

FROM STARTING UP TO STANDING OUT



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

DETROIT

CASE STUDIES FROM
SUCCESSFUL ENTREPRENEURS



IF YOU'RE CONSIDERING
STARTING YOUR OWN SHOP —
OR IF YOU'VE ALREADY
TAKEN THE LEAP —
JOIN US FOR AN INSIGHTFUL
LOOK AT SUCCESSFUL
ENTREPRENEURSHIP IN
TODAY'S EVOLVING AND
INCREASINGLY CHALLENGING
MARKET PLACE.

DATE:

April 23, 2015

TIME:

8-9:30 a.m.

LOCATION:

Communicore
Visual Communications
2271 Cole Street
Birmingham

COST:

\$15/members
\$25/nonmembers

**For additional
information contact:**

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**To register, via PayPal,
go to www.iabcdetroit.org**

The IABC Detroit panel discussion will provide valuable insights on starting a business, growing an existing business, and generating new business. We will also hit on making the most of networking as well as how to handle the business end of your business. Learn what to look for as well as what to look out for when you're the boss!

OUR PANEL PARTICIPANTS:

Sherri Lawton Jameson, owner of Spark! Communications, Inc., a boutique graphic design shop in Royal Oak, has been recognized by the International Automotive Advertising Awards, the Caddy Awards and the Gallery of Superb Printing Awards. She and her business partner, Robert Jameson, have recently taken a second entrepreneurial step, starting their own online retail business, Peninsulas. Robert has 20 years in sales & marketing in the automotive industry with a focus on dealer retail operations and customer satisfaction and experience research. He left the corporate world to turn a hobby into a business - applying the fundamentals of strong product development and customer focused communications.

Theresa Lesperance and Patrick Blasio of PBlasio & People, a digital media agency that specializes in interactive web design, spend their days creating cutting edge web services, social media strategies and digital advertising campaigns for large and small companies. Their business model is a unique consortium of ex-agency folks who broke away from the corporate desk and gathered under one smart roof in downtown Royal Oak.