

CITY OF CYPRESS PRESS RELEASE

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For Immediate Release
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FOR IMMEDIATE RELEASE

SUBJECT: BRACE Takes a Bite Out of Conventional Thinking



(Left Picture - From Left: Dr. Prakash Narain, Mayor; Ms. Kim Shepherd, CEO, Decision Toolbox; Mr. Douglas A. Bailey, Mayor Pro Tem)

(Right Picture: Ms. Kim Shepherd, CEO, Decision Toolbox sharing with the BRACE participants)

The City of Cypress Business Retention Attraction Creation & Expansion (BRACE) Program held another successful and well attended quarterly event on Wednesday, October 26, 2010, at the Cypress Community Center. Executives from over 30 larger Cypress businesses attended this event.

The event's keynote speaker was Kim Shepherd, CEO of Decision Toolbox, and author of the book "The Bite Me School of Management: Taking a Bite Out of Conventional Thinking." A recognized "Thought Leader" by Human Resources organizations nationwide, including the Human Capital Institute, Kim is a regular

speaker at national and regional events on the topic of recruitment best practices, recruitment process outsourcing, and the "virtual" business.

Calling Kim unconventional is an understatement - her past life includes 10 years as a TV and Foreign Correspondent, a stint at Club Med and a near miss at a spot on the Olympic ski team.

Previously, Kim was Vice President of Recruitment at South Coast Rehabilitation Services where she expanded revenues from \$3 million to \$100 million, Founder and Director of Profile Strategies, a specialized recruitment firm, and National Director of Recruitment Services at Strategic HR Services, a \$60 million outsourced Human Resources group.

The next regularly scheduled quarterly BRACE event will take place in February 2011. The event date will be announced.

For additional information regarding the BRACE program and other City services for the business community, or for information on how to relocate your business to the City of Cypress, please contact Redevelopment/Economic Development Manager, Bill Manis at (714) 229-6671.

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