



**CHANGING YOUR BUSINESS IMAGE FROM THE INSIDE OUT**

Heather Pennington, iSpeak Business, Day Three Media

The ringing in of a new year always calls us to an image change. While checking out the latest fitness trends you may want to review your business image for an update. New and seasoned professionals can gain a lot of confidence by taking the steps to evaluate their business image from the inside and out.

Begin your image review by adopting a reverse direction outlook, start from the outside and work inward. February is a great time to evaluate your professional wardrobe. The classic suit is every professional's number one necessity; look closely at the condition of your suits. Pulled threading or faded discolorations

can be a distraction from the message you are communicating.

In addition while the Fashion Police may be touting lemon as the new color for spring, blue, gray or black suits are still the classics for the boardroom. Fashion forward executives can look at upping their game by bringing a pop of color via a great tie, colorful scarf or statement jewelry piece.

The next step in your review should be evaluating your personal appearance. Take some well-earned spa time to grab a quick manicure or update your hairstyle. Gentlemen you can take advantage of this too by catching up on the latest news at the barbershop. Professionals, while you are at it, don't forget those new headshots for your LinkedIn profiles!

By far the most important image update takes place on the psychological level. Now is the time to explore your corporate presentation. Remember the classics, give a good handshake and present your best smile but don't stop there. Take on new goals: adopt a 30 second elevator speech, join a networking group such as the Kennesaw Business Association or seek out a consultant to help you improve your leadership skills.

Both male and female professionals can find simple ways to enhance their business image by adopting an inside out perspective. Remember there is only one chance to make a first impression.

Heather Pennington is an image and marketing consultant for iSpeak Business, leading business professionals, corporate executives and company owners to meet career and company goals. In addition as CEO and president of Day Three Media, Heather leads a creative team to help local and international companies meet their marketing and media design needs. For more information on Heather visit: [www.ispeakbusiness.com](http://www.ispeakbusiness.com) or [www.daythreemedia.com](http://www.daythreemedia.com).

**HARRISON RECYCLE DAY**

The Harrison Bands will be holding an Electronics and Paint Recycle Day on Saturday, March 14th, 9:00am-5:00pm in the Upper Parking Lot of Harrison High School. All donations/processing fees are tax deductible. You will be given a receipt for your donation.

Please bring items to be recycled such as computers, power tools, heavy metals, lawnmowers, cell phones, telephone chargers, power cables, fax machines, TVs, monitors, etc. We are partnering with Federal Recyclers, an EPA registered company, who will be on-site with their trucks to collect the recyclables.

There is a \$10.00 requested donation per car load. 100% of the donation goes to the HHS Bands program. There is a \$20.00 processing fee for 1 TV/monitor and \$15.00 each for 2 or more. A portion of this amount goes to HHS Bands as well.

We now accept paint cans!! A processing fee of \$4 per quart or gallon or \$10 per 5 gallon bucket is requested, with a portion of this fee going to the band. (Paint cans do not need to be empty or have kitty litter in them) For more information contact us at [harrisonrecycling@gmail.com](mailto:harrisonrecycling@gmail.com)



**GCI PORTRAITS IN NEW, LARGER LOCATION**

GCI Portraits has moved to a larger Kennesaw location! After nearly 10 years in the same office/studio, they are now across from North Cobb High School.

GCI Portraits partners with more Cobb elementary and middle schools than any other photographer. With a 10 year track record in the school pictures market, GCI has earned a strong reputation for combining the latest technology with excellent service and a friendly, efficient team.

Mike Norton, Owner and President, says the move will help GCI better serve their schools and clients. "With our growth over the past few years, the move to a larger office/studio was overdue. We really appreciate the relationships we have with our schools and Cobb families. The new location will help us serve them even better and more efficiently." GCI Portraits does school pictures and yearbooks as well as Senior portraits. "The new location will allow us to accommodate more high school seniors than in the past so we're excited about that," adds Mr. Norton.

Mike and his wife Diane team up to form a 'mom and pop' success story. The couple and their children are lifelong Cobb County residents and started GCI Portraits in 2005. They have grown gradually and now have a staff of 20. While they serve schools in Cherokee, Fulton, and Douglas, as well as Marietta City and Atlanta Public Schools, their focus has always been in Cobb. "Having lived here our whole lives, we want Cobb students to get the highest quality prints and products so we are constantly challenging ourselves and our lab to improve. We have a great staff that takes pride in doing their best to serve our schools and students."

School pictures are a fundraiser for schools so GCI's success means schools are also getting more funds for school supplies. By pushing to improve, GCI helps parents get higher quality products and schools receive more money in their budget. GCI also supports the Cobb Schools Foundation, a nonprofit organization dedicated to supporting Cobb students and staff. It's great to hear of another home grown company doing well and supporting the community!



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