

People



Bruce L. Erley

Bruce Erley is president and CEO of Creative Strategies Group, a seven-year-old Denver-based, full-service sponsorship and event marketing agency that consults with sponsorship properties in the identification of their most sponsorable assets, as well as the packaging, pricing and sales strategies to attract corporate and media sponsors.

CSG provides sponsorship consulting and exclusive sales representation for such properties as the Cherry Creek Arts Festival, the Colorado Garden & Home Show, and the CHUN Capitol Hill People's Fair. The agency has also developed sponsorship plans for such organizations as the Colorado Lottery, U.S. Bank, Vectra Bank and Kaiser Permanente.

Facts on file

Years in the business:
26

Degree:
B.A. in Journalism with minor in Public Relations (Cum Laude) from Colorado State University, 1976

Other background experience:
20 years with Up With People, a non-profit traveling show organization, in promotions, sales, marketing services, corporate communications and eventually as vice president of marketing and sales.

Family:
Wife, Linda (married 20 years and it gets better every day), and three sons Christopher, 17; Matthew, 16, and Patrick, 13

Last books read:
The Left Behind series by Tim LaHaye and Jerry Jenkins - I'm waiting anxiously for the next book to come out so I can finish the entire series.

Last business book read:
The "E" Myth by Michael Gerber

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In Conversation

How did you get into events?

I began as a cast member in Up With People and quickly gravitated to the promotional aspects of "putting the show on the road." I loved the business of producing events that reach and impact people on an emotional level. It's kept my passion ever since.

What was your biggest professional challenge?

In a management shuffle in 1995, I lost my job after 20 years with Up With People. I thought I would never recover from the loss of personal value. But I soon discovered that the need to find a new job created new and unlimited opportunities that I had not seen before from my cozy little world. Though I was offered a position in bank marketing, I didn't want to leave the world of event marketing. My wife supported me in my decision to go into business for myself. I followed my passion and now eight years later have grown my own agency to a full-time staff of seven and a reputation for quality, integrity and success. I found that in fact if you listen to your heart when one door gets closed, God will often open another with incredible blessings behind it.

What do you do to relax?

I spend time with my wife and sons; work out at my health club, and I watch the television drama series Law & Order.

What's the best advice you've ever received?

Find something you love to do and you'll never work a day in your life.

Personal Philosophy

Do at your greatest level of excellence, not perfection. Let the people around you know how much you appreciate them on a regular basis. Find joy in everything you do. Have fun doing a great job, and never take yourself too seriously.