

# Kudos!

What people are saying...



## **Attendees: EPiC Measures' BrandNu Seminar Series™**

- Isha Edwards was informative and personable.
- Loved Isha's attitude. [She is] very knowledgeable.
- Isha was well spoken and informative. I loved the Q&A part of the presentation.
- I like the fact that [Isha] is comfortable with her subject matter. She provides a lot of good information.
- Presentation was very good. [Isha] was also very good. Information provided was valuable.
- The workshop was very insightful and lively for an evening class. It was truly *extraordinary*.
- Isha is very knowledgeable and funny, which makes the seminar very interesting. I would attend another seminar facilitated by Isha.
- Excellent presentation. Presented class with personal and [business] owner experience.
- The seminar enabled me to identify three areas my company needs to focus on to increase its profits. I would rate the seminar and information as excellent.

## **Clients: Fashion, Law, Media & Nonprofit**

- Isha Edwards is absolutely awesome! She is very professional and quite knowledgeable about all aspects of brand marketing a business on all levels - startup to established businesses. Epic Measures has been quite beneficial to Funky Flair Boutique with all the innovative ideas and great suggestions. Since doing business with Epic Measures, my company has truly blossomed. -**Kesha Denise Henderson, Owner, Funky Flair Boutique, Celebrity Stylist & Image Consultant**
- In addition to her writing skills, Isha displayed a high degree of professionalism and initiative in managing [our blog] project. Should the need arise, we would not hesitate to use her services again. -**Alan R. Perry, Jr., Law Office Page Perry, LLC**
- In December 2005, Isha Edwards began providing content for New York based, The Industry Cosign. Today, Isha is a valuable part of my editorial team. Her writing skills are exceptional as is her level of creativity, foresight, and follow-through. -**Cedric "Big Ced" Thornton, Content Editorial Director, The Industry Cosign**
- [Isha's] enthusiasm and knowledge of the subject matter is duly noted....we receive such positive feedback from participants due to her excellent presentations and stimulating discussions. [Isha's workshops] greatly contributed to [our] exceeding training goals for fiscal year 2008." -**Dorothy Fletcher, Business Development Specialist, U.S. Small Business Association, GA District Office**
- Isha was contracted to advise on branding strategies for [the Dallas Austin Foundation's] "Don't Stop the Music" program, which included curriculum redesign, incorporating branding and promotional initiatives in planning, and providing business education instruction for our music engineers... Isha has strong technical and marketing proficiency. Value-added insight demonstrates her passion for empowering individuals and organizations to excel. We welcome Isha's continued interest and support of both the Foundation and our programs to the extent that we would employ her services again. -**W. Bernard Cook, Director, DSTM, Dallas Austin Foundation**
- In both roles: Moguls-in-Training program coordinator and lead business component facilitator for Camp New Look, Isha exceeded my expectations. Her approach to instruction and management is simple, enlightening and engaging. Her knowledge of business principles combined with industry experience and creativity is a winning combination, which ensured success. It was a pleasure to work with Isha and I would not hesitate to refer or work with her again. -**C. Chandler-Ward, (former) Program Director, Usher's New Look**

## Clients-Cont'd: Continuing Education, Music, Academia, Media & Marketing

- Isha has been an IT@Emory instructor since 2004. Student responses to her quarterly class are always positive. The depth of Isha's knowledge and experience in a variety of topics especially business illustrates her ability to thrive as well as lead such that her contract role at ECLL now includes teaching a course from EPiC Measures' BrandNu Seminar Series™ titled, "Building a Business from the Inside Out." -**Alex J. St. Urbain, Jr., IT@Emory Program Coordinator, Emory University Center for Lifelong Learning**
- EPiC Measures has provided branding support for me since 2005. From high-profile events and community initiatives to national campaigns and international media coverage, which reflect CAJO's mission and my career goals, account manager, Isha Edwards continually displayed exceptional skills in the area of branding; a high degree of professionalism as well as initiative. -**Canton Jones, Arrow Records Recording Artist, President & CEO, CAJO International**
- Working with Isha over the past two years has been a valuable exchange. Periodically, Isha is contracted to provide copy editing services for doctoral candidates, visiting scholars, and others in academia including myself. Her knowledge of marketing concepts, solid business and journalistic acumen are reflected in her work. To her credit, Isha did an outstanding job copy editing my book, *Chindia Rising: How China and India Will Benefit Your Business*. -**Dr. Jagdish Sheth, Charles H. Kellstadt Professor of Marketing, Goizueta Business School, Emory University**
- Isha is an intuitive writer and editor who demonstrates strong marketing and technical proficiency. A noteworthy attribute is her ability to pitch angles, which maintain the credibility of subject matter. Also noteworthy is Isha's ability to maintain a writer's voice while ensuring accuracy as well as clarity. Isha exceeds my expectations such that I would not hesitate to use her services again. -**Dr. Arne Floh, Assistant Professor, Department of Marketing, Vienna University, Vienna, Austria**
- An expert brand-driven marketer, Isha has flourished as a writer and editor garnering recognition in a variety of business and entertainment publications in the U.S. and abroad. She also excels as a business instructor and brand marketing consultant. As someone who adds value by pairing creativity with science, Isha has a knack for propelling organizations and individuals forward. -**Kevin D. Johnson, Publisher, A.U.C. Magazine & President, Johnson Media Inc.**
- I was very impressed with [Isha's] approach, knowledge and strategies...It was wonderful to [consult] with someone who is proactive and has the experience I very much need to tap into. -**Robin Downes, Robin Downes Design, Saint Thomas, Virgin Islands**

## PROFESSIONALS: ENTERTAINMENT, MUSIC, & PR

- We appreciate having Isha as a panelist during the Urban Network Entertainment-Marketing Summit in Newport Beach, CA. In addition to being informative, Isha's insight on branding as it relates to the seven principles of business made the session, "Indie Label Power Panel: Your Success Guide to Running an Indie Label" compelling. We welcome receiving additional insight from Isha for the *Urban Network* magazine as well as future summits. -**David A. Mitchell, Consulting Editor & Account Executive, Urban Network**
- Every second and fourth Tuesday, we host an industry empowerment session called, Tempo Tuesday, which educates songwriters and publishers on various business and career management topics. As a Tempo Tuesday guest speaker, Isha did an excellent job explaining the seven facets of business. She is extremely knowledgeable and there is no doubt our affiliates received very valuable and insightful information during her presentation. In fact, thanks to Isha, we all learned what is essential to entrepreneurship including how to sustain and manage our businesses. -**Capriccio M. Scates Associate Director, Writer/Publisher Relations, SESAC, Inc.**
- With each exchange, be it an article or promotional video for my clients, Isha does a phenomenal job! -**Barry L. Florence President, BDC World PR, & Publicist, The Ludacris Foundation**

## Professionals-Cont'd: Film, Academia, Radio, Public Speaking, Television & Music

- EPIC Measures is truly a forward-thinking B2B entity. From creating compelling promotional videos with a team of industry icons, community leaders, and neo talent to developing authentic brands for companies and personalities in the entertainment industry and beyond, Isha delivers stellar client service, cohesive conceptualization and implementation of projects, and intuitive brand marketing strategy. **-Doreah Dean, Creative Coordinator, International Theatrical Creative Advertising, Sony Pictures Entertainment**
- In addition to solid business acumen, Isha has a positive, nurturing attitude. She is a people-person who is gifted with the ability to solve technical, operational, and even human relations problems. During her tenure at Goizueta Business School, Isha remained consistently helpful to students, faculty, and staff. She is known to be dependable, supportive, intuitive and resourceful. **-Dr. Jeffrey A. Rosensweig, Associate Professor, International Business & Finance Goizueta Business School & Chairman, Emory Ethics Center, Emory University**
- I had the pleasure of having Isha Edwards as a guest on my show. We discussed the essentials of entrepreneurial ship and owning a small business. This broadcast was indeed, empowering. Based on responses from some of my listeners, Ms. Edwards left them feeling like as long as they had a vision, passion and a willingness to succeed they could achieve their dreams of owning a business. [Ms. Edwards] has a winning personality that resonated across the airwaves and she is welcomed to return as a guest any time! **-Wendi Stroud, Host, "Wake Up With Wendi," WAAW-Rejoice 94.7 FM**
- Isha Edwards is a lead professional who understands the ins and outs of the entertainment industry. Her vast knowledge and extensive industry connections gives her the leverage to gain access to a variety of platforms in the U.S. and abroad. **-Dennison L. Bradford III, (former) Producer, "The Spirit with CoCo Brother," Praise 97.5, Hot 107.9, Syndication One/Radio One**
- As always, I do appreciate [Isha's] eagerness to allow great minds to become world class. That is truly a gift in itself, one that will repay her a million times over. **-Larry Jemison, Author and Professional Speaker, The Jemison Group, LLC**
- I met Isha during a business and community networking event in the fall 2007. As the guest speaker for the session, Isha was enthusiastic, studious and business-minded. A mentor and industry professional, Isha embodies the words she speaks. What furthers her goals and strengthens her level of expertise is "studying to show [herself] approved." Networking, maintaining healthy beneficial relationships and reading a broad range of publications, enables Isha to share insight that empowers me and others to excel. **-Tiffani-Mishelle Johnson, Writer, T-Mvisions**
- As a non-profit organization, the mission of The Recording Academy® is furthered by both membership contribution and involvement. Upon joining the Academy, Isha Edwards became actively involved lending her skills and experience as an entrepreneur and brand marketing manager to our "State of the Music Industry" panel. Edward's contribution to the panel was invaluable. Attendees gained a wealth of knowledge from Isha's counsel noting that she was a great asset to the panel. Her continued support of The Recording Academy as well as her ability to "empower professionals through practical business instruction" is always welcomed. **-Erin Baxter, Sr. Project Manager, The Recording Academy - Atlanta Chapter**
- It was a blessing to have Isha critique my Web site and MySpace. I find her input very necessary in my development as an artist and a business person. What can I say, she's brilliant and I look forward to her increased involvement in my career. **-Isaiah 11:11, Recording Artist**
- Isha has written awesome articles that helped me to receive invaluable exposure in several magazines and Web sites. I highly recommend her as she is an extremely professional business woman. **-Big Ran, Producer, Hunned Grand Productions and Owner, A&A Records**