



## The Brand Equity Protection Company

### For Immediate Release

### **S. G. Hart & Associates Announces Professional Designation for President and CEO.**

**Ridgefield, Conn., (May 20, 2004)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company, announces today that Stanley G. Hart, President & CEO, has successfully satisfied the requirements for Certified Professional Consultant designation of the American Consultants League.

“Certified Professional Consultant (CPC) designation is a powerful and necessary symbol of credibility”, says Stanley G. Hart, President & CEO of S. G. Hart & Associates, when talking about his recent accomplishment. “[C]lients who demand specialized services also demand a recognized standard to measure one consultant from another. CPC certification does that and more, particularly in a field where mastery of brand equity protection is an absolute.”

Formed in 1983 and beginning as The Consultants Institute, the American Consultants League (ACL) helps professional consultants stay current in the ever-changing world of consulting and continues today to be the oldest and best provider of information to consulting professionals.

### **About S. G. Hart & Associates, LLC**

S. G. Hart & Associates, The Brand Equity Protection Company, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a brand equity protection and supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering. The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

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