



messagemakers.com

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FOR IMMEDIATE RELEASE:

**MESSAGEMAKERS RECEIVES OUTSTANDING SMALL
BUSINESS AWARD FROM LANSING REGIONAL
CHAMBER OF COMMERCE**

Lansing, Mich. (February 12, 2009) - The Lansing Regional Chamber of Commerce announced Terry Terry, president of MessageMakers, as the recipient of its 2008 Outstanding Small Business Award.

This award honors the owner of a local small business that meets the criteria of stability, innovation, commitment to the community, perseverance and commitment to diversity.

"MessageMakers has continually reinvented itself over its long lifespan," says Tim Daman, president of the Lansing Regional Chamber of Commerce. "It has lived on the cutting edge, working globally long before that was commonplace, the first in Lansing to offer independent video services, developing new materials to allow persons with visual impairments to use public transit, adopting high-definition video years ahead of others, and much more.

"Additionally, Terry was among the first to move his business into north Lansing in the '80s, and he has been the chief catalyst for the renewal of Old Town - especially through renovations and the arts. The Chamber is pleased to honor Terry and MessageMakers for their efforts to expand Lansing's economy and for their long-term commitment to the area."

"Old Town and Lansing have been a great place to grow our company and we've done what we believe every corporate citizen ought to do - invest in the place where we do business," noted Terry, president of MessageMakers. "So many people have helped make us what we've become and this award is a tribute to our entire team. It's very cool to be recognized in this way."

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This is not the first time for Terry to be recognized in this way. In 2003, he received a special tribute from Gov. Jennifer Granholm and the state of Michigan, recognizing him as someone who "... possesses social awareness and a civic pride ... and has worked diligently to help guide Old Town along the road to revitalization ... and is precisely the type of citizen that this city and country needs." In 1999, he received the Chamber's Small Business Advocate of the Year Award.

MessageMakers produces experiences that transform worldwide in a number of arenas: creative media (high-definition video, audio, print), public information campaigns, instructional design and event production services. In 2008 alone, the company won nine national awards for the quality of its work. For more information, visit www.messagemakers.com.

For over 110 years, the Lansing Regional Chamber of Commerce has been an engine driving economic development in the Lansing region and the leading voice for our diverse business community. For more information, see www.lansingchamber.org.

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FACTS

Terry Terry:

- President of MessageMakers
- President of Old Town Business and Art Development Association (OTBADA)/Michigan Institute for Contemporary Art (MICA) - co-founded the organization in 1984
- Artist
- Became involved in photography before entering kindergarten by helping his father in the darkroom
- HS diploma from Dearborn High School, Dearborn, MI
- BA from James Madison College, Michigan State University
- MA from College of Education, Michigan State University
- Catalyst for Old Town revitalization
- Co-founder of Lansing JazzFest and Old Town BluesFest
- Served on original board of directors for the Old Town Commercial Association (OTCA) and Lansing's Principal Shopping District (PSD)
- Has traveled to over 50 countries

MessageMakers:

- Founded in 1977 as Synchronous Media International, while Terry was in graduate school
- Began in the basement of the Michigan (Strand) Theatre on Washington Square in Lansing
- Moved to north Lansing in 1982
- Name changed to MessageMakers in 1984



MESSAGEMAKERS AWARD HISTORY

Lansing Regional Chamber of Commerce

2008 Outstanding Small Business Award > Terry Terry, MessageMakers

U.S. Local Business Association (USLBA)

2008 Best of Lansing Award > Audio-Visual Equipment category

The 2008 Communicator Awards

Award of Distinction - Harley-Davidson > H.O.G. 25th Promo

Award of Distinction - American Red Cross, Mid-Michigan Chapter > Be Red Cross Ready

The 2008 Telly Awards

Bronze Telly - National Association of Family Child Care > NAFCC Accreditation: Quality, Commitment, Excellence

Bronze Telly - Harley-Davidson and H.O.G. > Home

Bronze Telly - Michigan State University Academic Computing & Network Services > 50 Years of Computing

The 2008 Videographer Awards

Award of Excellence - East Lansing Film Festival > 2008 PSA

Award of Excellence - American Red Cross, Mid-Michigan Chapter > Be Red Cross Ready

Award of Distinction - Manitou Pontoon Boats/Triton Industries > Performance Test

The 2007 Ava Awards

Platinum Award - Michigan State University Academic Computing & Network Services > 50 Years of Computing

Gold Award - Old Town Business & Art Development Association > BluesFest 2007 PSA

Honorable Mention - Old Town Business & Art Development Association > JazzFest 2007 PSA

The 2007 Communicator Awards

Award of Distinction - Harley-Davidson, H.O.G. > 2007 H.O.G. Rally Coordinator Training Facebook

The 2007 Healthcare Advertising Awards

Silver Award - Michigan Primary Care Association > Michigan's Community Health Centers



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The 2007 Telly Awards

Bronze Telly - Manitou Pontoon Boats/Triton Industries > Experience the Excitement

Silver Telly - Harley-Davidson, H.O.G. > Roads

Silver Telly - Michigan Primary Care Association > Michigan's Community Health Centers

Bronze Telly - School-Community Health Alliance > Healthy Kids, Healthy Communities

The 2007 Videographer Awards

Award of Excellence - Harley-Davidson, H.O.G. > Roads

The 2006 Telly Awards

Silver Telly - Manitou Pontoon Boats/Triton Industries > Promotional Video 2006

Silver Telly - Harley-Davidson, H.O.G. > Clank 2.0

Bronze Telly - East Lansing Film Festival > 2006 PSA

The 2005 Telly Awards

Bronze Telly - Manitou Pontoon Boats/Triton Industries > 373 SHP Promotional Video

The 2004 Aurora Awards

Platinum Best of Show - Harley-Davidson, H.O.G. > We Ride Together

The 2004 Telly Awards

Bronze Telly - Old Town Business & Art Development Association > 2003 BluesFest PSA

Bronze Telly - Harley-Davidson, H.O.G. > We Ride Together

The 2003 Communicator Awards

Award of Excellence - Old Town Business & Art Development Association > 2002 JazzFest PSA

Crystal Award - Grand Rapids Home For Veterans > A Community of Caring

Lansing Regional Chamber of Commerce

1999 Small Business Advocate of the Year Award > Terry Terry, MessageMakers

The 1999 Aurora Awards

Platinum Best of Show - National Association of Women Business Owners, Lucent

Technologies > NAWBO: It's Happening

The 1999 Communicator Awards

Award of Excellence - National Association of Women Business Owners, Lucent Technologies

> NAWBO: It's Happening

Award of Excellence - Michigan Office of Highway Safety Planning > Don't Be A Road Hog



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SELECTED CLIENTS (U.S.)

Capitol Area Groundwater Alliance
City of Detroit - Department of Transportation
Capitol Area Transportation Authority - Lansing
Coopers & Lybrand / Butterworth Hospital
Easter Seals / Project Action
Granger Construction
Governor's Council on Physical Fitness
Harley-Davidson Motor Company / Harley Owners Group
Lansing Board of Water and Light
Local Initiatives Support Corporation
Lucent Technologies
Mackinac State Historic Parks
Michigan State University
Michigan Community Action Agency Association
Michigan Dept. of Education
Michigan Education Association
Michigan Dept. of Military and Veteran Affairs / Michigan National Guard
Michigan Office of Highway Safety Planning / State Police
Michigan Primary Care Association
Michigan Supreme Court / Friends of the Court Bureau
National Association of Women Business Owners
National Association for Family Child Care
Grand Rapids Home for Veterans
Red Cross
Rehabilitation Institute of Chicago
School Community Health Alliance
Structural Adhesive Systems
Suburban Mobility Authority of Regional Transportation - SMART
SUNY / Buffalo State University
Two Men and a Truck
Triton Industries / Manitou Pontoon Boats
United States Disabled Sports Team



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SELECTED CLIENTS (INTERNATIONAL)

Australia	Harley-Davidson Motor Company / Harley Owners Group
Austria	Village Camps / Harley Owners Group
Burkina Faso	U.S. State Dept. - Office of Overseas Schools
Chile	Association for the Advancement of Int'l Education
Colombia	Inter-Regional Center for Curriculum Development
Costa Rica	Association for the Advancement of Int'l Education
Cote d'Ivoire	U.S. Embassy / U.S. State Dept. - Office of Overseas Schools
Ecuador	Association for the Advancement of Int'l Education
France	Harley Owners Group / Village Camps
Germany	Association for the Advancement of Int'l Education / Harley Owners Group
Great Britain	Village Camps / Harley Owners Group
Ghana	U.S. State Dept. - Office of Overseas Schools
Hungary	Association for the Advancement of Int'l Education
Jamaica	Inter-Regional Center for Curriculum Development
Kenya	Nat'l Consortium for Study in Africa
Korea	United States Disabled Sports Team
Netherlands	United States Disabled Sports Team
Nepal	U.S. State Dept. - Office of Overseas Schools
New Zealand	Harley-Davidson Motor Company / Harley Owners Group
Niger	U.S. State Dept. - Office of Overseas Schools
Oman	Harley-Davidson Motor Company / Harley Owners Group
Portugal	Harley-Davidson Motor Company / Harley Owners Group
Saudi Arabia	Harley-Davidson Motor Company / Harley Owners Group
South Africa	Nat'l Consortium for Study in Africa
Spain	United States Disabled Sports Team / Harley Owners Group
Switzerland	Village Camps
Tanzania	Nat'l Consortium for Study in Africa
United Kingdom	Harley-Davidson Motor Company / Harley Owners Group
Zaire	U.S. State Dept. - Office of Overseas Schools
Zambia	U.S. Embassy / U.S. State Dept. - Office of Overseas Schools
Zimbabwe	Association of Int'l Schools in Africa



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COMPANY REFERENCES

Rebecca Cienki, Director of Policy and Planning
Michigan Primary Care Association - www.mpca.net - (517) 381-8000 x223

Captain Dawn Dancer, State Public Affairs Officer
Michigan National Guard - www.mi.ngb.army.mil/ - (517) 483-5600

Glenna DeJong, PhD, Vice President of Educational Programs
Governor's Council on Physical Fitness - www.michiganfitness.org - (877) 464-3732

Linda Keenan, Director of Association Marketing, LUCENT Technologies
National Association of Women Business Owners - www.nawbo.org - (973) 628-1138 (973) 714-1448

Peggy Lamb, Director of Worldwide Rider Groups - Harley Owners Group
Harley-Davidson Motor Company - www.harley-davidson.com - (414) 343-4523

Keith Miller, PhD, Director
U.S. State Department - Office of Overseas Schools - <http://www.state.gov/m/a/os/> - (202) 261-8201

John Sanford, Director
MDCH Office of Recipient Rights - www.michigan.gov/recipientrights - (517) 335-0133

Greg VanWagenen, Director of Marketing and Communications
Triton Industries / Manitou Pontoon Boats - www.manitouboats.com - (800) 999-9788



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QUOTES FROM CLIENTS AND REFERENCES

"Our dealer network was very impressed with the audio/video presentation this past weekend. The **excitement created lasted** throughout the entire weekend." - Scott VanWagenen, Triton Industries / Manitou Pontoon Boats

"**On time, on budget and with inspiring enthusiasm**, the MessageMakers team produced two exceptional videos for our department." - James G. McCrone, State Public Affairs Officer, Michigan Dept. of Military & Veterans Affairs

"Together we made [Harley Owners Group] history this year. One of the reasons was due to your **tremendous efforts and hard work.**" - Mike Keefe, Vice President, Harley-Davidson Motor Co.

"In particular, we are very pleased with the outcome of [our] project to make printed informational materials available in an accessible format for persons with visual impairments. [MessageMakers] **tackled the relatively innovative task with enthusiasm** ... and did an excellent job of working with our advisory committee to produce finished materials that were acceptable to all parties." - Jean Edminster, Capital Area Transportation Authority (CATA)

"Your team **took the time and interest to fully comprehend the extensive details** about the association, and then successfully executed a dynamic, powerful video." - Linda Keenan, Director of Association Marketing, Lucent Technologies / National Association of Women Business Owners

"MessageMakers developed an uncanny knowledge of not only the project but our agencies' mission. Their intense involvement **made us often times feel that they were our own staff.** The project was extremely necessary to stimulate thinking and provoke behavioral change in our organization." - Robert E. Moore, Manager, Business and Industry Services Unit, Michigan Jobs Team

"Thanks to MessageMakers' expertise, guidance and creativity, MPCA's video **effectively tells the story** of community health centers and how they benefit Michigan's communities and citizens." - Kim Sibilsky, Executive Director, Michigan Primary Care Association

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“MessageMakers created a thorough series of teacher workshops on the production of use of audio/visual equipment in classroom settings. By the end of the workshops, teachers were **far more confident and competent** ... In a second project, MessageMakers produced a video that captured the flavor and tone of our school and its relationship to Nepal.” ~ John Ritter, Principal, Lincoln School, Katmandu, Nepal

“The seven-language program that was presented in Spain was very successful and very valued. Because of its successes with programs such as this, MessageMakers has seen continued opportunities with Harley Owners Group and Harley-Davidson, producing documentary video that brings stories of motorcycling and its culture from around the world to events, dealerships, and the Internet. We look forward to working with you in the future as we **take our very important training programs to a higher level.**” ~ Nigel Villiers, Harley Owners Group Manager for Europe, Africa and the Middle East, Harley-Davidson Motor Co.

“Thanks again for all your help with the Pan Am Games. The video your team produced and presented at the closing ceremonies ... was absolutely the best I’ve ever seen. **Everyone was so emotional while watching it - real goose-bumpy.**” - Beth Hare-Orr, Special Events Committee, Pan Am Games For Physically Disabled Youth / USDA Victory Games

“[MessageMakers] can get a project launched, learning what needs are to be met and organizing the right resources to **get the job done. Quickly. Effectively. Economically.** [This team] can write, plan, design, direct, produce, and edit in any media. At award-winning level. [They] can see a project through the client’s complete satisfaction. With sensitivity. Precision. Good judgment. Good taste.” - John Ball Ph.D., President, Media Resources Group

“It is not often anymore that you find businesses and professionals that are as **warm, friendly, and creative** as your company is.” - Del Hofer, President, Fargo Harley-Davidson