

FOR IMMEDIATE RELEASE

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### **Jim Welch Reading and Book Signing at KU Edwards Campus**

June 26, 2008 (LAWRENCE, KS) – Jim Welch, noted business speaker, consultant and author of the book *Grow Now – 8 Essential Steps to Flex Your Leadership Muscles*, will present an interactive talk followed by a book signing from 4:30 to 6:00 p.m. on Wednesday, July 16, 2008 at Regnier Hall Auditorium on the KU Edwards Campus. The event, co-sponsored by KU Bookstores, is free and the public is invited.

*Grow Now – 8 Essential Steps to Flex Your Leadership Muscles*, released in January, 2008 by Henchard Press, is a business growth leadership book that delivers its powerful message in an entertaining and engaging way. Combining fun pop culture references and sports analogies with Jim Welch's personal insight and experience, the book presents eight well-defined steps that are independent and interlocking. With this step-by-step process, business people can build an engaged workforce and take their organizations to the next level.

"When Jim spoke at our annual Business and Innovation Growth Conference, he exuded energy, insight and humor – his book does the same. Business owners have little time for complex "theory", they are looking for ideas they can implement yesterday. *Grow Now – 8 Essential Steps to Flex Your Leadership Muscles* is full of inspiring and practical ideas for leading your business. The book shows how to use solid leadership skills to effectively develop your people and grow your customer base. Business owners would do well to adopt *Grow Now's* straightforward approaches to communicating, branding and competing in today's rapidly changing marketplace."

- Jean Zimmerman, Executive Director – Missouri Women's Center

As president and founder of "The Growth Leader, Inc.", Jim Welch is a member of Five Star Speakers and the National Speakers Association, working with Fortune 500 global clients and organizations across several industries. He is also principal owner in "LEADERFUELNOW, LLC", a company dedicated to fueling high octane business results. A former Senior Vice President of Marketing with Hallmark, Welch has over 25 years of marketing leadership experience and proven results including responsibility for brand strategy and portfolio management, advertising, promotion, the Hallmark Hall of Fame, market research, Hallmark.com, licensing partnerships, retailer marketing, and customer loyalty programs. Welch and his family live in Overland Park, Kansas.

KU Bookstores are located on the University of Kansas Campus in Lawrence on the second floor of the Kansas Union, and on the KU Edwards Campus in Overland Park in the Jayhawk Central Student Union. As a non-profit organization in the division of Student Success, all proceeds are given back to KU through student programs and activities.

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