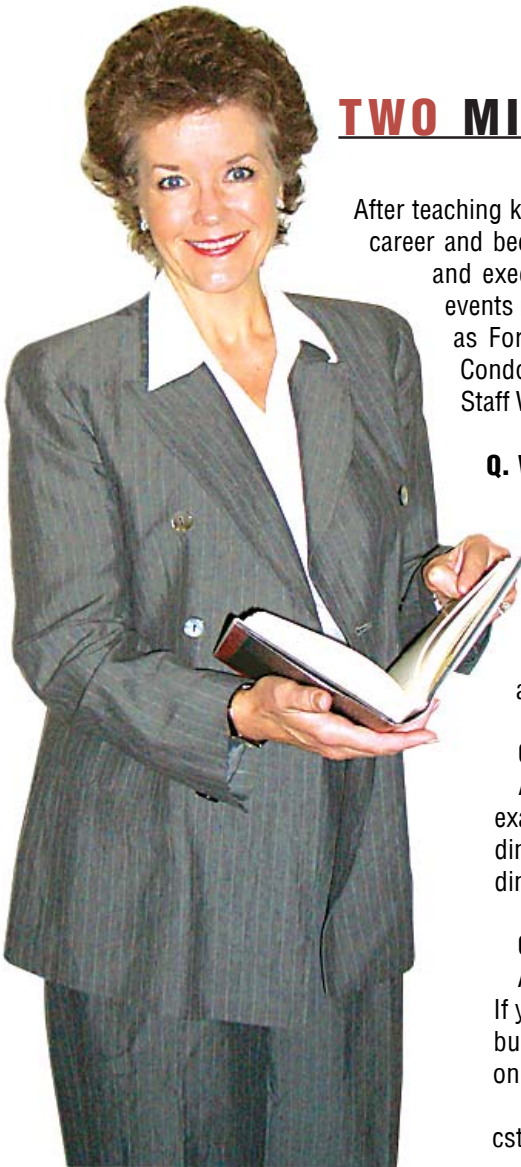


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ENTERPRISEZONE



TWO MINUTES WITH Ashley Forbes Kellogg ForbesRobinson Inc.

After teaching kindergarten in Duncanville for 15 years, Ashley Forbes Kellogg decided on a change of career and became a consultant to corporations on employee/client relations, change management and executive leadership. In 2001 she co-founded ForbesRobinson, a Dallas-based special events management company. In 2004 she struck out on her own, reincorporating the business as ForbesRobinson Inc. Most recently she handled the grand opening of Maple Terrace Condominiums and its “party in the penthouse” for Trammell Crow Co. She was interviewed by Staff Writer Cameron Stewart.

Q. Why did you decide to branch out into corporate entertaining?

A. I know a lot about what people want: While teaching kindergarten, I learned a lot from my students about project management and how to build a successful corporate career. Nothing is more challenging than organizing a classroom of 5-year-olds. I learned how to manage 22 children doing 10 different things at once. I had to keep them all interested in the projects and make them responsible for the outcome of the projects. I know that corporate executives need to be valued and known by those that are powerful. I enjoy helping to make them feel that way.

Q. What is one common misconception about corporate entertaining?

A. A lot of companies don't put enough thought into entertaining their clients. For example, you need to know the difference between a \$50 bouquet of flowers and a \$500 dinner at a fancy restaurant. Maybe the bouquet is more appropriate for the client than the dinner. More spending doesn't always make a better impression.

Q. What advice do you have about entertaining clients?

A. You spend money on entertainment for two reasons, to thank a client or to sell a client. If you spend money to thank them, thank them — don't try to sell them. People are losing business because they are getting 'out-relationshipped'. You're already spending money on entertainment, why not spend it more efficiently?

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