

**STEARNS DWIGHT & ASSOCIATES TO MANAGE  
BOOK LAUNCH, PROMOTION AND PR FOR  
A HIRE CONNECITON, INC.**

**Laguna Beach, Calif. – October 15, 2007** – Stearns Dwight & Associates (SDA), a public relations and marketing services agency serving small and mid-sized companies, today announced that A Hire Connection, Inc., a recruiting and training organization serving the executive leadership development, employment recruitment, career development and strategic management workshop arenas, selected SDA to manage its marketing and PR and to assist in the promotion of its current book: *A Hire Connection: How to Make Your Next Hire Your Best Hire*.

A Hire Connection's founder, Janet Boydell, has written a second book and sought help from an agency with experience in book promotion. SDA's comprehensive, multi-level marketing and publicity program combines book edits, launch and promotion as well as more traditional marketing services including public relations and media kit design. The personalized communications program will build editorial, industry, and consumer awareness of, and interest in Boydell as a dynamic, innovative speaker, author and trainer.

"SDA was strongly recommended by a colleague whose opinion I trust," Boydell said. "I'm very pleased with our selection and are confident that SDA will help us successfully launch and promote the book as well as expand our presence in the hiring universe," she concluded.

"This book is very unique," said SDA president Pat Dwight. "The industry has waited a long time for Janet's unique perspective on making successful hiring connections. Every edit of *A Hire Connection*, taught me something else – the book is filled with jewels that all hiring managers and candidates should learn and practice. We are delighted to be working with Janet," Dwight concluded.

**About Stearns Dwight & Associates**

Founded in 1999, Stearns Dwight & Associates (SDA) offers full-service marketing solutions and public relations consulting to small and medium-sized companies in the technology, home building and real estate markets, as well as a variety of other commercial and industrial segments. Through the imaginative and award-winning writing offered by SDA, client's messages reach their target audience quickly and affordably. SDA specializes in Public Relations, Media Relations, Sales Collateral, Feature Articles, Biographies, Newsletter Writing, Trade Show Writing, and Web site Copywriting. For more information call (949) 494-0424 or visit [www.stearnsdwightassts.com](http://www.stearnsdwightassts.com).

**About A Hire Connection, Inc.:**

A Hire Connection is a recruiting and training organization dedicated to helping companies and candidates make a connection that transcends typical hiring processes. A Hire Connection provides strategic initiatives that increase hiring confidence and accuracy in the areas of sales, finance, operations and HR management for the manufacturing, food, medical, advertising, transportation and technology industries. President and founder Janet Boydell has served both individuals and corporations during the past 14 years. She is a well-known speaker and trainer using her proprietary *Crystal Ball Workshops™*, management consulting services and employee coaching services. Janet has written two books: *A Hire Connection: How to Make Your Next Hire Your Best Hire* and is a co-author of the highly acclaimed book *You're NOT The Person I Hired!* For more information visit [www.ahireconnection.com](http://www.ahireconnection.com) or call (714-271-1032.)

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