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# PRESS RELEASE

U.S. BRANDING CONSULTANCY LAUNCHES 'COLLABORATIVELY GLOBAL BUSINESS EXCHANGE'

*Global Business Mixer includes entities in Atlanta, Cape Town, and Port-of-Spain*

**Atlanta, Georgia, USA, July 26, 2011**-On July 28th, branding consultancy, **EPiC Measures, LLC**, will co-host the [\*BLAC Global Business Mixer\*](#) with startup company, **BLAC Sheep Barbering Ltd.** The Mixer will be held at Levels Lounge in Port-of-Spain, Trinidad from 10:00 a.m. to 2:00 p.m. (EST). Guest speakers from the United States and South Africa will participate via video conference in what is dubbed as a “collaboratively global business exchange”.

Executives from **The Coca-Cola Company** in Atlanta will lead a business segment and provide insight on diversity and business development, brand marketing, business management, and business strategy involving science, technology, engineering and math. The founder and owner of **The Entrepreneurship Incubator & Academy** in Cape Town, Bruce Wade, will discuss, *Innovative Leadership* while owner and brand marketing consultant of EPiC Measures, Isha Edwards will provide practical insight on the *Seven Facets of Business*. Representing Port-of-Spain, BLAC Sheep’s president, Marc-Anthony Daniel and CEO, Keevan Lewis will discuss philanthropy and economic development through business.

The collaboratively-global approach to doing business is Edwards’ vision and is an extension of her passion to teach business principles to youth and young adults, intrapreneurs, and aspiring entrepreneurs. Through EPiC Measures, Edwards provides brand-driven marketing consulting and business development services. Her skills and experience in business management, business education, and marketing enables her to implement a practical, comprehensive approach to establishing, operating, and growing a business. Different from walking prospects through the steps of business ownership is creating opportunities for the same. The Mixer is one of many opportunities.

Being a Trinidadian-American, Edwards has a vested interest in Trinidad & Tobago. Inspired by Nelson Mandela's story, whom she studied and wrote her management thesis about while at the University of Illinois-Chicago, Edwards also has a vested interest in South Africa. These connections led Edwards to begin to mentor young people in South Africa and Trinidad in 2009 and 2010 respectively; providing each with vital, marketable business skills.

For Edwards, the Mixer is all about creating opportunities that ensure entrepreneurs thrive by way of a broader network and access to resources. Through the Mixer, Edwards seeks to create strategic alliances with individuals and organizations with shared goals or interests and work with secondary and university students, business leaders and academics, the private sector or government agencies to empower individuals and organizations to excel. Edwards also hopes to inspire participants to "pay it forward".

Similar to the partnership between EPiC Measures and BLAC Sheep, Edwards believes entrepreneurs can accomplish a lot more collaboratively.

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For more about participating and supporting entities, visit the websites below.

EPiC Measures, LLC & Isha Edwards (Atlanta, Georgia, USA)  
[www.epicmeasures.com](http://www.epicmeasures.com) & [www.ishaedwards.com](http://www.ishaedwards.com)

[BLAC Sheep Barbering Ltd.](http://www.blacsheep.com) (Port-of-Spain, Trinidad & Tobago)

Consulate General of the Republic of Trinidad and Tobago (Miami, Florida, USA)  
[www.ftcgmiami.com](http://www.ftcgmiami.com)

Entrepreneurship Education Project (Normal, Illinois, USA)  
[www.entrepeduc.org](http://www.entrepeduc.org)

Entrepreneur Incubator & Academy (Cape Town, South Africa)  
[www.ei.co.za](http://www.ei.co.za)

First Citizens Bank (Port-of-Spain, Trinidad & Tobago)  
[www.firstcitizenstt.com](http://www.firstcitizenstt.com)

The Coca-Cola Company (Atlanta, Georgia, USA)  
[www.thecoca-colacompany.com](http://www.thecoca-colacompany.com)

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