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Eight Agency Principals Receive Certified Brand Strategist (CBS) Designation From The Brand Establishment

Cleveland – February 8, 2008 - [The Brand Establishment](#), the only national organization that certifies brand development experts, announced today that eight agency principals have completed the rigorous graduate-level course and lab work leading to the designation of [Certified Brand Strategist \(CBS\)](#).

“The certification process is like graduate school in brand development,” says [Jim Hughes](#), founder of The Brand Establishment and a nationally-recognized expert in the field. “The CBS designation allows principals and firms to distinguish themselves from their competition. They are trained to utilize a proven brand development process for client needs and objectives.”

The following agency principals join 25 other Certified Brand Strategists across the country:

[Ant Hill Marketing](#), Portland, Ore.

Grant Kimball, CBS

Kim Brater, CBS

[Cohn Marketing](#), Denver, Colo.

Jeff Cohn, CBS

[Grant Marketing](#), Boston, Mass.

Bob Grant, CBS

[Holland Creative](#), Jacksonville, Fla.

Jennifer Holland, CBS

[Media Directions](#), Reno, Nev.

Sterling Doak, CBS

Johanna McClain, CBS

[Most Inc.](#), Newport Beach, Calif.

John Most, CBS

Curriculum is developed by [The Brand Establishment Faculty and Board of Advisors](#), a group of highly experienced and respected professors, agency leaders and brand experts nationwide. Training and the brand certification process are supervised by [Second Wind](#), the largest network of advertising agencies in the world.

“Until now, there haven’t been standards of education or training in the area of brand development,” said [Tony Mikes](#), founder of Second Wind and member of The Brand Establishment Faculty and Board of Advisors. “The Brand Establishment has finally defined brand development for the entire industry.”

The Brand Establishment is currently enrolling principals or consultants of small to midsize firms for its next six-month course to begin in March 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.

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