

## **FOR IMMEDIATE RELEASE**

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### **NBC Today Show Showcases Colorado Virtual Assistant**

**CENTENNIAL, CO (April 2007)** – Six years ago if anyone had told Karen Reddick that the growing industry she has been working hard to promote would finally receive its day in the limelight with a segment on the NBC Today Show, she wouldn't have believed it. It's a dream come true to see the industry she is passionate about get national attention. Reddick is a Virtual Assistant (VA) who helps small businesses successfully run their businesses virtually from her home office. When an NBC correspondent got wind that there was such a business, they became intrigued and decided to pursue the story. NBC flew to Reddick's home office in Centennial to film a typical day at the office. They also set up a crew at one of Reddick's client's office 850 miles away in the St. Louis area to show how easy and efficient working with a VA can be. The piece is scheduled to air in April.

Reddick, owner of V-And-E Services, is a former executive assistant and originally conceived the idea for her business in October 2001 immediately following 9/11. Starting her new career was her way to put family first and be home for her then pre-teenage daughter. Reddick helps clients by working remotely and uses the latest technology to deliver creative administrative support and technical business services to busy professionals. Projects are often handled over the phone, by fax, e-mail and instant messaging.

Most attractive to her clients is perhaps the fact that Virtual Assistants are responsible for their own taxes, training, healthcare, insurance, and overhead costs that make hiring an in-house employee expensive. Reddick states, "My clients pay only for the time actually spent working on their projects. They don't pay for my coffee breaks, visits to colleagues or other things that happen in a normal office environment. This is a great benefit for them to pay on an as-needed basis."

Reddick is also the author of *The A-Z Guide: The Best Ways to Work With a Virtual Assistant*, which shows businesses exactly what a VA can do for them. In her A-Z Guide, Reddick starts with the letter A and highlights typical services such as administrative assistance, ad campaigns, appointment setting, auto responders; B--bookkeeping, branding, brochures, bulk mailings; C--concierge services, copywriting, contact list management and so on. It clearly helps businesses and virtual assistants see exactly what a VA can do for them and highlights tasks they might not have even considered.

"I think this industry will just continue to grow," Reddick adds. "This used to seem like a radical concept; and now hopefully with this national recognition it will allow other business owners to realize how using a Virtual Assistant can streamline their administrative tasks and save them time and money."

Look for this segment airing on NBC sometime in April. Reddick is available for additional media interviews by contacting her at [Karen@VandEServices.com](mailto:Karen@VandEServices.com). Stop by her site at: <http://www.vandeservices.com> for additional information on the VA industry and services provided by V-And-E-Services.

**About V-And-E-Services:** V-And-E-Services specializes in "taking the administrative weight off the shoulders" of the small business owner and/or entrepreneur so they can concentrate on making their business grow. Visit <http://www.vandeservices.com> for more information. Reddick also offers a weekly newsletter entitled Grammar Tips From The Red Editor, a division of V-And-E-Services. <http://www.theredpeneditor.com>.