

## Total Career Success – Jen Groover, Entrepreneur & Branding Expert on Controlling Your Destiny

September 14, 2009 Show Features Jen Groover, entrepreneur and branding consultant on controlling your destiny!

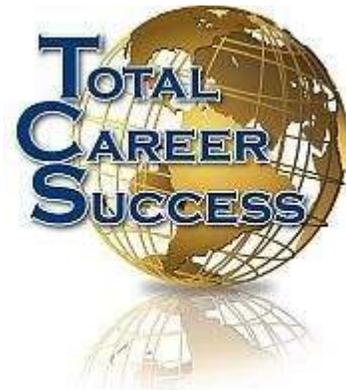
---

### “ What if and Why Not? ”

---

Houston, TX ([PRWEB](#)) September 11, 2009 – Jen Groover, entrepreneur and branding consultant, will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, September 14. The show is designed to inform and encourage listeners to achieve their career goals by featuring experts and business leaders to provide [job search assistance](#) and [career development](#). Jen has established herself as a spokes woman for taking control of your career, your life, and your destiny!

“What if...? and Why not...?” – is Jen’s project aimed at inspiring individuals to accept empowerment over their lives and our culture while perpetuating an understanding of the limitless gains derived from accepting personal and social responsibility. Jen speaks passionately about many topics that impact our lives every day. By challenging others to ask “what if...? and why not...?” Jen inspires others to make a difference, to be in control regardless of the obstacles or challenges around you. One example from her blog asks, “Why not try to find something redeeming in everything in and every person (no matter how seemingly evil) you come across? Learning to identify and focus on all the positives around us will build us into better people as well as stronger entrepreneurs.”



**Better Job Better Pay  
Better Life**

Show co-host Sheryl Dawson shared, “Jen Groover is an innovator who helps others innovate themselves. It begins with a simple question but engages people to think, be, do and become. Jen’s energy is infectious and empowering!”

Co-host Ken Dawson added, “When you are self aware you can also be more aware of others. Jen shows people how they can be in control of the messages they send, but in every aspect of their work and life. By doing so, people can take control of their situations. Whether it is stepping up to a [new career](#), building a new business, making your voice heard, or helping someone else overcome a hurdle, Jen shows you how to make a difference. In a world dominated by messages of defeat, Jen is a voice of hope and reason.”

The show will air live at 11 a.m. - noon Central on September 14, 2009. To listen, please visit [Voiceamerica.com](http://www.voiceamerica.com) and search for Total Career Success. The archived show will be available for replay or download at the Total Career Success website, or from iTunes <http://www.itunes.com/podcast?id=311541702>

About Jen Groover, Entrepreneur and Branding Consultant

Jen Groover is a brand strategist, a serial entrepreneur, and small business advocate. She became nationally known after developing the Butler Bag, a unique handbag that keeps busy women organized. In addition, she is knowledgeable on everything from business issues to education and government policy.

She has created Launchers Café, [launcherscafe.com](http://launcherscafe.com), a web site to help entrepreneurs get started. On this web site people can download concrete information that will help them start their business.

Jen has appeared on a variety of television shows on Fox, Fox Business, NBC, CNBC, CBS and ABC. She is known throughout the country as a small business expert. She has been featured in many magazines and newspapers including People, Us, O, Redbook and Entrepreneur. Her Butler Bags were featured in Desperate Housewives.

In December, 2009 Jen is publishing her book "What if and Why Not?" and launching a show on QVC featuring many new products she has invented. Jen has been asked to be a featured speaker for the third time at the Pennsylvania Governor's Conference for Women, in Philadelphia on September 17, 2009.

Jen received the Momentum Award from Ceslie Network/Ceslie.com recognizing her as one of the best and brightest women in business. She was a nominee for an E-Women Network's International Femtor Award. On September 22, 2009 she is being honored by the Women's Venture Fund at their 2009 Defining Moments Annual Gala. Busy Jen Groover is also the mom of twin five year old girls.

For more information, visit [jengroover.com/](http://jengroover.com/)

#### About Total Career Success

Total Career Success is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, and syndicated on World Talk Radio; the show aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of [Job Search: The Total System](#), 3rd edition. They have served corporations in [outplacement](#) and [career development](#) as well as [talent management optimization](#) for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career development issues, from specific career opportunities, to industries and workplace changes, to financial and advancement considerations.

For more information, visit [totalcareersuccess.com](http://totalcareersuccess.com) and [dawsonconsultinggroup.com](http://dawsonconsultinggroup.com)

2850 Horizon Ridge Parkway  
Henderson, NV 89052  
888-344-8278  
Contact: Katie Keyser  
Public Relations  
[PR\(at\)tcsworldwide.com](mailto:PR(at)tcsworldwide.com)