



syn·er·gy (sĭn'ər-jē)

n. pl. syn·er·gies

1. The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.
2. Cooperative interaction among groups, especially among the acquired subsidiaries or merged parts of a corporation, that creates an enhanced combined effect.

We Create Synergy



Branding, Marketing, Positioning, Public Relations
Communication That Gets Results!

Thank you for your interest in Synergy Communications.

Enclosed, we have provided further information about us.

We are confident that you will find Synergy Communications an intuitive resource for your advertising, branding, marketing, positioning and public relations communications needs. Working with us, you will benefit from the experience and knowledge of branding and communications professionals who use a "process" that creates results. We believe in building a relationship through consistent communication and collaboration that brings about success for you and your customers.

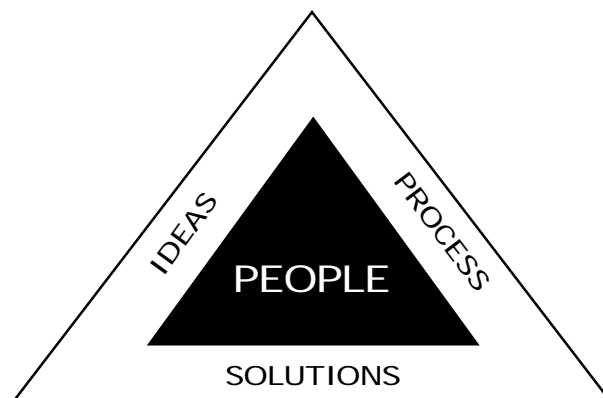
We have a portfolio with years of combined experience including award-winning creative design, quality "image" development, and "push," "pull" and "pass" marketing approaches for many companies and organizations using our aggressive "Synergy Solutions Process™" marketing strategy. We have helped many organizations like yours gain a positive ROI (Return On Investment) on their marketing campaigns and the results speak for themselves.

Please review the enclosed materials and let us know if you have any further questions. We look forward to developing a lasting collaborative relationship that brings about results!

Sincerely,

The Synergy Communications Team

P.S. - We will be giving you a call soon to set a time to meet and discuss your goals.





Branding, Marketing, Positioning, Public Relations
Communication That Gets Results!

MISSION:

Synergy Communications is a Creative Alliance Specializing in Advertising, Marketing, and Public Relations.

We create synergy by developing tactics, tools and strategies using our "Synergy Positioning Process™." We develop plans and programs that achieve client goals. We produce revolutionary advertising, marketing and public relations campaigns that generate buzz and deliver results.

Synergy Communications – We Create Synergy
People – Ideas – Process – Solutions

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A Creative Alliance Specializing in
Advertising, Marketing, and Public Relations

POLICY NOTICE:

Our Company Policy – Synergy Communications, LLC

In response to the current market and trends in advertising, marketing, and public relations we have addressed a need for better service at lower costs; we created the virtual agency. In working with non-profit, government entities and other budget conscious clients the virtual agency model has given us the ability to bring our process driven solutions to the market-place. People work with and buy from Synergy Communications for our skill and knowledge of advertising, marketing, and public relations, for our delivery and prices, for our services and solutions, and for keeping our promises. We go one step further than this as a company... philanthropy.

Our philosophy and company policy is philanthropy. As a charitable community partner, we contribute to local charities. As a company, we are committed and dedicated to this policy, now and as we proceed into the future.

- Reno Rodeo Foundation
- The Keaton Raphael Memorial - For Childhood Cancer - www.childcancer.org
- Moms on the Run - Providing Support to Breast Cancer Survivors - www.momsontherun.info
- McQueen High School Band - Fundraising and PR for marching in Presidential Inaugural Parade
- Washington DC and Tournament of Roses Parade- www.mcqueenband.org
- Mason Valley Onion Festival - co-founder Onion Festival
- Boys and Girls Club of Mason Valley - Awareness and Fundraising
- St. Albert the Great Catholic School
- Douglas County Sheriff K-9 Team
- Association of Rodeo Committees
- Black Stallion Literacy Project
- Junior League
- North Lake Tahoe Fire Protection District - Live - all community evacuation drill
- Rhythm and Rawhide - Reno Philharmonic Orchestra and Reno Rodeo Foundation
- St. Baldrick's Foundation - Headshaving for Childhood Cancer
- Harold's Club Mural



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WHY CHOOSE US:

Synergy Communications works with clients that fit the following profile:

- "Medium" sized businesses and organizations that earn \$2.5 Million to \$50 Million per year in revenue and/or employ between 5 to 500 people.
- Businesses/organization types that include:
 - Developers/Construction
 - Entertainment/Events
 - Government/Municipalities
 - Resorts
 - Real Estate
 - High-tech/Software
 - Professional Services
 - Product Sales/Retail
 - Nonprofit Organizations
 - Businesses/organizations who have a new product and would like to commercialize
 - Entrepreneur/Start-up Companies that meet certain criteria may also be considered

*Please contact us to discuss details.

WHAT MAKES US UNIQUE:

We are a charitable community partner – we contribute to local charity.

We are a competitive virtual agency (lower overhead results in lower costs).

We are a "proven process" based firm – we utilize the "Synergy Solutions Process™."

We are experts in "push," "pull," and "pass" marketing and public relations strategies.

We are an agency comprised of award-winning talent.

We provide the worldwide campaign solutions of major agencies without the high costs.

We participate in the Paperless Green Company™ Program for the protection of our environment.

Through our creative alliance, we have the complete resources and experience to consistently fulfill our client's needs.

We are the leading provider of the best marketing communications talent in Northern California and Nevada.

We use our process to create marketing solutions that provide a positive ROI (Return On Investment).

We are a responsive partner to our clients – our relationship is based on timely proactive communication.

We Create Synergy!

People – Ideas – Process – Solutions



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Communication That Gets Results!

THE “SYNERGY SOLUTIONS PROCESS™”

Creating A Winning Image

WHAT IS IT?

The “Synergy Solutions Process™” is a proven marketing strategy which is employed by many successful industry leading businesses and organizations. It incorporates an organization’s “vision” and “values” to develop a winning “image” that calls customers to action to purchase products or use services. It has proven results that lead to growing businesses and changing industries.

WHY IT WORKS

Through analysis of ideas, customers, competition, and relative markets we identify needs and goals, and develop a plan using this information. We then incorporate the vision and values of a business or organization to develop its image and assess the plan. Based on this assessment we strategically deploy advertising knowledge with “push,” “pull” and/or “pass” marketing communications techniques. The plan is executed by taking the most direct route to success and, additionally, providing a positive return on marketing investment.

ITS RESULTS

By having a strong and creative company image based on a “Synergy Solutions Process™” plan, a company is essentially positioning itself for success. Our “Synergy Solutions Process™” marketing strategy is so powerful that it can have astounding growth results for a company. Here’s some case study examples:

“Vision” – CAMtastic!® Software from Innovative CAD Software, Inc.

Innovative CAD Software, Inc. grew from a visionary idea for a software product to one of the top five selling software companies of its worldwide industry before it was acquired in August of 2000 for nearly \$2 Million by Protel International LTD (now Altium Limited), an Australian based PCB (Printed Circuit Board) design software mfg. worth nearly \$1½ Billion in market capitalization (the 3rd largest PCB Design software company in the world).

By utilizing the “Synergy Solutions Process™,” Innovative CAD Software, Inc., began doing 70% of its business on-line from an e-commerce web site that was created – a strategy which successfully positioned it amongst its higher budgeted competitors. By using sound marketing communications techniques and clever advertising and public relations placements to foster its image, CAMtastic!® Software became the industry leader in a very short period of time, as well as becoming the most recognized brand of CAM (Computer Aided Manufacturing) software in the PCB industry. From the implementation of the “Synergy Solutions Process™”



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strategic marketing campaign, sales tripled consistently each quarter from 1998 through 2000, until the company's acquisition.

"Image" – The Reno Rodeo

Non-Profit Image Development, Event Promotion, Media Development

"The Wildest, Richest Rodeo in the West," is the 3rd largest and richest rodeo in North America. They are a not-for-profit organization, with 582 volunteers and 2 full-time staff members. They are the longest running community event in Reno, Nevada, 89 years. They are a large tourist draw to the community bringing in millions to the local economy. The event draws over 1000 professional contestants. Rodeo week lasts 9 days and with other rodeo related events and competitions during the week in addition to the rodeo the payout reaches \$2.5 million.

We have been involved in the relationship for 3 consecutive years. First, we redeveloped their web site to one of great success and it receives over 1,000,000 hits its during the month of the event. "We created a plan for marketing the web site and have stuck to it. I applaud the organization for their commitment to RENORODEO.COM, even though 5 of the 10 members of the Executive Committee do not own computers," said Advertising Committee Chair Greg Williams. The web site offers information about the rodeo and its events, as well as, information for sponsors, the press, fans and also an intranet site for members. The intranet site offers members the ability to look up the volunteer roster, the member newsletter, calendar and committee assignments. The intranet site was developed in response to growing concerns by the office staff that received over 50 phone calls per day from members asking for another members phone number. Due to our proactive, results based marketing plan which resulted in a return on investment they asked us to take over the marketing, sponsor relationship development, public relations, graphic design and advertising development.

Our Marketing/PR goals for the promotion of the rodeo are a three-prong attack. One, promotion of a community event and tourist/economic development. Two, awareness of an all-volunteer non-profit organization that gives over \$200,000 back to the community annually through scholarships, literacy programs and special children's programs with volunteers that donate over 100 hours a year. Three, exposure of one of the largest professional rodeo sporting events in America, sanctioned by the Professional Rodeo Cowboys Association (PRCA).

We have developed an image of the rodeo for the community. We took them from a rodeo and western lifestyle only event to a professional event organization with credibility in the community and the professional rodeo circuit, integrity with the image of the Reno Rodeo Foundation and charity programs and a well-recognized positive economic impact on the community of Reno, Nevada population 340,000.

Additional goals we helped the rodeo achieve were to increase ticket sales, identify and increase profit centers, market the image, promote the Reno Rodeo Foundation, manage publicity for other events during rodeo week, manage sponsor relationships, leverage sponsor relationships for marketing purposes and maximize and increase media coverage for the



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rodeo. We received 127 local market Television news stories or features. The Reno Rodeo is also on the Wrangler PRCA Summer Tour and is televised on ESPN and ESPN2. They received over 6700 column inches of editorial news stories in Print either newspaper or magazine, approximately 10,000 free mentions on Radio and an untold number of web site marketing and coverage on other internet sites such as, ABOUT.COM, RENOTAHOEFUN.COM, RGJ.COM, RENO.COM, TAHOE.COM, PRORODEO.COM and many others.

We also recognized that the goals of the Reno Rodeo members to achieve an annual dollar donation amount were overwhelming, so we developed a solution, a new Nevada state license plate, "The Rodeo State" plate. We assisted in the development and promotion of legislation in the Nevada State Legislature Bill Text (AB 113) for the creation of the new plate. Click here for AB113 Amendment 793 and AB113 Amendment 201, which the Governor, Kenny Guinn signed into law on June 5, 2001. Nevada has 85 specially designated plates as of 2002. The money raised through DMV registrations and purchases of the specialized "Rodeo State" license plate will go to the Reno Rodeo Foundation and the Nevada High School Rodeo Association.

To market the concept and raise awareness we partnered up with the Reno Gazette Journal newspaper and their web site RGJ.COM. Through creative graphic design, we developed 3 templates for the people of the state of Nevada to vote on to be the next license plate. We promoted the idea of a new plate in print and encouraged the residents to go online and vote for the design of the plate. After 2 months of voting and promotion the people chose a design, which is being reviewed by the State for printing. We created a permission-marketing program, which resulted in issue awareness and database collection to further market to.

In reviewing these two cases, one thing is clear. These organizations, by the consistent use of the "Synergy Solutions Process™" principles, have built a powerful image and an extremely effective marketing strategy. This is what sets them apart, sets them ahead of their competition, makes them leaders, and what creates the successful marketing results they have achieved.

By using the "Synergy Solutions Process™" your ROI (Return On Investment) for marketing is greatly increased. Your business or organization can find its place as a leader in its industry. Call Synergy Communications for further details about the "Synergy Solutions Process™," and how we can help your organization foster its image with powerful marketing communications techniques. We succeed when you succeed.

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CLIENT LIST:

3Com	Forward Action	Radio Shack
A Healthy Alternative	Fred Boyce, Artist	Reno Philharmonic Orchestra
A Touch of Serenity	Gold Mountain Nakoma Resort & Spa	Reno Rodeo
AA Lighting	Gold Mountain, The Dragon Golf Course	Reno Rodeo Foundation
Absolute Promotions	Graeagle Properties	RE/MAX Realty Professionals, Reno NV
AmericaTheFree.org	Great Rocklin Homes	RE/MAX of Incline Village, NV
An Elegant Affair	Hall of Resources	Resource Management Group
Aristocrat Endeavor Fund	Helens Hobbies	Rocklin Area Chamber of Commerce
Association of Rodeo Committees	Hutchings and Associates	Rowdy Barry - Professional Rodeo Bull Fighter/Artist, Sculptor
AutoMall.com	IBM	Salomon Smith Barney
Balloon Twisters	Infinitus Group, LLC	San Jose Chamber of Commerce
Balloonatics	Innovative CAD Software, Inc.	San Jose Police Department
Beck Business Service	Integrated Outsource Management	San Jose State College of Business Alumni Association
Beef, It's What's For Breakfast	JD Advertising	Schurra's Candy Factory
Beginning Steps to Independence	JMA	Shop With A Cop, Inc.
Big Hat Productions	KBWB - TV, San Francisco WB Network	Sierra Pacific Turf Supply
Black Stallion Literacy Project	Kodiak Paws	Sparks Centennial Celebration, City of Sparks 100th Birthday
Bloomers	Lake Davis Cabin Resort	Special Olympics
Body Inspiration for Women	Launch! Idea Accelerator	St. James's Village Development
Budget Blinds	LeGrande Affaire Limousine	Summerwood Homes Development
Business Machine Specialists	Lightning Auctions	Suzanne Somers' Menopause Clinics of America
C & H Specialists	Linda Wondra – Realtor, Coldwell Banker	Sun Microsystems
California Association of Music Educators	Linden Financial Group	Tactical Security Network
California Music Awards (formerly BAMMYS)	Lynn Welch Realty	The Keaton Raphael Memorial for Neuroblastoma, Inc.
CISCO	Manex	The Loan Source
City of Oakland, CA	Matteucci Consulting	The Professional Zone
City of Portola, CA	Mexicali Grill Restaurants	Therents, Inc.
City of Reno, NV	MicroEDA Corporation	Token
City of Reno Police Department, Reno, NV	Mohawk Valley Associates Real Estate	Tire Outlet
City of Rocklin, CA	Molly's Bed and Breakfast	UNR College of Agriculture
City of Sparks, NV	Mom's On The Run - Breast Cancer Victim Support	UNR-Wolf Pack Meats
Clear Element	Monarch Cove Inn	Vanderhulst
Communication Techniques	Mule Days Celebration, Bishop, CA	Very Graphic Arts
CompUSA	NASA	Virgofit
Concierge Services	National Association of Social Workers	Vision Law Corporation
Creative Metal Products	National Council of Juvenile and Family Court Judges – Permanency Planning for Children, Family Violence Division	Wallpaper Etc.
Data Direct	Nevada Police Corps	Wallpaper Express
David Morris – Realtor, RE/MAX Realty Professionals	Nevada State Fair	Washoe County Department of Social Services
Dee McNeely – Agent, Dickson Realty	Noesys	Weddings by Desiree
Domain Designs	O-4, Inc.	Whitehawk Ranch Golf Club
Eastern Plumas Health Care	Pacific Wheel Distributors	Whitehawk Ranch Property Services
Edward Jones Investments	Partners Mortgage	World 2 Do
Effective PR, Inc.	Pedros Restaurants	
Elegant Events Catering, Inc.	Perry DiLoreto Rodeo Enterprises	
EliteSeek.com	Placer Business Exchange	
EnviroSystems, Inc.	PRCA (Professional Rodeo Cowboys Assoc.)	
Executive Wealth Management	Pro Rodeo Hispanic Broadcasting	
Express Business Services	Professional Bull Riders (PBR)	
Family Violence Prevention Fund (FVFP)	Pyramid Lake Paiute Indian Tribe, Environmental Dept.	
FANtastic Flyers	Ray Morgan Company	
Five Star Bank		
Flight Safety Counselor		



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MANAGER BIOS:

Steve W. Schroeder – President PR Executive / Strategic Marketing

Steve brings strong marketing strategy knowledge, public relations expertise and extensive management experience to Synergy Communications. Steve is a graduate of the Dale Carnegie Training courses and can definitely, "Win Friends and Influence People." He attended Cal Poly School of Business and specialized in Marketing and Business Development. After years of making other companies successful he tapped his own entrepreneurial spirit and co-founded Synergy Communications with services specializing in marketing and public relations. His philosophy is that everything about marketing and PR starts with the consumer and MUST produce results. Business has a mandate: get results or go out of business. His focus is "MPR" (Marketing Public Relations) a unique marketing and public relations strategy that gets results. He has extensive working knowledge of human relations, the sales process and client care management. Among his many success stories include Hot August Nights, Professional Bull Riders (PBR), Nevada State Fair, National Council of Juvenile and Family Court Judges, The City of Reno, The City of Sparks Centennial Celebration, Moms on the Run, Children's Cancer Awareness, Suzanne Somers' Menopause Clinics and the Reno Rodeo. Clients have appeared on CNN Headline News, MSNBC, CBS, ABC, NBC, FOX, Good Morning America, ESPN, ESPN2, OLN, Speed Channel, Discovery Channel, The Learning Channel, Fox Sports Net, NY Times, LA Times and many other national, regional and local media outlets. He is an expert in Real Estate Marketing, Cause Marketing, Public Relations, Event Marketing, Non-Profit Marketing and PR, Media Relationship Development, Brand Management, Image Marketing, Sponsorship Development, Positioning, Strategic PR Consulting, Exit Strategy Marketing, Public Relations and Targeted Media Development. He is the co-creator of the "Rodeo State" special license plate for the state of Nevada. He is the Creator and Executive Producer of 2 weekly half-hour television shows, "Real Estate Showcase of Northern Nevada," airing on KOLO TV News Channel 8 (ABC), KOLO Digital 8.2, KRNV Channel 4 (NBC), Charter Cable and Google video, Yahoo video and YouTube video on the Internet. He is an Associate Member of the Reno Rodeo Association, Member Board of Directors of Nevada State Fair and past Member of Board of Directors, Keaton Raphael Memorial for Children's Cancer. He and his wife have 4 children and live in Sparks, Nevada.

Steve W. Geiger – Manager Advertising Executive / Strategic Marketing

Steve brings sound marketing strategy and advertising campaign management expertise to Synergy Communications. Born and raised in San Jose, California, Steve attended San Jose State University Business School (in the heart of the Silicon Valley) where he received a degree in Business Marketing and Advertising. He founded Geiger Unlimited – Marketing, Advertising, and Public Relations in 1996, with a focus to provide quality "Push" and "Pull" advertising and public relations services backed by sound marketing strategy. In 2001, after years of success, he co-founded Synergy Communications with a goal to take his broad experience to the next level and develop a team to produce greater results. Trained and mentored by some of the best marketers in the world (founder of "The Pet Rock," original copywriters of the "Marlboro Man," "Tide," and United Airlines campaigns), Steve prides himself in his "Addy" award-winning graphic design work and skilled copywriting style. Working with a variety of clients from retail to high-tech, Steve serves as a Marketing Director to many organizations and businesses and boasts many success stories of his clients. One of them, Innovative CAD Software, Inc., through Steve's marketing direction, grew from an idea for a software product to one of the top five selling software companies of its worldwide industry before it was acquired by an Australian software firm for nearly \$2 Million. Steve grew his client Wallpaper Etc., Inc. from inception to profitability in less than one year with his powerful, image and vision based marketing strategy techniques.

Visit our website at www.CreateSynergy.com for information on our company and bios of all of our team members.

How to Make an Investment in Your Marketing *...and Gain a Positive ROI!*

By Steve Geiger

You may or may not realize that marketing is truly an investment. Many people have not heard of it described in these terms. When you decide to make an investment, whether it be in a marketing program, advertisement or public relations campaign, or a sales promotion, you need to think of it as an investment of your company's resources to make a positive ROI (Return On Investment). When you don't think in these terms you may be missing a critically important factor that can make or break your company in the long run.

Let's look at an analogy, using the stock market. When you buy a stock you invest your money in the hope of making a gain. There are many factors that can affect the stock's ability to make a gain. A primary one being the market itself; whether it is a "Bull" (up) or "Bear" (down) market. You normally try to invest during a down cycle and sell during an up cycle. Buying marketing can work in much the same way. Contrary to what you may think about marketing, if you invest during a down market you can gain an enormously positive ROI. The main reason for this is because most companies are scaling back their marketing budgets in a down market because they look at marketing as an expense to eliminate, not as an investment. If you increase your budget, this added exposure creates a memorable image that lasts well into an up market, as well as shows that your company is strong, creating consumer trust. However, a marketing investment not only works in a down market, you can gain a massively positive ROI in an up market as well. By setting your company apart through a strong creative campaign, you will get customers to notice you in any market. Which brings us to the next point...

Making the marketing investment is an important decision for your company. You need to partner with a marketing, advertising, or public relations firm that has a proven record in gaining its clients a positive ROI. Don't hesitate to ask them for examples of how they have affected the bottom line of a company. It is not always the prettiest collateral materials or award-winning work that is effective in selling products or services and gaining a positive result.

Be sure to monitor and track your marketing results. Set realistic growth goals and milestones with your marketing firm to meet or exceed. If they consistently cannot meet them it may be time to pick a new firm to partner with.

Remember, you are in charge; it's your investment. Thinking of your marketing as an investment can take much of the guesswork out of a campaign. Monitoring your investment dollars as if you have invested in a stock can help keep your campaign on track. Follow these steps and reap the reward of gaining a huge ROI on your marketing dollars.

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Synergy Communications' exists to bring the best marketing communications talent in Northern California and Nevada together under one virtual roof. Through our creative alliance, we have the complete resources and experience necessary to fulfill our client's needs.

We are a competitive virtual agency (lower overhead results in lower costs). If you need advertising, marketing, and/or public relations expertise, we are available to bid on your projects directly or through your RFP (Request For Proposal). If you are evaluating current project bids, we will be happy to evaluate competitive bids to see if we can beat the costs – in most cases we can!

We provide the worldwide campaign solutions of major agencies without the high costs.

"If and only if all things are equal between competitive companies, 80 to 90% of people will buy from the one who is contributing to charity."

We are a charitable community partner



Branding, Marketing, Positioning, Public Relations, Television/Internet Production

Contact Us:

T: (775) 825-2665

E: Ideas@CreateSynergy.com

www.CreateSynergy.com

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