



WESTFALL AND ASSOCIATES LLC

SALES LEADERSHIP | BUSINESS DEVELOPMENT | CONSULTING

FOR IMMEDIATE RELEASE

BLC INSTRUCTOR WINS NATIONAL AWARD
SMU Alum Has Best Elevator Pitch in the USA

Dallas, TX/ USA – February 28, 2011

Chris Westfall, recent recipient of the top teaching award from **Southern Methodist University's Business Leadership Center**, has been recognized as national champion for his two-minute elevator pitch. Sponsored by Jeffrey Hayzlett, former CMO at Kodak, star of "The Apprentice" and author of "The Mirror Test", this contest recognized the top storytellers who could create a compelling story in 118 seconds or less. Westfall was selected from a nationwide pool of entrants, and his victory was determined by popular vote, as well as a team of celebrity judges. His victory comes in large part from his experience at SMU.

"Students are always looking for ways to tell their story more effectively, and that was the basis for my elevator pitch: helping create student success", according to Westfall. "SMU made a huge difference for me in my career, and gave me the skills that helped me to win this prestigious award. In my seminars, workshops and one-on-one coaching, I hope to return that value to Cox students."

Westfall received his undergraduate degree in 1987 from SMU, graduating in just 3 years. As a consultant, he regularly offers seminars and instruction to top-tier MBA programs such as the Cox School, and has lectured at UNT, TCU, Oklahoma State, and Texas A&M (among other colleges). An entrepreneur, he owns a Dallas-based video production company, Your Online Video, Inc. (<http://youronlinevideo.net>) Chris lives in Dallas with his wife and two daughters, and is a member of the Greater Dallas Chamber and Success North Dallas. He serves on the collegiate relations committee at the DFW American Marketing Association.

More information is available on the Westfall Associates website,
<http://westfallonline.com>

Contact WESTFALL AND ASSOCIATES LLC:

Kate Polley 972-763-5908 kate.polley@westfallonline.com

PR CONTACT:

Pierpont Communications, Michelle Metzger
mmetzger@piercom.com 214-217-7300