

Penske Corporation's Bud Denker to Discuss Grand Prix, Motorsports at Adcraft Luncheon

Written by Australian Business

(PRLEAP.COM) DETROIT, March 18, 2014 – The Adcraft Club of Detroit , Metro Detroit's association for advertising and marketing communications professionals, is hosting a luncheon Friday, March 21 featuring Bud Denker, senior vice president of the Penske Corporation and chairman of the Chevrolet Detroit Belle Isle Grand Prix. The event will take place from 11:30 a.m. – 1 p.m. at Rock Ventures on the second floor of One Woodward Avenue in Detroit. Denker will give a presentation on "Motorsports Marketing and the Chevrolet Detroit Belle Isle Grand Prix" and discuss future plans for Penske Corporation as well as what to expect at this year's race on Detroit's Belle Isle.

"It's important to Adcraft to continually provide learning opportunities for both our members and non-members within all areas of marketing communications," Adcraft President and Vice President of National Accounts for Auto Trader Ron Boe said. "We're excited to learn from Bud's years of experience and what we can expect from this year's Grand Prix race on Belle Isle."

Denker joined the Penske Corporation in 2005, assuming responsibility for its marketing and communications functions, including the Penske Automotive Group's 345 automotive dealerships and Penske Racing's IndyCar and NASCAR teams. He is also president of Penske Car Rental, which owns Hertz locations in Tennessee and Indiana, and is chairman of QEK a locally-based fleet services company owned by Penske Corporation.

The luncheon is \$25 for Adcraft members, \$35 for non-members and \$15 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](#) .

The Chevrolet Detroit Belle Isle Grand Prix will take place May 30 – June 1 on Detroit's Belle Isle.

For more information visit www.Adcraft.org .

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

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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.

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