



In the COMPANY of IDEAS

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HOSPITALITY & FOOD

The Hill Seafood & Chophouse — Grosse Pointe Farms, MI. Midwest Restaurant of the Year in 2001. Corporate identity/branding. Funding/investor development presentations. Created/implemented marketing plans. Advertising/instore materials.

Zehnder's of Frankenmuth — Frankenmuth, MI. Upgraded logos for all properties. restaurants, bakeries, lodging, interactive. Corporate Identity standards. Researched catalog business opportunity.



Westlund Guidance Clinic

Titanium Sports Technologies, LLC, Kennewick, WA — Helped current owners purchase company. Developed/implemented marketing plan targeting golf, biking, and performance wheelchair industries.

Transmontaigne Denver, CO , — Co-developed and positioning strategy and marketing plan that helped company grow sales from \$2 billion to over \$9 billion. Stock price increased from \$3 per share to \$11.35, the cash price paid by Morgan Stanley in September 2006.



Woodrow Wilson Presidential Library at His Birthplace, Staunton, VA — www.woodrowwilson.org — Member of team planning Library to honor America's first true world leader. Image development and communications, articulated to attract major donors. Goal is \$34 million.

Educate the Next Generation, The Dow Chemical Company USA — Coordinated multi-year, multi-million dollar initiative to improve math and science education. Worked at grassroots level. Emphasized involvement near Dow facilities. Produced all materials, trade show appearances, videos, speeches and communications.

EDUCATE
The Next Generation



THE
Woodrow Wilson
PRESIDENTIAL LIBRARY
AT HIS BIRTHPLACE, STAUNTON, VIRGINIA USA

MOBILE EXPERIENCE

Ingersoll-Rand, Montvale, NJ — Designed, wrote and directed building of Mobile Experience celebrating 100 years of innovation. Five tents and 20,000+ square feet were necessary to hold the experience, transported in two trucks and a custom trailer.

GOLF (Highlights)

Corral de Tierra Country Club, Corral de Tierra, CA — Institutional identity program and member development

Bloomfield Hills Country Club, Bloomfield Hills, MI. — Communications among senior staff and Board members.

Country Club of St. Albans, St. Louis, MO — Publicity, Member communications and development for this Platinum Club of America with the top course in Missouri.

Oakland Hills Country Club, Birmingham, MI — Club identity program and methods for enhancing member communications and usage. Sensitive communications for Board and senior management.

1996 US Open Men's Golf Championship, Oakland Hills Country Club, Birmingham, MI — Produced collateral elements for merchandise and corporate tents. Created and administered web presence. www.thegolfteam.com/98USOpen (Archived)

The Fortress at Zehnder's of Frankenmuth, Frankenmuth, MI — Identity and graphics standards. www.zehnders.com/new-site/golf-course/index.htm

Orchard Lake Country Club, Orchard Lake, MI. — Marketing, research, revenue enhancement. Helped develop member-in-waiting program for those not yet on waiting list. Enhanced private meeting business. Upgraded identity standards. Speeches for Board Presidents.

Pasadera Country Club, Monterey, CA — Web presence for private club and high end property development. Created member newsletter formats. www.thegolfteam.com/pasadera

The Georgia Cup at The Golf Club of Georgia, Alpharetta, GA — Competition between reigning British and US Amateur Golf Champions to raise funds for youth scholars. Created plan to grow event to half million dollar plus celebration of amateur golf.

Golf Club of Georgia, Alpharetta, GA — Helped transition Club from corporate to member-owned organization. Conducted surveys and oversaw Board elections. Handled member development and communications.

