



Old Woodward-Birmingham | David Lewinski

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## Joe Cornell Entertainment dances on recent growth

METROMODE, 10/14/2010

Joe Cornell Entertainment got its start a little more than 50 years ago teaching ballroom dancing in northwest Detroit. Today the Southfield-based company provides a place for creatively inclined people to work.

Joe Cornell Entertainment has grown to a staff of 34 after making six hires earlier this year. Most of those jobs go to young people in college or recent grads looking for work as dancers, DJs, or entertainers. The company is attributing that growth to companies coming out of budget crunches from the recession and "finally celebrating again," says Rebecca Schlusel, vice president of Joe Cornell Entertainment. The company hopes to continue hiring.

"We always need high energy, responsible people," says Steve Jasgur, president of [Joe Cornell Entertainment](#). "I will always find a place for them."

Joe Cornell retired to California and sold the company to Schlusel and Jasgur 21 years ago after they started as employees in high school. The company still teaches dancing classes and has expanded into just about all facets of event planning. It even started *PlanIt!*, an event planning magazine.

Source: *Steve Jasgur and Rebecca Schlusel, co-owners of Joe Cornell Entertainment*  
**Writer: Jon Zemke**

Read more about Metro Detroit's growing entrepreneurial ecosystem at [SEMichiganStartup.com](#).

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