



Domino's Becomes Title Sponsor for "Small Talk with Mark S. Lee"

December 5, 2017

Domino's assumes Title Sponsorship for "Small Talk," a leading broadcast/podcast focused on entrepreneurship and small business development across SE Michigan

DETROIT, Dec. 5, 2017 /PRNewswire/ -- Business executive, local entrepreneur, educator and small business expert Mark S. Lee launched "**Small Talk with Mark S. Lee**" on Entercom's CBS Detroit's WXYT AM1270, in June 2014. Since its initial launch, Lee has interviewed over 600 individuals, including entrepreneurs, business and community leaders who have provided their perspective on what it takes to start, grow and sustain a successful business.



Beginning in January 2018, Ann-Arbor-based Domino's (NYSE: DPZ) assumes title sponsorship for "**Small Talk with Mark S. Lee**," a leading business program focused on small business development and entrepreneurship. Its mission is to provide a forum where entrepreneurs and business leaders share business practices focused on developing and growing sustainable businesses.

The weekly show airs 8-9 a.m. EST on Sundays, and is streamed via radio.com (1270/Detroit), cbsdetroit.com (click on 1270). A same-day podcast is available at 9 a.m. via leegroupinnovation.com, WWJPlus.com, SoundCloud.com and thehubdetroit.com.

According to the Bureau of Labor Statistics, small businesses continue to be an economic force as part of the U.S. economy. Between 1993 and mid-2013, approximately 53% of net new jobs were created by this sector of the economy. Since the end of the 2008 recession, small businesses accounted for 60 percent of the net new jobs created across the country.

"We appreciate Domino's continued support," says Mark S. Lee, a Detroit native and President & CEO of the LEE Group, LLC. "They continue to be an outstanding partner in helping 'Small Talk' be a source of information for all businesses."

Lee continues, "With Domino's continued support, we can continue to provide relevant and essential information necessary to help

entrepreneurs achieve business growth and sustainability, which are key ingredients for continuing the region's revitalization efforts while developing successful small businesses."

"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>

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

Mark S. Lee is President & CEO, The LEE Group (TLG), MI LLC, an independent integrated marketing consulting firm focused on providing marketing, branding and communication solutions to clients. Additionally, TLG provides training & development to organizations in the areas of branding, re-branding and communications and has advised on how to effectively implement in an integrated fashion.

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 **streamed 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 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**. Lee also contributes on WXYZ, Channel 7's (ABC affiliate in Detroit) "Spotlight on the News" and has been interviewed for Detroit's Channel 56's (PBS) "American Black Journal", "Michigan Matters" (CBS, Detroit) and on Fox 2, in Detroit. Lee is also currently the creator and host of **"EMU Today"**, a general affairs program focused on Eastern Michigan University. Additionally, he has provided his perspective on local radio in New York City.

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 twitter (@leegroup), Facebook and/or Linked in (www.linkedin.com/in/leegroup).

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