

EXAMPLES OF PRESS RELEASES & PUBLICITY

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[BUSINESS PLANS HANDBOOK: Read project profile](#)

Editor Seeks Successful Small Business Plans for Possible Inclusion In Acclaimed Business Plans Reference Handbook

Editor Seeks Successful Business Plans for Possible Inclusion In Acclaimed Business Plans Handbook, 12th Edition ~ Small Business Plans to be Featured in Major Book Published by National Reference Publisher

San Antonio, TX (PRWEB) March 26, 2006



Think your business plan is so outstanding it could be published as a model for other entrepreneurs in a major business plan reference book? Here's your chance to make it happen.

San Antonio-based editor Lisa Bastian is seeking exemplary business plans for inclusion in the 12th edition of Business Plans Handbook (BPH), a collection of actual business plans used by entrepreneurs seeking funding for small businesses throughout North America. The BPH series is published by The Gale Group of Farmington Hills, Michigan, a division of Thomson Gale (the world leader in e-research and educational publishing for libraries, schools and businesses).

"People seeking advice on how to write a business plan can turn to myriad books on the market for advice," notes Bastian, who has worked on four prior BPH editions. "However, few books offer dozens of 'real-life' successful, quality plans like those showcased in our product. All the sample plans, representing the manufacturing, retail and service industries, are published almost exactly as they were presented to lenders. We just fictionalize the names of products, company personnel, locations and other identifying information."

Scheduled for publication October 2006, BPH-12 will feature about two dozen plans and fill over 500 pages. Like previous BPH editions, it will be marketed as a business plan reference guide to major public libraries and universities nationwide. (Pricing should be similar to BPH-11, selling for \$160+.) Besides fictionalized business plans, most BPH editions contain a business plan template; a listing of helpful organizations, agencies, and consultants; a glossary of small business terms; and an updated bibliography.

To be considered for inclusion in BPH-12, Bastian says a business plan should meet certain criteria. Each plan must: 1) have been used by a small- to medium-sized North American company, 2) have successfully raised start-up monies for the business, 3) be well written, 4) be between 5 and 40 pages long, and include at least 2 to 5 pages of the most important financial pages, 5) have been used between mid-2003 and December 2005. In addition, business plans chosen typically include type a statement of purpose; executive summary; business or industry description; market; product and production; management/personnel; and financial specifics.

Bastian asks potential plan contributors to contact her by phone at (210) 404-1839 until April 30. "I'm limited to the number of plans I can accept," she says, "so it's advantageous to send them to me as early as possible for review." For BPH-12 Bastian is hoping to find at least one plan from each of the childcare, massage therapy and spa businesses categories. "Unfortunately, restaurant plans will not be selected this year as we already have enough in our inventory," she points out.

Contributors will receive one copy of BPH-12 for contributing as well as an acknowledgement in the book's front matter and a full business listing in the resource section. "The best part about being a contributor," Says Bastian, "is the satisfaction received from knowing your business plan has been recognized as a business tool to be emulated in an esteemed reference product."

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INGENESIS MEDICAL STAFFING

- Lisa helped publicize client's rise from a small local HR firm to a regional, then national, staffing agency powerhouse. The PR efforts supported client RFPs for government and private sector contracts. *InGenesis founded/owned by Dr. Veronica Edwards.*
- Lisa was told by client's lawyer that her PR efforts were directly responsible for firm securing substantial monetary gains (well over \$1 million) in one new partnership contract with a nationally known staffing firm. This partner was impressed by Lisa's work and made note of that in negotiations.
- *San Antonio Woman*: [Link to article](#) about client which appeared in women's business magazine AFTER Lisa pitched story idea.
- Here are highlights of client's successes which were publicized by Lisa and/or came about AFTER Lisa wrote and submitted nomination materials for awards.

2010

- Ms. Edwards was invited to be Commencement Speaker, Spring 2010, at University of the Incarnate Word. Lisa made this dream come true for client after executing a year-long "quiet campaign" sharing school client's successes, and other info, to show why client would be excellent role model for graduates of her alma mater.
- Ms. Edwards was named 2010 SBA "Regional Minority Small Business Person of the Year" for U.S. Small Business Administration Region VI. The five-state region serves Texas, New Mexico, Oklahoma, Arkansas and Louisiana

2009

- The U.S. Department of Commerce's Minority Business Development Agency (MBDA)-Dallas Region named InGenesis its 2009 "Minority Service Firm of the Year." The region is comprised of 11 states: Arkansas, Colorado, Louisiana, Montana, New Mexico, North Dakota, Oklahoma, South Dakota, Texas, Utah and Wyoming
- InGenesis was named "MedWeek Regional Minority Service Firm of the Year" by the U.S. Department of Commerce's Minority Business Development Agency
- Ms. Edwards won the "Entrepreneurial Women's Leadership Award" from *San Antonio Business Journal* (which was provided with all press releases prior to this)
- InGenesis made the list: "Largest San Antonio Permanent Placement Agencies," *San Antonio Business Journal*
- InGenesis won a Southern Region "Silver Quill Award of Excellence" (Design category) from the International Association of Business Communicators for the design of its "I Spy 10" Challenge Coin, an effective marketing tool.
- InGenesis was accepted on the Inc. 5000 list of "Fastest Growing Privately Held Companies in the U.S." (#18 in healthcare staffing nationwide)

2008

- InGenesis was accepted on the Inc. 5000 list of "Fastest Growing Privately Held Companies in the U.S."
- InGenesis named "Outstanding Company of the Year" by San Antonio Business Opportunity Council (SABOC)
- Ms. Edwards named "SBA Small Business Person of the Year" (San Antonio)
- InGenesis made the list: "Largest San Antonio Permanent Placement Agencies," *San Antonio Business Journal*
- InGenesis won a Bronze Quill "Award of Excellence" (Electronic and Digital Communications category, Communication Skills division) from the International Association of Business Communicators, San Antonio chapter. Work was for firm's new website Bastian wrote.
- InGenesis won a Bronze Quill "Award of Merit" (Writing) from the International Association of Business Communicators, San Antonio chapter. Work recognized content only of website written by Bastian as Bastian Public Relations

2007

- Ms. Edwards won "Latina Business Excellence Award" from Compass Bank in partnership with the Institute for Economic Development at the University of Texas at San Antonio, the San Antonio Hispanic Chamber of Commerce, and Telemundo
- InGenesis made the list: "Largest San Antonio Permanent Placement Agencies," *San Antonio Business Journal*

InGenesis Medical Staffing Wins \$7.7 Million Contract

San Antonio-Based Company to Provide Medical Coding Services for Army Medical Facility in El Paso, TX, for Nearly Five Years

By: Lisa Bastian

June 9, 2008 - PRLog -- San Antonio, Texas -- InGenesis Medical Staffing of San Antonio announces it has been selected to provide Medical Coding Services for the patient administration division of William Beaumont Army Medical Center (WBAMC), Fort Bliss Texas and associated sites in El Paso, Texas.

The contract – worth \$7,696,084.00 – commences June 2008 and will continue for almost five years.

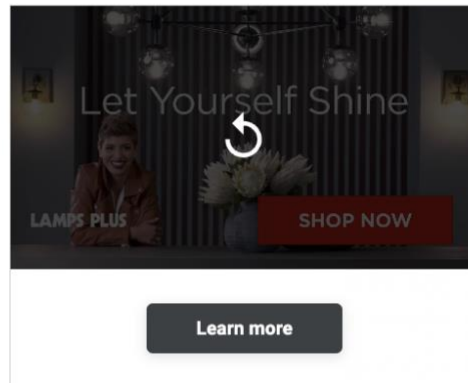
"We are pleased the Army chose InGenesis to staff this important Department of Defense medical facility with our professional medical coding employees," says Veronica Edwards , president and founder of InGenesis. "Our people will do an excellent job supporting WBAMC's mission of offering compassionate, cutting-edge health care services to thousands of patients each month." She adds that InGenesis is seeking additional coding staff to help support this important contract.

WBAMC is recognized as one of the Army's most modern healthcare facilities. It has provided comprehensive medical care to military personnel and their eligible family members since 1921. The hospital also trains healthcare providers (for peace and war) in many medical disciplines, and serves as a key regional trauma center for the El Paso community.

InGenesis Medical Staffing sets the standard for providing medical employment and staffing solutions within the healthcare industry by placing quality talent in agency and direct-hire assignments . Established in 1998 in San Antonio, Texas, by Ms. Edwards, this fast-growing company services more than two dozen clients—including large hospital systems, medical clinics and military installations—in Texas, Louisiana, Georgia, Missouri and Nevada. Web site: www.ingenesis.org . Phone: 210-366-0033. Press Release Distribution By PressReleasePoint

Contact Us:

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InGenesis
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SHARK TANK CONTESTANT MARK SULLIVAN

- In 2007, inventor Mark Sullivan of San Antonio, TX, was chosen to appear as a “Shark Tank” contestant. While the show’s publicity people promised national/global PR support, they requested that Mark hire his own PR services firm to secure local media coverage.
- Mark chose Lisa Bastian; [read project profile here.](#)

[Link to press release pdf ~ shown below](#)



FOR IMMEDIATE RELEASE

Contact: Lisa Bastian, CBC

Office: 210.404.1839 ~ E-mail: bastianpr@aol.com

San Antonio Inventor Mark Sullivan to Pitch Revolutionary Energy Technology to Investors on ABC's 'Shark Tank' TV Show April 13, 2012

Electric Generator Uses Spin of the Earth to Produce Cheap, Renewable Energy; Invention Could Dramatically Transform Societies

SAN ANTONIO, TX (April 10, 2012) ~ Meet inventor Mark Sullivan of San Antonio, Texas. In the near future, this humble yet brilliant genius may be recognized as Leonardo da Vinci's 21st-century protégé if his mind-boggling new energy inventions can secure the necessary funding to be built. In 2012, that investment dream just might come true.

This April, Mark will be introduced to a panel of five wealthy business people ("Sharks") as a guest on [Shark Tank](#) ABC's hit reality TV series. He was chosen from over 24,000 applicants to pitch his patented **electric generator that harnesses energy from the spin of the Earth. The episode featuring Mark airs this Friday, April 13, 2012, at 8 p.m. (7 p.m. Central) on ABC.**

During every episode, the Sharks actively look for the best product and business proposals in America by listening to aspiring entrepreneurs talk about their ideas and how much funding they need to launch their concepts. Mark Burnett, Clay Newbill and Phil Gurin are the executive producers of "Shark Tank," based on the Japanese "Dragon's Den" format created by Nippon Television Network Corporation. The series is from Sony Pictures Television. Season Three of *Shark Tank* makes TV history as these venture capitalists will offer \$6.2 million of their own money to finance projects associated with the show.

A prolific inventor, Mark holds 36 separate claims on innovative technology which can be used to produce **electric energy cheaply, in massive quantities, and in environments all over the planet.** This revolutionary generator marks the first time in mankind's history that energy can be captured from the constant rotation of the Earth. Simply explained, this invention creates electricity from saltwater, brackish or industrial waste water. Byproducts from the process include fresh, clean water and valuable mineral precipitates, like gold and manganese.

"There is an unequal distribution of resources on Earth. If my energy invention is properly funded, all that can change on our planet," Mark says. "Every country which has enough of these generators could become energy independent and raise the standard of living for their citizens. This generator is a technological advancement representing a genuine legacy of goodness for the world."

To date, **over 1,000 of Mark's inventions** have been brought to life. For example, he has designed biomedical devices for cosmetic surgery, nephrology, cardiology, sports medicine and dentistry clients. However, hundreds more of his ideas remain "on the drawing board" until proper funding comes through.

Not surprisingly, this degreed molecular biologist, biomedical engineer and artist also is a life member of American MENSA, the high I.Q. society for geniuses. He has designed special effects for over 100 projects (including major feature films), won engineering awards, and had his work published in various scientific papers. Locally, in the Alamo City, Sullivan has designed several large-scale civic projects, including the Bike S.A. system, the San Antonio Film District, and currently "Texposition"—a technologically advanced world's fair for San Antonio.

Mark is now **actively seeking patrons and partners** willing to fund development of his inventions, many of which could solve complex problems afflicting humanity. For more info about the pioneering electric generator and Mark's other inventions, visit www.marksullivanresearch.com

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NATIONAL LAWYERS ASSOCIATION

- Bastian co-wrote a “**position statement**” press release for client NLA and the Alliance Defense Fund about how both groups object to the American Bar Association promoting same-sex “marriage” laws and putting out false indicators that it speaks for all American lawyers on the issue. Bastian assisted with the successful national distribution of the press release to key legal and consumer online and print publications.
- Lisa wrote/distributed press releases promoting NLA’s June 2011 annual **national conference** as well as an organizational **NLA fact sheet** used to secure media coverage from national and regional news outlets. **Also wrote six newsletters for NLA.**

ADF: American Bar Association can't speak for all American lawyers on same-sex 'marriage'

ADF, National Lawyers Association object to ABA’s policy under consideration to redefine marriage at August 2010 National Convention

Wednesday, Aug 4, 2010

SAN FRANCISCO — Two groups representing thousands of attorneys nationwide are disputing claims by the American Bar Association that it speaks for the legal profession in its plans to endorse same-sex “marriage” later this week. Attorneys associated with the Alliance Defense Fund and National Lawyers Association point out that about three-quarters of American lawyers don’t even belong to the ABA, and many actively work to protect marriage as the union of one man and one woman.

In addition, National Lawyers Association President John G. Farnan is urging several thousand lawyers in its database to individually voice their objection directly to the ABA, which will decide at its national convention in San Francisco Aug. 5-10 whether it will adopt a policy that urges state, territorial, and tribal governments to eliminate all legal barriers to radically redefine marriage.

“We call upon the ABA to refrain from taking political positions. The first step in that process is for the ABA to reject adopting yet another one--this time on the controversial issue of same-sex ‘marriage,’” said ADF Senior Legal Counsel Doug Napier, who resigned from the ABA because of its political stands. “The fact that ADF and other lawyers disagree with the ABA on a number of controversial issues demonstrates the gross inaccuracy of ABA’s claim that it speaks for the U.S. legal profession.”

“The ABA was not originally designed to endorse political agendas,” Napier explained. “But in recent years, it has joined hands with groups like the ACLU on a number of societal issues and wrongly asserts that it speaks for the legal profession. We urge the ABA to abandon its divisive political agenda and return to its original non-partisan mission of advancing jurisprudence, encouraging uniform state laws, strengthening the administration of justice, upholding the profession’s honor, and encouraging friendly interaction among bar members.”

“The ABA’s sojourn into social engineering is not based on scientific facts,” said Farnan. “This is the same ABA which ignored biological facts when it voted to deny basic civil and human rights for the unborn.”

The same-sex “marriage” measure is reminiscent of other actions the ABA has taken over the last two decades, beginning with its 1992 adoption of an official ABA policy advocating abortion. That action resulted in a significant exodus of lawyers leaving the ABA in protest. In 1993, many of those lawyers formed the National Lawyers Association, an alternative bar association for lawyers sharing pro-life, pro-Constitution values. It has members in all 50 states.

Since 1992, the ABA has taken political positions and actions on a multitude of other controversial issues by opposing a critical provision of the federal Defense of Marriage Act, advocating civil trials for suspected terrorists, supporting a tear-down of the military’s “Don’t Ask, Don’t Tell” policy--and most recently--filing a friend-of-the-court brief in federal court challenging Arizona’s immigration enforcement law.

ADF is a legal alliance of Christian attorneys and like-minded organizations defending the right of people to freely live out their faith. Launched in 1994, ADF employs a unique combination of strategy, training, funding, and litigation to protect and preserve religious liberty, the sanctity of life, marriage, and the family.

LOGOS NUTRITIONALS

- [Lisa wrote three press releases for this American supplements/vitamin company.](#)
- [New "Rejuvenase" Enzyme Supplement by Logos Nutritionals Dramatically Improves Absorption and Assimilation of Protein in the Human Body](#)
- [Candid Rid press release, below.](#)

Logos Nutritionals Launches New "Candida Rid" Antifungal Supplement to Fight Yeast Infections & Candida Overgrowth

Proprietary blend of antifungal herbs and nutrients is centerpiece of company's Candida Cleanse Protocol

Atlanta, GA (PRWEB) October 05, 2011



Logos Nutritionals of Atlanta, GA, announces the launch of its newest product, Candida Rid. After years of research, the perfect formulation was achieved to fight all types of yeast infections; most notably Candida overgrowth.

Building upon centuries of great outcomes, Candida Rid's modern-day, cutting-edge formulation is a proprietary blend of ultra-effective antifungal support herbs and nutrients. Key ingredients include oil of oregano, caprylic acid, proteolytic enzymes, black walnut and wormwood.

"While yeast infections are ancient microbes, they've become a modern plague as common in America as apple pie," said John Burgstiner, founder and president Logos Nutritionals. "Ancient healers were able to successfully treat them using herbs with natural antifungal properties."

Microscopic fungi like Candida have always thrived, but yeast infections in humans were rare until modern times when two major factors set the stage to make yeast overgrowth in the U.S. as common as apple pie. One is the overuse of antibiotics, which kills both beneficial micro-organisms and bad pathogens. The other is the increase of refined carbohydrates in the American diet; it lowers the body's immunity and directly feeds the cycle of yeast infection.

"When the delicate balance of essential flora in the GI tract is disturbed, yeasts and other pathogens are quick to capitalize on the opportunity to multiply," said Burgstiner. "Left to flourish untreated, candida can invade the intestinal walls, breaking them down until they begin to leak harmful bacteria and larger proteins into the blood stream. The resulting long-term 'leaky gut' toxicity and constant immune system burden can have devastating consequences to your health."

Candida Rid also is the centerpiece product in the company's new Candida Cleanse Protocol. This group of cutting-edge herbal extracts and nutrients is designed to work in harmony to not only rid the body of yeast infection, but also promote detoxification pathways and restore digestive health. The Protocol's five products are: Candida Rid, L-Glutamine (amino acid that rebuilds the gut lining), Liver CS Plus (detoxes the body and cleanses the liver), Essential Digestion (improves digestive health) and Essential Flora (an advanced probiotic that improves the immune system and digestive health).

About Logos Nutritionals, LLC: Logos Nutritionals of Atlanta, Georgia, is a health and nutrition company offering a synergistic line of natural medicines that transforms lives by nourishing, protecting and strengthening the human body. Founder and President John M. Burgstiner is a second-generation healer, speaker, writer, researcher and gifted nutritional formulator. He continues the incredible legacy of his father, Carson B. Burgstiner, M.D., creator of the groundbreaking Burgstiner Wellness Protocol (a collection of natural medicines which detox the body and restore immune system function). The company's nutritional products are sold at select pharmacies and natural health stores nationwide and on its website, <http://www.logosnutritionals.com>.

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“ Candida Rid's modern-day, cutting-edge formulation is a proprietary blend of ultra-effective antifungal support herbs and nutrients. ”

KICKERCON CROWDFUNDING EXPO

- Lisa wrote press releases and helped publicize the first-ever crowdfunding conference in Texas, held in Houston, with nationally known industry experts.
- **Read online:** [Kickercon Brings All-Things Crowdfunding in National Event \(prnewswire.com\)](http://prnewswire.com)

KICKERCON

CROWD FUNDING CONFERENCE & EXPO

FACT SHEET

Lisa Bastian: lisa.bastian@kickercon.com
210-683-1947

Terrell Jones: terell.jones@sircap.com
210-867-1100

Crowd funding is a fast-paced, efficient and proven new way of raising funds for personal or business projects by asking a large number of individuals ("the crowd") for a set amount of money via Internet platforms.

WHAT: [Kickercon](http://www.kickercon.com) Crowd Funding Conference & Expo: The Entrepreneurial Conference for Disruptive Innovators. www.kickercon.com This is the first major **educational and networking crowd sourcing** event of its kind in Texas! It's designed specifically for those who love "all things crowd funding": crowd-funding enthusiasts, dreamers, inventors, entrepreneurs, investors, innovators and developers from the worlds of technology, non-profits, education, film, music, economic development, and more.

BENEFITS: Participants will learn how to: prepare a product/service for crowd funding; run a successful crowd-funding campaign; protect themselves from liability; protect their businesses from ultra taxation; and use/leverage SEO, social media and content marketing for optimal funding results. Secrets also will be revealed about how to successfully network and collaborate with others.

WHEN: Full 3-day conference/expo: Thursday, **Aug. 28**; Friday, **Aug. 29**; and Saturday, **Aug. 30**, 2014. *VIP-only "kicker" evening event is scheduled for Wednesday evening, Aug. 27.*

WHERE: Hilton Americas-Houston (downtown); 1600 Lamar St., **Houston, TX 77010**; 713/739-8000. Special \$99/night room night rates available; visit kickercon.com for details.

SPEAKERS: **Over 20** dynamic speakers will present case studies, research/marketing strategies, business and taxation tips, and other invaluable insights. Come meet IndieGoGo crowd-funding experts; "Cowboy Ryan" of ABC-TV's *SharkTank* fame; founders of popular crowd-funding websites; Mark Fidelman, *Forbes* writer; Jon Medved, Israel's leading venture capitalist; and other crowd-funding industry experts.

SPONSORS/PARTNERS: Our list currently includes: StartupValley, Growth Hacker, Our Crowd, FundHub, Full Spectrum Laser, IndieCrowdFunder.com, Pledge Music, Leverage PR, Phone Halo, Ministry of Supply, Misfit, CrowdFundBeat, Nomiku, Leverage PR, and Rice University. *Sponsorship opportunities are still available.*

EXPO: More than **50 exhibitors** will showcase products, services and ideas of interest to the crowd-funding community. Demo some of the hottest crowd-funded **consumer tech products** (e.g., gaming, 3D printers, speakers) by [Oculus](http://Oculus.com), [Pirate3D](http://Pirate3D.com), Omni, Structure, castAR Technical Illusions, Coin, SmartThings, Emotiv, Shine and Olive. **Hours:** Aug. 28, 12 noon to 5 pm; Aug. 29, 9 am to 5 pm, Aug. 30, 9 am to noon. *Note: Prime expo [booth space](#) still available.*

MUSIC: On Friday, **Aug. 29**, attendees are invited to attend our "KickerJam" concert held at the hotel.

CROWD-FUNDING COMPETITION: Kickercon's first annual **BoostIt!** competition will fund one or more crowd-funded campaigns; recipients and financial amounts to be announced closer to date of event.

REGISTRATION: *Secure all passes online at www.kickercon.com*




- Conference and Expo: **\$299** pass, good for all 3 days (Aug. 28-30).
- Conference and Expo-VIP: **\$499** pass, good for all 3 days *plus* private networking event on Aug. 27.
- Expo only: **\$25** for 3-day "Early Bird" pass; after Aug. 15, price is **\$49.99**.
- Media: Register for free admission to expo or conference by sending an email to press@sircap.com

KICKERCON PRODUCERS: Justin Ryan, CEO of SirCap Corp. (San Antonio-based venture capitalist firm, www.sircap.com); and Terrell Jones, veteran IT expert in fields of Green IT, Cloud Computing, Virtualization and Managed Services.

FOR MORE INFORMATION:

- Conference/Expo inquiries: Terrell Jones, Partner Promoter, [210-867-1100](tel:210-867-1100), terell.jones@sircap.com.
- Media inquiries: Lisa Bastian, PR Coordinator, 210-683-1947, lisa.bastian@kickercon.com

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