

Bob Urichuck was recently awarded The Brand Personality Award for 2013 (as an International Professional Speaker, Velocity Selling Specialist, Trainer and Author) by the BrandLaureate.



RECOGNITION OF THE ULTIMATE HONOUR

ICONS make the ordinary extra-ordinary,
unimaginable imaginable,
impossible possible.

Brand **ICONS** are thought leaders who have played pivotal roles in shaping the growth and success of our nation. They have the courage of a lion and wisdom of a serpent. They think beyond their imagination and push their limitations to achieve their goals. They set benchmarks of excellence that form the trademark of their leadership.

The Asia Pacific Brands Foundation (APBF) recognises and honours these extraordinary icons who are the nation's GEMS. They imprint their sterling attributes onto the fabric of our nation and strengthen its tapestry with their character, thoughts and values.

ACCOMPLISHED, DISTINGUISHED & HONOURABLE.
The BrandLaureate Brand Icons tower above the rest and have the "X" factor which is about
INSPIRATION, INTELLIGENCE, IDEAS, INNOVATION & INTEGRITY.

ICON
the **ENVY** of **ALL**
and
the **PRIDE** of **MANY**.