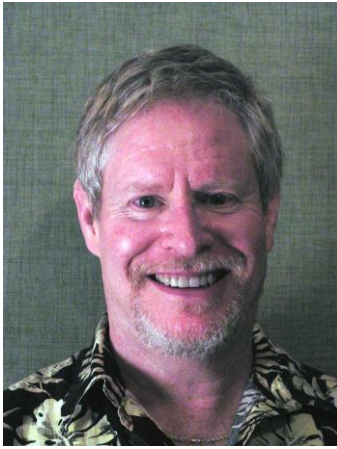


## ***Mark Lusky, President, Lusky Enterprises, Inc.***



***Mark Lusky brings a reporter's sensibility to the often hyperbole-filled world of marketing. His first byline was at the tender age of five months with a column on how to train parents, in the April 25, 1954 edition of the Rocky Mountain News. (Okay, so his dad actually wrote it. But he has the byline and the picture to go with it.)***

Mark “officially” has 37 years of writing, public relations, advertising, marketing and journalism experience - starting with a Regional Marketing Director position for **Ringling Bros. and Barnum & Bailey Circus**. He founded Mark Lusky Communications, now a registered dba of Lusky Enterprises, Inc., in 1982. He co-founded Lusky Enterprises, Inc. in January 2004.

Areas of expertise include website content development; expert advice column and blog writing/ghostwriting; editorial, publication and collateral content development; marketing planning and implementation; and publicity development.

Industry focus centers on financial and legal services, technology, healthcare, manufacturing, career development, and business consulting/services.

A former reporter, Mark has been published in ***The Denver Post, Rocky Mountain News, The Denver Business Journal*** and a variety of trade publications in industries ranging from technology and travel to nutraceuticals and printing. He wrote a history of the First National Bank of Denver contained in the book ***Rocky Mountain Gold*** by Thomas Noel; helped write and edit ***Remaking America - The Values Revolution*** by Dr. Paul Knott; and collaborated on the memoirs of the late Dr. Abraham Kauvar, onetime health department chief in Denver and New York City, and father of the nation's neighborhood public health clinic system. He has written monthly columns for ***the Denver Business Journal, ColoradoBiz Magazine, LoDo News and The Denver Post***. He currently authors the Small Business column in the ***Denver Business Journal***; writes articles and blogposts for ***selfstorage.com*** and affiliated sites; and co-authors a Customer Service column in ***Label & Narrow Web*** magazine.

**Lusky's first byline article**

