



For Immediate Release:

ISHA EDWARDS WINS CHIC OF THE WEEK AWARD

Atlanta, March 9, 2009 – Isha Edwards, brand marketing manager and owner of EPiC Measures LLC, was selected as, “Chic of the Week” March 9-15, 2009. Chic of the Week is a national award for women business owners. Isha will be featured on the ChicEntrepreneur.com homepage all week, linking to a full page profile highlighting her success in business.

Isha founded her business in 2001 and her company specializes in brand-driven business development consulting. This week, her success will be celebrated. Isha will be featured exclusively in the Chic Spotlight with a full description of her business accomplishments, philosophy and why she is a Chic Entrepreneur. Her profile will be archived on the ChicEntrepreneur.com website and added to a growing list and photo gallery of high achieving entrepreneurial women around the U.S. who have enjoyed this honor since April of 2008.

The Chic of Week Award was developed by Elizabeth Gordon, author of the 21-week Amazon.com Women in Business bestseller, *The Chic Entrepreneur: Put Your Business in Higher Heels* as a way to get more women in business to highlight and share their success. Gordon says, “I am thrilled to have added Isha to our wall of fame. We choose our Chic of the Week winners based on strategy, savvy, style and success and Isha Edwards certainly is a Chic Entrepreneur!”

Gordon says the current business landscape is ripe for female entrepreneurs. Historically women have been underrepresented in the ranks of entrepreneurs, but that is rapidly changing as recent years have seen women starting new businesses at twice the rate of men. Even the most male dominated industries are slowly wising up to the fact that they need women in business for that all important, *female perspective*.

“Women make great business owners. They are highly creative, terrific problem solvers and amazing at juggling multiple priorities, making them ideal in a startup situation. The skills required to run a household are remarkably transferrable to the role of small business owner,” Gordon says. She adds that female intuition, women’s relationship building skills, their creativity and nurturing nature give them a distinct style and an added advantage in many business arenas.

Gordon wrote, *The Chic Entrepreneur* to teach women that they can be in control of economic power without sacrificing their femininity. In her book, Gordon shows former corporate women and business novices step-by-step how to build a business that will bring them the financial and lifestyle rewards they seek and use the fact that they are a woman to their advantage. “Women experience life differently than men and they make decisions differently, therefore they do business differently,” says Gordon. Adding, “Now, thanks to our foremothers, we can do business as women and succeed as women and that’s what being a Chic Entrepreneur is all about.”

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About Isha Edwards

Isha Edwards is the owner of EPiC Measures, LLC. In addition to creating marketing strategy for the company, Isha's primary role entails developing brand-driven business development initiatives for clients across 12 industries. Isha holds a degree in business management from the University of Illinois at Chicago. She has 14 years of experience in business education and 17 years of experience in corporate and nonprofit organizations. Currently, Isha holds advisory positions with University of Southern California's Marshall Consulting Program and the Branson School of Entrepreneurship in South Africa.

Among a myriad of talents, Isha is an idea catalyst for companies and individuals in entertainment, retail and professional services, academia and small business administration. A self-described brand agent, Isha has garnered notoriety in music and media in Atlanta, Los Angeles and New York. She is a business instructor for Emory's Center for Lifelong Learning as well as the U.S. Small Business Administration.

An established journalist and editor, Isha's published work appears in more than 20 business and entertainment periodicals in the U.S. and abroad.

For more information, visit www.epicmeasures.com.

About The Chic Entrepreneur

Elizabeth Gordon is the author of *The Chic Entrepreneur: Put Your Business in Higher Heels*, which was published by Robert D. Reed in May of 2008. The book has appeared on the Amazon.com Women in Business Bestseller's list for 21 weeks. Currently, foreign rights deals for European translations are in negotiations.

Ms. Gordon, who is also the founder and president of Flourishing Business®, an advisory firm for entrepreneurs headquartered in Atlanta, which sells licenses globally, was named a "40 Under 40 Business Up and Comer" by the *Atlanta Business Chronicle*. She is on the board of advisors for the newly launched, Pink Payments, the first merchant services provider for women, by women where proceeds support the Breast Cancer Research Foundation.

Ms. Gordon was a charter member for Zonta Buckhead, an international nonprofit with the mission of advancing the status of women worldwide. She previously served on the board of directors of the Association of University Women (AAUW) and the National Association of Women Business Owners (NAWBO).

For more information, visit www.flourishingbusiness.com or www.chicentrepreneur.com.

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