

For immediate release
October 11, 1999

Kay Forbes-Smith to lecture at USI

Kay Forbes-Smith, president of KFS & Associates, a corporate communications and marketing firm, will be the featured executive in the University of Southern Indiana's School of Business Executive in Residence program on Wednesday, October 20, in Carter Hall, University Center. She will present "Using Imagination to Change Reality" in public forums at 9 a.m. and 11 a.m.

Forbes-Smith will discuss how buying habits, personal development, safety performance, corporate image, and employee satisfaction can be changed to enhance an organization's success.

Forbes-Smith started KFS & Associates in 1989 with two employees. KFS now employs 25 people with offices in Evansville and Princeton, New Jersey. Besides providing advertising, marketing, and public relations services, KFS also offers internal communication services to pharmaceutical, financial, and manufacturing companies. Additionally, KFS develops education and motivation programs to help employees maximize their potential.

Forbes-Smith has over 30 years of experience in marketing, advertising, and training. A former crisis intervention trainer, she began her career at WTVW, a local television affiliate, as an account manager and later served as vice president of sales at Phoenix Media.

Forbes-Smith serves on the board of directors for Metropolitan Evansville Chamber of Commerce and the Albion Fellows Bacon Center. She is on the PIC Advisory Council and the Athena Award committee.

The Executive-in Residence program is a semi-annual event that brings a professional business person to campus to interact with students in business classes. Students will have breakfast and lunch with Forbes-Smith at 7:30 a.m. and noon in Carter Hall. She will hold a round table discussion with students at 1:30 p.m. in Carter Hall.

Call Ms. Nancy Bizal, coordinator of the School of Business external relations, at 812/464-1801 for more information.