

**MEDIA ALERT  
FOR IMMEDIATE RELEASE**



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## **CEO of Smoothie King, Wan Kim, to deliver keynote address at the Jefferson Chamber Annual Meeting Luncheon January 16**

- What:** The Jefferson Chamber of Commerce will host the Annual Meeting Luncheon on Thursday, January 16, 2014. The event is an opportunity for members to celebrate business accomplishments from the past year and to preview the Chamber's vision for the year ahead. The Chamber will recognize the change in leadership from 2013 Board Chairman, Johnny Domiano of Adams and Reese, LLC, to 2014 Board Chairman, Byron LeBlanc of LeBlanc & Schuster.
- Who:** Wan Kim, CEO of Smoothie King, will address more than 300 business community and civic leaders on the Smoothie King expansion, the move to Jefferson Parish, and recharging an existing and successful brand. The Chamber will also present the Ambassador of the Year Award, Board Member of the Year Award, President's Award, and the Chairman's Award.
- When:** Thursday, January 16, 2014  
11:30 a.m. - Registration and Networking  
12:00 p.m. - Luncheon and Program
- Where:** Crowne Plaza New Orleans Airport Hotel, 2829 Williams Blvd., Kenner, LA
- More Info:** Individual tickets are \$50 for Chamber Members; \$60 for future members. Register at [www.jeffersonchamber.org](http://www.jeffersonchamber.org).
- Event sponsorship opportunities are available. Please call (504) 835-3880.
- Media are welcome to attend.

### **About the Jefferson Chamber:**

The [Jefferson Chamber](http://www.jeffersonchamber.org) is a leading voice for Jefferson Parish's business community. As a non-profit, membership-driven organization, the Chamber is an effective advocate for small and large businesses at the local, state and federal levels. The Chamber's mission is to work for the advancement of the business community; to enhance the economic, civic and cultural environment; and to improve the quality of life in Jefferson Parish. The Jefferson Chamber is Four-Star Accredited by the U.S. Chamber of Commerce and was awarded the 2013 Chamber of the Year Award by the Louisiana Association of Chamber of Commerce Executives in the Large Chamber Category.

For more information about the Jefferson Chamber, visit [www.jeffersonchamber.org](http://www.jeffersonchamber.org), follow on Facebook ([facebook.com/jeffersonchamber](https://www.facebook.com/jeffersonchamber)) and on Twitter [@jeffersoncoc](https://twitter.com/jeffersoncoc).

### **About Wan Kim:**

Wan Kim's first experience with Smoothie King was while studying at the University of California at Irvine in 2001. Wan was hooked immediately, impressed with the high quality and healthy products, and by Smoothie King's overall approach to health and wellness. In 2003, after moving back to Seoul, Wan opened the first Smoothie King store outside of the United States. He found that Koreans loved what Smoothie King had to offer as much as he did. Wan

proceeded to grow the Smoothie King Brand in South Korea to currently more than 130 locations. In July of 2012, a company Wan created, with backing from Standard Chartered Private Equity and National Pension service of the Republic of Korea, bought Smoothie King from Steve Kuhnau, who had founded the company in New Orleans 39 years earlier. December 2012, Wan moved his family from Seoul to Metairie and they now proudly call Jefferson Parish home.

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**Contact:**

Amanda Graves

Communications Director

(504) 835-3880

[amanda@jeffersonchamber.org](mailto:amanda@jeffersonchamber.org)