

FOR IMMEDIATE RELEASE

EDWARD DE VALLE II PRESIDENT OF AMG WORLDWIDE AND MARY ANN MCILRAITH
LAUNCH “NEXT IN LINE – HOW TO MAKE IT BY 30 DESPITE THE ODDS” SEMINAR SERIES
Groundbreaking Seminar for Young Entrepreneurs Destined for Greatness

MIAMI, FL – April 17, 2009 – Edward de Valle II and Mary Ann McIlraith are proud to announce their new venture Next In Line – How to Make It By 30 Despite the Odds, a seminar series designed to inspire recent graduates and young professionals to rethink the way business is conducted in America. Next In Line could not come at a more appropriate time with the graduating class of 2009 entering into one of the workforce’s most challenging environments seen in years. This series is sure to change the lives of all who enter and will likely revolutionize the American business world for years to come.

Next In Line – How to Make It By 30 Despite the Odds will be a series of four sessions offered to recent graduates and aspiring young entrepreneurs looking to expand their knowledge and enhance their ability to succeed in today’s fast-paced business world. This joint venture comes at a point in both de Valle and McIlraith’s careers where they are on top of the world. As a responsibility to today’s youth and the future of the business world, both felt it was time to pass on the torch of success to the new generation of aspiring entrepreneurs. Today’s recent graduates have immense dreams but find it difficult to achieve them because of today’s often complicated corporate structure. During the Next In Line 8 hour sessions, the world’s future power players will learn the core values and principles needed to succeed in American business. Through McIlraith’s proven methodology and de Valle’s global business experience, the audience will be provided with powerful insight into how to navigate and reshape the way business in America is carried out.

The seminar series will begin in the fall of 2009 with stop sessions in Miami, New York, Chicago and Los Angeles. If interested in attending these groundbreaking sessions or for more information on participating as a corporate sponsor please email Edward de Valle at Edward@amgwagency.com or contact Mary Ann McIlraith at 305.672.1190 or mary@maximum-potential.com.

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ABOUT EDWARD DE VALLE II:

President of AMG Worldwide, Edward de Valle II has over 14 years experience in Marketing Communications. His career began at GE as the Marketing Manager for GE Power Systems Latin America. At GE Power Systems Latin America he also completed a black belt level within the six sigma training programs created by President and CEO Jack Welch. He then transitioned to director of sales for group publisher IPG; which licensed Newsweek, Vogue, Glamour, Discover, Men’s Fitness, Prevention, Teen, & Architectural Digest –US Hispanic/ Latin America. Through his work with Conde Nast, DeValle developed an excitement and keen business sense for the luxury brand market. From that passion emerged AMG Worldwide, a full service integrated marketing and communications firm with a portfolio of top global brands. AMGW has capabilities including public relations, strategic media planning, strategic media buying, interactive media, email database campaigns, consulting and creative. AMGW’s prestigious clients



include luxury brands Hugo Boss, Versace Casa, and Custo Barcelona; development brands The Trump Organization, Ritz Carlton, and Mandarin Oriental; and resort brands Cap Cana, Buddha Bar, and André Balazs. Edward's formal education includes a B.S. in International Business, M.B.A. in corporate marketing, and 3 years of completed doctoral work in the science of organizational behavior. www.amgwagency.com

ABOUT MARY ANN MCILRAITH:

Mary Ann McIlraith started her career in HR Technology where she became a CIO at the age 23 and eventually took InSci (Information Science) public. She founded Maximum Potential International (MPI) in 1982 as a systems implementation and management consulting firm revolutionizing the industry with the introduction of R.I.M. (Rapid Implementation Methodology) and R.E.M (Rapid Engineered Mind) in 1999. Today MPI is one of the world's leading providers of best practices in 360° management and consulting. In 2008, Mary Ann launched "Business E.D.G Entrepreneur" as a subsidiary of MPI. Mary Ann's clients, some of the top business entrepreneurs worldwide, refer to her as the "Go to Girl" that can transform their personal and professional lives. She has coached top global business entrepreneurs and companies like IBM, AOL, Disney, FILA, Toys 'R' Us, PeopleSoft. She has also worked with many of The Top 100 Best Companies to Work for in Fortune Magazine. Finding fulfillment in her work, especially with the US Government, she often travels to other countries to help implement RIM and REM into their business practices. As a philanthropist, she works with the top Spiritual Leaders in North and South America, as well as with Tony Robbins.

www.maximum-potential.com and www.businessedg.com

