

# APPLIED RESEARCH CORPORATION

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## **Applied Research Corporation Executive to Present at Austin Technology Council's Partnering Conference Held in Conjunction with InnoTech**

*- Presentation to Detail the Benefits of Leadership Assessment and Development in Emerging Businesses -*

**METUCHEN, N.J. (November 11, 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, "The Benefits of Leadership Assessment and Development in Emerging Businesses."

**WHEN:** The Austin Technology Council's Partnering Conference is held in conjunction with InnoTech, the Business & Technology Innovation Conference & Expo.

Shappell will present on Wednesday, November 16, at 1:21 p.m.

**WHERE:** The Austin Convention Center in Austin, Texas. Shappell will present in room 12B; Applied Research Corporation will also have an informational booth in the room.

**DETAILS:** The Austin Technology Council Partnering Conference: Building Strength Through Partnerships is designed to connect dozens of companies that offer exceptional potential for rapid competitive advantage. The Partnering Conference is a half-day event that facilitates the bottom-line building of alliances and strategic partnerships between today's high technology companies, providers, and service companies.

Shappell will discuss the ways in which leadership assessment and development positively impacts the success of an emerging business. This session will demonstrate how organizations in any stage of business can minimize hiring risks through the implementation of leadership assessment and development processes and will explain the role leadership assessment plays in identifying leaders who can accelerate profitability in a start-up organization. Her presentation will also offer ways in which emerging businesses as well as entrepreneurs and investors can identify and develop the necessary leadership for organizational success.

**Note to Editors:** Editors interested in onsite or post-conference briefings with Shappell 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](http://www.arclead.com) or e-mail [sales@arclead.com](mailto:sales@arclead.com).

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