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**The Entrepreneur's Source Coach, Cedric Ferrell, Honored as
Business Person of the Year In California Chamber**

Southbury, CT – The Orange County Black Chamber of Commerce in California has selected Cedric Ferrell, a business coach for The Entrepreneur's Source, as "Business Person of the Year." The award was presented to Cedric Ferrell on Saturday evening August 25th at the Sixteenth Annual Awards Banquet held in Anaheim.

"Cedric was a real easy choice for us because he leads by example," said Bobby McDonald, president of the Black Chamber. "Cedric has a vibrant, upbeat personality and is a great asset to Orange County business community. Not only has he added to the growth of the business and franchise community, he's been instrumental in growing membership in our Chamber," he added.

"This award keeps me on track with my purpose in life which is to show happiness, maximize resources and to help others maximize resources in a God-like manner," says Ferrell.

Over the past four years Cedric's practice has helped more than 75 people realize the dream of owning their own business, including franchising. This has led to hundreds of jobs in Southern California and around the country. A partial list of companies that Cedric has placed individuals include Robeks, It's A Grind Coffee, AIM Mail Centers, Express Personnel Services, Aussie Pet Mobile Service, Apple Spice Junction, Closet and Storage Concepts, Cash Plus, Grins 2 Go, Dry Cleaning Station, Pressed 4 Time, Décor and You, Business Adviser's International, Snap Fitness and Sport Clips.

Ferrell has more than 20 years experience in management and business development. Prior to joining The Entrepreneur's Source, he served as the Senior Vice President of Business Development and Marketing for Towne AllPoints

Communications, Inc., a Santa Ana based national direct marketing firm. He also held management positions around the country with Fortune 500 companies such as Masterfoods, PepsiCo, and Pillsbury.

About The Entrepreneur's Source

The Entrepreneur's Source (TES) is North America's leading career and business coaching company with more than 250 offices in the United States and Canada. TES offers a full range of services to individuals seeking alternate career options and to small-to-medium size companies looking to increase performance. The goal of The Entrepreneur's Source is to partner with both individuals and companies to achieve their desired outcome. TES was recently ranked in the Franchise 500 by Entrepreneur Magazine.