

NEWS RELEASE

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FOSTER MARKETING FOUNDER NAMED INNISBROOK GROUP PRESIDENT

George Foster Leads National Marketing and PR Agency Network

LAFAYETTE – Foster Marketing Communications President George Foster was recently named President of the Innisbrook Group for 2007 at its spring meeting held here.

The Innisbrook Group is an association of independent marketing and public relations agencies from throughout the United States. The Group was founded in 1982 in Innisbrook, Fla. Foster recently hosted the group's meeting here and has been a member of Innisbrook since 1985. Nationally acclaimed consultants Dave Baker and Joe Grant spoke on staff recruitment and retention, productivity management and growth and transition issues.

The Innisbrook Group members are agency owners working together in a "think tank" fashion for common solutions to business challenges. They meet twice annually to share ideas, review operational procedures and discuss industry trends.

Foster Marketing is a business-to-business marketing, advertising and public relations firm founded in 1980 and based in Lafayette with offices in Houston and Fort Worth, Texas. Foster is a member of the American Marketing Association, the Business Marketing Association and the Acadiana Advertising Federation.

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