

Ueng Shares Resolute Adventures: "Ten Steps to Reach the Top" *Continuing Education Proceeds Support NCSU Engineering Internships*

RESEARCH TRIANGLE PARK, N.C. - May 27, 2010 Grace W. Ueng, Founder and CEO of Savvy Marketing Group was recently invited by NCSU Industrial Extension Service to share her insights regarding business management and entrepreneurship. All proceeds from her online lecture will benefit placing NCSU students into engineering internships.

"Grace's decades of experience as a marketing leader both in house and as an advisor came to life in her insightful "Ten Steps to Reach the Top", said Jennifer Capps, of the NC State Entrepreneurship Initiative. "We decided her pragmatic framework would have wide appeal, so we will be making it available online for full time, part time and continuing education students across the nation."

The seminar was based on her publication "Resolute Ventures: Ascending the Summit...How Mountaineering Prepares for Entrepreneurial Success". The topic was inspired by Ueng's research of entrepreneurs who succeeded in ascending the seven summits and in their businesses as well. "In my research of those who have successfully reached the top, I realized that there are many corollaries between successful entrepreneurial ventures and summit ascension," said Ueng. "By thoughtfully reflecting through each of these steps, you can increase your chances to bring your vision to reality."

In the seminar, Ueng discussed how leadership on the mountain can be translated into business success. "Summit ascenders have many similarities to entrepreneurs," said Ueng. "They generate the energetic vision that excites others to join, know how to choose the right teammates, commit to goals and strategies, and pursue an action plan. Like summit ascenders, entrepreneurs need to get correct resources and investors, avoid danger, make good use of media, and choose the right time to ascend."

About Grace W. Ueng

A noted author, consultant, speaker, and teacher, Ms. Ueng is the founder and CEO of Savvy Marketing Group, a leading consulting firm, headquartered in Research Triangle Park, NC. She and her team work closely with new ventures within Fortune 500 companies as well as later stage ventures maximize their chances for success. Her company has extensive industry experience in the technology, healthcare, consumer, education, and financial/business services sectors offering Resolute Ventures[™] and Chief and Crew for Hire[™] services. Follow her blog: Resolute Adventures