



NEWS RELEASE

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**REED BOLTON BYRUM TO “SHARPEN” IMAGES AT UPCOMING HEALTHCARE
CONFERENCE IN ASHEVILLE**

**Byrum Innovation Chair To Address Members Of Two Carolina Healthcare
Marketing Groups**

GREENVILLE, SC –October 31, 2007– Reed Bolton Byrum will share his extensive knowledge of strategic marketing communications with healthcare professionals on Nov. 14 at Asheville’s Grove Park Inn. Byrum will give his presentation, “Sharper Image: Reputation Management at the Speed of Light,” at the largest and most comprehensive conference of the Carolinas Healthcare Public Relations and Marketing Society (CHPRMS) and the Carolinas Society for Healthcare Strategy and Marketing Development (CSHSMD).

Byrum has spent more than two decades working with a wide range of businesses from small technology firms to Fortune 100 companies. In 2003, Byrum served as the national president of the Public Relations Society of America (PRSA), an organization with nearly 30,000 members. He is now gearing his expertise toward companies in technology and innovation, which he does through the Byrum Innovation Group Inc. (www.byruminnovation.com), a strategic marketing and communications firm headquartered in Greenville, South Carolina.

Byrum will now tailor his knowledge for the healthcare community for the upcoming CHPRMS/CSHSMD conference. Byrum plans to share ideas and strategies to hospital professionals for managing an online reputation through the prevalence of social media outlets like YouTube and Google. He will also talk about how hospital systems can sharpen their images among physicians, the community, and the scientific community.

The CHPRMS/CSHSMD fall conference is the group’s largest gathering attended by hundreds of its members. The purpose of the conference is to help members share knowledge and celebrate achievements within in the field of healthcare communications. With the help of guest speakers like Byrum, members will sharpen their communication skills as well as develop public relations and marketing programs. For more information on the CHPRMS/CSHSMD fall conference, visit www.CHPRMS.com.

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