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# PRESS RELEASE

## The Entrepreneurship Factor: Relief for a Failing Economy

*Seminar provides a next practices approach to owning and operating a business in 2009*

**Atlanta, GA, January 12, 2009** —Entrepreneurship has always served as a catalyst for economic development especially after market crashes. In addition to triggering innovation and change, entrepreneurship curbs unemployment. Focused on the one factor that provides relief for a failing economy is business development firm, **EPiC Measures, LLC (EM)**. On Tuesday, March 17, 2009, EM will present, “*Building a Business and Brand from the Inside Out.*” The seminar is the first of several EM has launched in an effort to empower entrepreneurs who want to implement a brand-driven approach to establishing and operating a business. The seminar will be held on the campus of Loyola Marymount University in Los Angeles, California.

Targeting the Los Angeles market was a natural progression for seminar instructor and EM’s brand marketing manager, Isha Edwards, who has experience working in a variety of industries including entertainment, academia, retail and the professional services. “Over the years, I’ve met and worked with business owners who want to know how to integrate business principles with industry standards. My goal is to provide instruction that enables current and aspiring entrepreneurs to excel.”

In addition to the course at Loyola Marymount, Edwards will facilitate a workshop for music professionals on March 14, 2009 during the Urban Network’s Music Entertainment & Marketing Summit #19 in Industry Hills, CA. On March 16, 2009, Edwards will host a Business Essentials seminar for performing rights group, SESAC (Santa Monica, CA).

Tailored for individuals as well as organizations, the Loyola Marymount session provides an in-depth look at the seven facets of business, which if applied as prescribed, will ensure that a

business thrives. During the session, attendees will create a brand-driven strategy that positions their company ahead of economic downfall while remaining on the cutting edge of innovation.

“Home builders know that a house is never condemned for what goes wrong with the structure, but what goes wrong with the foundation. More than ever, entrepreneurs must evaluate the foundation on which their business is based and fix any ‘cracks’ before continuing to build,” Edwards encourages.

### **About the Company**

**EPIC MEASURES (EM)** is a brand-driven business-to-business entity, which offers a "next practices" approach to establishing and operating a business. With measurable outcome, EM seeks to increase the profitability of individuals and organizations through five core services: marketing strategy, brand management, business communications, intellectual capital-research and development, and personnel training.

For more about EPiC Measures, call (404) 374-4482 or visit [www.epicmeasures.com](http://www.epicmeasures.com). To enroll in the seminar, visit:

[www2.lmu.edu/extension/catalog.aspx?term=20090&category=113&subcategory=6](http://www2.lmu.edu/extension/catalog.aspx?term=20090&category=113&subcategory=6).

### **About Isha Edwards**

In addition to holding a degree in business management, Isha Edwards has 14 years of experience in business education. She also has 17 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 professional services, 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. She is an established journalist and editor whose published work appears in more than 20 business and entertainment periodicals in the U.S. and abroad.

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