

**The Regis Group, Inc. Press Release**  
**August 2010**

**Marc P. Chinoy speaks to Rotary Club of Leesburg about Branding**

On August 31, Regis President, Marc Paul Chinoy spoke at the Rotary Club meeting in Leesburg, VA about branding and the steps to arrive at a recognizable company brand. The message focused on how a company must first clarify their current positioning, direction, and vision of the future in order to arrive at a good brand.

“The single greatest element of arriving at a winning brand is a well considered strategic view of the future and ourselves in it!” stated Mr. Chinoy.

Chinoy walked the group through the importance of planning for all aspects of the future to ensure that a company’s brand is current and engaging of the audience it was created for.

For more information about the Rotary Club please contact Cheri Garvin at [Cheri@leesburgpharmacy.com](mailto:Cheri@leesburgpharmacy.com).

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