



**PRESS RELEASE: Ferris PR Student Organization Welcomes Well -Known Entrepreneur to Speak**

**Sandy C Gholston** to: Archive

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Included below is a press release from the Ferris State PR student organization. The group is bringing Skip Cerier, an entrepreneur and photographer, to campus to speak to students on Tuesday, Nov. 5 in College of Business Room 111. Any media requests regarding this release can be directed to Alexa Donakowski at [akdonakowski@gmail.com](mailto:akdonakowski@gmail.com) or (989) 464-8262.

To read the online version of this story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2013/november/cerier.htm>

FOR IMMEDIATE RELEASE

Nov. 4, 2013

Sandy Gholston  
Ferris State University  
News Services and Social Media Manager  
[sandygholston@ferris.edu](mailto:sandygholston@ferris.edu), (231) 591-2021

**Ferris PR Student Organization Welcomes Well-Known Entrepreneur to Speak**

BIG RAPIDS – Skip Cerier, photographer and entrepreneur, will speak to Ferris State University students about ways to start a business. Cerier’s appearance is scheduled for Tuesday, Nov. 5 in College of Business Room 111.

Cerier’ will speak to the students about the skills necessary to start a business, why thinking outside the box is vital and about the importance of accounting. He also plans to share advice on how to remove fear from the workplace and he will explain the purpose of a linear process.

Cerier has participated in starting 11 businesses and was either a partner or a CEO for each of them. Of these 11 startups, four are still running today. The four startups are SchoolPictures.com, Graduation Foto, Michael Barton Studios and Michigan Grads. Cerier also is president of American Photo Marketing, Inc. He noted that about 35 years ago he photographed approximately 1,200 Ferris who received their diplomas.

He hopes that his message of perseverance will impact students.

“It was from the failures that I learned how to run a successful company,” Cerier said. “It is from those experiences that I have put together a presentation talking about those things that I learned the hard way.”

Promoting and organizing this event is Ferris State PR, a student organization on campus. Anyone with questions about this event can contact Alexa Donakowski at

[akdonakowski@gmail.com](mailto:akdonakowski@gmail.com) or (989) 464-8262.

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Sandy Gholston  
News Services and Social Media Manager  
Ferris State University  
420 Oak Street  
Prakken Building 108  
Phone: (231) 591-2021  
News Services Web site: [www.ferris.edu/news](http://www.ferris.edu/news)  
Ferris State University News Blog: [ferrisstatebulldogs.blogspot.com/](http://ferrisstatebulldogs.blogspot.com/)

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