



INNOVATION GUIDE



charlotte
CHAMBER
igniting success

6

Generations of *Innovation*

BY COLLEEN BRANNAN

A quick survey or consult with Webster will tell you innovation is the introduction of something new, but a closer look across gender, age and profession in the Queen City suggests there's much more to it. Meet six Charlotte Chamber members, ranging in age from 27 to 70, who represent six generations of innovation. All share a passion for doing things new and differently, but each with their own definition, style and expectations.

20^s

Peter Gilchrist

Twenty-seven-year-old Peter Gilchrist, not to be confused with long-time Mecklenburg County District Attorney and his uncle of the same name, classifies himself as “carefully creative.” When probed, he explains “I’m not one to pitch wild ideas without some strategic thought behind them.”

Gilchrist’s definition of innovation is “creating something successful that previously didn’t exist.” As director of communication and marketing for Charlotte Preparatory School, a pre-kindergarten through eighth grade private school in South Charlotte with more than 450 students, he gets plenty of opportunity to strut his innovative stuff.

Since joining Charlotte Prep’s leadership team less than a year ago, with responsibility for advertising, marketing, communications and special events, Gilchrist has already logged impressive results with more on the way. One quick fix was making Charlotte Prep appear in Google searches with paid key word advertising. Another was arming all employees with key talking points about the school. “It’s important that the same message is relayed to current parents, prospective parents, visitors or that random person in the supermarket who asks what your ‘CPS’ sweatshirt means,” Gilchrist explains. “Now, when a mom asks why she should send her child to Charlotte Prep, you can bet everyone on our staff knows the answer.”

Charlotte Prep is also making a marketing push toward fathers. “Dad’s like to have a voice in school decisions too,” he says of the idea to target the other parent. To date, Gilchrist has hosted two “Dad events.” What was originally created to strengthen the bond between dads and their children, the Charlotte Prep Dads Group has quickly helped Gilchrist with his word-of-mouth advertising, retention and recruitment efforts.

Another innovation on Gilchrist’s watch includes a photo blog on the school Web site giving a visual account of school activities, which parents and students love. Something in the works is a Charlotte Prep coloring book for distribution through the admissions office as well as daycares and preschools around town. “When I decided to create a coloring book as a recruitment tool to help tell the Charlotte Prep story, I went straight to the source, our pre-K students, to determine likes and dislikes,” says Gilchrist. “I’m not afraid to bounce an idea off anyone, even four-year-olds.”

Coincidence or not, enrollment at Charlotte Prep is up since Gilchrist came aboard. In his first year, he has already helped the school see a dramatic increase in Web site hits, applications and local media coverage.



In the five short years since he graduated from UNC Chapel Hill with a degree in journalism, the younger Gilchrist has done a lot, including two stints as a reporter and three years with a small local public relations firm.

A native of Charlotte, he sits on the board of directors for Engage Charlotte, a Charlotte Chamber council that works with city leaders, the business community and organizations to attract and retain young professionals, like Gilchrist, to the Queen City.

30^s

Tommy Timmins

Tommy Timmins, age 31, owns Connolly's Irish Pub, as well as Madison's, The Attic and Tyber Creek. An Irish Catholic import from Queens, New York, Timmins came to Charlotte 14 years ago on an athletic scholarship to Belmont Abbey College and never left. "I originally thought I'd just be here for college, but I saw so much potential, especially when we got the Panthers," he explains of his decision to stay. "Everything was a chain, so there was a huge opportunity for me to introduce the neighborhood bar concept."

Timmins grew up in the family bar business with early memories of helping his father, a New York City police officer and seasonal bar owner, stack bottles and sweep floors at The Sugar Bowl in Rockaway Beach that he and his brother, a New York City firefighter, still own and operate.

Not a typical bar owner or 31-year-old, Timmins' definition of innovation is "staying just ahead of the curve ... but not too far ahead." He admittedly hates e-mail and thinks cell phones are a necessary evil, but prefers face-to-face interaction, which is why you'll see him making the rounds of his four bars six nights a week.

Timmins' first venture, at the age of 23, was Tyber Creek on South Boulevard, where other bars had failed in the same space. Nine years later, Tyber is going strong, Timmins says because of some basic rules: 1) cater to your core customer; 2) don't think drink specials build brand loyalty; and 3) find the right business partners.

Since his South Boulevard beginnings, Timmins has taken over almost a whole city block on Fifth Street in Uptown with three more establishments: Connolly's (2001), Madison's (2003) and, most recently, The Attic (2006). Timmins says without his business partners, Kevin Devin for the Uptown locations and Maynard Goble for Tyber Creek, he would not have been able to diversify and grow.

"Branching out into Uptown is a great example of staying ahead of the curve, since in 2001 the Uptown social scene mostly consisted of nightclubs with very few real bars," recalls Timmins. As the story goes, when a wig shop became available, a little vision turned it into what is now Connolly's. "One thing that set us apart in the early days was the music we played and the set lists we painstakingly compiled manually – some the same as nightclubs, others from our own CD collections – but all in a more comfortable environment," Timmins explains.

Today, there's a lot more Uptown entertainment competition, but Timmins still dares to be different. "I'm not a big fan of advertising mostly because I don't believe that's how people choose where they go out or have parties," he explains. "I'd rather spend those same dollars on public relations and marketing our brands to the business community."



A great example is his recent sponsorship of the National Association of Women Business Owners (NAWBO) Charlotte Chapter's monthly luncheon. The group, in turn, hosted a networking event at Madison's in January. "Relationships result in more business than any half page ad ever could," says Timmins.

In addition to his business pursuits, Timmins continues to take on new challenges. After training for a year, he recently won his first-ever boxing match making him the Novice N.C. Golden Gloves Heavy Weight Champion.

What could possibly be next for Timmins? "Some call me the mayor of Fifth Street, so if Pat McCrory becomes Governor ... who knows?"

40's

Sonya Barnes

Sonya Barnes, a certified image consultant and leader in the field of image strategy, is nothing short of a corporate magician. Owner and president of Harris & Barnes, a Ballantyne-based professional development company, Barnes, age 40, helps people of all career levels and their teams project a more polished and winning image.

Her clients, mostly companies but some individuals, keep her on retainer since image strategy is a process, not a one-time event. The first step is a 90-minute analysis where Barnes performs an “internal autopsy” assessing attributes such as character, lifestyle and integrity, all the while identifying anything that may be hindering your personal brand.

According to the impeccably-dressed Barnes, clothing, body language and attitude say a lot about you and the company you represent. “We live in a world where we believe the unspoken, so you want to make sure your non-verbal communications are as polished as your conversation skills,” she explains. “All play an important part in the overall impression you make with management, co-workers, customers, even strangers.”

Interestingly, Barnes’ definition of innovation – “a combination of passion and inspiration that gets put into action in a creative and authentic way” – sounds more like her mission statement or job description.

One of Barnes’ clients was a talented young litigator on the partner track, but socially awkward and stuck in a time warp when it came to clothing. His firm actually sought Barnes out to coach him, and the results were incredible. “Sometimes, people know they need to change, but don’t know how to go about it,” says Barnes. “I showed him the possibilities, helped him find a social comfort level, and now he’s a senior partner.”

The type of coaching that was once reserved for the executive ranks is now a professional development tool available to all career levels, perfect for those with public interface and client contact. “Employers are beginning to understand that employees are actually ambassadors of a company’s brand and often need coaching to look and act the part,” says Barnes whose clients include five Fortune 100 companies.

One team at a large company had a poor internal reputation resulting in bad attitudes and even worse performance. Barnes worked with them first on morale and corporate etiquette and then tackled the tougher issues. Together, they created a vision of who they wanted to become and a plan to turn that vision into action. “Talk about transformation,” says Barnes. “Each client challenge is different and requires both creativity and candor, but my professional satisfaction

comes from knowing a little change made a big difference in a person’s career or overall company performance.”

With a bachelor’s degree in organizational communications from the University of Colorado and 15 years in the corporate sector before starting her own company in 2002, Barnes is well-rounded and well-credentialed. She has studied with the leading image institute in New York and is internationally certified as a master trainer through the London Image Institute. She is also a member of the current Leadership Charlotte class graduating in May.

In addition to her coaching work, Barnes is on a mission to help organizations spice up their conference speaking line-up by offering topics such as “From Invisible to Influential” and “Your Image, The Most Powerful Tool in the Box.”

2008 is shaping up to be a breakout year for the firm as Barnes takes it global by teaching the business of image consulting in Singapore in March.



50^s

Maria B. Petrea



Maria Petrea is in the business of enhancing bright young minds in two languages. As the principal of Collinswood Language Academy, a kindergarten through fifth grade dual-immersion magnet program where students learn in Spanish and English, this award-winning administrator is constantly striving for improvement, which seems odd considering her school was the first of its kind in the state and is used as a model in the U.S., Canada and Europe.

In her mid-fifties, Petrea is half Latin American with a Panamanian mother and half South Carolinian with a dad from Seneca. An Appalachian State grad, with bachelor's and master's

degrees, she speaks fluent Spanish, but describes herself as 100 percent Southern.

“Being innovative is never being satisfied with the status quo,” says the dynamo of a woman referring to her program that has been nationally and internationally recognized. “I am always approaching challenges by taking risks and solving them by applying solutions, which may be viewed as ‘outside the box.’”

When she first got the job more than a decade ago, there was no nearby model for a dual-language school, and universities in the region weren't training teachers for language acquisition. So Petrea headed to Miami to spend a week living and breathing an established and successful program there. When she returned, she borrowed some of their strategies, created a vision of her own and has spent 10 years perfecting it.

Two years ago, Petrea and her diverse staff from 14 different Latin American countries, rolled out an innovative teaching approach called Grammar Colors using colors to teach content vocabulary and grammar structures in both English and Spanish. “Children can't learn it all at once, so we give it to them gradually, by color, so it makes more sense in both languages,” explains Petrea. “We've found it actually accelerates learning.”

According to the Latin American Chamber of Commerce, the Latino Hispanic population is growing faster in North Carolina than any other state in the nation. And there are 340 Latin American businesses located in Charlotte. All good news for Petrea as she recruits for her magnet program, which she says is the next best thing to private school. “It's quite an advantage,” says Petrea, adding that “only 25 percent of public schools in the U.S. offer a second language at the elementary school level.

“Students who complete our program not only develop strong listening, speaking, reading and writing skills in two languages, but also acquire an innate understanding of Latin and European cultures,” explains Petrea. “They will have the ability to transcend the language and cultural gap and become future leaders in the 21st century.”

Interest in Collinswood continues to grow with record enrollment this year. “Parents are looking 25 years down the road asking themselves if their child will need to speak a second language to become competitive in the workplace,” she explains. With some Charlotte-based employers already attaching signing bonuses or paying higher salaries to dual-language speakers, that someday is actually now.

60s

Marilynn Bowler

Now “in the middle of her sixth decade,” Marilynn Bowler is somewhat of an icon in Charlotte sports marketing circles, although she dismisses the thought with a laugh.

Best known for her 14 years as head of community affairs for the Charlotte Hornets NBA team that left for New Orleans in 2002, she currently holds the same position with the Charlotte Checkers.

“If it were not for my husband’s job in Charlotte, our five children, sons-in-law and grandchildren, I would have moved with the Hornets,” says Bowler of how much she loved that job and working with General Manager Carl Scheer who taught her “fans first.”



Bowler, who defines innovation as “a recipe of creativity, imagination, observation skills, a sense of humor, teamwork and just plain guts,” has plenty of real life examples.

One is the story she tells of beloved Denver Coach Doug Moe who had a reputation for wearing some pretty loud and not-so-attractive sports coats when he coached a game. “When Denver came to town that year, I scooted all over town to various Salvation Army and Goodwill Stores and purchased 35 of the ugliest, most outrageous men’s sports coats I could find. They ranged in cost from \$2.50 to \$5, if that tells anything of the couture. That night at the Hornets game, when Doug Moe walked on the court, he found himself in the company of reporters, game announcers, staff and even one of the officials in ugly plaid jackets. He laughed heartily as did the crowd who witnessed the whole thing in living color on the matrix board.”

“You don’t need scads of money to be innovative or put on a good show,” says Bowler. When the Checkers were planning the move from Cricket to Bobcats Arena Uptown, they wanted fans to embrace the change, but knew it was asking a lot after years in the same location. “We decided to make it fun,” recalls Bowler, who solicited the help of Charlotte Mayor Pat McCrory to make a few tongue in cheek TV spots with mascot Chubby trying to parallel park a Zamboni with McCrory’s “help.” In addition to great media coverage, the novelty of the spots stuck in everyone’s minds and attendance doubled. “Best of all, it cost us nothing,” she says proudly.

Considering herself “a little bit creative,” Bowler says she tries to look at things in ways others don’t. When stuck, she brainstorms with everyone from former boss, Joan Zimmerman, who she calls “so creative it is scary” to her sister Marcia in Rochester. “And when I’m really trying to think outside the box, I say “WWHD!” (What Would Humpy Do?) Bowler thinks longtime Lowe’s Motor Speedway President and General Manager Humpy Wheeler is “an incredible combination of smart, funny, clever, daring and determined.”

Funny, that’s what people around town say about her.

Humpy Wheeler

HA. “Humpy” Wheeler, a young 70 this year, is synonymous with innovation. His stunts as president and general manager of Lowe’s Motor Speedway (LMS) for the past 32 years have earned him media coverage, notoriety and the reputation of a master promoter. But ask him what business he’s in, and he’ll tell you entertainment, not motorsports.

His favorite job ever was actually his first, running a dirt track in Belmont called Robinwood Speedway at the age of 22. “It was a wild place on Saturday nights, cost \$1.50 to get in and very popular with the millworkers,” he recalls.

Wheeler says innovation is coming up with ideas that haven’t been done or adding new feathers to an old idea to make it new. “Something might not work the first time, might not even work for a century because it’s ahead of its time, but something that eventually works,” he says with his trademark chuckle.

“I’ve found only a very small percentage of the human race is actually creative, but many can recognize creativity,” he says. Case in point, back in 1990, while they were looking for kid-friendly ideas to boost attendance at Saturday races, an administrative assistant stumbled on something right up Humpy’s alley in the *National Enquirer*, a car-eating “Robosaurus.” She recognized the value and took it to the man, who has his own Bobblehead doll, immediately.

“We got on the phone, ran it down and found out Robo was sitting in a warehouse in California,” says Wheeler. While the owner wasn’t wild about the idea of taking it on tour to another coast, eventually Wheeler convinced him. “At a certain price, things will move, even elephants,” he says of the deal. So in 1990, Robosaurus made his debut at LMS and ate a couple cars for lunch on a Saturday. As a grand finale, Dale Earnhardt jumped out of the cab to the excitement of fans, media and, yes, Wheeler, who engineered the stunt. Thanks to commercials promoting Robo’s appearance, kid attendance was up that day five or six times the normal numbers, so mission accomplished.

Humpy believes two major obstacles to creativity are lack of confidence and action. “Many have ideas, but are hesitant to act,” he explains. “I try to get young people to recognize they can do something about it - they have to make it happen.” Like when Wheeler wanted to do something memorable for the expected millions in attendance for Memorial Day Weekend 1982 - he had “invasion” stuck in his head, so he went down to Fort Bragg and engaged the Special Forces unit to invade the Speedway. “Imagine Apache helicopters and Chinooks



rising up from behind grandstand, dropping troops on the field as a surprise.”

So who does a master promoter brainstorm with? Humpy says there are a lot of people in his creative inner circle, mostly current and former Speedway executives, and too many to name for fear of leaving someone out.

Wheeler’s ability to spin a yarn is so legendary he just scored his own storytelling hour, taped right in his living room, called “The Humpy Show,” that began airing on the Speed Channel in February. Now that’s something he hasn’t done before. **V**

Creative Industries Directory

Below is an alphabetical listing of Charlotte Chamber members from creative industries as of February 11, 2008. Investor-level members (Board of Advisors and up) are noted in red.

A3 Design

Graphic Design
PO Box 43046
Charlotte, NC 28215
(704) 568-5351
www.athreedesign.com

Angus Lamond Photography

Photographers
21622 Crown Lake Drive
Cornelius, NC 28031
(704) 369-9536
www.anguslamond.com

Apollo Graphics & Marketing

Graphic Design
4510 Springside Lane
Charlotte, NC 28226
(704) 544-0960
www.apollo-graphics.com

Asterisk Creative, Inc.

Marketing & Advertising
1514-A Camden Road
Charlotte, NC 28203
(704) 334-6944
www.asteriskcreative.com

Atlantic On Hold

Advertising
PO Box 18138
Raleigh, NC 27619-8138
(919) 832-2220
www.accaudio.com

Back 40 Films

Film Production
1315 East Boulevard, Suite 203
Charlotte, NC 28203
(828) 712-6712
www.back40films.com

Barnhardt, Day and Hines, Inc.

Advertising Agencies
PO Box 163
Concord, NC 28026
(704) 786-7193
www.bdandh.com

Bayard Advertising Agency, Inc.

Advertising
4916 Deer Walk Avenue
Charlotte, NC 28270
(704) 552-9606
www.bayardad.com

Bilingual Job Fair

Advertising
3300 Battleground Avenue,
Suite 210
Greensboro, NC 27410
(336) 644-6705
www.bilingualjobfair.com

Blue Nine Partners

Public Relations & Marketing
PO Box 1058
Matthews, NC 28106-1058
(704) 344-9191
www.blueninepartners.com

Bright Yellow Jacket

Graphic Design
1018 East Boulevard, Suite 2
Charlotte, NC 28203
(704) 707-4171
www.brightyellowjacket.com

Branstorm

Public Relations & Marketing
2315 Crescent Avenue
Charlotte, NC 28207
(704) 378-0123
www.branstorm.com

Brinkley Design

Graphic Design
1930 Abbott Street, Suite 401
Charlotte, NC 28203
(704) 372-8666

Bullseye Creative

Advertising Agencies
820 Hamilton Street, Suite C9
Charlotte, NC 28206
(704) 248-2336
www.bullseyecreative.com

Burchette & Associates, Inc.

Marketing Consultants
1335 Greenwood Cliff, Suite 300
Charlotte, NC 28204
(704) 367-9580

Burke Communications, Inc.

Advertising & Marketing
1220 South Graham Street
Charlotte, NC 28203
(704) 377-2600
www.burkecom.com

The Creative Industries Council (CIC) supports the Chamber's efforts in establishing Charlotte as a creative business center. Members of the Council focus on the following directives:

- Recruiting more creative businesses to the Charlotte region while retaining existing creative businesses;
- Positioning Charlotte as an industry leader for creative talent, resources and culture;
- Infusing heightened creativity throughout the Chamber's various councils and committees;
- Serving as a Chamber voice on public policy issues that affect future creative growth in the Charlotte region;
- Utilizing the Chamber to serve the best interests of the creative community.

Sign up to receive CIC information and invitations by e-mailing jvickers-koch@charlottechamber.com

Business Partner of Tordingdon/Ballanytne, Inc.

Marketing Communications
3429-104 Toringdon Way
Charlotte, NC 28277
(704) 541-1515
www.businesspartner.com

C2 Creative

Marketing & Advertising
1435 West Morehead Street
Charlotte, NC 28208
(704) 295-6374
www.c2creative.com

Capstrat

Public Relations - Consultants & Services
1201 Edwards Mill Road,
Suite 102
Raleigh, NC 27607
(919) 828-0806
www.capstrat.com

carbonhouse, inc.

Marketing
3204 North Davidson Street
Charlotte, NC 28205
(704) 333-5800
www.carbonhouse.com

Carolina Public Relations/Marketing, Inc.

Public Relations - Consultants & Services
1017 East Morehead Street,
Suite 150
Charlotte, NC 28204
(704) 374-9300
www.carolinapr.com

Casajulie, Inc.

Marketing Communications
3638 Eastway Drive
Charlotte, NC 28205
(704) 536-0211
www.casajulie.com

Charlotte Image Photography, Inc.

Photographers
1420 South Mint Street, Suite E1
Charlotte, NC 28203
(704) 334-5506
www.charlotteimage.com

Coffey & Thompson—Fine Art and Framing Since 1946

Art Galleries
1412-C East Fourth Street
Charlotte, NC 28204
(704) 375-7232
www.coffeyandthompson.com

Cognition

Advertising Agencies
1318 Central Avenue, Suite A10
Charlotte, NC 28205
(704) 377-3338
www.4cognition.com

Complete Stone & Tile Services, Inc.

Advertising
PO Box 561106
Charlotte, NC 28256
(704) 599-6442

Contemporary Concepts, Inc.

Public Relations - Consultants & Services
PO Box 550910
Gastonia, NC 28055-0910
(704) 864-9572
www.liftupthineeyes.com

Corder Philips, Inc.

Advertising - Agencies & Counselors
508 West Fifth Street, Suite 100
Charlotte, NC 28202
(704) 333-3924
www.corderphilips.com

Corporate Creative

Advertising & Marketing
500 West John Street
Matthews, NC 28105
(704) 376-2020
www.teamcreate.com

Cox Marketing Group of America, Inc.

Advertising Agencies
5345 Vinning Street, Suite 202
Concord, NC 28027-2938
(704) 784-1323
www.coxmarketing.net

Crown Communications

Public Relations - Consultants & Services
129 West Trade Street Suite 1600
Charlotte, NC 28202
(704) 376-3434

Cube One, Inc.

Advertising
PO Box 19354
Charlotte, NC 28219
(704) 905-2889
www.cubeone.net

Darling Creative Group

Graphic Design
800 Briar Creek Road, AA-201
Charlotte, NC 28205
(704) 377-8550
www.darlingcreativegroup.com

Departure Media, Inc

Marketing & Advertising
115 E. Park Avenue, Suite 311
Charlotte, NC 28203
(704) 987-9774

Direct Marketing Solutions, Inc.

Marketing
PO Box 1440
Waxhaw, NC 28173
(704) 843-2800
www.directmktgsolutions.com

Diverso Global Strategies

Marketing Communications
1930 Abbott Street, Unit 304
Charlotte, NC 28203
(704) 451-3978
www.diversoglobal.com

Ellison Clary Comprehensive Public Relations

Public Relations - Consultants & Services
415 North Church Street,
Suite 113
Charlotte, NC 28202
(704) 344-0893

Eric Mower And Associates

Advertising - Agencies & Counselors
1001 Morehead Square Drive,
5th Floor
Charlotte, NC 28203
(704) 375-0123
www.mower.com

Fleishman-Hillard International Communications

Public Relations - Consultants & Services
401 North Tryon Street,
10th Floor
Charlotte, NC 28202
(704) 332-8827
www.fleishman.com

Ginger Griffin Marketing & Design

Marketing & Advertising
19109 West Catawba Avenue,
Suite 114
Cornelius, NC 28031
(704) 896-2479
www.wchiveideas.com

Gotham Images

Advertising & Marketing
333 Second Street NW
Hickory, NC 28601
(828) 455-6503
www.gothamimages.com

Greenspon Advertising

Advertising Agencies
201 West Morehead Street,
Suite 100
Charlotte, NC 28202
(704) 375-3122
www.greensponadvertising.com

Hawkeye

Advertising & Marketing
325 Arlington Avenue, Suite 700
Charlotte, NC 28203-4492
(704) 344-7900
www.hawkeyewww.com

HMH

Advertising & Public Relations
1435 West Morehead Street,
Suite 140
Charlotte, NC 28208
(704) 323-4444
www.thinkhnh.com

Home Mag

Advertising
6009 Brookfield Point Drive
Charlotte, NC 28216
(704) 765-5031
www.thehomemag.com

In the Public Interest

Public Relations - Consultants & Services
119 East 7th Street, Suite C
Charlotte, NC 28202
(704) 348-2594

Industry Business Solutions

Marketing
19900 W. Catawba Ave., Suite D
Cornelius, NC 28031-6694
(704) 987-1224
www.industrybusinesssolutions.com

Jerald Melberg Gallery Inc.

Art Galleries
625 South Sharon Amity Road
Charlotte, NC 28211
(704) 365-3000
www.jeraldmelberg.com

Leverage Sports Agency

Advertising & Marketing
1184 Springmaid Avenue,
Suite 204
Fort Mill, SC 29708
(803) 802-8765
www.levsports.com

Lockman-Brooks Marketing Services LLC

Marketing Consultants
6201 Fairview Road Suite 200
Charlotte, NC 28210
(704) 944-3188
www.lockmanbrooks.com

Loeffler Ketchum Mountjoy

Advertising - Agencies & Counselors
6115 Park South Drive,
Suite 350
Charlotte, NC 28210
(704) 364-8969
www.lkmideas.com

Logisource

Advertising & Marketing
6439 Mounting Rock Road
Charlotte, NC 28217
(704) 461-1366

Longtrain Productions

Advertising & Marketing
13000-F South Tryon Street,
Suite 283
Charlotte, NC 28278
(980) 253-1527
www.longtrainproductions.com

Lopez Negrete Communications, Inc.

Advertising
3336 Richmond Drive, Suite 200
Houston, TX 77098
(713) 877-8777
www.lopeznegrete.com

Luquire George Andrews, Inc.

Advertising & Public Relations
4201 Congress Street Suite 400
Charlotte, NC 28209
(704) 552-6565
www.lga-advertising.com

Lyerly Agency, Inc.

Advertising
4819 Park Road
Charlotte, NC 28209-3274
(704) 525-3937
www.lyerly.com

**Mad Toy Box Films**

Film Production
1510 Camden Road
Charlotte, NC 28203
(704) 287-8589
www.madtoyboxfilms.com

Magnolia Marketing

Public Relations & Marketing
PO Box 11835
Charlotte, NC 28220
(704) 347-1958
www.magnoliemarketing.net

Makin' It Work - Pronto! Hispanic

Marketing & Communications
Marketing Communications
PO Box 12842
Winston - Salem, NC 27117
(336) 714-2837
www.miwpronto.com

Media Advertising & Design

Advertising Agencies
12737-B1 East Independence
Boulevard
Mathews, NC 28105
(704) 893-2824
www.madmagic.com

Media Power Advertising

Advertising Agencies
5009 Monroe Road
Charlotte, NC 28205
(704) 567-1000
www.mediapoweradvertising.com

Michael LoBiondo Photographic

Photographers
212 Greystone Road
Charlotte, NC 28209
(704) 521-1210

**Mindstorm Communications
Group, Inc.**

Advertising Agencies
1415 South Church St Suite D
Charlotte, NC 28203
(704) 331-0870
www.charlotteadagency.com

Moonlight Creative Group

Advertising Agencies
1705 East Boulevard, Suite 100
Charlotte, NC 28203
(704) 358-3777
www.moonlightcreativegroup.com

MR2 Events & Marketing

Marketing
P.O. Box 39485
Charlotte, NC 28278
(704) 780-2360
www.activelifestylesexpo.com

Mullen

Advertising Agencies
Park Building, 101 North Cherry
Street, Suite 600
Winston-Salem, NC 27101
(336) 765-3630
www.mullen.com

My Team of Experts, Inc.

Marketing
6000 Providence Glen Road
Charlotte, NC 28270
(704) 516-0157
www.myteamofexperts.com

National CineMedia

Advertising
8214 Whitehawk Hill Road
Charlotte, NC 28173
(704) 243-4940
www.ncm.com

New Way Media

Advertising & Marketing
8720 Red Oak Boulevard,
Suite 102
Charlotte, NC 28217
(704) 837-2143
www.wampower.com

Next Level Communications

Public Relations & Marketing
2540 Chesterfield Avenue
Charlotte, NC 28205
(704) 332-9060
www.nextlevelcom.net

Patrick Schneider Photography

Photographers
10114 Glencrest Drive
Huntersville, NC 28078
(704) 655-2661
www.patrickschneiderphoto.com

Planet Central Advertising

Advertising & Marketing
13620 Reese Boulevard East,
Suite 120
Huntersville, NC 28078
(704) 875-9028
www.planetcentral.com

Ponce Publicidad

Marketing Communications
8053 Windham Lake Drive
Indianapolis, IN 46214
(317) 297-7571 Ext:205
www.poncepublicidad.com

Portraitefx of Charlotte

Photographers
(704) 804-2000
www.portraitefx.com/charlotte

Powell & Partners Creative

Advertising
3201-B North Davidson Street
Charlotte, NC 28205
(704) 333-0491
www.powellandpartnerscreative.com

Profit-Tell Charlotte

Advertising
5311 Remford Court
Charlotte, NC 28215
(704) 598-6424
www.profit-tell.com

PRStore

Marketing
14045 Ballantyne Corporate Place,
Suite 500
Charlotte, NC 28277
(704) 540-7780
www.prstore.com

R & R Partners, Inc.

Advertising & Marketing
837 E. South Temple
Salt Lake City, UT 84102
(801) 531-6877
www.rrpartners.com

RedSky Gallery

Art Galleries
1244 East Boulevard
Charlotte, NC 28203
(704) 377-6400
www.redskygallery.com

Ritz Marketing Inc.

Advertising & Marketing
1336 Harding Place
Charlotte, NC 28211
(704) 358-9202
www.ritzmarketing.com

Sean Busher Photography

Photographers
811 W 4th Street
Charlotte, NC 28202
(704) 444-9990
www.seanbusher.com

Sendoutcards

(www.touchbycard.com)
Marketing
8924 Kensington Drive
Waxhaw, NC 28173
(704) 491-3939
www.sendoutcards.com/9161

**Sendoutcards.com**

Marketing
3601 Providence Road
Charlotte, NC 28211
(704) 622-2000
www.sendoutcards.com/6810

**SLD Unlimited Marketing
/PR, Inc.**

Marketing
2067 North Highway 16
Denver, NC 28037-8252
(704) 483-2941
www.sldunlimited.com

SPARK Publications, Inc.

Graphic Design
344 W. John St., Suite A
Matthews, NC 28105
(704) 844-6080
www.SPARKpublications.com

Stephanie Chesson Photography

Photographers
1311 Central Avenue
Charlotte, NC 28205
(704) 333-1209
www.stephaniechesson.com

**Targeted Communications
Solutions, LLC**

*Public Relations - Consultants
& Services*
PO Box 38176
Rock Hill, SC 29732
(704) 248-6171
www.tarcommsolutions.com

Tattoo Projects

Advertising Agencies
4809 Titleist Drive
Charlotte, NC 28277
(704) 841-7893
www.tattooprojects.com,
www.blog.tattooprojects.com

Taylor

*Public Relations -
Consultants & Services*
10815 David Taylor Drive,
Suite 190
Charlotte, NC 28262
(704) 548-8556
www.alantaylor.com

TC Design Solutions Inc.

Graphic Design
5207 Grays Ridge Drive
Charlotte, NC 28269
(704) 971-7854
www.tcdesignsolutions.biz

The Catevo Group

*Public Relations -
Consultants & Services*
6302 Fairview Road, Suite 200
Charlotte, NC 28210
(704) 442-9100
www.catevo.com

The Elevator Channel

Advertising Agencies
1930 Camden Road, Suite 2050
Charlotte, NC 28203
(704) 943-5901
www.elevatorchannel.com

The Improvement Solution

Marketing Consulting and Design
4108 Folkston Drive
Charlotte, NC 28205
(704) 531-4863

The Marketing Consortium

*Advertising - Agencies &
Counselors*
129 West Trade Street, Suite 207
Charlotte, NC 28202
(704) 335-0990
www.themarketingconsortium.net

The Overflow Corporation

*Advertising - Agencies &
Counselors*
511 Enterprise Drive
Charlotte, NC 28206
(704) 333-3553
www.overflowcorp.com

**Treasured Events of
Charlotte, Inc.**

Photographers
710 Bellows Lane
Charlotte, NC 28270
(704) 365-3754
www.treasuredeventsofcharlotte.com

Trone

Public Relations & Marketing
1928 South Boulevard, Suite 300
Charlotte, NC 28203
(704) 227-9380
www.trone.com

Tucat Studio

Graphic Design
841 Riverwood Road
Charlotte, NC 28270
(704) 844-0474
www.tucatstudio.com

**Urban Sports &
Entertainment Group**

Marketing
19600 West Catawba Avenue,
Suite 301-C
Cornelius, NC 28031
(704) 894-0025

Vertis Communications

Advertising & Marketing
10911 Granite Street
Charlotte, NC 28273
(678) 469-9287

Virtual Illustrations

Graphic Design
P.O. Box 621447
Charlotte, NC 28262
(704) 287-7023
www.virtualillustrations.com

Vistec Graphx

Graphic Design
401 East Martin Luther King, Jr.
Blvd., Suite 108
Charlotte, NC 28202
(704) 377-6626

Walker Marketing Inc.

Advertising Agencies
The International Business Park,
805 Trade Street NW, Suite 101
Concord, NC 28027
(704) 782-3244
www.walker-marketing.com

**Waterfill Marketing
Communications**

*Public Relations - Consultants
& Services*
4100 Sharon Commons Lane
Charlotte, NC 28210
(704) 358-8453

Wealthness Now

Marketing
PO Box 451
Newell, NC 28126
(704) 258-9512
www.x2obuilder.com/h2andyou

Welcome Home!

Advertising
7220 Bedfordshire Drive
Charlotte, NC 28226
(704) 942-7055

Welcomemat Services, Inc.

Advertising & Marketing
PO Box 471663
Charlotte, NC 28247
(704) 759-0987
www.welcomematservices.com

Woodbine

Marketing & Advertising
2108 South Boulevard, Suite 116
Charlotte, NC 28203
(704) 940-2852
www.woodbine.com

Wooden Stone

Art Galleries
PO Box 2250
Davidson, NC 28036
(704) 892-1449

Wray Ward

Advertising
900 Baxter Street
Charlotte, NC 28204
(704) 332-9071
www.wrayward.com