

Media Release



Kathleen McEntee
and Associates, Ltd.

Media Contact

Kathleen McEntee

312.242.1606

KathleenMcEntee@KMcEnteeAssoc.com

Arthritis Foundation Benefits from Book Signing

Local Business Leader Donates Proceeds from Latest Book

La Quinta, CA (September 7, 2011) — Juggling a business in two locations with clients on two continents, a book introduction, two online courses for a newly launched Business University, and an aging parent, keeps local Marketing and PR maven, [Kathleen McEntee](#), busy. But giving back also has a place on her plate. McEntee, who is on the Board of Directors for the Arthritis Foundation's Coachella Valley Chapter, recently tied her book introduction into fund-raising for the charity.



McEntee (left) with Cortney Weir

The book, *Being in Business is a Funny Thing – Getting Out is Not!* is a Business Owner's Guide to Growing and Transitioning the Business. "Being in Business is meant to help business owners get a handle on the many different aspects of being in business. When I meet with clients, my head just explodes with ideas on how to tackle the challenges that they are facing. What better way than to put them on paper and use it as a foundation from which to work?" commented McEntee. The book is essentially marketing for her firm, in that it helps businesses tap her experience and knowledge base. She decided to take it a step further to incorporate a little fund-raising for the [Arthritis Foundation](#) and at her recent book signing in La Quinta, attendees had the option of giving to charity (rather than McEntee's firm) when purchasing the book.

"This is a first for the Arthritis Foundation and we are thrilled" an excited Cortney Weir, Executive Director of the Coachella Valley Chapter, noted. "Kathleen is incredibly important to our board and organization, as she coordinates the marketing and public relations for our programs and events. We really appreciate her incorporating our cause into her business activities."

The proceeds donated to the Arthritis Foundation from the *Being in Business* book signing will kick off the fund-raising efforts for this year's [Jingle Bell Walk](#) coming up on Saturday, December 3rd.

About Kathleen McEntee and Associates, Ltd.

In today's ever-changing business environment, being nimble, practical and maintaining a keen customer-focus is essential. Having a plan, timelines, and accountability keeps the entire organization on track. Kathleen McEntee and Associates, Ltd, (KMA) is a business management and marketing communications firm that provides straight-forward, practical advice and coaching to business owners and managers. Our process is called: *When Smart Business Matters*®. We help our clients define their goals and objectives, develop a workable plan, and implement the tactics. We have earned the reputation of trusted advisor, invaluable resource, and master communicator. Working "in" the business requires your full attention. Let KMA help you work "on" your business...*When Smart Business Matters*®. For more information, contact www.kmcenteeassoc.com or 760.262.4080

###