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FOR IMMEDIATE RELEASE

Vistra President Speaks at Annual Coaching and Training Conference in Vancouver

TAMPA, Fla. – (April 30, 2018) – Brian Butler, president and CEO of Vistra Communications, LLC (Vistra), recently presented at the 2018 FocalPoint International Conference in Vancouver, BC. Butler’s presentation ‘Developing Meaningful Relationships for Business Growth’ provided insights to business coaches designed to help grow their businesses and those of their clients.



*Brian Butler, President and
CEO of Vistra.*

“I was thrilled to share my experience and knowledge at this year’s FocalPoint Conference,” said Butler. “Networking and building relationships has been a key aspect in Vistra’s successful growth. It was so important that attendees grasped the impact these strategies can have on their business.”

“Brian is clearly passionate about what he does and it came through clearly in his presentation. He generously provided the secrets to his networking success and our coaches got tremendous value from his insights. We are grateful he travelled to Vancouver and shared his time and talents with us,” said Steve Thompson, president of FocalPoint Coaching International.

Butler shared practical methods for developing relationships that are essential to ensuring a growing and sustainable business. Networking is just the beginning of the conversation. He revealed how the real value of networking occurs after you leave the room.

“Brian is a master at building meaningful relationships. It is so valuable to have him share his insights with our coaches. We all need to learn how to build a network for success. Brian’s insights and tips were powerful, yet simple to apply,” said Dulcee Loehn, FocalPoint Director of Ongoing Coach Support.

Butler founded Vistra in 2007 after a successful U.S. Army career and the growing agency now consists of 70 team members. Vistra provides integrated marketing communications to corporate, government and nonprofit clients locally and nationwide. As a small business with large agency experience and expertise, the Vistra team is passionate about producing results and works closely with clients to build successful strategies designed to help them reach their goals.

In January 2018, Vistra announced the acquisition of Marketing Associates USA, a Tampa-based, award-winning creative marketing, promotional and branding agency specializing in a broad range of proven marketing strategies and services for major corporations.

About Vistra Communications

Vistra is a nationally-recognized, full-service, marketing, communications and consulting agency headquartered in Tampa, Florida, providing services to corporate, government and nonprofit clients. Vistra is an SBA 8(a) Certified and Service Disabled Veteran Owned Small Business (SDVOSB). The company was named the 2016 SBA South Florida Veteran Owned Business of the Year, Greater Tampa Chamber of Commerce’s Small Business of the Year for 2016 (21-50 employees) as well as ranked number one in the Top PR Firms in the Tampa Bay area according to the Tampa Bay Business Journal in 2016 and 2017. Brian has received awards for the 2018 SBA State of Florida and South Florida District Minority Business Person of the Year and 2016 Minority Vetrepreneur of the Year. For more information about Vistra, please call 813.961.4700 or visit www.ConsultVistra.com.

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