



**The Business Edge**  
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**March 26th 2014: Your Story Blows Me Away:  
Secrets of Amazing Storytelling for Businesses**

Stop beating around the bush. Get people to pay attention. Scrap those bullet points. Talk in a way that makes hearts flutter. Learn how to tell your story so that everyone who hears it cares and remembers. Dallas Morning News columnist Dave Lieber has been working for more than 30 years to get his newspaper audiences to not turn the page on him. In today's world, it's harder than ever to get people to notice you. But there's one tried and true method that works every time. Dave will share his simple-to-use storytelling method and show you how to customize it for your industry. You can use the

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**Featured Guest**



**Dave Lieber**

Dave Lieber has been a newspaper columnist for 21 years. As The Dallas Morning News' newest columnist, The Watchdog writes an investigative column twice a week exposing wrongdoing and right-doing. He's written five books, started a children's charity - Summer Santa - 18 years ago. The all-volunteer Summer Santa sends children to summer camps, provides free medical checkups, books and toys to area charities, and pays for athletic league scholarships. For this, he won the Will Rogers Humanitarian Award as the U.S. columnist who has made positive contributions to his community. Dave is also founder of WatchdogNation.com, a consumer rights movement that shows Americans how easy it is to fight ba

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