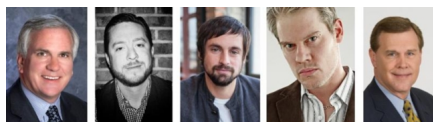


## Adcraft to Host Panel Discussion with Detroit Start-Up Leaders

Written by Australian Business

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[Panelists include Matt Cullen, Stephen Roginson, Phil Coole and Iain Lanivich.](#) ( [PRLEAP.COM](#) ) **Detroit, Mich. Nov. 16, 2013** – The [Adcraft Club of Detroit](#), Metro

Detroit's association for advertising and marketing communications professionals, is hosting a panel discussion luncheon Thursday, Nov. 21 with leaders of some of Detroit's most successful start-up companies. "Detroit Pride: A Panel Discussion," will take place at 11:30 a.m. – 1 p.m. at Rock Ventures on the second floor of One Woodward Avenue in Detroit. Panelists include Matt Cullen, president and CEO of Rock Ventures; Stephen Roginson, founder of Batch Brewing Company; Phil Cooley, founder of Slow's Bar-B-Q and Iain Lanivich, group creative director for Lowe Campbell Ewald. WXYZ-TV news anchor Dave LewAllen will guide the discussion.

"The surging Detroit start-up community has benefited greatly from the deep pool of creative marketing talent that resides here in the region and our membership at Adcraft seeks to advance this symbiotic relationship for the future of our community through our programming," Adcraft President and Vice President of National Accounts for Auto Trader Ron Boe said. "We're gathering some of Detroit's most successful start-up leaders to share their visions, experiences and advice to help others succeed as well."

Panelists include:

**Matt Cullen - President and CEO of Rock Ventures:** Cullen is responsible for providing operational coordination, guidance and integration to Dan Gilbert's portfolio of companies and investments. He also has responsibility for Gilbert's "Opportunity Detroit" initiative, which is an effort to spark development and revitalization in the city.

**Stephen Roginson – Founder of Batch Brewing Company:** Roginson opened Detroit's first nano-brewery after nearly 10 years as a beverage marketer for start-ups to Fortune 500 companies. As part of this process, he entered and won the 2013 Hatch Detroit business incubator contest and was featured as a 2013 TEDxDetroit speaker, sharing his belief in what he calls "Altruistic Capitalism."

**Phil Cooley – Founder of Slow's Bar-B-Q:** Cooley opened Slow's Bar-B-Q restaurant in Corktown in 2005, and it quickly became an area favorite. He says he lives in Detroit because "Detroit is a blank canvas...it's a chance for us to create a balanced and sustainable urban

landscape."

**Iain Lanivich – Group Creative Director for Lowe Campbell Ewald:** Since walking through Lowe Campbell Ewald's doors in 2000, Lanivich has provided creative leadership on all aspects of digital development, including viral and word-of-mouth marketing campaigns. He was a huge advocate of LCE's move to Detroit this year.

The luncheon is \$20 for Adcraft members, \$30 for non-members and \$10 for junior and student members. It will feature a casual format with classroom style seating and a boxed lunch. Those interested in attending should register [here](#) .

### About Adcraft Club of Detroit

Established in 1905, the Adcraft Club of Detroit brings together members of the media, advertiser and agency community to exchange big ideas, support and educate one another as means of evolving their own professional development and the creative industry they are a part of. With 1,600 plus members, the Adcraft Club of Detroit houses some of the most well-respected and established consumer brands in the world.

### Media Contact