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**FORMER PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA) PRESIDENT
REED BOLTON BYRUM TO ADDRESS PRSA MIDLAND'S CHAPTER SEPT. 11**

Byrum Innovation Chair Presents 'Corporate Reputation at the Speed of Light'

GREENVILLE, SC – August 22, 2007 – Reed Bolton Byrum, the former national President and CEO of the Public Relations Society of America (PRSA), will present “Corporate Reputation at the Speed of Light” on Sept.11 at the Midland’s Chapter of the PRSA Meeting at the Capital City Club in Columbia.

“Contemporary companies face corporate reputation challenges in an atmosphere of new media. Savvy businesses learn to understand and master the challenges of traditional corporate reputation management as it intersects with the 24/7 cycle of information delivery,” Byrum said.

Byrum, who served as the national president of the 30,000-member organization in 2003, counsels the nation’s CEOs on corporate reputation management, trust and governance. Byrum is the chair of the Byrum Innovation Group Inc. – a marketing and communications firm that specializes in technology and innovation – that operates from Greenville, SC, headquarters.

He has served as a corporate executive for companies, ranging from start-ups to the Fortune 100, such as Electronic Data Systems (EDS) and GE Capital. *PR Week* magazine named him one of the top PR executives in high tech, and the Austin, TX, PRSA chapter awarded him a career achievement award in 2005.

Byrum is highly regarded as a leading spokesman for the communications profession and the industry and has spoken at the United Nations in New York, the Global Alliance in Rome, the PR Alliance, The Conference Board, The Strategic Communications

Institute, and the Donald W. Davidson Ethics Symposium at the Pennsylvania State University.

A former member of the President's staff at Johns Hopkin's University, Byrum previously taught at the University of Texas and lectured at more than 35 universities. Byrum is a former award-winning journalist for five newspapers and a wire service and a director for Gannett Co., Inc., during the introduction of USA TODAY.

For tickets to the PRSA's Midland's chapter luncheon, visit www.scprsa.

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About Byrum Innovation Group (BIG):

Byrum Innovation Group is a strategic marketing communications firm that delivers Silicon Valley success to innovative companies operating in the Southeast. BIG offers strategic branding communications to bolster value for businesses. For information, visit www.byruminnovation.com