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The Business Edge

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October 30th 2013: What It Takes to Stay in Business for 30 years – Advice From a Veteran Entrepreneur

Valerie Freeman, CEO of Imprimis Group, Inc., who celebrates 31 years of entrepreneurial success this year, recounts the experiences of getting through recessions, consolidations, product launches, name changes, financing challenges and all the other issues that confront entrepreneurs during their careers. She will share advice on hiring, delegation, ethics, working with professionals such as your banker, accountant, attorney, etc.

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Featured Guest



Valerie Freeman

Valerie Freeman is the founder and CEO of Dallas-based Imprimis Group, Inc., a leading supplier of staffing, recruiting, human resource and outsourcing services and one of the largest independently owned staffing services in Texas. Valerie was awarded "Outstanding Business Leader" by Northwood University. She was also inducted into the Women's Business Enterprise Hall of Fame for her many years of business success and contribution to the WBE community. Imprimis was named Women's Business Enterprise of the Year by the Women's Business Council of the Southwest and Valerie received the Athena Award from the Dallas Regional Chamber of Commerce and the "Real Girls, Real Women" Award from the Girl

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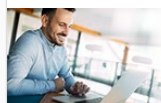
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