

MO...MOre Life...MOre MOments...MOre for YOURSELF

September 12, 2010



Maureen at the ASCEND Annual Appreciation Gala at the Westin, Bellevue, giving the welcoming remarks (upper left), Maureen with former Q-13 news anchor, Derek Wing, emceeing the first-ever [Renton International Festival](#) (upper right), Maureen with the Seattle Chapter Founding President, Alica Matsuoka (lower left) and Maureen interviewing President & Founder of RealSelf.com, Tom Seery (lower right).



Personal Brand

By Maureen Francisco

Edited by [RobRob](#) whose next adventure is to get on [Wipeout](#). [Vote for him to get an audition today.](#)

Spotlight:

Congrats to the ASCEND Seattle Chapter Founding President, Alice Matsuoka, for receiving the High-Impact Leader Award!

Reader's Comment Regarding Last Month's Issue on Risk & Reward:

I love your newsletters! I am now living in Louisiana for an accelerated nursing program. It is weird moving across the country and getting on a plane and packing a suitcase. I have never done it before. I really don't like not having my car, but it's a good experience for me. I know people grow the most when they have the most changes going on. So I feel like I am growing. It was a **risk** to move here, and I don't know anyone, but long term it will be better and being a nurse would be a really **rewarding** job for me, so I am looking forward to it!

-- Kacee Means, former bikini football player

Hi friends:

Banana Republic. Nordstrom. Gene Juarez. What comes to mind when you hear about those companies? Quality? Consistent? Solid?

Now, let's turn the tables. What comes to mind when people hear your name?

Let that one sink in for a bit. What does your name say about YOUR brand?

Did you know how you conduct yourself and your interaction with people convey a message about you?

Every day, you are creating a brand name for yourself. Are you someone who people can say is results oriented, driven or exceeds expectations?

On **October 7th**, I'd like to personally invite YOU to ASCEND'S "Personal Branding" event at the Banana Republic Square Mall.

You'll hear from the President of Jigsaw.com, Kevin Akeroyd. He's sold five companies in his career (including the second highest valuation in Silicon Valley this year), had his MBA degree

paid for by his employer and became the youngest executive at a Fortune 500 company.

Besides his professional accolades, what impressed me most about Kevin, he came from humble beginnings, where he paid for his entire university tuition himself and didn't take out any student loans. He worked a full-time job AND did an internship too.

You'll have an opportunity to actually listen and ask questions from someone who is now "branded" in corporate America as someone who grows and makes companies profitable.

So who should attend this event? Students, working professionals, CEOs, or anyone with a dream.

How do you consistently receive calls from recruiters?

How do you land the job you want tomorrow at a job you are working at today?

How do you make yourself a memorable applicant where companies and people take notice?

Afterwards, stylists from Banana Republic will show us the

"must-have" article of clothes for our closet that are appropriate for landing our dream job.

To register, please click [here](#). It will ask you to create an account. There is no fee for ASCEND members and just \$10.00 for non-ASCEND members.

Refreshments will be served and discounts provided that evening to shop at the store.

Registration begins at 6pm. Space is limited. (This is not a sales technique. It really is.) So register today!

And, if \$10 is just too much right now, email me. **I'll pay for the first five friends who reached out to me for financial assistance to attend this event. It's my investment in YOU for all the support and encouragement you've given me over the years.**

Feed your mind, network with other ambitious professionals, and walk away knowing your PERSONAL BRAND.

Friends & family do not have the option to opt out. For questions or concerns contact mfrancimm@yahoo.com