

**MEDIA CONTACT:**

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**CONNECTSU: A NEW VENTURE DEBUTS  
TO HELP UPSTATE BUSINESSES CONNECT**

*Veteran Chamber Exec Launches Company and Plans Expo for April 24*

(**Greenville, SC, March 15, 2007**) ConnectsU, LLC – a new company that helps area businesses connect with the appropriate resources and business development training they need to succeed, has opened under the leadership of former Greater Greenville Chamber of Commerce executive Kim Niskey.

“Fast moving businesses today need a one-touch resource to tap into many services. At ConnectsU, we provide that single resource for business solutions and training,” ConnectsU President Niskey said.

ConnectsU operates two divisions – one division devoted to uniting businesses to professional service and product providers to solve their business needs, and another division focused on teaching practical networking strategies to sales forces and individuals.

ConnectsU will host its first signature event, **Business Growth: Meet the Experts 2007**, on April 24 at 4:30 p.m. at the Crown Plaza in Greenville that will feature a keynote speech “Ingredients of Successful Businesses” by C. Dan Joyner. “Kim Niskey is a talented individual and she does everything with an abundance of energy and enthusiasm,” Joyner said.

Event attendees will learn practical information from local experts to improve their businesses. “Attendees will have the opportunity to hear from Dan Joyner – an accomplished entrepreneur whose company sold over a billion dollars in real estate sales in one year -- and learn more about the ConnectsU companies that provide a myriad of services,” Niskey said.

**Maximizing Company Sales Forces: Networking for Success**

To help local businesses maximize the effectiveness of sales forces, ConnectsU provides hands-on training for networking skills.

“We help businesses and individuals build meaningful relationships that have a bottom-line impact on their company’s performance,” Niskey said.

During the networking for success training, ConnectsU teaches techniques to increase business closing ratios, enhance referral bases and conduct constructive networking sessions at various functions and trade shows.

ConnectsU, which offers private training for sales forces, will also offer a networking seminar “Networking Training Tool Kit” from 11:30 a.m. to 1:30 p.m. on April 17 at the Office Center at the Point. This event will cost \$59. For additional information call (864) 281-1993 or visit [www.ConnectsU.com](http://www.ConnectsU.com)

### **About ConnectsU President Kim Niskey**

Kim Niskey brings entrepreneurial drive and networking savvy to ConnectsU, serving as the company’s President. Niskey, who has more than 25 years of experience in sales and sales management and has held several leadership positions in the community, said that timing and a legitimate business need prompted her to launch ConnectsU. “The business community has two compelling needs – the ability to tap into a centralized business referral resource and to maximize business development performance with exceptional training,” Niskey said. “Now ConnectsU addresses this market demand.”