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## **Callosum Creative Experts Teach Company Leaders How to Make Every Client Interaction Meaningful**

Chicago, IL — Callosum Creative Ltd. has assembled an acclaimed team to support the company's **People-First Branding<sup>SM</sup>** program. With more than 70 years of collective experience, Callosum has the know-how to significantly increase the productivity and influence of three key employee units: sales teams who bring business in, account teams who retain and build business, and executives who serve as the face of the company.

"I couldn't be more proud to work with these highly respected professionals," says Clare Hefferren, president and founder of Callosum Creative. "They're each thought-leaders in their fields and, working together, we can change the way companies think about individual branding, communications and client interaction."

Callosum Creative's revolutionary People-First Branding<sup>SM</sup> service is designed to help companies' top employees "live and breathe" the organization's message and brand. The primary Callosum consultants — dedicated to helping companies protect their investments in corporate branding, campaigns and promotions by ensuring their employees present themselves and the company in a consistent, cohesive and highly professional manner — are:

- **Clare J. Hefferren, president and founder**  
Clare has more than 18 years of experience in branding, fashion, graphic design and project management, and has worked with clients who operate on regional, national and international scales.
- **Josette Goldberg, client relation and leadership affiliate**  
Josette is a seasoned executive coach with experience in the wholesale, retail, financial services, healthcare, recruitment, office services, communications, printing, advertising and marketing industries.
- **P.J. McGuire, business etiquette affiliate**  
P.J. is a certified etiquette and protocol consultant specializing in teaching the modern uses of traditional etiquette rules to executives, young professionals, career switchers and academia.
- **John Vautier, speaker skills affiliate**  
John has spent more than 20 years teaching people how to speak with authority and interest. His clients come from the healthcare, manufacturing, insurance, pharmaceutical, consulting, education services, automotive, technology and utility industries.

Read full bios at [callosumcreative.com/us/management-bios/](http://callosumcreative.com/us/management-bios/).

"People-First Branding<sup>SM</sup> is essential especially in this economic climate because it creates effective, confident staff members who gain skills to enhance their performance and the company's bottom line," Hefferren says. "By improving employees' productivity and retaining the existing workforce, companies can boost revenue and eliminate expense related to talent acquisition — which, according to conservative estimates, is at least 1.5 times the position's annual salary."

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**About Callosum Creative Ltd.**

Founded in 2005, Callosum Creative began as a full-service branding firm. Finding a consistent disconnect between brand materials and staff brand portrayal, the company added a staff professional development division in 2007, and the People-First Branding<sup>SM</sup> premier service in 2009. Consulting on leadership skills, wardrobe, client relations, etiquette and non-verbal cues, Callosum Creative helps companies and their employees bring brands to life. Read more at [callosumcreative.com](http://callosumcreative.com).