



First Wednesday Men's Lunch

SEPTEMBER 5 AT NOON

Speaker: Rick Jones

St. Philip's Church Parish House
corner of Church & Cumberland



Rick Jones is the CEO of FishBait Marketing, a college sports sponsorship and event-marketing consultancy, as well as a partner in Nashville-based R&R Bait & Tackle, where he sells sponsorships for multiple high-profile country music clients. He is also a partner in EngageMint, a firm that helps sports teams create and implement better fan engagement processes. He recently launched FishBaitBiz.com, an online resource to help small-business owners become more successful and profitable.

Rick is a business pioneer, specializing in marketing communications and marketing segments, corporate sponsorship and event marketing, sales techniques, team building, small-business consulting, and tourism and travel. He has worked with many of the world's leading corporations, helping MasterCard and UPS with the development and implementation of sports and entertainment programs, including World Cup Soccer, The Olympic Games and the NCAA Basketball Tournament. Rick's current clients include Werner Co., the Atlantic Coast Conference, the music industry (CMA and BMI) and Charleston Race Week.

A seasoned public speaker and seminar leader, Rick has taught sports and entertainment marketing at both Georgia State University and The University of South Carolina. He has spoken worldwide for a variety of organizations, companies and trade associations, including PCMA, American Express, and IEG. In October 2016, Rick published his first book, "Analog Advice in a Digital World: A Baby Boomer's Words of Wisdom for the Millennial Generation."

Rick lives on Wadmalaw Island, South Carolina, with his wife, Charlotte. His daughter, Jennifer, is a novelist living in Florida with her husband and two boys, and his son, Ryan, is based in Atlanta, Georgia, where he works in the film industry.



Buffet lunch served

Donations accepted

ST. PHILIP'S CHURCH
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8:30 a.m. - 4:30 p.m. Monday through Thursday
8:30 a.m. - 1:00 p.m. Friday