



ROSS BUEHLER FALK & COMPANY, LLP  
CERTIFIED PUBLIC ACCOUNTANTS & CONSULTANTS

## EXECUTIVE FORUM

# Guest Day

Sept. 8, 2016 | 8:30 – 10:30 am

2nd Floor Training Room  
@ The Horst Group  
320 Granite Run Dr.  
Lancaster, PA 17601

**Join us as Deb Brandt, founder of Fig Magazine, shares her success story with us.** In this “Business Lessons Learned” Guest Day for Executives, Deb will share how her philosophy of “Design for Good” has helped create a vibrant downtown community in Lancaster and other locations.

As a guest, you’ll be able to experience first-hand how the Ross Buehler Falk (RBF) Executive Forum helps Leaders achieve greater results for their companies and their careers.

The session is free, but we request that you register so we can manage the room setup.

[CLICK HERE TO REGISTER](#)

### BIO

**Deborah Brandt**, owner and creative director of the Lancaster City based Fig Industries established the studio in 2000 with a mantra of ‘Design for Good’. A few years later, her belief that exceptional design and creative communication can transform businesses and communities led her to create Fig—a multi-platform communications package, founded on direct mail. Fig is a guide to shopping, dining, arts, and events in the City of Lancaster, encouraging readers to shop local and support independent businesses.

Deborah’s vision for the business has grown over the past 15 years. Today, Fig Industries has a team of 18 creative professionals, offering services across branding, packaging, marketing, photography, custom letterpress, and public relations. In addition, the Fig brand has grown from its flagship in Lancaster to four additional locations including, Bethlehem, Kennett Square, West Chester, and Columbia, SC.

Fig has become associated with the revitalization of downtowns by beautifully packaging local businesses and engaging its audience across print, digital, and social media platforms. The Fig team upholds the company’s mission of Design for Good through their work in the community. Every year, Fig gives back to local non-profits through donations, sponsorships, and social mission partnerships—partnering with local non-profits and celebrating their missions on the pages of Fig. Over the past ten years, Fig has provided valuable exposure to more than 20 grassroots, non-profit organizations and has sponsored and hosted numerous events throughout the City of Lancaster.

In addition to giving back to the community, some of Deborah’s top priorities include supporting women in leadership, and helping to launch new brands. She serves on the board of Directors for the Lancaster City Alliance and Discover Lancaster, and is on the advisory board for WXPB. She is also the proud parent of three busy teenagers and wife to Matt Brandt who serves as CFO of Fig Industries.

Educated at Kutztown University of Pennsylvania with a Bachelor of Arts in Communication Design, Deborah began her career as a designer in New York City. She worked with iconic luxury brands including Ralph Lauren Fragrances and Parfum Givenchy, part of the Louis Vuitton Moet Hennessy house. Her move back to Lancaster allowed her to use her experience and talents in the field of package design and marketing to benefit businesses in her hometown.



Deborah Brandt  
Owner & Creative Director, Fig Industries

