

Speaker for the August 6<sup>th</sup> meeting



One LOOK! at the logo and you know...This woman KNOWS marketing!

**Darla Phillips** has done it all and then some. Right out of high school she started a career in marketing and advertising, working her way up to become General Manager at Trader Publishing.

Then one day, she had one of those AH HA moments, as we know all too well, and gave birth to a Dream that led to a Passion, which drove her to quit her job and never look back.

Darla will be sharing her experiences and how learning the 'Hard Way' isn't always a bad thing! She built and sold her business, **Not By Chance Enterprises, Inc.**, taking lifetime royalties on her second invention, LuggageSpotter and SuperGrabber, which generated over **10 million dollars** in the past 8 years through ad specialty and sports licensing sales!

In our communications, I was impressed by her sincerity and passion to help inventors get their products to market. Darla started LOOK! Marketing, Inc., with that in mind. She offers professional guidance from concept to store shelf. She has extensive experience in licensing and is continually looking for inventions to sell into Big Box Stores!

Over the past 15 years, she formed alliances with well known movers and shakers in the industry such as Kevin Harrington, Al Khubani, HSN, QVC, and many others; also becoming a Lifetime Member of CEO Space. As busy as Ms. Phillips is, she takes the time to speak for Cystic Fibrosis and CASA, an organization for Women of Domestic Violence.

If you are ready to take on the challenge of bringing your Million Dollar Idea to market and want to learn from someone who's done it, LOOK! No further!

BE at the LIGI Tool & Engineering, Inc. (3220 SW 15<sup>th</sup> Street Deerfield Beach, FL 33442) at 1:00 pm on Saturday 8/6/11 for this wonderful educational opportunity hosted by the Inventors Society of South Florida (a 501 (C) 3 non-profit organization).

For more details and directions please go to our website [www.inventorsociety.net](http://www.inventorsociety.net) or contact Leo Mazur 561-676-5677 [mazurelectric@earthlink.net](mailto:mazurelectric@earthlink.net) or Joanna Zaremba 954-486-2426 [joannapoland@comcast.net](mailto:joannapoland@comcast.net)