

## **FOR IMMEDIATE RELEASE**

**March 14, 2014**

### **“BUSINESS GETS PERSONAL” IN NEW YORK CITY WITH SETH GODIN, GARY VAYNERCHUK AND DAVE RAMSEY**

**NASHVILLE, Tenn.** — *New York Times* best-selling author Dave Ramsey presents “Business Gets Personal,” a brand new event to be held Thursday, October 2, 2014 in New York City. Ramsey will be joining forces with marketing experts and best-selling authors Seth Godin and Gary Vaynerchuk to give businessmen and women valuable insight they can use to take their business to the next level. This one-day event will allow attendees the opportunity to learn from some of the best in the business through keynote speeches, Q&A sessions and networking opportunities.

**When:** Thursday, October 2, 2014 from 9a.m. to 5p.m. ET

**Where:** Rose Theater, Jazz at Lincoln Center’s Frederick P. Rose Hall, Time Warner Center, New York City

**How Much:** Ticket prices start at \$695 and can be purchased at [www.daveramsey.com](http://www.daveramsey.com).

#### **About Seth Godin**

Seth Godin is the author of 17 books that have been bestsellers around the world and have been translated into more than 35 languages. His blog (which you can find by typing “seth” into Google) is one of the most popular in the world. Before his work as a writer and blogger, Godin was Vice President of Direct Marketing at Yahoo!, a job he got after selling them his pioneering 1990s online startup, Yoyodyne. His latest book, *The Icarus Deception*, argues that we’ve been brainwashed by industrial propaganda, and pushes us to stand out, not to fit in.

#### **About Gary Vaynerchuk**

Bestselling author and entrepreneur Gary Vaynerchuk began his career in his family's business, Shopper’s Discount Liquors. He soon rebranded the store as Wine Library, launching a retail website and boosting its revenue from \$4 million to \$60 million. In 2006 Vaynerchuk launched Wine Library TV, a daily video blog about wine. With the tagline "changing the wine world," the show offers an unpretentious approach to a historically stuffy subject. He's recently launched a new consulting venture, VaynerMedia, which works with personal brands, consumer brands, and startups.

#### **About Dave Ramsey**

America’s trusted voice on money and business, Dave Ramsey is a personal money-management expert and extremely popular national radio personality. His four *New York Times* best-selling books have sold more

than 7 million copies combined. In 1992, Ramsey founded The Lampo Group, Inc. to provide financial counseling, through various means, to anyone who wants to better understand the principles of proper money management. Twenty years later, the company has grown from a card table in his living room to more than 400 team members. He runs a multi-million dollar company with a nationally recognized brand, but he defines success by the number of lives changed through his message of hope.

###

Contact: Jamie Ellis

[Jamie.ellis@daveramsey.com](mailto:Jamie.ellis@daveramsey.com)

1.888.227.3223 x5572