

Media Release



Media Contact

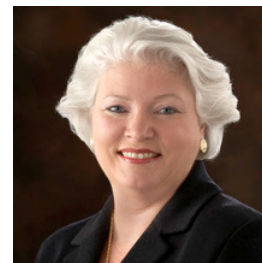
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Local Business Leader Named Distinguished Alumna 2011

Western Illinois University – College of Business and Technology Honors Long-Term Support

Chicago, IL and La Quinta, CA (April 20, 2011) — Kathleen McEntee has been named 2011 Distinguished Alumna by the College of Business and Technology (CBT) of Western Illinois University. McEntee, a local business leader and advisor to privately-held firms is the founder and president of Kathleen McEntee and Associates, Ltd., a management and marketing communications firm.



“Kathleen has been a strong supporter of the College of Business and Technology. She is always willing to spend time to share her thoughts with our students and faculty; and, she is our Chair of the Dean’s Advisory Board” commented Dr. Thomas Erikson, Dean of the College of Business and Technology. The College of Business and Technology is distinguished by its accreditation through the AACSB (Association to Advance Collegiate Schools of Business) which recently re-accredited the college through 2015. “Kathy was instrumental in guiding us through the feedback from our board during the re-accreditation preparation process and helping us to view our organization from a 360° vantage point.”

CBT hosted McEntee for April 11 – 13th on the Macomb and Quad Cities, Illinois campuses. “Being named Distinguished Alumna is really an honor. I have always been happy to give back to the College for the fine foundation that it provided me” commented McEntee. While on each campus, she met and spoke with faculty and students about the key lessons she has learned throughout her career. “All of the world truly is a stage – both professionally and in life. It’s the front stage, the back stage, and how you understand, respect and manage the competing priorities that measures success” stated McEntee. McEntee’s practical, straight-forward approach to goal setting, branding, marketing, and sales along with examples of client challenges and solutions brought the front and back stage to life. “Connecting the dots is easy for me. Finessing competing priorities takes skill and experience. Sometimes, it just takes a common sense approach to put things in perspective. That’s what I do best. Hopefully, I was able to provide practical examples to support the teachings of our faculty” she concluded.

Known in the valley for giving back, her efforts in marketing the American Heart Association’s Go Red for Women luncheon in February 2011 netted the largest attendance to date. The Arthritis Foundation’s Moving Women Luncheon on May 6th is her current pro-bono charity project.

About Kathleen McEntee and Associates, Ltd.

In today’s ever-changing business environment, being nimble, practical and maintaining a keen customer-focus is essential. Having a plan, timelines, and accountability keeps the entire organization on track. Kathleen McEntee and Associates, Ltd, (KMA) is a business management and marketing communications firm that provides straight-forward, practical advice and coaching to business owners and managers. Our process is called: *When Smart Business Matters®*. We help our clients define their goals and objectives, develop a workable plan, and implement the tactics. We have earned the reputation of trusted advisor, invaluable resource, and master communicator. Working “in” the business requires your full attention. Let KMA help you work “on” your business...*When Smart Business Matters®*. For more information, contact www.kmcenteeassoc.com or 312.242.1606.