



In the COMPANY of IDEAS

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CLIENT HIGHLIGHTS

Morley Companies, Inc. Saginaw, MI — Long term relationship since 1980 handling creative, writing and major project management for this global group and incentive travel and event management company serving Fortune 100 clients.

As part of this relationship handled creative direction, writing and project management of an interactive traveling show for client wanting to leverage its 100th anniversary to sharpen the focus of its 40,000 employees, as well as its vendors and investors. The Global Mobile Experience consisted of 3 main tents, 2 connector tents, and an entry Courtyard. It helped reposition the company by recounting its history, highlighting current businesses and projecting its future role. The 100' x 200' footprint had a variety of configurations to fit each tour stop. Peak visitor day was 1200. It traveled more than 15,000 miles, visiting 31 locations with 68 show dates. Commemorative handouts were distributed to visitors. Multilingual online support materials included a 32-page primer as an aid for hosting; high-energy videos for broadcast and download.

Private Golf and Country Clubs — Direct, plan and implement image assessments and branding enhancements for private clubs from Maryland to California. (Philosophy is that "Image" includes entire member experience and visual and vista views, not simply the Club's logo.) Also create member surveys, develop sensitive communications, design Board presentations and assist in member development.

TransMontaigne, Denver, CO — www.transmontaigne.com — Helped create strategy that repositioned this oil & petroleum reseller of commodity products into the 'owner' of comprehensive fuel supply chain management. Implemented the plan to build brand awareness and increase shareholder value. The positioning direction helped the company grow from \$2 billion to \$9 billion + sales. Per share stock price grew from less than \$3 to over \$11, the cash price paid in September 2006 by Morgan Stanley Partners to acquire the company.

Woodrow Wilson Presidential Library at His Birthplace, Staunton, VA — www.woodrowwilson.org — Member of team involved in planning funding of a Presidential Library to honor America's first true world leader. Created the brand. Directed communications, and image development. Helped articulate strategy to attract major 'influencers' and donors.

Babb International, Adel, GA — Prepared Situational Analysis for Board of Directors of this manufacturer of aerated concrete building materials. Conducted customer and vendor surveys and audited business operations to help the Board decide to – (A.) solidify operations and attract new investment, or (B.) cut losses and close. Board opted for (B)

Carbone North America, Division Carbone Lorraine, Paris, France — www.carbone-support.com — Developing long range web strategy and its implementation for this specialty graphite manufacturer. Goal is full e-commerce interaction with customers, from France to Pacific Rim. Created and directed construction and installation of trade show presence.

The Dow Chemical Company — Managed multi-year North American K - 12 Education Initiative to improve math, science and technology education in elementary and middle schools. Created symbol. Prepared internal and external communications tools. Wrote speeches, prepared lesson plans as directed by high-performing math and science teachers.

The Georgia Cup at The Golf Club of Georgia, Alpharetta, GA — A head-to-head competition between the reigning British and US Amateur Golf Champions. Developed plan to grow event from members-only gathering to three-day celebration of amateur golf and charity. Assisted Club in transition from a corporate to members-owned facility. conducted members' surveys and secure balloting for first Board election. www.golfclubofgeorgia.com (Click Guest, then Georgia Cup link.)

Titanium Sports Technologies, LLC, Kennewick, WA — Helped current owners develop funding to purchase the company. Co-wrote Business and Strategic Plans. Developed and implemented the marketing plan for products targeting the golf, biking, and performance wheelchair industries. Helped company secure long term contract to build bike frames for major international manufacturer.

1996 U.S. Open Men's Golf Championship at Oakland Hills Country Club, Bloomfield, MI — Created and administered web presence for this global men's golf championship. Obtained content from Unisys, NBC & Links Magazine. Also created collateral and display elements for merchandise sold onsite and via the web during the Championship. ([Site archived here.](#)) www.thegolfteam.com/96usopen/

Chocolates VonRittmueller, Frankenmuth, MI — Branding, business planning, image development and marketing for premium chocolatier. Built national direct and private club business referrals. Company purchased in 2006