



FOR IMMEDIATE RELEASE

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**THE HONIG COMPANY SIGNS ASSOCIATION FOR STRATEGIC PLANNING
FOR PUBLIC RELATIONS REPRESENTATION**

**National Business Association Hires Agency
To Raise Awareness And Increase Membership**

LOS ANGELES, Feb. 16, 2005 – The Honig Company, Inc., a leading boutique public relations agency, announced today it is representing the Association for Strategic Planning.

The Honig Company will be managing all external communication and press relations for the association.

“Our membership consists of thought-leaders from the world of business and government who want to bring the idea of strategic planning to the forefront of their organizations,” said David Crain, PhD and president of the Association for Strategic Planning. “The Honig Company has a clear understanding of the importance of strategic planning and how to use it to advance the interests of its clients.”

The Association for Strategic Planning is a non-profit organization dedicated to enabling people and organizations to succeed through improved strategic thinking, planning and action. Founded in 1999, with chapters in Los Angeles, Northern California and San Diego, the association provides opportunities to explore cutting-edge strategy principles and practices that drive success in the business, government and non-profit sectors. More information can be found at www.strategyplus.org.

The Honig Company, Inc., is a full-service public relations agency that represents clients in a wide variety of industries. The company helps clients market their products and services, build their businesses and handle communication-related issues. Founded in 2004, the company has a staff of ten seasoned professionals based in Los Angeles, New York and Atlanta. More information can be found at www.honigcompany.com.