

## FOR IMMEDIATE RELEASE

### Best Selling Author to Address Corporations and Media at the USHCC Event in Puerto Rico

*Best Selling Author and Journalist, Joachim de Posada Receives Award and Will Address Corporations and Media at the USHCC Event Press Conference with Hispanic Publishers in Puerto Rico*

Los Angeles, CA--(PR WEB)—September 21, 2007-- Best selling author, journalist, and international motivational speaker Joachim de Posada will address corporate representatives and media partners attending the United States Hispanic Chamber of Commerce 28<sup>th</sup> Annual National Convention at a press conference this Friday, September 21, 2007 at 5:30P with Hispanic publishers at the Convention Center in San Juan, Puerto Rico.

Joachim de Posada is a long time resident of Puerto Rico, a local journalist and a frequent guest of the media on performance issues. This week he also becomes the first recipient of the Latino Speakers Bureau Award in recognition of speaker excellence in 2007.

His message focuses on success, sales, management and leadership. Joachim has traveled with his message, energy and passion on stage to address audiences in more than 40 countries of the world.

His motivational methods have been so successful that they have been transferred to the sports world. In the past he has been a consultant in Sports Psychology for the NBA's Milwaukee Bucks, Puerto Rican Professional teams and more recently he has been involved with the Los Angeles Lakers and with Olympic teams, motivating the players to achieve higher levels of performance.

Dr. de Posada is also the main author of the book "Don't Eat the Marshmallow...Yet: The secret to sweet success in work and in life" named the best book of the month by the New York Times and published by Penguin. This book has been translated into eight languages and it is now an international best seller having sold more than 2.5 million copies since its publication on Sept, 2005. His other very successful book is "How to Survive among Piranhas: Motivation to Succeed", a best seller in Latin America. This book was published by Planeta, the largest Spanish publisher in the world and the seventh largest. He has been featured in major publications and has contributed numerous articles in newspapers and magazines, such as Professional Speaker magazine.

Presently, he writes a weekly column in the Business Monday Section of the San Juan Star and a weekly column for Yahoo Latin-America, he also has a daily motivational capsule three times a day in WOSO, the only commercial English Station in San Juan, Puerto Rico.

"The Latino Speakers Bureau celebrates Joachim de Posada as the recipient of the first Latino Speakers Bureau Award. He represents the highest standard of speaking excellence and motivational keynote professionalism, not only in the Latino segment, but across the US and International market. His commitment to the speakers' community and his generous mentorship and guidance to other speakers makes him one of the best loved speakers of his peers and our corporate and non-profit clients.", says Leonor McCall-Rodriguez, President of the Latino Speakers Bureau.

Latino Speakers Bureau is a division of Mira Promo, a California Bureau that focuses on showcasing Latino keynote speakers and role models. Latino Speakers Bureau is a trademark property of Mira Promo, Inc

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