

FOR IMMEDIATE RELEASE

Contact: Kimberli Munkres

Phone: (909) 390-1239 x107

E-mail: kmunkres@wilkinguge.com

The Brand Establishment Graduates Four Agency Principals With Certified Brand Strategist (CBS) Designation

Cleveland – August 8, 2008 – Four agency principals from across the nation have received the prestigious designation of [Certified Brand Strategist \(CBS\)](#) today, having completed the demanding graduate-level course run by [The Brand Establishment](#), the only national organization that certifies brand development experts.

“Brands are the international currency of the 21st century and strategy is what makes companies successful,” says Tom Traynor, Managing Partner of The Brand Establishment. “These agency principals will be able to wisely steer their clients through good times and bad. They’ll provide the best possible service to their clients, and set the bar for their competition.”

The following agency principals join 33 other Certified Brand Strategists across the country:

[Greencrest Marketing, Inc.](#), Columbus, Ohio
Kelly Borth, CBS

[Nasuti + Hinkle](#), Bethesda, MD.
Woody Hinkle, CBS
Karen Nasuti, CBS

[Wilkin Guge Marketing](#), Ontario, Calif.
Andrew Wilkin, CBS

These four were certified by the [The Brand Establishment partners, faculty and Board of Advisors](#), a group of respected brand experts, industry professionals and agency leaders nation wide. On the 2008-2009 Certification Advisory Board was [Tony Mikes](#), Executive Director of [Second Wind](#), the largest network of advertising agencies in the world. Alongside him was Alan Brew, Senior Vice President of Brand Strategy Development for [RiechesBaird](#) in Irvine, CA and William MacElroy, President of [Socratic Technologies](#) in San Francisco, CA.

“Developing the curriculum for this one-of-a-kind certification program was a task that we took great pleasure in,” said Jim Hughes, founder of the Brand Establishment. “The Brand Establishment has accomplished its goal of [defining brand development](#) and this program ensures that brand strategists across the nation have the opportunity to expand and hone their expertise.”

The Brand Establishment is currently accepting applications from principals or consultants of small to midsize firms for its next six-month course to begin in September 2008. To learn more about the certification process, contact Jim Hughes at (949) 633-3254 or visit www.BrandEstablishment.com.

About The Brand Establishment

The Brand Establishment is the only national brand certification organization that trains and designates brand strategy consultants with a proven methodology using the proprietary brand discovery process, “Turning the Telescope™”. Advertising, marketing and public relations firm principals complete a graduate-school-level course and lab work to achieve a Certified Brand Strategist designation. Founded and managed by industry veterans who have developed better brands for more than 200 companies and organizations. For more

information about The Brand Establishment and Brand Strategist Certification, visit www.BrandEstablishment.com.

#