



### The Growth Strategist

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**December 28th 2010: ENCORE: The Secrets to Managing the Creative Process™ with guest Margery Krevsky, CEO, Production Plus—The Talent Shop**

Sustained growth of many mid-sized companies is stunted by routine, loss of energy, and limited innovation. If you are wondering how to spark exciting ideas and keep them flowing while maintaining profitability and accountability, hear lessons learned in the intensely competitive world of talent agencies and production companies as Aldonna interviews Krevsky. With 56 employees and locations in Michigan, California and Illinois, this 29-year-old company generates \$27 Mil/year.

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### Featured Guest



#### Margery Krevsky

Margery Krevsky co-founded Productions Plus, and the agency rapidly became one of the major players in selecting, outfitting and training talent for auto shows across America. In November 2009 the company acquired another firm making Productions Plus – The Talent Shop, with current revenues of \$20 million, the largest premier full-service talent management agency in Michigan and one of the biggest in the nation. The expanded company anticipates a 30 percent growth with the addition of the other entity's holdings and seasoned performers. Its database identifies highly trained actors, product specialists, narrators, models, costume characters, hostesses, crowd gatherers, greeters, celebrity im

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