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## LOCAL EXPERTS SHARE STARTUP SECRETS FOR BUSINESSES OF ALL SIZES Event at Esperson Views Startup Culture from Three Perspectives

What makes one startup business succeed while many others fail? What can larger, mature companies learn from successful startups? How do entrepreneurs create companies that are passionate, agile, and innovative? What helps intrapreneurs create engaging subcultures among corporate red tape? A panel of experts will answer these questions and more as they discuss the power of cultivating a startup culture. They will explore what Houston businesses can do to attract great talent and engage them in meaningful work, reaping the rewards of an energetic startup culture.

On Thursday, October 5, from 5:30-7:30pm, a free networking event will be held downtown in Esperson at 808 Travis Street. Speakers include John Arenas, CEO of [Serendipity Labs Coworking](#), Dean Strombom, Principle of Gensler architecture firm, and Matthew Hager, founder of digital agency Poetic Systems. Mike Bistline from turnstone will moderate the discussion. Registration and networking begin at 5:30 pm followed by the panel discussion and Q&A from 6:15-7:15pm. On-site parking garage and metered parking options are available. Uber rides or METRORail and METRO bus local transit choices are also encouraged. Light bites, drinks, and adult beverages from 8<sup>th</sup> Wonder Brewery via Morton's, The Steakhouse will be provided. Required registration may be made through Eventbrite at <http://bit.ly/2bwULBN>.

Entrepreneurs and other business leaders will come away from the evening with fresh insights into startup culture and its impact on Houston businesses of all sizes. The event is hosted by Cameron Management, turnstone and McCoy-Rockford. "Cameron Management at Esperson is excited to welcome the startup community. Innovation is key to Esperson's redevelopment as evidenced in its partnership with Serendipity Labs designed by Gensler. Our goal is to attract collaborative, passionate leaders such as Poetic to this all-important downtown location." states Dougal Cameron, President.

### **About Cameron Management**

Cameron Management is a Houston-based real estate group that owns, manages, and leases classic office buildings located in Class A submarkets and managed to a Class A standard. Tenants are attracted to the economic value and attentive onsite management. More information can be found at [www.cameronmanagement.com](http://www.cameronmanagement.com).

### **About turnstone**

Turnstone, a Steelcase brand, helps entrepreneurs leverage culture and space to accelerate business results, and helps intrapreneurs activate a sense of startup culture to do the same. To learn more visit [www.myturnstone.com](http://www.myturnstone.com).

### **About McCoy-Rockford**

McCoy-Rockford is the largest commercial interiors dealership in Texas, offering furniture and architectural solutions for Houston's businesses since 1972. To learn more visit [www.McCoy-Rockford.com](http://www.McCoy-Rockford.com), or call us at 713-803-4531.