



Domino's Renews Title Sponsorship of "Small Talk with Mark S. Lee"

December 21, 2015

A unique broadcast focused on providing a platform for small businesses and entrepreneurs across SE Michigan to share their stories

DETROIT, Dec. 21, 2015 /PRNewswire/ -- Business executive, local entrepreneur, educator and small business expert Mark S. Lee launched "**Small Talk with Mark S. Lee**" in June 2014, on CBS Detroit's WXYT AM1270. The weekly show airs 8-9 a.m., on Sundays, and is streamed via cbsdetroit.com (click on 1270). A same-day podcast is available at 3 p.m. via leegroupinnovation.com, WWJPlus.com, SoundCloud.com and blog.thedetroithub.com.



Ann Arbor-based Domino's has renewed its title sponsorship for "**Small Talk with Mark S. Lee**" beginning in January, 2016. "**Small Talk**" is only broadcast in the Detroit region and the state of Michigan focused on small business development and entrepreneurship. Lee invites business experts and entrepreneurs to offer tips on having a successful, sustainable business while navigating business challenges which can slow growth. Additionally, resources for entrepreneurs are identified and discussed.

With approximately 32,000, the 2010 U.S. Census data reports Detroit is the fourth largest city in the country for minority-owned businesses and with approximately 242,000 women-owned businesses, Michigan is the ninth largest in the nation.

According to the Bureau of Labor Statistics, small firms accounted for approximately 63% of net new jobs created between 1993 and mid-2013. Since the end of the 2008 recession, small businesses accounted for 60 percent of the net new jobs created across the country.

"Small businesses are job creators and fueling economic growth. With its franchise network, Domino's understands the importance of entrepreneurs and their impact on the economy," says Mark S. Lee, a Detroit native and President & CEO of the LEE Group, LLC. "We appreciate Domino's support because without it, we would not have the platform to offer business leaders

and entrepreneurs the opportunity to share their stories focused on opportunity and growth."

"Franchising and supporting entrepreneurs is in the history and DNA of Domino's. Mark's program speaks directly to those two aspects of American business. We're proud to continue our relationship with this program," said Tim McIntyre, vice president of communication for Domino's Pizza.

For previous "**Small Talk with Mark S. Lee**" broadcasts, please click on the following link:

<http://leegroupinnovation.com/index.php/podcastcategory>

With Detroit emerging as an entrepreneurial "hotbed" and with more small businesses establishing their presence in Michigan, "Small Talk" will continue to provide listeners with the information they need to focus on short and long-term growth and, ultimately, success.

You can follow Lee on Twitter @leegroup. For additional information visit: 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

He is the former Vice President of Brand Development and Marketing Communications at Florida Blue, Florida's Blue Cross Blue Shield plan, where he was responsible for leading the company's brand initiatives, marketing communications and the development and implementation of promotional programs focused on supporting strategic priorities. Prior, Mr. Lee held senior-marketing leadership roles with nationally known companies across the country including, PepsiCo, The Auto Club Group (AAA), et. al.

His column turned blog, "Small Talk with Mark S. Lee", appeared in the **Michigan Chronicle** for three years and now appears via blog for **Crain's Detroit Business**. It provides tips to businesses who are interested in growing their business and to individuals who aspire to become entrepreneurs. Lee also hosts a weekly radio show, "**Small Talk with Mark S. Lee**", which is broadcast on **CBS Detroit's WXYT 1270** and **nationally via cbsdetroit.com**.

In addition to being a noted public speaker, he's also an adjunct professor, Marketing, at Eastern Michigan University and has been invited to speak as guest lecturer at Boston University and the University of North Florida (UNF). Additionally, Lee was an adjunct professor of Marketing & Management, at Walsh College, in Troy, Michigan. Lee is also the past Detroit instructor for Interise's Emerging Leaders Program (formerly, e200)--an initiative focused on assisting entrepreneurs focused on growth.

Throughout his career, Mr. Lee has received numerous awards, been the focus of many articles and has been invited to speak on various Marketing and Branding topics across the country, including recently being named a **Comcast Newsmaker**.

He holds a Master's degree (MBA) in Marketing from the Kellogg Graduate School of Management (KGSM) at Northwestern University and a Bachelor of Business Administration (BBA) from Eastern Michigan University.

For more information, go to www.leegroupinnovation.com and follow him on twitter (@leegroup), Facebook and/or Linked In (leegroup).

Logo - <http://photos.prnewswire.com/prnh/20120814/DE55948LOGO-b>

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SOURCE Domino's Pizza

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