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BARRA GWYNN ENTERPRISES' MO AIKEN LED OCTOBER 3, 2007 LEADERSHIP MENTOR PROGRAM AT SANTA FE SPRINGS CHAMBER OF COMMERCE

"First Impressions Make Lasting Impressions": Winning the Identity Game

Yorba Linda, Calif. – September 19, 2007 – Barra Gwynn Enterprises (BGE), a leading consultancy offering expert strategic planning, technical insight, operations perfection, leadership training and executive coaching to transitioning businesses, today announced that its principal Mo Aiken is the keynote speaker on October 3, 2007, at the Santa Fe Springs Chamber of Commerce & Industrial League. Aiken will address: ***First Impressions Make Lasting Impressions***.

Local chamber members participate in the ongoing mentoring series. Program highlights offer participants insights into developing and utilizing more successful personal and business skills. Interactive sessions encourage participants to vitalize and focus their personal development, experience, capabilities, desires and successes, and to incorporate these skills into their own personal and professional life.

"This is a wonderful organization to work with and I look forward to sharing my business experiences that focus on making a good impression with an enthusiastic group of professionals," said BGE principal Mo Aiken.

The Santa Fe Springs Chamber/Industrial League is a strong, active and involved volunteer organization committed to providing services to local business and developing a prosperous, vital business community. ***The First Impressions Make Lasting Impressions*** meeting will be held on October 3rd from 7:30-9:30 a.m. at Geezers Restaurant, 12120 Telegraph Road, Santa Fe Springs, Calif.

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.

About Santa Fe Springs Chamber of Commerce and Industrial League

Incorporated in 1957, The Santa Fe Springs Chamber/Industrial League offers a variety of programs and services available to the community and business employees to enhance local businesses and encourage ongoing development. The benefits of Chamber -League membership ensures success. The City's "pro-business" standpoint encourages positive interaction between the 100,000+ work force and the 17,000+ residents. Today's Chamber/League's membership approaches 1,000. For more information visit: <http://www.sfschamber.com>, or call (562) 946-3976.

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

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