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PR Etc. President Presents at Craft Brewers Conference

Rockford, IL (May 25, 2004) – Rebecca Kopf, President of PR Etc., a full-service public relations and marketing company in Rockford, IL, presented “Gaining a Return on Investment for PR Initiatives” at the Craft Brewers Conference in San Diego last month.

About PR Etc.

PR Etc. (www.pretc.net) is a full-service public and media relations company which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated.