

Stacey Alcorn to Launch New Book at Habitat for Humanity CEO Summit

CHELMSFORD, Mass., Aug. 19, 2013 (SEND2PRESS NEWSWIRE) – Motivational speaker, blogger, and Boston entrepreneur to announce the release of her new book “REACH! – Dream, Stretch, Achieve, Influence” at the October 22 CEO Summit hosted by Habitat for Humanity of Greater Lowell.

“REACH!,” written by Stacey Alcorn, Christi Guthrie and Ann Marie Duross is a book about how to create opportunity to achieve major goals out of nothing and how to foster influence amongst your community and to mobilize your own personal army of peers to help you achieve your Big Hairy Audacious Goals.

Alcorn owns multiple businesses throughout Boston including fourteen real estate offices, a law firm, a training and coaching business, and a fashion business. In the new book she shares advice culminated from twenty years as a top entrepreneur, consultant, and trainer.

No stranger to speaking in front of large organizations, including Fortune Global 500 firms, Stacey was selected as a keynote speaker for the October 22, 2013 CEO Summit, by Habitat for Humanity of Greater Lowell, to share stories of how extraordinary business leaders are focusing more on building a legacy with their businesses through structured charitable philanthropy, rather than simply building a business just for profits.

Joining Stacey in the keynote address will be Boston area leaders, Jack Clancy, CEO of Enterprise Bank, and Anil Singhal, Founder, President, CEO and Chairman of the Board of NetScout.

The CEO Summit will bring together forty CEOs and business leaders from top businesses based in the Merrimack Valley area of Massachusetts, in the suburban area north of Boston.

Stacey explains, “When offered this opportunity to keynote a program for Habitat for Humanity of Greater Lowell, a charity that I have been closely supporting for several years, I thought there was no better opportunity to kick off my book launch. A big part of my book ‘REACH!’ is the concept of reaching into the community as a business owner and giving back. Structured ongoing charitable initiatives for companies is a viable strategy for business growth especially when company employees are mobilized as partners in the charitable endeavor.”

Everyone attending the CEO Summit will leave with an autographed copy of Alcorn’s book. Stacey hopes that the business leaders will be inspired to embrace Habitat for Humanity of Greater Lowell as a partner for several slated homes to be built in Lowell, Billerica, and Tewksbury, Mass. in the coming two years.

More information: <http://www.staceyalcorn.com/>.

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