

NEWS

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FOR IMMEDIATE RELEASE:

Michelle Golden Becomes Senior Fellow of VeraSage Institute

St. Louis, Missouri—June 12, 2006—VeraSage Institute announces Michelle Golden is the think tank's newest senior fellow. Golden was selected to join VeraSage because of her demonstrated application of improvement practice methods in professional service firms. VeraSage fellows serve as role-models for other professionals and they personally commit to providing advice, support and guidance to other practitioners as they embark on their journeys to creating better firms.

Golden is president and CEO of Golden Marketing Resources, Inc., a marketing and organizational improvement firm operating as Golden Marketing Inc. and Golden Practices Inc., respectively. The company, established in St. Louis in 1999, works exclusively with professional service firms—CPA and law firms as well as financial and investment advisors—throughout the United States and some international firms.

As a professional service firm, itself, Golden moved her practice from an hourly-billing model to a fixed price model and eliminated time tracking. A core goal of VeraSage Institute is to end hourly billing by teaching firms how to better understand clients' needs and manage expectations by pricing work up front establishing a mutually agreed-upon goal and price.

"My involvement in VeraSage is among the most important work I do. As buyers of services, no one likes the uncertainty of open-ended hourly billing—whether for personal or business services. This creates stress for the buyer and can lead to distrust. It doesn't feel very good for the service provider, either, to surprise a customer with a bill they aren't expecting," says Golden. "It's not always 'easy' to price services up front, but buyers deserve the opportunity to accept or decline a price before the work is performed. Service professionals enjoy the benefit of healthier client relationships and this approach sets them apart in the very competitive service marketplace."

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About Michelle Golden

Golden founded Golden Marketing Resources, Inc. (www.goldenmarketinginc.com) to position firms for growth, better organizational health, and improved employee retention/satisfaction. She has a history of educating firm owners and marketing professionals through writing, speaking, facilitation, and long-time leadership in Association for Accounting Marketing. She authors a high-traffic blog called Golden Practices (www.goldenpractices.com) recognized in May 2006 by the American Bar Association as one of the 12 most useful marketing blogs on the Internet.

About VeraSage Institute

VeraSage Institute is the most revolutionary think tank for professional service firms. Founders include Ron Baker, well-known speaker and author, considered the father of modern value pricing, elimination of timesheets, and measuring what matters to align a company's goals with its customers' goals.

VeraSage exists to help professions break free of practice methods that undermine their purposes and fail their clients. VeraSage fellows are guided by the principles and values articulated in their Declaration of Independence and have pledged to help their colleagues in any way possible to expand their intellectual capital and increase their sphere of influence. (www.verasage.com)

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