



**Leslie A.M. Smith**

**Industry & Market Analysis  
Guest Speaker**

Leslie A.M. Smith - Offering no-nonsense marketing and public relations to small businesses and nonprofits  
Owner, McCormick L.A.

With almost 30-years' experience with her own public relations consulting business, Leslie is continuously successful at implementing thorough and strategic campaigns that strengthen an organization internally and externally. Smith has worked with businesses that range in size from one-person start-ups to global corporations.

An entrepreneur at heart, she has taken products she invented to market. Those experiences led her to teach classes that simplify marketing processes for small businesses and local nonprofits. In 2020, she penned and published "Laws of Promotion," a 50-page marketing guidebook outlining the basic rules of promoting a small business, available on Amazon.

She lives in Long Beach with her husband and rescue dog, where they all raised two wonderful daughters.