



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

December 6, 2016

**Leading broadcast/podcast focused on entrepreneurship, small business development and its role in SE Michigan's revitalization efforts**

DETROIT, Dec. 6, 2016 /PRNewswire/ -- In June, 2014, business executive, local entrepreneur, educator and small business expert Mark S. Lee launched "**Small Talk with Mark S. Lee**" on CBS Detroit's WXYT AM1270. The weekly show airs 8-9am, on Sundays, and is streamed via [cbsdetroit.com](http://cbsdetroit.com) (click on 1270). A same-day podcast is available at 9am via [leegroupinnovation.com](http://leegroupinnovation.com), [WWJPlus.com](http://WWJPlus.com), [SoundCloud.com](http://SoundCloud.com) and [thehubdetroit.com](http://thehubdetroit.com).



Ann Arbor-based Domino's has renewed its title sponsorship for "**Small Talk with Mark S. Lee**" beginning in January, 2017. "**Small Talk**" is a leading business program and is the only broadcast in the Detroit region and the state of Michigan focused on small business development and entrepreneurship. "Small Talk's" mission is to provide a forum where entrepreneurs and business leaders can share their stories. The broadcast welcomes business experts and entrepreneurs to share ideas and resources focused on having a successful, sustainable business while navigating business challenges which can slow growth.

According to the 2012 U.S. Census data, Detroit has over 62,000 businesses across the city and with over 40,000 minority-owned businesses, it ranks as the fourth largest in the country. With approximately 242,000 women-owned businesses, the state of Michigan ranks 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.

"The Detroit region continues its strong revitalization efforts and small businesses continue to play a major role," says Mark S.

Lee, a Detroit native and President & CEO of the LEE Group, LLC. "**Small Talk**" continues to provide a platform for small businesses and business leaders to share their stories.

Lee continues, "With Domino's continued support, we are able to continue to provide opportunities for entrepreneurs while supporting this region's revitalization efforts. "

"Mark's audience continues to grow and provide a forum for small business owners and entrepreneurs to learn from their peers," said Tim McIntyre, Executive Vice President of Communication for Domino's. "We're proud to have helped him launch 'Small Talk' and we're happy to keep this innovative program on the air."

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](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**

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](http://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 Leader's 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](http://www.leegroupinnovation.com) and follow him twitter (@leegroup), Facebook and/or Linked In (leegroup).

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