



News Release

FOR IMMEDIATE RELEASE

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Play BIG Seminar Helps You Reach Your Potential In Recessionary Times

Jacksonville, Florida---For the first time in 14 years, nationally-renowned motivational speaker and author, Pegine Echevarria, is offering a public seminar ***Play BIG To Reach Your Potential*** on Tuesday, June 23rd from 8 a.m.- 4 p.m. at the Courtyard by Marriott in Orange Park.

This interactive laugh-with-gusto program will teach executives, managers, professionals, leaders and team members how to confidently, powerfully and courageously interact with employees and management to play BIG and reach their potential.

“With high unemployment and looming layoffs, employees and leaders need to do everything possible to get an edge to make themselves more valuable to their organizations. This investment in your professional growth will teach you how to thrive in the workplace and mitigate five bad behaviors that prevent you from maximizing your productivity and potential, so you will become the team member employers want to keep or help find another job if they have to let you go,” she said.

The feisty and fun presentation will reveal the five bad behaviors and offer seven strategies to transform participants into inspiring leaders. Creative exercises will give participants practice in combating the bad behaviors to help you become a more attractive team member. “Not being in the know is tantamount to career suicide,” said Pegine. “If you don’t know what the damaging behaviors are and how to squash them, it will hurt you.” The program covers everything from dealing with drama queens and martyrs to fending off negative attitudes that are as infectious as the swine flu.

Participants will also learn to play BIG by communicating their value. “People are being evaluated whether they are aware of it or not. There are highly qualified candidates who might do your job better than you for less pay. If you haven’t thought about it the time to communicate your value is now.” Attendees will also learn how to “Baseball Network”™ so they can survive in the economy. Managers will discover whether they’re leaders their team wants to follow and will leave with a game plan to boost employees’ -- and their own morale -- so they can do less with more.

A top-ranked trainer for the Navy and the proud parent of a son serving in the National Guard and a daughter in ARMY ROTC, Pegine is giving back to military members by donating five tickets to Wounded Warrior Project, an organization serving injured Iraq War veterans re-entering society. In addition, Team Pegine is donating 10% of the proceeds to The Jacksonville Women’s Business Center initiative to reach African-American, Hispanic and Asian entrepreneurs.

Space is limited. The seminar costs \$180 per person or purchase five tickets and the sixth one is free. To register, call or (904) 280-8806 or go online: <http://www.pegine.com/playbigjax.html>.

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About Pegine:

A nationally-renowned motivational speaker, media personality and author, New York Newsday calls her “a walking one-woman antidote to workplace cynicism.” Feisty and fun, Pegine Echevarria is one of 58 inductees into the prestigious Motivational Speakers Hall of Fame that includes luminaries Zig Ziglar, Dale Carnegie and Tony Robbins. The author of *Sometimes You Need to Kick Your Own Butt* and the creator of the corporate licensed program *White Guys Are Diverse Too*, her newest book, *Lighten Up And Lead – How to be a Fun, Feisty, Focused, Fearless Female Leader*, will hit store shelves in 2010.

A regular guest on The Montel Williams Show, media frequently seek Pegine’s insight. She’s made appearances on CNN, MSNBC, ABC, NBC, CBS and NPR and has been quoted in The Wall Street Journal, The New York Times, The Washington Post, Fortune, BusinessWeek and national magazines including Human Resources Magazine, Health Magazine, Glamour Magazine and Latina Magazine.

Pegine holds an MSW in group and organizational behavior and has received numerous awards for her work on diversity and leadership. The Society of Human Resource Management (SHRM) named her one of 100 Global Thought Leaders on Diversity and Inclusion. An expert on success, team building and leadership, many Fortune 500 companies, multi-national firms and government agencies rely on her to motivate team members, develop strong leaders and increase productivity.

Pegine was a gang member, president of a direct sales company, owned two businesses in Spain (before age 23) and performs stand-up comedy to reduce stress. To see her feisty, inspiring presentations, visit: www.youtube.com/TeamPegine and get ready to laugh! For more information visit www.pegine.com.

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