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Date: October 12, 2007
Contact: Jami McKenney, Programs Coordinator
Southlake Chamber of Commerce
817-481-8200

NATIONAL BUSINESS BRANDING EXPERT KIM CASTLE TO MAKE HER MARK ON SOUTHLAKE

Southlake, Texas –

Nationally renowned business branding expert Kim Castle of BrandU will share her expertise with local business owners on Friday, November 2. Using the insightful principles she teaches, Castle successfully helps thousands of entrepreneurs grow their businesses. While she has worked on large name brands including; IBM, DirecTV, General Motors, Hollywood Celebrity Diet, and Disney Interactive, worked at large advertising agencies including; Grey Advertising, DMB&B, DB Needham; her true passion lies with empowering entrepreneurs and small business owners.



She is the co-author of the 180+ page, *BrandU Bible Workbook*, the world's #1 step-by-step brand creation process that gives entrepreneurs and small business owners the tools to develop their business as a brand and, *Why BrandU: Big Business Success No Matter Your Size*, and, *It's A BrandU Day*, a fail-proof method for transforming the fears that keep businesses small. Kim Castle's motto is "Whether your market is the globe or your zip code, you have the power to communicate your business as a brand. Until now, you just haven't been shown how."

Castle is the keynote presenter at Business Builders, a one-day business growth seminar hosted by the Southlake Chamber of Commerce. Marketing and branding is the topic of the day with other local presenters speaking on areas such as entrepreneurial sales leadership, managing and motivating, and business ethics.

Business owners will gain invaluable insight during this seminar being held at Harkins Theatre in Southlake Town Square. Advance registration for the November 2 event can be made by visiting the Southlake Chamber's website, www.southlakechamber.com. The event runs 8:30 a.m. to 4:30 p.m. and is \$79 in advance, \$99 at the door, and includes materials and a box lunch. Contact Jami McKenney with the Southlake Chamber of Commerce at jami@southlakechamber.com or 817.481.8200 for reservations and additional information.

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