

# News Release

## South Atlanta Business Professional, Robert E. Leach, Profiled in Latest Edition of Who's Who in Black Atlanta

Atlanta, GA—Who's Who Publishing Company, noted as the nation's largest annual directory publisher targeting the African-American market, announced recently that among its other profiled businessmen and women, Robert E. Leach, accomplished author and President & Founder of RELM Group, has been selected for inclusion in the 11<sup>th</sup> edition of Who's Who in Black Atlanta. Who's Who in Black Atlanta, an annual publication showcasing the region's business leaders, unveiled its most recent edition Thursday, April 30, 2009 at the Ritz-Carlton in Buckhead, a suburb of Atlanta.

Robert Leach's business acumen has gained notoriety for RELM Group and [YourAdvertisingCoach.com](http://YourAdvertisingCoach.com), a media marketing and advertising company currently serving businesses in the Atlanta area. Leach, a native New Yorker, has over twenty years experience in sales and marketing and is a two-time graduate of Syracuse University.

Leveraging his professional experience with Viacom, Entercom, and Cox radio, Leach has created opportunities to successfully increase sales for thousands of businesses in different industries throughout Atlanta. His company has developed successful advertising campaigns and websites for the 21 STEPS to Homeownership Program with Dominique Wilkins, 1 Source Financial, Dozier Homes and Energizer, as well as other businesses in the area.

His work was recognized as one of the Georgia Black Chamber of Commerce and Wal-Mart JOZ Business Spotlight Winners in 2008 and by the South Fulton Chamber of Commerce as the Small Business of the Year in 2006. In addition, he is active in his community, serving as a board member of the South Fulton Chamber of Commerce, a member of Phi Beta Sigma Fraternity and by facilitating workshops and speaking engagements for students and organizations based on his book "A Game Plan To Advertising".

### **About RELM Group**

RELM Group contributes valuable, diverse experience and expertise that provides its clients with more than forty years of collective experience in media, marketing, publicity and graphic design across many industries and with various fortune 100 companies. RELM Group provides additional value to its clients and the community through educational seminars and workshops directed at small businesses. RELM is active in producing programs on a variety of topics, ranging from advertising on a shoe string budget, the pros and cons of different media and making sure you are effectively advertising.

For more information on Robert Leach and RELM Group, visit [www.relmgrou.com](http://www.relmgrou.com) or call (770) 969-9895.

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