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NEWLY FORMED LAGUNA STRATEGIC ADVISORS OFFERS BRANDING AND SUPPORT SERVICES TO BUSINESS CONSULTANTS

IRVINE, CA, JULY 18, 2012 — Buck Laird, a former hotel executive and a co-founder in Hawaii's largest marketing company, has formed Laguna Strategic Advisors LLC, a consulting firm specializing in providing new and emerging consulting practices with start up and growth assistance.

"We created Laguna Strategic Advisors to help business consultants launch, grow and sustain their own professional practice by offering them marketing tools and synergistic collegial support," said Laird, who is Managing Director. "We are off to a good start with more than a dozen charter members and are accepting applications for new members."



Buck Laird, Managing Director
Laguna Strategic Advisors LLC

According to Laird, many emerging practices hit a wall at one point or another. "It becomes a challenge to service existing clients, market your capabilities and simultaneously forge and maintain the external relationships that keep you abreast of current trends," he said.

"That's where we come in. Our members are sole practitioners or entrepreneurial firms with outstanding credentials in their respective fields, operating under their own entity. At the same time, they benefit from the brand equity and group interaction they enjoy through membership in our Business Advisors Consortium."

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Laird describes prototypical members as having up to 20 years of experience managing an enterprise — many with global affiliations. Laguna Strategic Advisors LLC augments their members' independent practices by providing advantages such as:

Branding.

Members of the Business Advisors Consortium are permitted to do business as Laguna Strategic Advisors™ and can access a variety of branded materials including stationary and business cards, presentation tools for proposals or marketing and digital assets for use in their on-line communications.

Presence on the company's website. Each member has his own chapter on the site, which offers click-through access to the member's own site, email and other linkages.

Marketing/promotional services. The group helps enhance members' own business development program through shared promotional and public relations tools as well as referrals from fellow members.

Support. Assistance with marketing, communications, administrative services, business development and accounting is available.

Group Interaction. A members-only area on the group's website serves as an on-line "water cooler," fostering organic interaction among members. A periodic professional development retreat — dubbed "Base Camp" — is also planned.

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Laguna Strategic Advisors Formed

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Prior to founding Laguna Strategic Advisors, Laird was co-founder and President of Laird Christianson Advertising in Honolulu for 19 years, and a principal of Anthology Marketing Group, Hawaii's largest marketing company. Before that, he held management posts with Marriott Hotels and Inter-Island Resorts. Laird served as an officer in the U.S. Navy and is a graduate of the Cornell School of Hotel Administration and the University of Hawaii's College of Business.

Laguna Strategic Advisors LLC is headquartered at 19200 Von Karman Ave., #800, Irvine, CA 92614.

Contact: www.LagunaStrategicAdvisors.com or call 949-988-7077.

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About Laguna Strategic Advisors LLC

Laguna Strategic Advisors™ is an Irvine, California-based organization serving independent business consultants and strategic planners with assistance in branding and operational support through its Business Advisors Consortium. Each member functions independently and is responsible for his own products and services. Learn more at www.LagunaStrategicAdvisors.com.