



## Domino's Pizza Presents Small Talk Broadcast Which Promises to Deliver Big Insights into Today's Small Business Challenges

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**Small business growth is the sole focus of Sunday morning broadcast aimed at area business owners.**

DETROIT, May 12, 2014 /PRNewswire/ -- Business executive, local entrepreneur, educator and small business expert Mark S. Lee is launching a new **Small Talk** broadcast on Sunday mornings at 7 a.m. on CBS Detroit radio's, WXYT AM1270, beginning June 8, 2014. The show will broadcast on air, online (cbsdetroit.com) and via podcasts.

**Small Talk with Mark S. Lee**, presented by Ann-Arbor based Domino's Pizza (NYSE: DPZ), will showcase the secrets behind today's successful start-ups and small business ventures, with a particular focus on Detroit-based and small businesses throughout Michigan. The show will feature tips from business experts and entrepreneurs who offer practical tips and resources focused on addressing business challenges, next-level growth, sustainability and market trends.

According to a September, 2013, [Bloomberg](#) report, 8 out of 10 entrepreneurs who start businesses fail within the first 18 months. With this in mind, Lee's broadcast promises to deliver knowledge, insights and best practices of business owners who've been able to overcome various obstacles and achieve sustainability as well as growth over time.

"Regardless how large or small, every business needs to deliver bottom line results," states Mark S. Lee, a Detroit native and President & CEO of the LEE Group, LLC. "**Small Talk with Mark S. Lee** will provide CBS Detroit's WXYT 1270 listeners with a pathway to profitability, providing proven steps to ensure business growth and stability, as advice from experts who have overcome obstacles and gotten back on track following business failures."

"We're happy to be on the ground floor and help launch this new radio program," said Tim McIntyre, vice president of communications for Domino's Pizza. "Domino's is a brand filled with entrepreneurs. Nearly 90 percent of our independent franchise owners began their careers as delivery drivers or in another in-store position, so a program like this designed to help entrepreneurs in Michigan is something we're happy to support."

U.S. Bureau of Labor research indicates that entrepreneurs and small businesses led the way in creating new jobs as the U.S. pulled out of the 2009-2011 recession, accounting for 67 percent of the net new jobs compared to larger firms (>500 employees).

With more entrepreneurial ventures poised for growth in Michigan, the program is poised to provide listeners with the information they need to help them take their business to the next level.

Follow Lee on Twitter @leegroup. For additional information visit: [leegroupinnovation.com](http://leegroupinnovation.com).

### **About The LEE Group, MI LLC**

The Plymouth, MI-based LEE Group, MI LLC, founded in 2008 by Detroit native, Mark S. Lee, President & CEO, is an independent integrated marketing consulting firm focused on providing strategic marketing planning, branding/rebranding, training and development and integrated communication solutions to clients.

### **About Mark S. Lee**

LEE Group President & CEO Mark S. Lee has held senior-level positions with major organizations regionally and nationally. As the former Vice President of Brand Development and Marketing Communications at Florida Blue, Florida's Blue Cross Blue Shield plan, Lee was responsible for leading the company's brand initiatives, marketing communications and the development and implementation of promotional programs focused on supporting strategic priorities. He has also held senior-marketing leadership roles with nationally known companies across the country including, PepsiCo and The Auto Club Group (AAA).

In addition to being a noted public speaker, Lee is an adjunct professor of marketing and management, at Walsh College, in Troy, MI and a guest lecturer at Eastern Michigan University, where he lectures on consumer behavior and marketing strategy. He is a regular guest speaker on college campuses including the University of North Florida (UNF) and Boston University.

Lee regularly blogs on Crain's Detroit Business and has been a regular contributor at the Michigan Chronicle Newspaper and has appeared on WXYZ's Spotlight on the News in Detroit.

CEO lectures on business topics locally, regionally, nationally and regularly hosts webinars on marketing and business-related topics.

For more information on The LEE Group, MI LLC, please visit [www.leegroupinnovation.com](http://www.leegroupinnovation.com).

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