

NEWS RELEASE



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EFFECTIVE SALES STRATEGIES ANNOUNCES PRESIDENT ELECTED TO ASTD ATLANTA'S EXECUTIVE BOARD AS VICE PRESIDENT OF MARKETING FOR 2009

▪ September 15, 2008

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President was elected to ASTD (American Society of Training and Development) Atlanta's Executive Board as the 2009 Vice President of Marketing for the Chapter today.

Karen's responsibilities will include leading all of the marketing, public relations, sponsorships, and vendor/supplier relations and partnering with the rest of ASTD Atlanta's Executive Board to increase revenues of the Chapter and improve its presence in the Greater Atlanta Area, Georgia and the entire Southeast.

When notified of her new position, Karen said "I am very excited to serve the members of ASTD Atlanta as their new Vice President of Marketing. I look forward to building on the marketing and sponsorship success I had with the Workforce Challenge event happening in November. ASTD Atlanta has many opportunities for growth and the chance to offer our members even more value."

Please join us in congratulating Karen as she begins her new role in December 2008!

The American Society for Training and Development (ASTD) is the world's largest association for training and development professionals, with over 55,000 members worldwide. The Greater Atlanta Chapter of ASTD, established in 1955, is one of the five largest with nearly 600 members. ASTD Atlanta is a regional association of workplace performance professionals, providing their members with a forum for the exchange of professional development opportunities and resources as they strive to improve workplace learning and performance. For more information about ASTD Atlanta, please visit www.astdatlanta.org.

Effective Sales Strategies, LLC is a strategic consulting firm providing organizations with successful sales, marketing, training and human capital strategies increasing their top and bottom line results. They are located in Alpharetta, GA a northern suburb of Atlanta. For more information, please visit their website: www.EffectiveSalesStrategies.com.

