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Nov. 06, 2008

Ypsilanti, MI, November 6, 2008 – Firm principal, Kristy Short, announced today the launch of her new public relations (PR) and marketing firm,

SAS Communications 360, LLC. A seasoned PR professional, Short decided she was ready to leave the comforts of a steady paycheck and launch her own business. Short specializes in PR and marketing services for the tax and accounting profession, including CPA firms and software vendors.

“I worked for one of the top tax and accounting software vendors for eight years as a senior marketing writer and public relations specialist,” said Short. “In that time, I acquired vast experience promoting products and services in the accounting space. I also built strong relationships with the major tax and accounting trade publications and specialized media. I just felt I had the skill, experience, and contacts to break out on my own.”

Short also earned her doctoral degree this year. In tandem with running her business, she plans to teach at the college level and offer her services as a guest lecturer.

“It’s also time I put my degree to use. I love sharing knowledge and am passionate about teaching. I want to put my education and my off-the-charts energy level to work in the classroom. The research experience I gained working on my dissertation can also be applied to my business. It takes a skilled researcher to identify appropriate media and public relations channels for clients.”

Despite her eight-year tenure at a company with an impressive growth rate, Short decided to risk job security to be her own boss. “I’ll admit it; I’ve always been a bit obsessive-compulsive. I’ve lived my life as close to predictable as possible—always needing the security of a steady

paycheck. However, once I opened my mind to self-employment, did the research,

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A writer, published multiple times over, Short also provides general professional writing services.

About SAS Communications 360, LLC

SAS Communications 360 (SAS) provides public and media relations, marketing collateral development, and professional writing services exclusively to the tax and accounting profession. Offering a full-circle of options, clients can build a custom package to meet their unique communications needs. SAS applies fresh thinking and a 360-mile-per-hour energy level to create programs that incorporate tried and true public relations/marketing standards, while leveraging Web 2.0 technologies to exponentially increase client visibility. For more information, visit www.SAScommunications360.com.

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