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For Immediate Release

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How Beaner's Changed its Name in a BIG Way

West Michigan PRSA Welcomes Biggby Coffee Founder Bob Fish at Monthly Program

GRAND RAPIDS, Mich., June 6, 2008-The West Michigan Chapter of the Public Relations Society of America (WMPRSA) is announcing a special lunchtime program on **June 26-"How Beaner's Changed its Name in a BIG Way."** The event will feature guest speakers Bob Fish, CEO and founder of Biggby Coffee, and Tara Powers, Managing Director/Partner of Lambert, Edwards & Associates.

Fish and Powers will speak about the decision announced in September 2007 to change "Beaner's Coffee" to "Biggby Coffee" after concerns the term "beaner" is disparaging toward Latinos. The name change was complete as of January 2008. At this special WMPRSA program, Fish and Powers will offer insights on the amount of work that goes into changing a company name and why they feel it was the best move for the growing coffee franchise.

Who: Bob Fish, CEO and founder of Biggby Coffee
Tara Powers, Managing Director/Partner of Lambert, Edwards & Associates.

What: WMPRSA Monthly Program

Where: The University Club, 10th Floor, 111 Lyon NW

When: Thursday, June 26, 2008
11:30 a.m.-Registration
Noon-Program starts

Cost: \$25 members, \$35 non-members and \$20 students. Cost includes lunch.

About WMPRSA

The West Michigan Chapter is comprised of more than 100 PRSA members living within the western half of the lower peninsula of Michigan, from Benton Harbor to Traverse City. Its mission is to help public relations professionals develop and sustain the essential knowledge, skills and standards that will reinforce their integral role in the effective management of organizations. Learn more by contacting WMPRSA at (616) 308-5433 or by visiting www.wmprsa.org.

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