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HAINES CENTRE FOR STRATEGIC MANAGEMENT ESTABLISHES NORTH COUNTY OFFICE

Haines Centre for Strategic Management, a global alliance of consultants with 39 offices in 20 countries, has established its North County office, serving clients throughout San Diego County and Mexico. Heading up the office are Eric and Jeri Denniston, master consultants certified in the Systems Thinking Approach® to strategic management and planning for change.

Together, the Dennistons have more than 60 years of experience in strategic business planning, financial management, strategic marketing and cross cultural marketing. They have worked with Fortune 50 corporations, medium sized and small businesses, and non-profit organizations in the banking, health care, transportation, real estate development, shopping center, consumer goods manufacturing, marketing information, printing and publishing fields. Much of this work has been delivered in both Spanish and English throughout the Americas.

"We are excited about the direction this takes our consulting practice," said Eric Denniston, Managing Director. "Jeri will have primary responsibility for driving our efforts in the US Hispanic market where she has more than 15 years of experience, while I will focus my efforts on the Latin American markets, primarily Mexico, which are my strengths," added Denniston. Eric Denniston was born and raised in Mexico City where he began his career in banking in 1973.

The Haines Centre for Strategic Management bases its consulting work on Systems Thinking™, viewing individuals and organizations within the context of their environments. People and organizations do not exist as an island unto themselves, but as part of a larger network, web or matrix of systems that all function, more or less **in**dependently, yet **inter**dependently. By grasping the fundamentals and essence of how an organization works, as a system within a set of larger systems, it is possible to work through the complexity and arrive at real, effective solutions to difficult individual, business or organizational problems.

"Our integration into The Centre family draws on our strengths in the US Hispanic and Latin American markets, providing our clients with global resources of people, processes and unique copyrighted materials. This enables us to deliver much higher value to our clients," commented Jeri Denniston.

"We are also developing a Spanish language web site to keep our clients up to date on strategic management best practices and planning seminars, workshops and materials in that language," added Eric Denniston. "This will enable us to serve our Latin American clients in their preferred language."

The Haines Centre was founded by Stephen Haines in 1990 as a loose-tight global organization of master consultants. With partners in 20 countries, the Centre has offices in Latin America, serving clients in the disciplines of executive training, strategic planning and change management consulting. The Dennistons will focus their efforts on this region, as well as the Southern California US Hispanic market, to expand The Centre's efforts in serving these communities.

With their partnership with the University of San Diego, the Haines Centre now jointly delivers executive continuing education and training programs in the US and Mexico. As an integral part of its Hispanic focus, the Haines Centre will work with its USD partners to develop opportunities south of the border.

For more information please visit: www.hainescentre.com.

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