



JUNCTION CREATIVE SOLUTIONS EDUCATES ATLANTA-BASED WOMEN ENTREPRENEURS ON THE IMPORTANCE OF STRATEGY IN GROWING SUSTAINABLE BUSINESSES

ATLANTA, GA: November 18, 2010 – Junction Creative Solutions (Junction) participated in the “Ask the Experts Round-Table Discussion” hosted by StartUpChicks, a non-profit organization focused on connecting and inspiring entrepreneurial women. Experts shared key insights from business planning to exit strategy with women business owners in the Atlanta region.

“We wanted to provide an opportunity for participants to ask questions related to challenges with launching, marketing, and sustaining new business ventures,” said Julie Gareleck, managing partner, Junction. “It’s so critical to have a business plan or a roadmap to guide execution – strategically and successfully.

Gareleck shared lessons learned from her experiences in building the strategic firm from ground zero. In 18 months, Junction has grown to a team of 9, in 3 locations (Atlanta, Central PA, and Costa Rica), with clients ranging from start-ups to Fortune 500 companies. She stressed the importance of having a business plan, a living-breathing document that can be adapted as the company grows.

In addition to Gareleck, panelists included: Peter Rosen, HR Strategies & Solutions; Jackie Hutter , General Counsel and Chief IP Officer; Allison Siavage, Siavage Law Group; Kenji Kuramoto , AcuityCFO; Jody Fennell and Ella Dyer , Abundant Closet; and Lynn Scott and Lisa B. Dowling, Arnold Golden Gregory Law Firm. Topics included: IP, legal, finance, outsourcing, fundraising, branding, marketing, and strategic planning.

“StartUpChicks is a great organization for women entrepreneurs. Junction is a proud sponsor of the organization and its growing member base,” said Gareleck. “We hope the number of new business continues to rise, fueling the entrepreneurial environment in Atlanta.”

About StartupChicks

StartupChicks was founded in February of 2009 when the founder, Jen Bonnett, noted the extreme dearth in women attending various local entrepreneurial events. The company has grown from its original five founding members to a membership of over 500 and has hosted numerous educational and social events for its members. The StartUpChicks mission is to connect entrepreneurial women and to grow, inspire and educate women on entrepreneurship as a career/life choice.

About Junction

Junction-Creative LLC (Junction), a strategic consulting firm, is committed to increasing growth opportunities for emerging and existing businesses. Solutions include the development and execution of strategic planning across business, brand & marketing, and technology. The strategic solutions align with specific business goals and objectives, providing consistency from strategic planning through execution. As a result, our clients are able to maximize opportunities to react, adapt, and thrive -- ultimately creating more sustainable and competitive businesses. Junction’s portfolio boasts successful strategies for start-up to Fortune 500 companies.

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