



Included below is a press release regarding a visit by motivational speaker Jim Reed to campus at Ferris State University. Further information is available by contacting Sandy Gholston, interim assistant director of News Services.

For Immediate Release
Nov. 24, 2010

Sandy Gholston
Ferris State University
Interim Assistant Director of News Services
sandygholston@ferris.edu, (231) 591-2021

Reed's Ferris Appearance Designed to Inspire Future Student Success

BIG RAPIDS – Known for his skills as a “life coach” through his motivational messages, Jim Reed is bringing his inspirational words to Ferris State University.

Reed's “Get in the Game” presentation will be aimed at students and others in attendance on Monday (Nov. 29) beginning at 7 p.m. in Ferris' Rankin Student Center Dome Room. His campus visit is being sponsored by Ferris' American Marketing Association, headed by student chapter president Eric Cole.

“Jim is a life coach, diversity and leadership developer we're bringing to Ferris because our organization feels that he has a great gift of motivation,” Cole said of Reed, an international speaker whose messages have been heard at various stops in Europe and in Latin America. “We believe he can spread that message to the students of Ferris.”

Ferris' AMA chapter will serve as the primary sponsor for Reed's visit. His keynote address is set for Nov. 29, but Cole added that Reed's trip will be a two-day visit that includes speaking to College of Business classes in addition to his featured presentation.

“Jim travels year-round to different universities speaking on leadership, diversity, motivation and career advice. He also has a Career Corner workshop where he gives advice on resume building and interview techniques,” Cole said.

Reed has developed presentations centered on communications, leadership development, diversity, team building and more through lectures and workshops. He also has experience in leadership training, management development and motivational speaking.

In addition the Ferris AMA, the Public Relations Student Society of America (PRSSA) and Residence Hall Association (RHA) are sponsors for Reed's visit.

For more information, contact Cole at (269) 845-2076 or e-mail him at e.cole7@yahoo.com

Sandy Gholston
Interim Assistant Director of News Services/Social Media PR
Ferris State University
420 Oak Street
Prakken Building 108
Phone: (231) 591-2021
News Services Web site: www.ferris.edu/news
Ferris State University News Blog: ferrisstatebulldogs.blogspot.com/
Ferris State Live: ferrisstate.tv/ferrisstatelive.html

This message may contain confidential and/or proprietary information and is intended for the person/entity to which it was originally addressed. Any use by others is strictly prohibited.