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Applied Research Corporation Executive to Present Leadership Assessment Benefits at 5th Annual Silver and Gold Venture Capital Conference

- Presentation to Identify how Leadership Assessments can Lead to Confidence in Investments -

METUCHEN, N.J. (October 14, 2005) –

WHO: Applied Research Corporation, a one-of-a-kind human resource consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services

WHAT: Teresa Shappell, executive vice president of Applied Research Corporation, will present, “Getting the Most out of Leadership Assessment During Due Diligence and Growth Stages,” based on research conducted by Shappell and Maggie Sullivan, also an executive vice president with Applied Research Corporation.

WHEN: The 5th Annual Silver and Gold Venture Capital Conference will be held October 18-21, 2005.

Shappell will present on Wednesday, October 19, from 11:45 a.m. to 12:10 p.m.

WHERE: Peppermill Hotel and Casino
2707 South Virginia Street
Reno, NV 89503

DETAILS: The Silver and Gold Venture Capital Conference is designed to provide early stage businesses and investors with training initiatives to ultimately advance company growth.

Shappell will discuss the ways in which leadership assessment and development positively impacts the success of an investment into a start-up organization. This session, based on Shappell and Sullivan’s research, will demonstrate how to minimize the risks through the implementation of leadership assessment and development processes. Shappell’s presentation will explain the role leadership assessment plays in identifying leaders who can scale and accelerate profitability in a start-up venture. Her presentation will also offer ways in which entrepreneurs and investors can identify and develop the necessary leadership for organizational success.

Note to Editors: Editors interested in onsite briefings with Shappell or post-conference briefings with Shappell and Sullivan may schedule through Applied Research Corporation’s media contact listed below.

About Applied Research Corporation:

Headquartered in central New Jersey with offices in Atlanta, London, San Francisco, Shanghai and St. Louis, Applied Research Corporation is a one-of-a-kind consulting firm that delivers comprehensive alignment & assimilation, assessment, coaching, and talent & career management services. In a world where speed propels decisions, Applied Research Corporation helps organizations identify, develop and leverage people to make decisions, and become strategic assets and sources of competitive advantage. Through their new leader assimilation and transition services, Applied Research Corporation helps ensure the success of newly appointed managers and executives worldwide. For more information, please visit www.arclead.com or e-mail sales@arclead.com.

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