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**FOR IMMEDIATE RELEASE**

**Marketing Consultant Jennifer Beever to Speak at IAPSC Annual Conference**

*Los Angeles, California — April 5, 2011—* Jennifer Beever is a featured speaker at the [International Association of Professional Security Consultants Annual Conference](#) in San Diego, California, on Monday, April 18, 2011. Ms. Beever will present “The Dynamics of Marketing Leverage” to the audience of independent professional security consultants.

“Independent consultants have a challenge when it comes to marketing. They may not have large marketing budgets, and they may try to do the marketing work themselves. The question many have is, ‘How can I leverage my connections and get marketing results without a lot of time and money?’” said Ms. Beever. “I’ll be answering that question and showing them how to market effectively to get new business and even compete with bigger firms.”

[New Incite](#) is a marketing consultancy that drives B2B marketing results through research, analysis, marketing planning, implementation, and marketing department development to grow revenue for business. It was founded by Jennifer Beever in 1997 in Woodland Hills, California. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. Jennifer Beever is an Inbound Marketing Certified Professional and a Certified Management Consultant (CMC) with the [Institute of Management Consultants USA](#) (IMC USA). She is currently the Marketing Chair for IMCUSA’s annual [Confab conference for consultants by consultants](#), serves on the national board of the [Association for Strategic Planning](#) (ASP), and is a past-president of ASP - Los Angeles and IMC USA’s SoCal chapter. For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit [www.newincite.com](http://www.newincite.com) or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

The International Association of Professional Security Consultants, Inc. (IAPSC) is the most respected and widely recognized consulting association in the security industry. The primary purpose of the IAPSC is to establish and maintain the highest set of standards for professionalism and ethical conduct in the industry. For more information visit IAPSC’s web site at <http://www.iapsc.org/>.