



NEWS RELEASE

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FOR IMMEDIATE RELEASE
September 24, 2007



Success With People to Sponsor The Partner Event - BBC Russell speaks to over 600 Microsoft Partner Attendees

Novato, California (September 24, 2007) – [Success With People](http://www.successwithpeople.com) is a sponsor at the upcoming The Partner Event® - BBC (Business Building Conference), October 2nd – 4th in Fargo, North Dakota. The Partner Event® BBC is a premier partnering and learning event for Microsoft Dynamics™ Business Partners. Success With People is proud to be a sponsor at the Innovator level in helping support this event.

In addition to the sponsorship, David Russell, CEO, will be speaking on two topics of keen interest to the Microsoft partner group. David will be conducting two separate workshops on October 4th focusing on the [hiring](#), retention and engagement of employees. These sessions are: “*Compensation – How to Create a Win-Win for You and Your Employees*” and “*How to Hire Sales Professionals Instead of Great Actors*”.

“We are pleased to have Success With People as a sponsor of this year’s Business Building Conference. Furthermore, we are excited to have David Russell speak to our conference attendees on issues paramount to their business success.” stated Jenny Davis, Event Manager.

“We continue to value our working relationship with Microsoft Business Partners. We are looking forward to working with The Partner Channel in supporting this key prestigious event.” said David Russell, CEO, Success With People.

About The Partner Channel

The Partner Channel® is a creative and marketing management resource for Partners who specialize in business solutions software, such as Microsoft Dynamics. For more information about [The Partner Channel](#) and The Partner Event - BBC, visit www.thepartnerchannel.com.

About David Russell, the author

Partners of Microsoft, Intel, Cisco and other companies are turning to David Russell to improve the way they hire, manage, develop and retain top talent. The reason Russell is fast becoming the go-to leadership guru for high-tech entrepreneurs is he teaches a 12-step system to become an effective leader rather than just toss out some ideas and be gone. His focus on leadership follow-through is evident in his [Success With People Club](#), which is a \$25 a month mentoring program that reinforces key objectives, inspires more complete employee engagement and pushes leaders to take consistent action resulting in new growth and profits.

About Success with People

[Success With People](#), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. This quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD's and on-call help for you to become the effective leader you need to be.

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