

FOR IMMEDIATE RELEASE

NAAAP-OC and Dale Carnegie Show You How to Stand Out From the Crowd

Santa Ana, April 20, 2011 – The Orange County chapter of the National Association of Asian American Professionals (NAAAP), in conjunction with Dale Carnegie, is holding a personal branding workshop on Thursday April 28th at Dale Carnegie in Orange County (1805 East Dyer Road, Suite 109, Santa Ana, CA 92705) from 6 PM - 9:30 PM with Steve VerBurg, President of Dale Carnegie Training in Orange County.

“Brand Your Passion” is open to the public—\$10 for NAAAP members, \$20 for non-members; and a membership special of \$40, which includes event admission and one-year membership to NAAAP-OC (a \$10 savings); seats are limited to 35 slots, so register online now at www.naaapoc.org.

In today’s environment of increasing competition at the workplace and beyond, effective personal branding is becoming more and more important. Dale Carnegie will teach you how to leverage your individual passions and establish a point of difference from the rest of the crowd. Personal branding is the message you send and the message that others receive about you. How do you want to stand out from the crowd and have people remember you? Do you want to be known as a problem solver, an outstanding team member, a diplomatic change agent? Do you want to be perceived as polished, professional, and friendly? For others to receive your intended message, it must be genuine and authentic.

A poll by Inc.com found that 48% of their readers believed that personal connections are the primary factor that most often leads to getting ahead in an organization. Developing your personal brand is critical to building your network. Personal branding gives you an edge to make an outstanding impression. A personal network is an excellent source of information and ideas about events, trends, opportunities, and industry news. In this module, you will look at how to strengthen your first impression, develop a Personal Branding Statement, and build your relationship skills to add to your personal and business network.

1. Make a stronger first impression when building your professional network
2. Develop a flexible and authentic Personal Branding Statement
3. Make the most of professional connections
4. Use the relationship linking technique to add to your network

Steve VerBurg is Multi-Course Certified and specializes in helping companies and individuals within those companies to develop and achieve their potential. As a trusted advisor on corporate performance issues, Steve gives insights on ways to build-up the organizations he consults.

About NAAAP Orange County:

The National Association of Asian American Professionals (NAAAP) is the largest and fastest growing non-profit Asian-American professional organization in the U.S. and Canada. Through its all-volunteer committees, NAAAP promotes the career advancement and leadership development of its members in all fields by offering networking and community service events, respecting Asian multiculturalism, and supporting diversity. The Orange County Chapter was founded in 2008 to bring NAAAP’s mission of cultivating and empowering leaders for professional excellence; connecting accomplished professionals for mutual success; engaging and participating with the community-at-large; and inspiring leaders to make a meaningful difference in government, education, business, and society. For more information, visit www.naaapoc.org.

About Dale Carnegie:

Dale Carnegie is an industry leader in professional development, leadership training and corporate solutions, responsible for training more than 400 of the Fortune 500. Coca Cola, American Express, the U.S. Navy, Apple and Microsoft are all included among Dale Carnegie's ever-growing list of clientele.

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