

(PRLEAP.COM) **DETROIT, May 21, 2014** – Detroit Venture Partners CEO and New York Times Best-Selling Author Josh Linkner will speak to the Adcraft Club of Detroit during a luncheon Thursday, June 5. The event will begin at 11:30 a.m. at The Reserve at 325 S. Eton St., Birmingham. The program is titled "The Road to Reinvention" and will focus on changes in the marketing industry and how marketing professionals can shatter conventional wisdom and find new paths to innovation, creativity and success.

"The marketing industry is constantly changing, and it's important for us to provide our members learning opportunities to stay ahead of the curve," Adcraft President and Vice President of National Accounts for AutoTrader.com Ron Boe said. "We're excited to bring in Josh and learn from the best, especially when the best is from our own city and doing great work within it."

As CEO of Detroit Venture Partners, Linkner works to support Detroit by backing early-stage technology companies with innovative ideas and fostering talent in the region. Linkner is the author of "Disciplined Dreaming: A Proven System to Drive Breakthrough Creativity" and the founder and former CEO of four successful tech companies including ePrize, the largest promotion agency in the world. He has been honored as the Ernst & Young Entrepreneur of the Year and is a President Obama Champion of Change award recipient. Linkner is a regular columnist for Forbes, the Detroit Free Press and Inc. magazine.

Linkner is part of a regular series of prominent speakers to address the club. Others have included Facebook COO Sheryl Sandberg, Penske Corporation Executive Bud Denker and health expert and TV host Dr. Oz.

Tickets for the event are \$35 for members, \$45 for non-members and \$25 for junior and student members. Those interested in attending should register [here](#) .

For more information on Adcraft visit www.Adcraft.org . For more information on Linkner, visit www.JoshLinkner.com

About Adcraft Club of Detroit

Established in 1905, the Adcraft Club of Detroit brings together members of the media,

Detroit Venture Partners CEO and Best-Selling Author Josh Linkner to Speak to Adcraft

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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 1,900 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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