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# PRESS RELEASE

Building and Branding a Business during Tough Economic Times  
Course Navigates Entrepreneurs through Financial Turmoil

**October 3, 2008 (Atlanta, GA)** — There is no doubt that entrepreneurs are facing an uphill battle for success in the midst of an unstable economy, soaring gas prices, inflation, and extreme competition. How can they weather the storm? **On October 25, 2008** Isha Edwards, lead brand manager of Epic Measures LLC (EM), will empower entrepreneurs by equipping them with seven keys for starting and operating a business.

**“Building a Business from the Inside Out,”** will be held at Emory University’s Center for Lifelong Learning. During the course, attendees will learn why building a brand is an ongoing and thorough process plus gain brand strategies that capitalize on operating strengths while eliminating weaknesses.

A seasoned educator who delivers insightful and engaging instruction, Edwards uses the seven facets of business as a foundation for the course. Defined by EM as the FAMMLIE Network™, the seven facets of business: finance, accounting, management, marketing, law, information systems and economics outline the complete approach to starting or operating a company. Employing these facets plus one key activity, networking, increases a company’s success rate.

As economic conditions continue to unravel across the U.S., Edwards encourages entrepreneurship, but with one stipulation; “The FAMMLIE Network must be implemented early and continually tailored to match each initiative. Doing so will enable businesses to move ahead in the face of competition and even economic decline,” says Edwards.

The course is tailored to individuals as well as organizations and caters to those who desire to develop business insight with an emphasis in marketing and branding. Principles learned may be applied personally as well as professionally.

**About the Company**

**EPiC MEASURES (EM)** is a forward thinking company, which offers a next (versus best) practices approach to starting or operating a business. With measurable outcome, EM seeks to meet the developmental needs of individuals and organizations through five core services: marketing strategy, brand management, business communications, intellectual capital-research and development, and personnel training.

For more information about EPiC Measures, call (404) 374-4482 or visit

[www.epicmeasures.com](http://www.epicmeasures.com). To enroll in the class, visit:

[www.cll.emory.edu/classes.cfm?cla=2009418985&pt=3](http://www.cll.emory.edu/classes.cfm?cla=2009418985&pt=3).

**About Isha Edwards**

In addition to holding a degree in business management, Isha Edwards has 13 years of experience in business education. She also has 16 years of business experience in corporate and nonprofit organizations.

Among a myriad of talents, Isha is an idea catalyst for companies and individuals in entertainment, retail and financial services, law, academia, and small business administration. A self-described brand agent, Isha has garnered notoriety in music and media in Atlanta, Los Angeles, and New York. As an established journalist and copyeditor, her published work appears in more than 20 business and entertainment periodicals in the U.S. and abroad.

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