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Alumna Makes An Impact Nearly 3000 Miles Away

Local Business Woman Honored For Contributions to The University of Baltimore & Community

SAN DIEGO, CA, October 03, 2008 **/24-7PressRelease/** -- On September 25th, 2008 more than 150 professionals gathered at the prestigious Baltimore Tremont Grand hotel to express gratitude and share their volunteer experiences in their communities and for the University of Baltimore. Several awards were presented and Jessi LaCosta, President of BlueRio Strategies proudly accepted the 2007 Thomas G. Pullen Jr. Outstanding Young Alumna Award.

"I have always been impressed how there is never a barrier to those UB grads who want to give something back to their school. In Jessi's case, she makes thousand of miles seem like simply my next door neighbor whom we can always count on." Greg Bayor, President UB Alumni Association

LaCosta began volunteering for the University of Baltimore in the Backpack to Briefcase program three years ago when she drove from Delaware to Baltimore, excited to share with the students how her UB education impacted her career. From there LaCosta quickly joined the founding members of the College of Liberal Arts Alumni Society and followed with a nomination to the Board of Governors of the Alumni Association. In 2006, LaCosta was awarded the 2005 Mebane Turner Service Award from the University of Baltimore.

Locally, her desire to "give back" continues as she contributes to California culture by volunteering at the Center for Community Solutions in their training department and speakers bureau, at the Nonprofit Management Solutions as a trainer, and at Operation Greyhound and Friends of Cats. Each year she serves one pro-bono client and one sliding scale client paralleling her mission to contribute to the community.

"UB is very fortunate to have Jessi so involved with the university. Whether it's participating on a board, coaching tomorrow's leaders or reaching out to fellow alumni, Jessi's enthusiasm, innovation and hard work have only served to strengthen the university community. We are grateful that she has chosen to remain so connected to UB." Kate Crimmins, Director of Annual Giving and Alumni Relations, University of Baltimore

About LaCosta:

LaCosta, a Baltimore native, earned her MA in Communications Design at the University of Baltimore in 1997. Her undergraduate degree was in Corporate Media from James Madison University. Currently she runs BlueRio Strategies, a San Diego based consulting firm specializing in strategic planning facilitation, visioning, leadership and brand coaching as well as a sub-division: Insight-Insync Coaching that focuses on personal branding for small businesses and women leaders. One thing that is paramount to her personally and professionally is to make a lasting and positive impact on society and to help others live out their visions. LaCosta looks forward to many years of volunteering at the University of Baltimore and at local California organizations.

In addition to the nonprofits in San Diego that she volunteers with, LaCosta is a member of the ASTD (American Society for Training and Development) and Net Impact - an international nonprofit organization whose mission is "to make a positive impact on society by growing and strengthening a community of leaders who use business to improve the world." Also, LaCosta joined the San Diego Elder Law Center on contract to help with their community outreach efforts. During her spare time she is authoring a children's book with her mother, Susan Adler George and hopes to learn to surf the beautiful California waves. She resides in San Diego with her husband, Will Grupenhoff, and their foster greyhound Kai Nalu.

On October 6th, LaCosta delivers University of Baltimore's first-ever virtual leadership workshop, Communication Styles for Leaders and on the 29th, LaCosta launches a complimentary Visions teleseminar where she interviews local, regional and national professionals about their Visions and how they accomplished their professional goals to manifest success. The first session will be an interview with Midori Connolly, owner of Pulse Staging and Events, Inc, the nation's first sustainable A/V company.

For more information about BlueRio Strategies visit www.bluerio.net and on Insight-Insync Coaching visit www.insightinsync.com.

About BlueRio Coaching

BlueRio Strategies is the Leading San Diego Firm delivering strategic Planning Facilitation, Visioning and Brand Leadership Coaching to Non-Profits & Public Agencies as well as all Women Leaders.