

## Calendar of Events

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March 11, 2021

### **LHC EXPERT Q&A?s - Digital Marketing with Patrick Wire, Wire Consulting Group**

**Lake Highlands Chamber of Commerce, Inc**

**PO Box 38382**

**Dallas, TX 75238**

12:00 PM - 12:30 PM CST

*Digital Marketing Q&A with Patrick Wire, Wire Consulting Group*

*Thanks to his ambition, smarts and a love for beer, Patrick's career got off to a great start right out of the gate.*

*After receiving a B.B.A. in marketing and then his M.B.A. from Loyola University in New Orleans, he could have followed the hordes of other Cajuns to the nearest pub after graduation. Instead, he wisely figured out a way to get paid for hanging out in bars and headed to The Richards Group to work on G. Heilman Brewing.*

*In his first few years at the agency, Patrick used the experience he'd gained during an earlier position with Anheuser-Busch to help guide clients such as Rainier, Henry Weinhard's, Old Style and Lone Star. Then, in a remarkable (and brief) moment of maturity and clarity, Patrick realized that man cannot live – or work – on beer alone. So he broadened his horizons by developing brand strategies and marketing communications for clients like Nokia Mobile Phones, The Home Depot, H-E-B Grocery Stores, Learjet, The Salvation Army, MGM Mirage, Maxfli Golf and, well, Corona beer. (Apparently, after helping to move over a million cases of adult beverages over the years, he couldn't completely get away from the business.)*

*Now Patrick is putting his unique range of experience to work at the Wire Consulting Group, [www.wireconsultinggroup.com](http://www.wireconsultinggroup.com), where he uses his marketing skills and experience to help companies identify business problems that marketing can solve.*

*When he is not trying to save the world from bad marketing communications, Patrick also enjoys tennis, golf, hunting, fishing, digging into some Cajun cooking, and hootin'-n-hollerin' for his beloved Saints.*

March 25, 2021

### **LHC EXPERT Q&A?s - Sales Training with David Tyson, SalesTrac**

**Lake Highlands Chamber of Commerce, Inc**

**PO Box 38382**

**Dallas, TX 75238**

12:00 PM - 12:30 PM CST