



FOR IMMEDIATE RELEASE

June 22, 2009

Contact: Russell Long MBA, MHA, MCC
President, Daniel Island Business Assoc.

Email: rlong@changeinnovations.com

Phone: 843-278-1925

Summary:

Daniel Island Business Association elects an Executive Coach as their new president to lead during uncertain times. Russell Long, President of Change Innovations, an executive coaching firm up for the challenge.

Russell Long Elected President of Daniel Island Business Association

Russell Long is the newly elected President of the Daniel Island Business Association (DIBA) for the upcoming term, 2009-2010. DIBA is a non-profit organization made up of businesses and professionals dedicated to market Daniel Island as a vibrant, unique and exciting place to work, shop, dine, and play. The association has over 100 business members who nurture Daniel Island's business community. DIBA played a major role initiating the Daniel Island Farmers Market, open to the public on Thursday afternoons at The Family Circle Cup; and recently published its second printing of the Daniel Island Phone Directory. Mr. Long stated: "I am excited to work with Daniel Island businesses in these tough times. We'll work on our virtual presence and continue to grow Daniel Island businesses."

Mr. Long is the President of Change Innovations, a consulting and executive coaching firm. He is the immediate Past President of the Daniel Island Rotary Club and a member of the Charleston Metropolitan Chamber of Commerce. Mr. Long also serves in leadership roles with the International Coach Federation and other national organizations.

For more information about the Daniel Island Business Association, please visit www.danielislandbusiness.com or call 843-278-1925.

#

About Russell Long:

Mr. Long's consulting and executive coaching company, Change Innovations, works with individual executives, business owners and professionals as well as Board, executive committees and organizations. He is a native Charlestonian; graduate of The Citadel, Medical College of Virginia with a Masters in Healthcare Administration and St. Francis University with a Masters in Business Administration.

He carries the highest level of executive coaching certification, Master Certified Coach, from the International Coach Federation. For more information about Change Innovations, visit

www.changeinnovations.com