



NEWS RELEASE

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EFFECTIVE SALES STRATEGIES ANNOUNCES PRESIDENT WILL BE VOLUNTEER DIRECTOR OF MARKETING FOR ASTD ATLANTA'S LARGEST EVENT EVER – WORKFORCE CHALLENGE 2009

▪ May 5, 2008

Effective Sales Strategies, LLC announced today that Karen Angellatta-Wheeler, Founder and President will serve as the Volunteer Marketing Director for ASTD Atlanta's signature event - Workforce Challenge 2009 & Expo. As a key core team member, her responsibilities include securing all of the sponsorships for the event, marketing and public relations, attendance, prizes and many other details.

Workforce Challenge 2009 is the largest event ASTD Atlanta has ever planned and produced. It is November 12, 2008 at the prestigious Carter Center in Atlanta. Partnering with the Governor's office, the University of Georgia, corporations like Post Properties and Verizon Wireless and Training Magazine, this event is an opportunity to come and learn how to adapt and excel in the challenges in our workforce.

For the first time, five generations of workers are going to be working side by side. Talent will be less available from traditional sources and competition for them will be high. These challenges will have a dramatic impact on training, education and workforce development. Our C-Level Panel will be discussing these important issues and this event will help you get a jump start on your 2009 talent management plans for how you will succeed as an education, human resources or training and development professional or supplier.

The event also features over 30 vendors and suppliers and all 10 ASTD Atlanta Special Interest Groups (SIGs) and Geographic Interest Groups (GIGs) who will be participating in the Workforce Challenge Expo.

For more details or to register for this event, please visit www.astdatlanta.org.

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.

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.

