

For Immediate Release

Tustin Breakfast Businesses Build Bundles of Revenue

Orange County, California December 29, 2010 -- Business Referral Exchange (BRE) members elected commercial writer for hire, BELINDA SANDERS, as their incoming president.

Sanders will lead the 2011 business development team beginning January 1, 2011. The nomination was made for the second consecutive year by Courtyard Travel's Dianne Carlson, who is nearly a founding member of the Business Referral Exchange. Elections within the organization are conducted in June and December. Carolyn Wyatt of Crowell Weedon's Newport Beach office is BRE's outgoing president.

BRE is a local business leads group based in the Tustin, California area. The group has been actively meeting on Tuesday mornings for more than 13 years. Currently, about one-fifth of the members have been active 5 years or more.

Meetings are upbeat, quickly-paced and include opportunities for members and guests to discuss their industry-specific businesses regularly.

The weekly meetings give Sanders, CEO of Belinda Sanders Consulting, opportunities to spotlight marketing and writing solutions for service professionals who want exposure and may not have the time or know-how to create their own marketplace presence. The weekly meetings also keep her skills sharp for ongoing workshops, conferences and events.

The 2011 leadership team elected with Sanders includes:

- Carrol Caldwell, Wall Words, vinyl display lettering, decals, and wall art for business messages and home decor;
- Randall Bell, Bell Consulting, technology services support, repair and guidance;
- Joni Feldman, Clement-Tyme, promotional take-aways incorporated with advertising;
- Jerry Stiles, Associated Mortgage Professionals, reverse mortgage and commercial real estate loans; and,
- Vilma Brooks, Vilma's Maid Service, housekeeping for residential and commercial needs.

"The members are all delightful, friendly folks. I enjoy contributing to their achievements and seeing them shine in their greatness," Sanders says.

Current information regarding the 7 A.M. breakfast meetings at Business Referral Exchange is available at <http://www.brenetwork.com> ###