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ECNAILLÁ GROUPE,

***A Global Networking and Resource Center for Entrepreneurs, Professionals and Artists,
Launches in New York, NY on May 1, 2012***

(NEW YORK, April 16, 2012)—Beleaguered by packed schedules, a competitive workforce, a fluctuating job market and a non-existing support system, many professionals, business owners and entrepreneurs are suffering. As each of these groups try to achieve the American Dream, the one thing missing in their extraordinary lives is a resource and networking center that assists them build better businesses and make themselves more marketable to clientele, employers or the general public. As the world slowly recovers from the recent recession, business growth and the entrepreneurial spirit need to be rekindled more than ever before.

Now, veteran entrepreneurs Alisa Hill and Howard Cromwell have a solution. They are founders of a company called Ecnailá Groupe, LLC., an organization that assists entrepreneurs and business owners grow, expand, promote and develop their own businesses, using both virtual and in-person live events. Some of these organization benefits include resume writing workshops, public speaking classes, business development seminars and a wide variety of speaking panels ranging from business, law, marketing, advertising and everything else a prudent professional would need to either launch a business or gain a competitive edge in the workforce. Some virtual benefits include membership promotions, various advertising plans and an exchange forum that allows businesses to post discounts, sell their products and services to other members. Individuals also have the option to sign up for the organization's free newsletter, regardless of membership status.

One of the problems that afflict mainstream America is the lack of a central organization for these groups. "While business owners may not worry about being laid off, they often have to worry about other things, such as balancing a budget, having a solid business plan and expanding a clientele base. Many businesses are on their own for this and, when they struggle, everyone else struggles," Bruskin said. While business owners are one of the main target groups for membership, professionals and artists in all industries benefit as well. "What Ecnailá Groupe does is it establishes a valuable resource service for these three groups, so not only do members become more successful, but the entire organization prospers as well", Hill explains. Seminars, workshops and speaking panels are only part of what the organization offers. "Not only do we have corporate/business oriented events, we also have many types of fun events for people who need to unwind after work", Cromwell explains. "We have soirees, charity galas, etiquette and themed dinners. We also have auctions, retreats, symposiums, business expos and many other organization and industry related activities."

To those struggling in this tough business market, Cromwell & Hill offer advice based on their own experiences: You need to be part of a network, but not just any type of network. The network needs to be geared towards developing your professional skills and strengthening your success in the business world. You need to be in a place where people help each other and you in turn help them. In a changing world, we are one of the only places where individuals and organizations can collectively work together and become wealthier.

The Official Launch of Ecnailá Groupe is scheduled for May 1, 2012 with a **Launch Celebration Networking Meet & Greet Event** to be held on **Thursday, May 10, 2012, 6 – 9 PM at the St. Giles Hotel in Manhattan, NY**. For more information on this event, please visit the organization's website at www.ecnailla-groupe.com

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About Ecnailá Groupe, LLC

The Ecnailá Groupe is a resource and networking center that brings together and supports outstanding professionals and entrepreneurs of all stripes (both seasoned pros and novices; and fledgling and experienced business owners). Our mission is to help businesses (large, medium-sized and small), and organizations (non-profits, humanitarian, civic and foundations) grow and prosper. Our intention is to help enrich, inspire, educate, inform and empower our members to be the best they can be in their respective fields. We offer courses, leading-edge thinkers and world-class speakers, networking and charitable events and publications, all of which seek to drive innovation, business development, wealth building and career advancement. Our commitment is to excellence and the delivery of nothing less than the extraordinary in all we do.