

## Marketing & Advertising



# Latin Business Association Sol Awards 2008 Honor Bestowed on Power Media Group

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### **Are you Overloaded with Internet Marketing Information?**

Do you ever have the feeling of  
information overload? Do you sometimes  
feel overwhelmed at that full inbox, or  
have the feeling that you will never  
know enough to be successful in your  
home business? Every day you are  
bombarded with new information, emails  
to read and answer, new reports and e-  
books to download, courses to purchase,  
training to go through, communication  
for affiliate programs you have joined,  
forum posts to read or the next "guru"  
telling you that you have to buy their  
great new product.

### **How To Own A Business... Instead Of A Job**

Every business is run by someone who  
took on a risk with their time and  
money. So I believe that person should  
be rewarded.

### **Private Catering - Brief Business Techniques**

The catering is becoming a great  
business in these days. The main

Santa Clarita, CA (PRWEB) August 1, 2008 -- At the Biltmore Hotel in Los Angeles, Calif., Power Media Group (PMG) President Patricia Gracia, Peruvian, and CEO Tony Gracia, Puerto Rican, are the winners of Latin Business Association Sol Awards 2008. The Sol Awards achievement is accorded in recognition and appreciation for exemplary commitment to the Latino business community through PMG's leadership and service.

Held each year, this year's Sol Awards Gala held on July 26, 2008, set the backdrop for a premier Latino business networking and recognition event. The black-tie event attracts a who's-who of the Latino entrepreneurial, corporate and political worlds.

PMG qualified earlier in 2008 under very strict SBA guidelines for a Small Business Administration (SBA) Real Estate Loan, based on the firm's projected productivity and on its delivery of innovative services to clients. With the loan, PMG purchased its 11,000 square-foot commercial building and new home for clients.

Along with the beautiful Sol Awards gold statue, PMG received Certificates of Recognition from:

- California Legislature, Assembly
- The Honorable John Chang, California State Controller
- State Of California Board of Equalization

PMG received a book containing greetings and congratulations from:

- The White House, President George Bush
- Ruben Guerra, LBA Chairman
- Governor Arnold Schwarzenegger
- Lieutenant Governor John Garamendi
- Mayor Antonio Villaraigoza

advantage of catering business is the requirement of capital for this business is quite low. In fact if you have a good chef with you then you can rent the catering equipments and appoint some people to join you in daily payment business initially. Later you can have a stable catering set-up including the manpower and the equipments for your business. In short the catering is of two types viz. the event catering and the mobile catering. Event catering includes the catering for some special events such as wedding catering, catering party and dinner party catering etc. So now let us discuss a little about the business of catering.

**The Reverse Funnel System Is Continually Setting New Standards in the Home Business Industry**

The Reverse Funnel System, the new automated home business marketing program by Ty Coughlin, has been making waves for the past few months in the home business world. Many top home business earners are starting to chime in with Reverse Funnel System reviews that paint this new opportunity as one of the most powerful online home based businesses around.

**Persuasion Marketing Group Announces Name Change to Persuasion Communications Group - Effective 11/27/2007**

Atlanta-based integrated communications and marketing firm announces a new name and a sharper focus on ROI-driven communications solutions for Fortune 500 companies

**New Tool Helps Identify Executive Pay Issues: Business Community Gains Online Access to WorldatWork Executive Rewards Questionary**

As CEO pay continues unabated as the most scrutinized area of executive compensation, WorldatWork has created a new tool that poses 225 questions boards of directors will need to address before they approve compensation plans. The WorldatWork Executive Rewards Questionary clearly identifies every essential factor for rewarding executives and directors.

**9 Internet Marketing Tools That You Need to Know About Now**

Internet marketing is a fast-paced business, primarily because new tools are becoming available all the time Some of them are gimmicky, to be sure, but others can actually increase you traffic, and your links, and therefore your popularity

**10 steps to promote your business**

1) Word of mouth is the most cost-effective, powerful form of promotion. Write a list of 50 people you know but don't see regularly – relatives, friends,

- Dianne Feinstein, United States Senator
- Hillary Rodham Clinton, United States Senator
- Grace Napolitano, House of Representatives (Washington, D.C.)

About POWER MEDIA GROUP

A premier advertisement agency offering innovative and effective media buying, marketing and public relations services, Power Media Group has attracted widespread interest from advertisers by its successful operations in attracting the Hispanic market to PMG clients. Situated in the #1 Hispanic market by research firm Syncopate, PMG crafts magnetizing messages designed to harness the Hispanic consumers buying power of a trillion-dollar market segment.

PMG staff members are experts across a range of advertising segments. Clients which patronize PMG include: Clients: Universal Music Latin, Vivendi Visual Entertainment, NYX Cosmetics, Xenon Pictures, Creativa Interiors-Primor, The Perfume Club, AB Underwear, Costamar Travel Intl., New Concepts, Success Masters by Design, Laboratorios Mallo, and Selman Chevrolet, among others.

Founders Patricia and Tony Gracia serve clients with the respect and care they've presented since the beginning of the firm and stand true to their motto: "We love your business, as we love our baby."

Visit <http://www.powermediagroup.com/testimonials.html> to view client testimonials.

MEDIA: To schedule an interview, contact Patricia Gracia at (818)415-3230 or e-mail [pgracia@powermediagroup.com](mailto:pgracia@powermediagroup.com)

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/306705.htm>

RSS NEWSROOM: <http://newsroom.eworldwire.com/xml/newsrooms/306705.xml>

Source: POWER MEDIA GROUP

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**Key Contact Lists, Ltd.**

The Key To Your Success - We provide our clients with demographically tailored direct mail lists and

ex-colleagues etc.

telemarketing lists as well as opt-in email campaigns.

**[SaleBuild Announces the Appointment of Ian Dix to its Advisory Board - Telecom and IT Veteran to Provide Marketing and Management Expertise to Fast Gr](#)**

SaleBuild, Inc., a leading provider of sales acceleration services, announced today that it has appointed Ian Dix as an advisor to the SaleBuild Advisory Board.

**[Importance Of Using GPS Advisor Tracking In A Business](#)**

People are able to do more with the options on their GPS products due to the advance in technology creating some very interesting and innovative features in these useful products. One thing that is really good about this, is that it makes it a lot easier for business owners and managers to be able to locate and monitor their employees and make sure that their vehicle is secure. Using a GPS system will be a huge help for those that need to be able to monitor company vehicles and also be able to locate all the information that you need with little hassle.

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