

Media Release



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Chicago Business Author Recognizes Alma Mater

Western Illinois University – College of Business and Technology Benefits from Book Signing

Chicago, IL (November 2, 2011) — Juggling a business in two locations with clients on two continents, a book introduction, two online courses for a newly launched Consultant Certification, and an aging parent, keeps local Marketing and PR expert, [Kathleen McEntee](#), busy. But giving back also has a place on her plate. McEntee, who is Chair of the Dean’s Advisory Board for the [College of Business and Technology at Western Illinois University](#), recently tied her book signing into fund-raising for her alma mater.



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 provide insight into the many aspects of being in business, especially those skills that do not come naturally. 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 provide them with a reference to use as a foundation?” 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 Western Illinois University’s College of Business and Technology at her recent book signing in Chicago. Attendees had the option of giving to the University rather than directly to McEntee’s firm when purchasing the book.

“This is a first since I have been Dean and we are just thrilled” commented Dr. Thomas Erekson, Dean of the College of Business and Technology. “Kathleen has been an integral part of our board, especially during our recent re-accreditation process. We really appreciate her incorporating our cause into her business activities.” The College of Business and Technology is distinguished by its accreditation through the AACSB (Association to Advance Collegiate Schools of Business) which recently re-accredited the college through 2015.

Proceeds earmarked for the University from the *Being in Business...* book signing will be added towards the University’s \$60 million Capital Campaign initiative.

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 312.242.1606