

## NEWS RELEASE

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## FOR IMMEDIATE RELEASE

### **THE BRAND ESTABLISHMENT NAMES MANAGING PARTNERS** *Cleveland-based Certified Brand Strategists assume leadership role within the international organization.*

**CLEVELAND – Aug. 13, 2007** – Tom Traynor, executive vice president and chief brand officer, and Rosemary Breehl, president, of Cleveland-based Breehl, Traynor & Zehe, will serve as managing partners of the Brand Establishment, a network of 22 brand development firms across the country. Founder Jim Hughes – who will continue in his role as principal and managing partner – announced the partnership agreement at the Brand Establishment Conference in Chicago, Friday, Aug. 10.

Traynor and Breehl – both Certified Brand Strategists, a designation they earned through the Brand Establishment – will be responsible for recruiting and training qualified brand development firms and directing the Brand Establishment organization, while maintaining their positions with Breehl, Traynor & Zehe.

“Tom and Rosemary believe strongly in the Brand Establishment and its mission,” said Hughes. “With their expertise and experience helping to guide the organization, we will be able to grow the Brand Establishment’s network of brand development firms who specialize in helping clients discover their unique claims of distinction.”

The Brand Establishment is an elite group of brand development firm principals who have completed the rigorous graduate-level course and lab work that results in the designation of Certified Brand Strategist. Member firms offer their clients the trademarked "Turning the Telescope™" brand discovery process, as well as a host of other tools from strategic brand assessment to ROI accountability.

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“The Brand Establishment is the organization that has finally defined the process of brand development; others have simply scratched the surface, more often than not discussing only branding,” said Traynor. “Our vision is to continue to grow and support this organization of Certified Brand Strategists, and their firms, so that they can build value for their clients through brand discovery and strategic development.”

Brand Establishment firms work with clients such as: Orange County, Calif., 3M, Del Webb Corporation, Pacific Bell and Scranton Corporation.

For more information on the Brand Establishment, visit [www.BrandEstablishment.com](http://www.BrandEstablishment.com).

### **About Breehl, Traynor & Zehe**

Breehl, Traynor & Zehe is a full-service brand development, strategic business planning and marketing communications firm and is the only certified consumer and business-to-business brand development firm in Ohio. President, Rosemary Breehl, and executive vice president and chief brand officer, Tom Traynor, are two of only 15 Certified Brand Strategists in the country as well as managing partners of the Brand Establishment, a network of brand development firms across the U.S. and Canada. For more information, visit [www.btzbrand.com](http://www.btzbrand.com).

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