

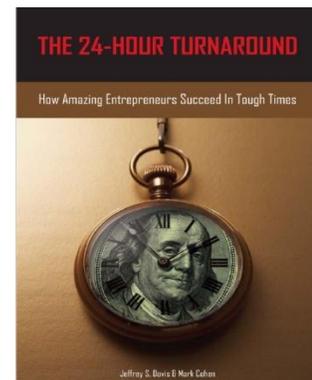


Mage Spells the Potion Driving the American Economy: Entrepreneurship

Jeffrey Davis of Mage, LLC Speaks at the 68th Annual New England Sanitone Licensees Meeting

Boston, MA, January 9, 2013 – Jeffrey Davis, Chairman and CEO of Mage, a Boston based firm in the consulting business for thirty years, speaks at the 68th Annual New England Sanitone Licensees Meeting, held at the Boston Harbor Hotel, on January 11 and 12.

The name Mage is derived from the word magi, referring to the wise people who provided counsel to ancient kings and queens. As in the old times, today's business leaders turn to Mage for advising and coaching on how to achieve their vision and goals. In an effort to promote entrepreneurship, Jeffrey Davis coauthors with Mark Cohen, Senior Consultant at Mage, "The 24-Hour Turnaround", a book that celebrates the success of entrepreneurship.



"The 24-Hour Turnaround" is a compilation of perspectives on leadership from six entrepreneurs that tell their personal stories and share their own entrepreneurial experience on what makes a good leader, their most difficult challenges, what advice they would give to aspiring entrepreneurs, and the legacy they'd like to leave behind. These are leaders of companies too small to be featured on CNBC and, still, these companies represent the ingredients of the potion driving the American economy: Entrepreneurship.

Davis, in a very entertaining style, is going to talk about their inspiring stories, providing a simple, practical guide for entrepreneurs to better diagnose themselves, their organizations, and their marketplace. Doing so, Davis promotes local business owners' successes and, at the same time, reaches out to the audience to strengthen those traits that define an entrepreneur: Persistence, innovation, integrity and drive to succeed.

"Entrepreneurship has always been the fabric of the American economy and today, it's imperative for future economic growth and innovation" says Davis, a veteran entrepreneur himself that loves to talk, in a personal way, about the exhilarating feeling of being an entrepreneur in these challenging economic times. Davis relentlessly promotes entrepreneurship in his daily radio show, Radio Entrepreneurs, a business talk show sharing the success of entrepreneurship in an effort to strengthen the fate of entrepreneurs in New England and around the world.

Sanitone is a division of Fabritec International. The meeting offers entrepreneurs in the dry cleaning business a chance to exchange ideas on improving service to Sanitone customers, focusing on customer satisfaction, documentation, automation, the service database and service plans.

About Mage, LLC

Founded in 1983 as a business and management-consulting firm, Mage has helped more than 700 entrepreneurial companies achieve their strategic goals. Mage specializes in creating value through leadership coaching, high-powered team building, strategic planning and organizational development. Mage is committed to the continuous improvement of its clients' capabilities, offering a full menu of tailored management and organizational advisory services.

###

Contact Information:

Lucia Russo, MBA, CM
Marketing Director
Mage, LLC
www.mageusa.com
Mobile: 781-492-0669

Executive Producer
Radio Entrepreneurs
www.radioentrepreneurs.com
www.youtube.com/user/radioentrepreneurs
www.facebook.com/radioentrepreneurs