

# Jane Applegate

SMALL BUSINESS EXPERT  
KEYNOTE SPEAKER  
CONSULTANT



Jane Applegate is America's most respected small business management expert. She's the author of four books, including *201 Great Ideas for Your Small Business*, published by John Wiley & Sons.

Applegate is a popular keynote speaker and workshop presenter. In recent months, she's keynoted events co-sponsored by **Bloomberg Television, Cox Communications, Comcast and Time Warner Cable**. She's presented customized workshops at the **Boston Globe Business XPO** and the **Vermont Small Business Development Centers**. Applegate has keynoted or moderated entrepreneurial conferences throughout the U.S. and abroad, including the **New York Times Small Business Summit**.

Applegate has been recognized as one of the most influential financial journalists in America and was named the **Small Business Media Advocate of the Year** by the U.S. Small Business Administration. A former Los Angeles Times syndicated columnist, she currently writes a bi-monthly column for OPEN Forum, the American Express small business website.

She's the founder and executive producer of **The Applegate Group Inc.**, a multimedia communications and production company that helps big companies better serve small business owners. TAG has worked with clients including: **Bloomberg TV, Cisco Systems, the New York Times, American Express, Merrill Lynch, Sprint, Hartford Insurance, ING, MasterCard International** and **Assurant Employee Benefits**.

## CURRENT KEYNOTE TOPICS INCLUDE:

- ▶ Flourishing in Tough Times While Preparing for Growth
- ▶ Clear the Way to Unlimited Success
- ▶ Seamless Marketing: Integrating Your Marketing, Advertising and PR Strategies

For more information or to book **Jane Applegate**, please email:  
[jane@theapplegategroup.com](mailto:jane@theapplegategroup.com) **OR CALL:** 914.830.5115