



## Independent Writers of Chicago

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**FOR IMMEDIATE RELEASE**

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### **INDEPENDENT WRITERS OF CHICAGO (IWOC) TO HEAR HOW TO BUOY UP BUSINESS IN A DOWN ECONOMY**

Well here's some much needed good news: Contrary to conventional thinking, your business and the economy aren't joined at the hip. Just because the latter is down does *not* mean your business has to be. That's the working philosophy of Gary Glenn, a seasoned marketing consultant (and avid sailor!) who will be divulging how "I Grew My Business in a Down Economy" at IWOC's next meeting on Tuesday, June 8<sup>th</sup>.

With 25 years of experience in strategic market planning, media relations and market research, Glenn left the safe harbor of corporate consulting in 2006 and set out on the unpredictable seas of entrepreneurship, starting an apparel decoration and branding company. In a few short years, StitchMine has become the premier provider of quality logo wear and corporate apparel in the Chicago area. And the business continues to grow. Using entertaining nautical lingo to illustrate his points, Glenn tells how he did it – and how you can grow your business by adhering to some basic, universal axioms. Do come to the meeting, especially if you find yourself at sea in this roiling economy. Mr. Glenn might very well prove to be a lifesaver.

The IWOC meeting will take place on Tuesday, June 8<sup>th</sup> at National-Louis University, Room 5008, 122 S. Michigan Ave., Chicago. Networking begins at 5 p.m. The main program is at 6 p.m. Admission is free to IWOC members, \$15 to nonmembers. Following the meeting, attendees are invited to go to a nearby restaurant for a buy-your-own dinner to further discuss writing-related topics or to continue networking. For more information, call 847-855-6670 or visit [www.iwoc.org](http://www.iwoc.org).

IWOC is a nonprofit professional association of freelance writers who work primarily throughout the Chicago metropolitan area. Together, IWOC members represent a broad range of writing talents, consultation services, and specialties serving large corporations, small businesses, and not-for-profit organizations.

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