtures. Other recent additions include flat screen televisions, new luxurious bedding and individual climate controls in each room. Additional amenities include complimentary locally ground coffee and local and regional newspapers available daily in the lobby. The exterior of the hotel has also been enhanced to reflect the beauty of its environment. Decorative red and brown rocks line the pathways while indigenous plants add subtle elements of natural beauty.

Sedona's natural wonders such as Snoopy Rock and Cathedral Rock dominate the view from Orchards Inn's sundeck. Guest can enjoy the hotel's pool, hot tub and plenty of comfortable new lounge chairs amidst one of the most beautiful natural settings in the world. As the sun sets, guests are invited to stay on the sundeck to enjoy Sedona's unspoiled night sky.

Orchards Inn's amazing location and commitment to quality and service remain unchanged. Orchards Inn is centrally located, walking distance from the shopping and dining area of Uptown Sedona and minutes away from Tlaquepaque Arts Village and the scenic Oak Creek.

The friendly Orchards Inn staff are always happy to help guests plan a sightseeing or Jeep tour or recommend their favorite Southwest dish at the hotel's popular restaurant, The Orchards Bar and Grill. Front desk staff can even secure reservations at the nearby contemporary Hundred Rox Restaurant at the Amara Resort and Spa, or at the ultra-romantic L'Auberge Restaurant on Oak Creek at L'Auberge de Sedona.

"We are looking forward to showing off our upgraded accommodations and amenities to new and returning guests," said Joe Mottershead, General Manager of Orchards Inn. "Orchards Inn has earned a loyal following of guests who love the hotel's central location, spacious rooms, affordable rates, friendly service, and above all else, magnificent views. We are sure our new contemporary design will quickly become one more reason for guests to return."

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Real Estate Guru Nathan "Than" Merrill Champions Blinds Chalet

'Flip This House' Star Than Merrill acclaims Blinds Chalet services and products.

Phoenix, AZ (PRWEB) July 17, 2009 -- Nathan "Than" Merrill, a star on A&E's reality series 'Flip This House', gives accolades to Blinds Chalet. "The right window coverings make a huge difference and although you can use who ever you want, you would be crazy not to try Blinds Chalet first! Nobody comes close!" says Merrill.

How does Merrill know so much about [window blinds](#)? He is the founder and President of CT Homes, LLC and Fortune Builder, Inc., a licensed real estate agent, a licensed appraiser and a full-time real estate investor who is solely responsible for financial evaluation of all potential rehabilitation projects and rental properties his company ventures on. As President of CT Homes, Than understands the importance and value of completing each home with the right products and services the first time around.

Testing products under extreme conditions is one reason Blinds Chalet window treatments are superior to other internet companies. Most internet companies purchase blinds based on profit margins, while Blinds Chalet personally screens each product in inventory. By installing and testing the window treatments themselves, Blinds Chalet can ensure they know what their customers are getting.

"We've always taken pride in the window binds and shades that we sell and how we sell them," says Manwaring. "It is paying off, people are noticing the personal touch. Than Merrill took notice and he is someone who lives and breathes quality home improvement for the right price. Thank you Than!"

For More Information:

For more information on Blinds Chalet or current trends in the Window Treatment industry, contact Ron Manwaring by phone at: 1-888-633-7840 or 480-633-7840 or email. Visit Blinds Chalet on-line at www.BlindsChalet.com.

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