



MEGAPHONE COMMUNICATIONS

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Intel manager, Hispanic author highlights process for getting projects “unstuck and back on track in under 60 minutes”

Ten percent of proceeds from “Magic Megaphone” book signing by Intel’s Nick Montoya go to Sacramento Hispanic Chamber of Commerce Scholarship Fund

November 13, 2006 (SACRAMENTO, Calif.)—Two Northern California authors are using their trademarked approach to help get projects unstuck and back on track in less than an hour. Nick Montoya, a senior manager at Intel Corporation and a member of the Sacramento Hispanic Chamber of Commerce’s board of directors, and co-author Roger S. Peterson, a Rocklin business writer and writing coach, have published a book – *The Magic Megaphone: How to get your projects unstuck and back on track in under 60 minutes.*”

The book details, in 120 pages, a simple, five-step process Montoya has used at Intel and other companies to help workplace teams whose projects have gone off-track due to committee disagreements or lack of direction. During his 25 years at Intel, Montoya has conducted more than 200 Magic Megaphone sessions with colleagues. He has also shared the process with many other businesses and organizations, including the Sacramento Hispanic Chamber of Commerce.

Montoya, who is the first person in his family to graduate from college, spent three years in Japan and one year in Malaysia practicing the principles taught in *The Magic Megaphone*. He said it was 15 years ago that he developed the “Magic Megaphone” process.

“The Magic Megaphone process helps people understand the basics of what will help carry their project through to completion or help their products sell,” explained Montoya at a book signing held October 13 at the Cantina del Rio restaurant in Old Sacramento to help launch the book. “Roger and I understand it is not easy being a project manager in today’s corporate world. By applying the Magic Megaphone process, you can relieve that stress and frustration of being stuck and get back on track. In the book we have beautiful examples to help people get ‘unstuck.’”

Ten percent of the book sales from the recent book signing event are being donated to the Sacramento Hispanic Chamber of Commerce scholarship fund. The book is the cover story for the October issue of *Sacramento Hispanic* magazine, the Sacramento Hispanic Chamber of Commerce’s monthly publication.

The book includes testimonials and case studies from Hispanic business leaders Diana M. Borroel, president and CEO of the Sacramento Hispanic Chamber of Commerce, Carlos Hidalgo, president of Folsom Lake Dodge, and others.

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“The case studies and examples in our book can be applied by project managers, anyone involved in business projects or who has a business goal,” said Montoya. “It can be for big or small organizations, big or small projects. The Magic Megaphone applies to any goal or any project in any walk of life.”

The Sacramento Hispanic Chamber of Commerce has already used the principles taught in *The Magic Megaphone* to help manage membership sales and services, breaking all of its membership records. As a result, Montoya is in demand to share the Magic Megaphone for every chamber initiative, event and project. Montoya and Peterson are also in demand by many other major organizations and businesses throughout Northern California.

The Magic Megaphone, priced at \$21.95, is currently available on the authors' website, www.magicmegaphone.com, as well as on Amazon.com. It can also be ordered by calling the toll-free number for Megaphone Communications at 1-800-985-0098 or writing to Megaphone Communications, 6873 Douglas Blvd #121, Granite Bay, CA 95746. Wider distribution will begin in November.

Montoya conducted a Magic Megaphone session for Merrill Lynch on October 17, and he was the guest speaker at the November 9 dinner meeting of the Project Management Institute's Sacramento chapter. PRIDE Industries will have the authors present the Magic Megaphone process to its nationwide managers in early December. And the California Hispanic Chambers of Commerce, National Latina Business Women's Association, Hispanic Cultural Center of Northern California, and many others, have expressed interest in having Montoya conduct a Magic Megaphone session for them.

Megaphone Publishing Company will eventually publish versions of the first book for specific vertical markets. Three are currently targeted: teachers and counselors, religious leaders, and government managers. Megaphone Publishing Company is a division of Megaphone Communications, which will also offer on-site Magic Megaphone workshops for corporations and non-profits.

Nick Montoya is available to conduct Magic Megaphone workshops and seminars and can be contacted through the organization's website at www.magicmegaphone.com.

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