

**February Program:**  
*Cleveland Business Connects*

**When:**

Wednesday, February 14, 2007,  
11:30 a.m.

*Meetings begin promptly  
at 11:30 a.m.*

**Where:**

Sushi Rock  
2101 Richmond Road  
Beachwood Place

**Get Map & Directions**

**RSVP:**

by February 9, 2007 to  
[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

**Upcoming Meetings**

**March 14**

**Guerilla (Viral) marketing  
by the pros at All Points  
Connections**

We're in the process of  
securing speakers on:

- WSradio Internet network
- IMG – Sports Marketing

Have an idea for a presenter  
or a topic?

**SPEAK UP!**

*Non-members are welcome to  
attend our meetings, paying  
\$10 in addition to the cost of  
their own lunch.*

## **Cleveland Business Connects is “hot off the presses,” and you need to know about it!**

It's new. It's spiffy. It's targeted.

It portrays the Cleveland business scene as it truly is: Vibrant. Dynamic. Diverse. Ripe with networking opportunities.

It connects professionals and puts them in the loop of what's going on in the region.

It not only looks at business people and how they connect, but also where, why and how they do it.

At least that's what the CBC advertising sales copy says.

### **Cleveland Business Connects**

This new monthly publication is the brainchild of Contemporary Design Group, Inc. in Cleveland.

Be impressed by the Contemporary Design Group.

Be very impressed.

They were recently named one of COSE's "Ten Under Ten" winners. Being named one of the Weatherhead 100 companies in Northeast Ohio is another notch in their belt.

This gang has moxie, pedigree and the guts to start a new publication. Definitely not for the faint of heart.

### **Target audience and demographics**

Get the “skinny” on CBC directly from Renee DeLuca Dolan, CBC publisher, and Diane DiPiero, editor, at our February 14 meeting.

Their target audience is female business professionals, age 25-55, in sales, marketing, event planning and human resources.

Distribution comprises: Cuyahoga, Geauga, Lake, Lorain, Medina and Summit Counties. ■

The communications professionals of the **Cleveland Independent Practitioners Group (IPG)** meet monthly.