



FOR IMMEDIATE RELEASE

## BARRA GWYNN ENTERPRISES NAMES STEARNS DWIGHT & ASSOCIATES AS AGENCY

**Yorba Linda, Calif. – March 6, 2007** – Barra Gwynn Enterprises, BGE, a leading consultancy offering technical insight, operations perfection, leadership consulting and executive coaching to transitioning businesses seeking improved productivity, today announced that it retained Stearns Dwight & Associates (SDA), a leading public relations and marketing services agency based in Laguna Beach, Calif. as its agency of record, in late 2006.

With a phased re-branding initiative that began in late 2006, BGE's renewed business charter required aggressive augmentation of its corporate communications strategy. Upon signing of the one-year retainer, SDA began a comprehensive re-brand, multi-level marketing and publicity program that will appropriately coincide with BGE's ambitious 2007 corporate charter.

"Before making our selection we interviewed several of SDA's clients," said Mo Aiken, BGE principal. "We looked at a number of options when starting our agency review and SDA came highly recommended to us by several professionals whose opinions we respect. We are very pleased with our selection and are confident that SDA will enable BGE to achieve all of our goals in 2007," Aiken said.

SDA's personalized communications program will build industry, consumer and media awareness of, and interest in Aiken, as a dynamic, innovative speaker, writer, author and trainer. In addition, SDA will position Aiken as an expert and business advisor on strategic analysis and planning, operations improvements, business leadership and business communications development. Lastly, SDA will re-design the BGE website, logo and marketing collateral.

"We are delighted to have the opportunity to work with such a dynamic client," said SDA vice president Pat Dwight. "Based on his extraordinary professional background and innovative approach to coaching executives and managers in today's business environment, our challenge will be communicating Mo Aiken's fascinating story in the niche markets over which he will have the greatest impact," Dwight concluded.

### **About Stearns Dwight & Associates**

Founded in 1999, Stearns Dwight & Associates (SDA) offers full-service marketing solutions and public relations consulting to small and medium-sized companies in the technology, home building and real estate markets, as well as a variety of other commercial and industrial segments. Through the imaginative and award-winning writing offered by SDA, client's messages reach their target audience quickly and affordably. SDA specializes in Public Relations, Media Relations, Sales Collateral, Feature Articles, Biographies, Newsletter Writing, Trade Show Writing, and Web site Copywriting.

### **About Barra Gwynn Enterprises**

An operations and strategic planning consultancy, Barra Gwynn Enterprises' founder and principal Mo Aiken delivers technical insight, leadership consulting and executive coaching to transitioning businesses seeking improved productivity, efficiency, and bottom-line profitability. A thirty-five-year veteran and skilled communicator, Aiken effectively interacts with all organization levels to successfully integrate key business functions and best practices for profitable problem resolution. Barra Gwynn Enterprises was founded in 1992 by Mo Aiken. For more information please call 714-961-0413 or visit: [www.barragwynn.com](http://www.barragwynn.com).

Media Contact: Pat Dwight, Stearns Dwight & Associates, 949-494-0424; email: [pat@sda.bz](mailto:pat@sda.bz).

###