

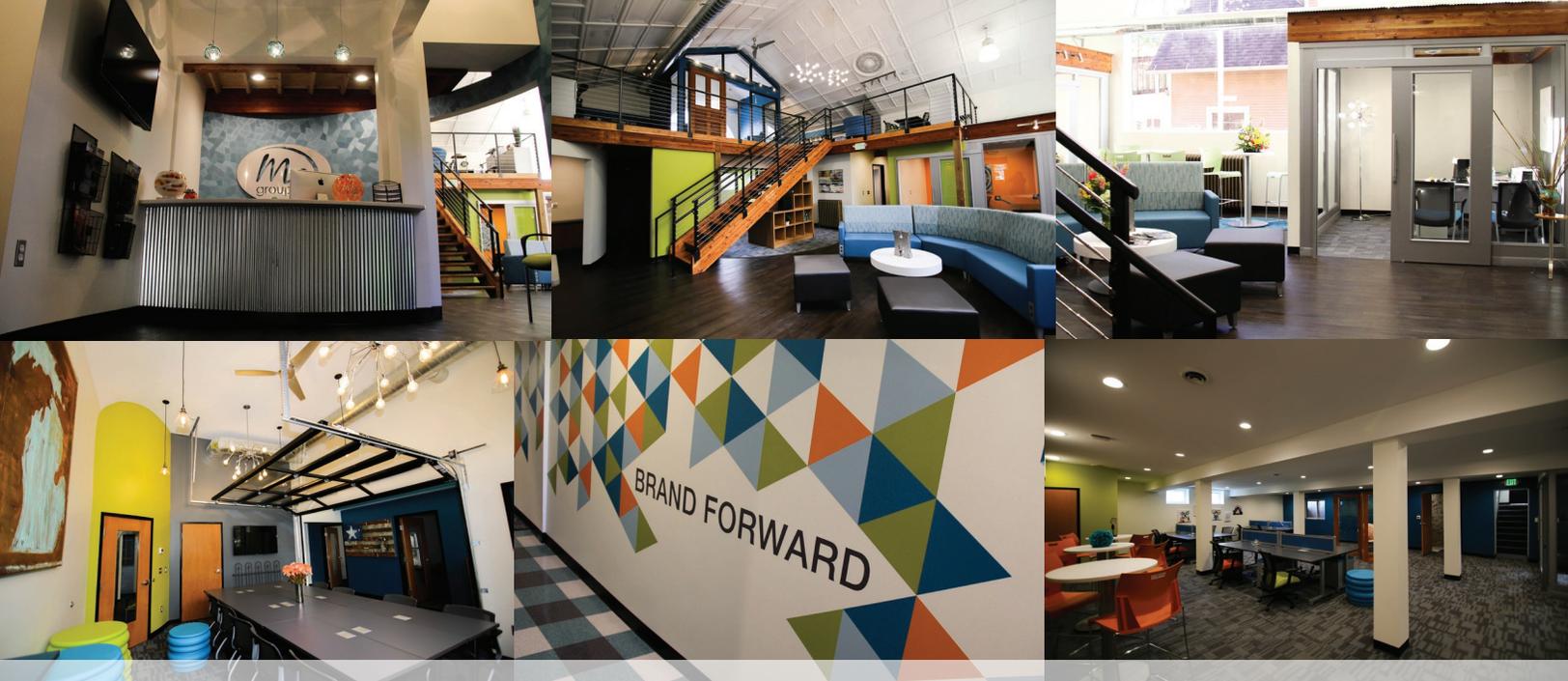


PENTACLE THEATRE

PROPOSAL FOR PROFESSIONAL SERVICES
NOVEMBER 2018

Submitted by: Liz Reno_hayes
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P 517 203 3333

M3 GROUP HEADQUARTERS | 221 W. Saginaw St. Lansing, MI 48933
1234 Washington Blvd. Detroit, MI 48226 | P.O. Box 33661 Detroit, MI 48232



MENU OF SERVICES

Creative Services

- Graphic design
- Logo design
- Collateral material development
- Photography
- Creative/campaign development
- Marketing campaigns and fulfillment
- Annual reports
- Video production
- Audio production
- Website development

Advertising Services

- Media planning and buying
- Digital planning and buying

Communications Services

- Branding
- Public relations and promotions
- Media relations
- Social media marketing
- Event planning and logistics
- Market research



MEET OUR TEAM



TIFFANY DOWLING
PRESIDENT, CEO



JENNIFER HODGES
VP OF BUSINESS
DEVELOPMENT



KELLY MAZURKIEWICZ
VP OF MARKETING &
COMMUNICATIONS



AMI ICEMAN-HAUETER
BRAND MANAGER



MARK WARNER
CREATIVE MANAGER



JILL BAILEY
MEDIA MANAGER



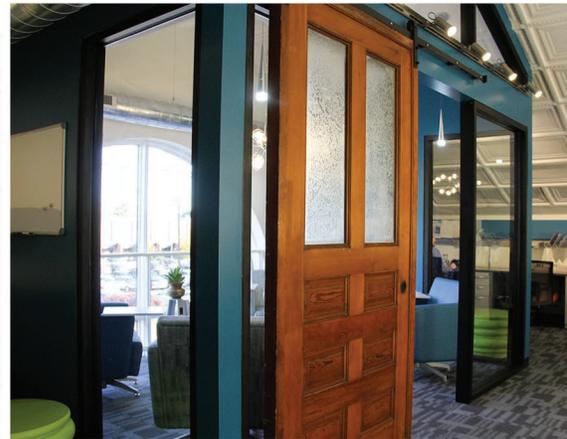
LIZ RENO-HAYES
ACCOUNT EXECUTIVE



HEATHER THIELKING
GRAPHICS SPECIALIST
TEAM LEAD



ADAM LANSDELL
COMMUNICATIONS
SPECIALIST
TEAM LEAD



THE M3 GROUP ADVANTAGE

At M3 Group, our clients are more than projects and paychecks. We view each of our clients as valued partners. You've entrusted us to bring your vision to life, and our efforts are focused on ensuring that trust is earned, achieved and exceeded.

The aim of the M3 Group Advantage is to be viewed as an extension of your team as we work in tandem toward a common goal. Your goals are our goals, and our job is to understand your organization – your history, your mission and methodology, your objectives – and carve a path that allows you to reach your desired results in the most effective way imaginable; providing honest and strategic feedback to move your brand forward.

M3 Group has assembled a team of creative minds who are able to work swiftly, nimbly and collaboratively to tackle any issue and overcome any obstacle. Their ever-evolving expertise allows them to skate on the leading edge to identify new trends and technologies, so our clients are always being presented with the next big idea or concept.

The M3 Group Advantage is your advantage over your competitors.



INTRODUCTION

To Lisa Joyce,

At M3 Group, we are a full-service branding agency specializing in taking our clients to a new level through our talented team of print and digital advertisers, an award-winning design team and a relentless team of marketers who find and integrate solutions for whomever we represent. M3 Group is overjoyed for the chance to respond to this request for a proposal from Pentacle Theatre.

It is undeniable from the size of your audience – plus having well over a half-century of operation – Pentacle Theatre is a Salem institution and the city's go-to spot for theatrical entertainment. There is no doubt M3 Group can take your desire for an extremely engaging program and turn it into a reality. We are confident that you will find our proposed services comprehensive and competitively priced.

If you have any additional questions related to this project, our clients or anything about M3 Group, please do not hesitate to reach out.

BRAND FORWARD



MEET OUR TEAM



Tiffany Dowling: President & CEO

Tiffany's experience is the backbone of M3 Group. Having managed public and private accounts of varying sizes for more than 20 years, it's safe to say that your new project isn't her first rodeo. Since founding M3 Group, the full-service branding agency has received numerous awards and continues to be a voice for the public as the publisher of *Capital Area Women's LifeStyle Magazine*, *Greater Lansing Business Monthly* and *ing Magazine*.

For the Pentacle Theatre, Tiffany will be the executive leadership, supporting the rest of the M3 Group team from a strategic standpoint. Tiffany's years of experience will come into play as we create the research plans, branding and final marketing strategy.



Liz Reno-Hayes: Account Executive

Liz helps your brand get from point A to point B. When you pitch brilliant goals for your brand to Liz, she'll ensure that your vision is brought to life by vividly and enthusiastically translating them to M3 Group's creative team. An overseer of all aspects related to her clients, Liz helps M3 Group build a customized plan that checks off all the boxes for your brand.

For the Pentacle Theatre, Liz will be the project manager, main point of contact and liaison for all communications between M3 Group and the Butler County Visitors Bureau. Liz will be at all meetings and presentations, as well as manage timelines, internal meetings and other project activities.



Kelly Mazurkiewicz: VP of Marketing and Communications

Our champion coordinator, Kelly directs and manages all aspects of M3 Group. From day-to-day activities involving creative and planning operations to client projects, nothing reaches our clients without a seal of approval from Kelly. Her discerning vigilance provides our clients an eagle-eyed attention to detail, ensuring the results they envision are the results they'll achieve. As a liaison between M3 Group and

its clients, Kelly embraces any challenge and obstacle as an opportunity to push our brand further by showcasing the mettle and character of M3 Group. Kelly is also the editor of *Capital Area Women's LifeStyle Magazine*, *Greater Lansing Business Monthly* and *ing Magazine*.

For the Pentacle Theatre, Kelly will ensure that the entire M3 Group team stays on schedule and on target for the duration of the project. Delegating and directing the creative and communications teams, Kelly plays a critical role in keeping client projects moving forward, on time and on budget.



Jennifer Hodges: VP of Business Development

Jennifer is no stranger to playing ball in the big leagues. Having managed local, regional and national accounts as a member of the M3 Group team since 2009, Jennifer knows all the ins and outs of the media industry. Jennifer also uses her expertise to drive our team forward, overseeing our media and sales departments to assist in the growth of M3 Group.



Mark Warner: Creative Manager

With more than 10 years of professional experience in the field of graphic design, photography, multimedia and video production, Mark confidently creates the sights and sounds that drive brands forward. Mark's skill-set includes photography, filming and editing HD broadcast TV commercials, corporate videos, web-based multimedia videos, animation and more. Alongside an award-winning team of videographers and designers, Mark pushes the creative envelope for what's possible. He oversees the entire creative team of graphic designers, web developers, photographers and videographers.

For the Pentacle Theatre, Mark will oversee all design. He will guide his team as they take research findings and goals from the project and turn them into beautiful, effective designs. Additionally, with a background in graphic design, Mark will be able to manipulate, edit and finalize any designs from the rest of the team as needed.



Jill Bailey: Media Manager

With more than 14 years of experience in media, there's no one equipped with a set of specialized skills quite like Jill. With an emphasis on driving traffic to the brands of our clients, Jill leverages her acute expertise to find the best placements for TV and radio spots through the use of advanced sales and media software. Like many members on the M3 Group team, Jill wears multiple hats: managing and overseeing billing and trafficking processes for the entire media department, as well as maintaining timelines and event coordination for media appearances.

Contact Person During Proposal Evaluation

Liz Reno_Hayes: Account Executive
221 W. Saginaw St. Lansing, MI 48933
P: 517.203.3333 email: liz@m3group.biz

DESCRIPTION OF ORGANIZATION

As a full-service branding agency for over 15 years, M3 Group prides itself on offering the most comprehensive array of integrated marketing and advertising services all under one roof. M3 Group works to build strong brands through integrated strategies that keep clients and their bottom line in mind. Our award-winning team works across traditional and nontraditional platforms and is always looking forward to the next big idea that will give our clients an edge.

As one of the largest and most respected agencies, as well as publisher of multiple magazines in the capital area, M3 Group has built solid partnerships across Michigan and beyond. M3 Group has designated departments to aid in the efficiency of projects. Our size of nearly 30 employees allows the entire M3 Group team to focus on their areas of expertise, which ultimately produces the best product for our clients. We will stop at nothing to attain results and blaze new trails for Pentacle Theatre.

We are driven by unlimited ideas and aim to achieve exceptional results. M3 Group has a large range of work that includes both creative and strategic pieces. With almost two decades of experience, we are dedicated to finding the right mix to get our clients and our work noticed.

M3 Group has an award-winning team with PACE, ADDY, Davey, Earned Media and Communicator Awards that span multiple years for logos, brochures, events, PR campaigns and other materials. Although creative implementation is important, the most critical element of any project is the effectiveness of the message to achieve the goals and objectives. Impeccable execution is what drives our work. We aim to provide tangible results for every project.

Most recently, M3 Group has been named a 2018 MarCom Awardee, winning a gold award for our graphic design work in the category of Illustration/Graphic Design/Infographic for a visual breakdown in our publication, Greater Lansing Business Monthly. M3 Group was awarded a platinum award in the category of Industry/Trade publication for an in-house magazine ad we designed for a client.

The 15-year-old MarCom Awards are respected all over the world for their quality, value and industry significance. The awards honor excellence in marketing and communication as well as recognize the hard work and ingenuity of creatives.

To receive a MarCom Award is an incredible achievement. We humbly accept these honors and recognize that teamwork is key at M3 Group. Our crew of creatives is a group of dynamic, diligent and hard-working people who love what they do and put passion into every project. When you put passion into your work, it shows.

Menu of Services

M3 Group offers a variety of services that are all performed within our organization. M3 Group does not subcontract any of our services. This is beneficial because the cost received from M3 Group is a base cost and does not include upcharges where other organizations may charge subcontracting services.

Our range of services, the size of our team and the way we integrate strategy truly set us apart from our competitors. M3 Group focuses on building and maintaining lasting relationships with our clients through a shared creative vision and results – allowing our clients to focus on their businesses and leave the rest to us.

The following is a list of our comprehensive services:

Communications Services

- Branding
- Public relations and promotions
- Media relations
- Social media marketing
- Event planning and logistics
- Market research
- Photography
- Creative/campaign development
- Marketing campaigns and fulfillment
- Annual reports
- Video production
- Audio production
- Website development

Creative Services

- Graphic design
- Logo design
- Collateral material development

Advertising Services

- Media planning and buying
- Digital planning and buying
- Strategy and consulting



OUR APPROACH

As a full-service branding agency, M3 Group has designated departments to aid in the efficiency of projects. Our size allows the entire M3 Group team to focus on their areas of expertise, which ultimately produces the best product for our clients.

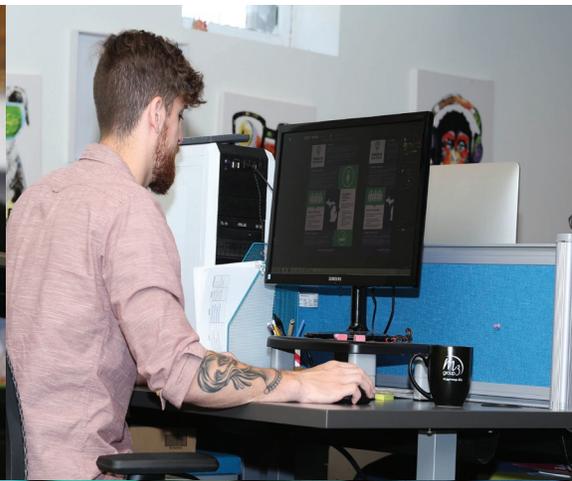
While the individualized departments enable our staff members to excel in their areas of discipline, we are brought together to meet the needs of our clients with the assistance of an industry-specific project management system. The staff at M3 Group connects seamlessly by utilizing a comprehensive, award-winning service known as Workamajig.

To ensure that your needs are accounted for and met with efficiency, each project will be processed through Workamajig's system, where M3 Group can more easily manage specific metrics, deadlines and individual responsibilities. In addition, the system also allows us to create detailed reports of how our clients' time is being spent, as accurately as possible.

With Workamajig's project-tracking features, each client can expect to receive a monthly report that showcases how time is being allocated to ongoing projects, what progress has been made on specific tasks and other insights about the overarching project's timeline. These reports also assist us in continually growing as an agency by providing us with vital information needed to properly adjust and modify future project processes to better meet your needs.

Additionally, to keep the lines of communication open, team members at M3 Group meet on Monday of every week to go over client initiatives, projects and specifically those items that are due within the week. This is a great opportunity to check on progress and hear from each individual associated with the tasks involved to successfully exceed our clients' expectations. This is also the time to review the status of ongoing projects and discuss updates or changes to the overall plan based on the success of current tactics. M3 Group will report milestones to designated contacts to ensure the workflow.

At the request of Pentacle Theatre, M3 Group will create eight annual Pentacle Productions. In order to do this, M3 Group will start with a kickoff conference call with Pentacle Theatre where we will review client goals and discuss how we will work together to meet deadlines.



M3 GROUP'S OBJECTIVE

- Provide Pentacle Theatre with an attractive, eye-catching design to captivate the interest of potential and established customers
- Meet all deadlines imposed by Pentacle Theatre
- Include announcements and teaser text for the next production at Pentacle Theatre
- Provide a completely redesigned, reformatted and eye-catching program, including:
 - Cast list
 - Cast biographies and headshots
 - Production crew message
 - Director's message
 - President's message
 - House managers
 - Salem Theatre Network advertisement
 - Donor list, including:
 - Photographs
 - Graphics
 - Cover design
 - Rehearsal photos

The expert creative team at M3 Group exclusively uses Adobe InDesign to format its magazines, programs and other publications. As soon as we receive the required information from Pentacle Theatre containing list of ads, donor list and licensing information, our creative team will get to work right away to meet each program's deadline.



INVESTMENT

M3 Group will create layout options including a cover and interior layout sample for Pentacle Theatre to choose from. Once the publication design has been finalized, that design will be carried throughout all other programs. M3 Group will edit, create and update as needed.

Creative briefs will need to be signed off on by a member of Pentacle Theatre before any creative design begins. Creative Briefs help the design process stay consistent and streamlined. See Sample Creative Brief in next section.

Timeline

- All content from Pentacle Theatre should be received by M3 Group two weeks prior to proof deadline
- First proof due two weeks before opening to Pentacle Theatre
- Up to two rounds of edits will be included for each design proof. Additional edits will be an additional cost
- Corrections due Tuesday the week before dress rehearsals
- Final to executive director on Thursday
- Final to printer on Friday one week prior to opening
- M3 Group will upload PDF file via FTP Site

Investment

Initial Publication Design:

Our Estimated Initial Publication Design for 20 Pages

24 Hours x \$150 (our standard hourly rate) = \$3,600 (one time cost – includes publication layout for first program)

Publication Layout:

Our Estimated Publication Layout (Including editing) for 20 Pages

18 Hours x \$150 (our standard hourly rate) = \$2,700 per program

Our Estimated Publication Layout (Including editing) for 12 Pages

12 Hours x \$150 (our standard hourly rate) = \$1,800 per program



REFERENCES

Valerie Marchand

Communications Manager

City of Lansing

124 W. Michigan Ave

Lansing, MI 48933

Phone: 517-483-4179

Email: Valerie.marchand@lansingmi.gov

Kate Powers

COO & Chief Development Officer

Ele's Place

1145 W Oakland Ave

Lansing MI 48915

Phone: 517-648-1011

Email: kpowers@elesplace.org

Anne Craft

Executive Director of Marketing and Communications

Michigan Virtual

3101 Technology Blvd Suite G.

Lansing, MI 48910

Phone: 517-324-5373

Email: acraft@michiganvirtual.org

Terri L. Fitzpatrick

Chief Operating Officer

Boji Group

124 W. Allegan St. Suite 2100

Lansing, MI 48933

Phone: 517-679-0423

Email: tfitzpatrick@bojigroup.com



SAMPLE CREATIVE BRIEF



CREATIVE BRIEF

Client Name:

Project Name:

Project Manager:

Hours/Retainer Details:

Date Submitted:

Deliverables/Description:

What are we doing?

Audience:

Who is the primary Audience?

What do they believe before we tell them anything?

What should be avoided in talking to this audience?

What exactly do we want them to do/react?

Objectives:

What objectives are you trying to achieve?

What are the priorities of those objectives

Suggested strategy or positioning to achieve the objectives:

Message:

What is the primary message in one sentence?

What is the medium? (billboard, brochure, direct mail, social, etc.)

Anything else?

Deadline?

Other Notes/Timeline:

Client approval:

Signature or written email of approval?

RESUMES



Current Positions

- President & CEO of M3 Group
- Publisher of Capital Area Women's LifeStyle Magazine
- Publisher of Greater Lansing Business Monthly
- Publisher of ing Magazine
- Co-owner of Idea Applications

Summary of Qualifications

- Won the Small Business of the Year Award from Lansing Regional Chamber of Commerce
- Received a national Earnie Award from PRSA on the #MeetMichigan campaign
- Started Motion Marketing & Media (M3 Group) in 2002
- Built agency from two employees to 25+ team members
- Started Capital Area Women's LifeStyle Magazine in 2007
- Strategically acquired Greater Lansing Business Monthly (GLBM) and ing Magazine
- Started a talk radio program and television segment called In Her Shoes with Tiffany Dowling & Shelley Davis Mielock in 2009
- Appointed by Gov. Engler to manage the Michigan Department of Career Development's marketing and public relation's efforts
- Taught at MSU and Davenport University
- Served as March of Dimes communication chair for four years
- Won the GLBM Entrepreneur of the Year Award in 2006
- Won several CMPRSA PACE Awards for integrated marketing and PR campaigns and crisis communications
- M3 Group received a Sloan Award for Business Excellence and Workplace Flexibility – 2009
- Ypsilanti Press Distinguished Award for Journalism Investigation
- Public Relations Society of America – Central Michigan Chapter Crystal PACE Awards, Categories: Institutional Programs, Public Service and Crisis Communications
- National Graphic Design Award – State Employees Credit Union Billboard
- March of Dimes Volunteer of the Year Award
- The Department of Michigan Veterans Award of Excellence for the advancement of veterans' issues in workforce development in 2002

Relevant Experience

- 22 years of journalism, public relations and writing experience
- 18 years of marketing and integrated strategies experience
- 14 years as a small business owner
- Worked to merge the 25 regions of Michigan Works! into one statewide brand and launched Career Preparation campaigns for the state of Michigan
- Managed project and campaign budgets as high as \$6.5 million
- Developed successful integrated award-winning marketing campaigns
- Developed awareness campaigns for construction related projects
- Worked on multiple campaigns where changing the perception of the project or program was vital to its success
- Executed countless public relations press conferences locally and nationally
- Designed and implemented many public and private events for clients
- Placed TV, radio and outdoor media throughout the state of Michigan

Tiffany Dowling

President and CEO



- Board member and communications chair of Capital Area United Way
- Past Vice President of the Board for the Shared Pregnancy Women's Center
- Marketing Committee Member for YMCA
- Member of the Central Michigan Chapter of the Public Relations Society of America
- Board Member of Lansing Community College Foundation
- Board Member of Junior Achievement
- Education Vice President for Junior League of Lansing
- Past Committee Member for the MSU SafePlace 5K Race
- Past Communications Committee Member for the National Association of Workforce Executives
- Past Board Member and Communications Chair for the March of Dimes – Lansing Area Chapter

Work History

- | | | |
|------------------|---|------------------|
| - 2014 - Present | Publisher, ing Magazine | Lansing, MI |
| - 2013 - Present | Publisher, Greater Lansing Business Monthly | Lansing, MI |
| - 2009 - 2013 | Owner, In Her Shoes | Lansing, MI |
| - 2007 - Present | Publisher, Capital Area Women's LifeStyle Magazine | Lansing, MI |
| - 2007 - 2008 | Instructor, Michigan State University | East Lansing, MI |
| - 2005 - 2007 | Adjunct Instructor, Davenport University | Lansing, MI |
| - 1999 - 2002 | Director of Marketing & PR
Michigan Department of Career Development | Lansing, MI |
| - 2002 - Present | Owner and CEO, M3 Group | Lansing, MI |

Education

B.S. Journalism and Public Relations
Eastern Michigan University

Certificate of Marketing
University of Wisconsin - Madison

Branding, Digital Strategies, Public Relations and Social Media Conferences
1997 - Present



Summary of Qualifications

- Media planner- plan media campaigns for clients. This includes all media outlets such as radio, TV, outdoor, print, coupons and internet
- Works with clients' media budgets. Meets one-on-one with clients to discuss media, promotions, sponsorships, production ideas and budgets
- Media buyer – places advertising schedules for clients which include all media types
- Works one-on-one with TV and radio representatives, negotiates rates, negotiates added value, promotions and any other client needs

Relevant Experience

- Works with clients on media/social media needs
- Advertising sales for Capital Area Women's LifeStyle Magazine and events
- Creates proposal for new clients and existing clients
- Works with clients to create an advertising campaign to assure high frequency, assist in planning CAWLM promotions
- Voice talent for TV and radio commercials, podcasts, narrations, etc.
- Production of radio commercials
- Manages voice talents
- Placed TV, radio, outdoor and print advertising
- Worked with broadcast station representatives to negotiate advertising prices
- Promotions included organizing station events, contests, live broadcasts and fundraisers
- Emcee events
- Manage media plans for all media outlets created by media specialist
- Hire and develop and manage all sales staff
- Develop and secure new business opportunities
- Implement business strategies and business plans
- Manage projections and budgets for sales team
- Develop strategies to attract new business and retain current clients
- Manage accounts to maintain and expand relationships with existing clients

Work History

2009 - Present	VP of Business Development, M3 Group	Lansing, MI
2009 - Present	Account Manager, Capital Women's LifeStyle Magazine	Lansing, MI
2002 - 2009	Media Buyer, Freelance Media Buyer	Lansing, MI
1998 - 2002	WJXQ - on-air Personality and Promotion Director, Mid-Michigan Radio Group	Holt, MI
1996 - 1998	Media Buyer, Admedia	Raleigh, NC
1994 - 1996	TV News Anchor, WARZ	Smithfield, NC
1995 - 1996	Associate Producer, WNCN	Raleigh, NC

Education

B.A. Communication
Campbell University

Kelly Mazurkiewicz

Vice President Marketing & Communications



Summary of Qualifications

- Specializes in branding/marketing projects
- Proficient in the use of many computer programs including Adobe InDesign, Photoshop, Illustrator, Quark Express and the Microsoft Office Suite
- Working knowledge of CSS, HTML and CMS – WordPress
- Directs and manages all creative and planning operations for client projects
- Provides special services, making projects highly productive and memorable
- Works directly with Account Executives and clients to share creative team's solutions to clients' needs/wants
- Works directly with sales team to develop proposals and gain new business
- Event Coordinator for MSU Federal Credit Union's Student Art Exhibition. The 2011 Art Exhibition had the highest participation rate for the event to date, generating more than 23,728 page views on the website and more than 8,000 votes

Relevant Experience

- Graphic design and direction for advertisements and events, such as the Capital Area Women's LifeStyle Magazine's 80s Party and Lady Classic Golf Outing
- Worked directly with East Lansing Hungry Howie's to create a database of local students' names and phone numbers during "Welcome Week" on Michigan State University's campus. A database with over 5,000 names were created in the first four days, and because of M3 Group's marketing efforts, their sales increased 25% during the month we worked with them from the previous year
- Event support for the Capital Area Women's LifeStyle Magazine's 80s Party and Lady Classic Golf Outing
- Copywriter for websites, brochures and other marketing pieces developed for clients
- Proposal development and sales meeting participation to gain new business
- Some web development using WordPress; included updating clients' sites
- Idea generation and brainstorming development for marketing, graphic design and branding needs
- Participates in annual strategic planning meetings and is in constant communication throughout the year to ensure that marketing plans/goals are being met

Work History

Dec. 2014 - Present	Vice President of Marketing & Communications, M3 Group	Lansing, MI
Feb. 2012 - Dec. 2014	Marketing Director, M3 Group	Lansing, MI
Feb. 2012 - Present	Production Director, Capital Area Women's LifeStyle Magazine	Lansing, MI
Oct. 2012 - Present	Production Director, Greater Lansing Business Monthly	Lansing, MI
May 2009 - Feb. 2012	Project Manager/Brand Specialist (Creatologist), M3 Group	Lansing, MI
May 2009 - Feb. 2012	Graphic Artist, Capital Area Women's LifeStyle Magazine	Lansing, MI
May 2006 - Aug. 2009	Graphic Artist, Fine Point Design	St. Clair Shores, MI

Additional Work Experience

2008 - Present	Volunteer Marketing Committee Member and Strategic Planning Team Member, Japhet School	Madison Heights, MI
2009 - Present	Volunteer Editor/Art Director, Women's Center of Greater Lansing	Lansing, MI

Education

B.A. Advertising
Michigan State University

Summary of Qualifications

- Account Executive for the Capital Area Women’s Lifestyle Magazine
- Account Executive for the Greater Lansing Business Monthly
- Account Executive for ing Magazine
- Marketing Account Executive for M3 Group
- Outstanding customer service, leadership, and organizational skills
- Thrive within detail-oriented, deadline-driven environments
- My experience includes project management, developing and implementing communication and marketing strategies, and new business development
- Proficiency in developing and nurturing long-term client relationship

Relevant Experience

- 9 years of Client Management Experience
- 9 years of Marketing Experience
- 2016 Co-President of St. Matthews Young Leaders, an initiative of the Chamber of St. Matthews in Louisville, KY
- 2014-2017 Ambassador for Greater Louisville Inc. – Louisville’s Chamber of Commerce
- 2014-2017 Board Member of the Kentucky Restaurant Association
- 2014-2017 Sponsorship Chair for the Kentucky Restaurant Association’s Taste of Louisville
- 2014-2017 Sponsorship Chair for Kentucky Restaurant Association’s Firecracker Golf Scramble
- 2014-2015 Board Member for Kentucky Restaurant Association’s B4 Derby Olympics
- 2014-2016 Board Member of the Highland Commerce Guild in Louisville, KY
- 2013-2017 Board Member for NuluFest in Louisville, KY
- 2009-2010 Member of Western Michigan’s Sales and Business Marketing Association, SBMA in Kalamazoo, MI
- 2009-2010 Big Sister through the Big Brother Big Sister Program in Kalamazoo, MI

Work History

- 2017-2018 Brand Home Customer Experience Manager, Angel’s Envy Distillery Louisville, KY
- 2015-2017 Business Development Manager, Wimsett and Company Louisville, KY
- 2013-2015 Director of Outside Marketing, Signarama Downtown Louisville, KY
- 2012-2013 Unit Field Trainer/ Insurance Sales Representative, Bankers Life & Casualty Company Kalamazoo, MI
- 2009-2010 Marketing & Communications Coordinator, Keyser Insurance Agency Kalamazoo,MI

Liz Reno-Hayes

Marketing Account Specialist



Education

Western Michigan University, Haworth College of Business

Bachelor of Business Administration

Major: Sales and Business Marketing

Minor: Business Administration

Summary of Qualifications

- Oversight and management of internal and external creative implementations
- Oversight and management of account details, mandatories and brand standards
- Enhance department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Achieve operation objectives by contributing information and recommendations to strategic plan
- Manages and oversees all video and photography projects
- Manages production and visual impact of internal publications (Capital Area Women's LifeStyle Magazine, Greater Lansing Business Monthly and ing Magazine)
- Expert in Adobe Photoshop, Illustrator, InDesign and Premiere Pro
- Expert in Final Cut, After Effects and Flash

Relevant Experience

- 10 years of professional experience in the field of graphic design, photography, multimedia and video production
- Oversees creative team that consists of graphic designers, videographers, and web developers
- Shot and produced award-winning videos for various clients
- Shot and edited cover photos for Capital Area Women's LifeStyle Magazine, Greater Lansing Business Monthly and ing Magazine
- Creates HD broadcast TV commercials, corporate videos, web-based multimedia video and animations
- Administered and scheduled a creative team of 10 employees on multiple projects
- Delivered 6 weekly local television programs for broadcast and web delivery
- Produced television commercial advertisements and project based videos
- Collaborated with multiple media partners and vendors
- Conducted and selected talent from casting calls
- Trained staff in all aspects of production
- Organized live events and live tapings
- Digital Offset Printing, Vendor Management and Team Member Training
- Created department protocols and organized digital filing systems
- Serviced 3 store locations (Okemos, Lansing, Jackson)

Work History

Oct. 2013 – Present	Creative Manager, M3 Group	Lansing, MI
Dec. 2012 - Oct. 2013	Creative Director, Senior Designer, Contractor / Consultant	Lansing, MI
Oct. 2010 - Dec. 2012	Creative Director/Production Manager, Tandem Technology Group/Life in Lansing	Lansing, MI
Jan. 2007- Oct. 2010	Senior Graphic Designer/Web Developer, MC Squared Technology Group, Inc.	Okemos, MI
Aug.2004 - Jan. 2007	Graphic Designer, OfficeMax Impress	Okemos, MI

Education

Associate in Applied Arts, Graphic Design in Graphic Design
Lansing Community College

Summary of Qualifications

- Responsible for traffic
- Spot distribution and account representative contact
- Code and name spots
- Upload to FTP sites
- Keep account representatives updated
- Traffic for three publications
- Proof incoming invoices
- Track all media buying invoices
- Assist VP of Business Development
- Responsible for contacting all media outlets
- Contact clients as needed
- Monthly magazine billing for three publications
- Proofread proposals and other collateral as needed
- Distribute TV spots digitally via FTP or physical media
- Created how-to manual for handling of all TV station digital distribution

Relevant Experience

- Create and distribute monthly traffic to virtually every radio and television stations throughout Michigan
- Track and process affidavits received monthly
- Distribute TV spots digitally via FTP or physical media
- Upload audio files to websites
- Creation of how-to manual for handling of all TV station digital distribution
- Process and handle all membership invoicing
- Assist NCSA/Membership Director
- Proofread client applications
- Assemble and edit daily program log
- Enter all contracts into CBSI software system
- Run daily reports
- Work directly with Account Executives

Work History

2013 - Present	Media Specialist, M3 Group	Lansing, MI
2006 - 2013	Membership Assistant & Database Manager, Michigan Association of Broadcasters	Lansing, MI
2000 - 2006	Traffic, Mid-Michigan Radio Group	Holt, MI
1994 - 2000	Administrative Assistant, Comfort Zone/Great Lakes Wood	Lansing, MI
1987 - 1994	Assistant Manager, Hardee's	Jackson, MI

Education

A.A.S. Business Management
Jackson Community College

CREATIVE SAMPLES



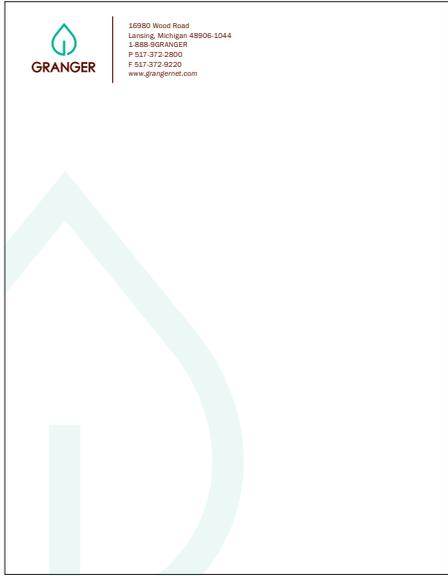


BRAND FORWARD

Case Study



Business card



Letterhead



Envelope



GRANGER

Objective: Help an organization with nearly 50 years of local history to redefine their existence within the community.

Solution: Overhaul communications to create a brand that better transmits the organization's value as a local leader in sustainability.

When a local, long standing company realized the public and their associates had a hard time understanding who they were and what they did, they knew it was time for a brand audit. After nearly 50 years of being Lansing's top provider of waste management services and sustainable solutions, Granger needed to improve the way they communicate their brand and its values within the public.

M3 Group worked with Granger over the course of several months to evaluate and reshape a brand that held a long standing reputation and legacy. Ultimately Granger underwent a brand transformation to better communicate their values, initiatives, and place in the community. Implemented strategies were determined by a preliminary audit that helped to better understand Granger's brand practices and potential when moving forward with the new brand.

Granger's New Communication Tools:

- *New Brand Visuals & Messaging: Granger's new logo and messaging evokes a better understanding of their purpose and brand mission – sustainability*
- *Branding Campaign: Following an audit of the brand's former communication tactics and strategies, Granger has now developed the resources necessary to engage in larger branding efforts with a higher valued potential return on investment*
- *Strategic Brand Implementation: Along with a new brand, Granger was advised to reimagine the way it communicates with its community. By implementing graphic wraps to waste management vehicles, curby carts, and more, they were able to better communicate their efforts with the communities they serve*

As a result of rebranding, the company has developed greater internal cohesion and a stronger connection with their customers, both current and potential.

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BRAND FORWARD

Case Study



Mobile Billboard



Buzz Agent T-shirt



Buzz Agent



Free Pizza

HUNGRY HOWIE'S

Objective: How do you get college students to interact with your business?

Solution: Get in front of them with social media and offer free pizza of course!

For our Hungry Howie's campaign, M3 Group worked on an accelerated time frame. In an effort to help Hungry Howie's build a database for their VIP members, we developed a mobile campaign that would build a database of members but even provided them with tactics to keep coming back for more.

To kick off the new school year, Hungry Howie's launched a mobile marketing campaign during welcome week on Michigan State University (MSU) campus. M3 Group's job – build a customer database while creating excitement for the brand among students by making Hungry Howie's their number one choice for pizza. This seemed no easy feat for the brand when considering the seemingly infinite competition for pizza supremacy in the East Lansing area.

To help spread the word about Hungry Howie's and get new VIP members into the database, we took our tactics right to the source. "Buzz Agents" representing Hungry Howie's took to the streets to offer MSU students free pizza. Shirts with a QR code on the back made it easy for students to quickly enter their information online and into the database. The students could also send a simple text to become a member. Additional coupons were handed out in the form of labeled pizza boxes and more.

In addition to their first free pizza, VIP Members that signed up were treated to exclusive coupons via text messages straight to their individual devices. After just four days, the database had compiled more than 5,000 users with nearly 200 coming back to redeem their exclusive coupons. Hungry Howie's sales saw a 25 percent spike in the month of our campaign and other national branches were inspired to follow suit.

M3 Group's customized plan and ongoing implementation harbored great success for Hungry Howie's with results that far surpassed expectations.

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BRAND FORWARD

Case Study



Mobile Billboard



Billboard

MSU FEDERAL CREDIT UNION

Objective: Increase membership of youth adults to inherit more lifelong accounts.

Solution: Engage with new Michigan state students during Welcome Week by educating them about the importance of finances when entering adulthood.

Welcome Week is a huge moment for many young adults in East Lansing. It's a time where new students work towards finding their footing in their community and step into the real world. When MSU Federal Credit Union (MSUFCU) approached M3 Group to develop a strategy for obtaining new student members, we thought what better way to do that then reach out to incoming students. In doing so, we helped MSUFCU reach their full marketing potential by providing comprehensive media support during "Welcome Week" allowing them to message the importance of a strong financial backing to the students that could benefit from it the most. MSUFCU has continued to use this strategy every year, since 2011, without fail.

A variety of media outlets were utilized to reach our target market:

- M3 Group creates a comprehensive spreadsheet that includes all media materials to be used during the targeted months of June through September, each year.
- Scheduled media buys during this time included: mobile billboards, radio ads for nine weeks, TV ads and print/web ads.

Additional campaign promotions that MSUFCU participated in due to the proactive research conducted by M3 Group:

- Live radio remotes during MSU's Welcome Week with all local radio stations in the market
- Sponsored Spartan Football and the Mark Dantonio Show on WJIM AM
- Contributed money saving tricks from moms on Moms Everyday on WILX (website and television)
- Sponsored WWIC The Edge during MSU's Welcome Week
- Sponsored Detroit Tigers baseball on WVFN

M3 Group stays in constant contact with local media so that MSUFCU never misses out on coverage opportunities. In total, MSUFCU participated in 17 additional sponsorships due to the extra coverage they received from various media sources used. In the initial year MSUFCU's expectations were surpassed; as they saw an addition of 4,400 new student accounts during this four-month campaign, and it has only grown since.

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BRAND FORWARD

Case Study



Merchant-Focused Campaign Billboard



Swish The Fish Mascot



Block Party Postcard/Lansing Hard Hat Day

TETRA TECH - SWISH

Objective: Educate the city about the benefits of the massive sewer system update to prevent discouragement and disruptions to local businesses.

Solution: Introduce a friendly face to educate the community and develop a new currency to promote spending in local stores affected by the construction.

M3 Group was an essential component in the final stages of a 30-year construction program that had been in the works since 1991. The project was required by the Michigan Department of Environmental Quality (DEQ) to reduce the pollutant runoff from the City of Lansing's sewer lines into its three surrounding rivers. These plans require annual shutdowns of different streets throughout the city to update the sewer systems. As you might assume, this frustrated residents, patrons, consumers and downtown business owners.

M3 Group was brought onboard, in collaboration with Tetra Tech and the City of Lansing, to combat the negative perceptions locals had on construction, and educate the public on the positive impact that the project has on Lansing's environment. To do this, M3 Group got creative in an effort to bring a smiling face to an otherwise hated disruption of everyday life.

Meet Swish:

- *M3 Group designed and implemented Swish the Fish: a mascot geared towards educating groups of all ages about environmental education programs. Swish communicated with the community through grassroots appearances at events and his Facebook and Twitter accounts. Furthermore, Swish helped get people back inside the doors of businesses struggling with the construction by handing out Swish Bucks; a currency redeemable at local businesses affected by the construction.*
- *To ensure the efforts of city planners to strengthen the city's environment and infrastructure didn't get misconstrued during and after the construction season, we held media roundtables where reporters were able to collect information about the CSO Control Program and its accomplishments.*

Under M3 Group's supervision, the media was kept up-to-date on upcoming traffic flow changes, the best alternate routes and significant accomplishments in the construction process. News outlets were also notified through more traditional means in regards to CSO-related events via press releases and media alerts. To help get news straight to the individuals the construction affected, biweekly newsletters were sent out to residents within the city limit – notifying them of progress, upcoming traffic flow changes and tips on how they can contribute to the preservation of our ecosystem through green living techniques.

During the initial construction season, the project received 25 instances of media coverage. Of these pieces, 17 focused on the program's positives. The distribution of Swish Bucks saw great results, with 23.6 percent being spent at the 28 participating vendors; significantly more than the 15 percent return anticipated.

When we surveyed residents at the "end-of-season block parties" 84 percent said they felt positive about the construction process and 81 percent felt they had a better understanding of the project's necessities and intent for making a positive impact on local lives.

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BRAND FORWARD

Case Study



Construction Barrel Wrapping



Spray Chalk Messaging



Newsstand Posters

TETRA TECH – CONSTRUCTION (GUERRILLA MARKETING CAMPAIGN)

Objective: Change the way people think about traffic construction and make it more than just a hassle.

Solution: Use construction zones as a space to message important and educational information about the project to the community.

Many agencies strive to create marketing that cuts through the clutter. M3 Group is not one of those agencies. Rather, we look for areas where clutter doesn't exist so your message is front and center.

M3 Group worked alongside the CSO (Combined Sewer Overflow) Control Program to curb the way the community felt about construction and help them brace for the impact that traffic disruptions would inevitably play in their lives. We all know how frustrating construction can be so, with a heavily loaded construction season on the rise, it was important that the public remain informed. Light-hearted messaging helped us to place a fresh perspective on the otherwise annoying project.

Using guerilla marketing tactics, we took a creative spin on community relations and found a medium that is abundant, inexpensive and practically clutter free: sidewalks.

- *M3 Group used creative messaging to engage downtown pedestrians with the upcoming construction season*
- *Spray chalk was used to imprint the messages throughout the blocks where construction would affect pedestrians and businesses*
- *Orange barrels were wrapped with announcements one week prior to construction kick-off*
- *Matching posters lined the inside of newsstands for increased visibility and message reinforcement*

Sidewalk chalking for the CSO Control Program was done twice for the construction season with dozens of unique messages that brought positivity and awareness to the individuals impacted the most. The communication response was positive and effective.

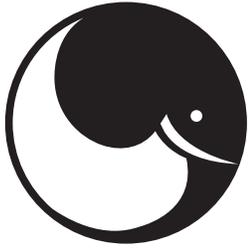
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BRAND FORWARD

Case Study



TEMBO HOMES™

FORSBERG REAL ESTATE COMPANY – TEMBO

Objective: Develop the brand of a new housing project that's unlike any other in the area.

Solution: Use creative design and research to develop the true definition and face of Forsberg's new housing initiative.

Forsberg came to M3 Group looking for help to further develop its new community-centric housing project. The project focused on the central concept of tiny houses and minimalistic styles of living for area residents. Defined as Tembo, Swahili for elephant, this new brand explores the middle ground for individuals looking to live life to the fullest by taking on larger adventures, while also maintaining the comfort of a home for all of their needs on a daily basis.

Using strategic design and comprehensive message development to pave the way for Forsberg's latest housing project:

- *M3 Group used creative messaging to enhance the user experience by developing a new brand, logo and messaging*
- *M3 Group overhauled visual representation of the brand by developing a new logo that demonstrates the brand's name in reference to the unique lifestyle it caters to*
- *M3 Group is continuing its work with Forsberg to further develop brand initiatives, new project developments and public relations*

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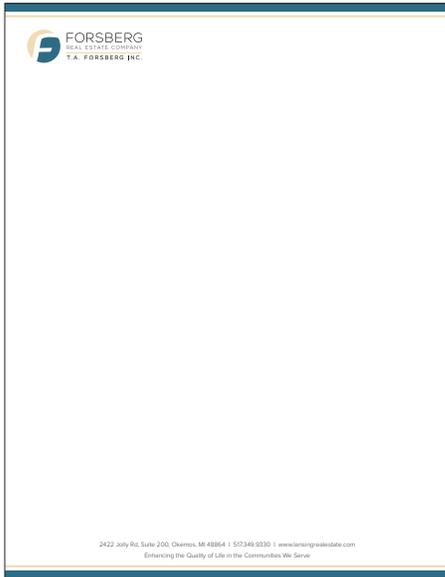


BRAND FORWARD

Case Study



Business Card



Letterhead



Envelope



FORSBERG
REAL ESTATE COMPANY

FORSBERG REAL ESTATE COMPANY – REBRANDING

Objective: Modernize a longstanding realty company to complement its ambitious future projects of the future.

Solution: Refine the look and feel of the brand through conceptual modernization that sets the tone for a new era of innovation.

At first glance, Forsberg seemed like your run-of-the-mill realty organization, but its dated color scheme sheltered the company’s passion and ambitions from the public eye. Poised to take the company in a new direction, the brand was prime for re-establishing itself as a hub for innovative, people-first projects.

M3 Group worked alongside Forsberg to develop an entirely new look and feel. Through creative developments, our team set out to modernize the existing Forsberg brand and upgrading dated brand images and logos by implementing new colors, a tasteful new logo and an entirely new website that reflects the organization’s renewed focus.

Using strategic design and comprehensive message development to pave the way for Forsberg’s new image and industry initiative.

- M3 Group used creative messaging to enhance the user experience by developing a new website and messaging
- M3 Group overhauled visual representation of the brand by developing a new logo that simplifies the existing Forsberg name, while also giving it a modern update
- M3 Group is continuing its work with Forsberg to further develop brand initiatives, new project developments and public relations

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BRAND FORWARD

Case Study



Business Card



ID Cards



Fire Patch



Police Car Design

MERIDIAN TOWNSHIP – REBRANDING

Objective: Modernize the brand of mid-Michigan’s largest community to better unify its existing residents

Solution: Create a new image that embodies the cohesiveness of each community, while embracing the history of Meridian Township

Meridian Township ran into an issue when attempting to create unity amongst its residents, sprawled out between several area codes within mid-Michigan’s largest township – forming a brand that focused on community and the strength of its region as a whole became the primary objective.

M3 Group worked alongside Meridian Township to create a host of solutions for creating cohesion through a new brand. By updating to a new logo, tagline and more – the improvements look to highlight the strengths of the region while retaining its position as a destination of choice for future residents looking to establish a new beginning. Additionally this new brand successfully interprets the history of Meridian Township with more accuracy.

Using strategic design and comprehensive message development to pave the way for Meridian Township’s new image and industry initiative.

- *M3 Group used creative messaging to enhance the user experience by developing a new logo, taglines and messaging*
- *M3 Group overhauled the township’s messaging by creating new taglines, based on the desires and identified areas of concern for attracting new residents*
- *M3 Group is continuing its work with Meridian Township to further develop brand initiatives, new project developments and public relations*

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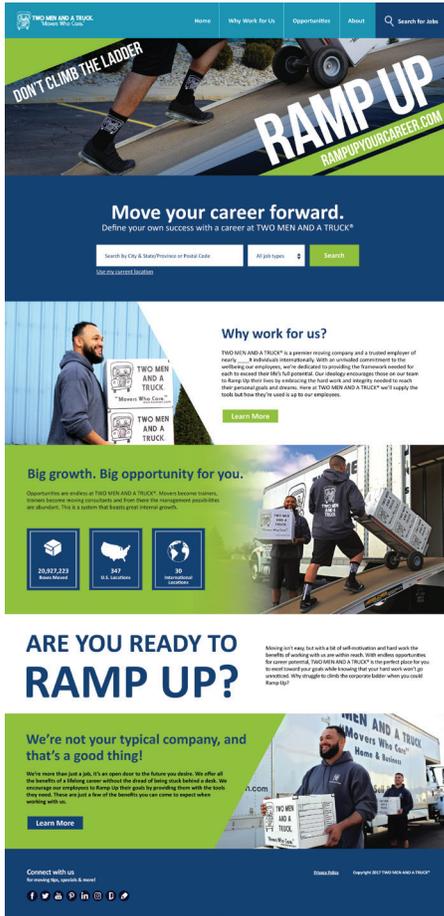
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BRAND FORWARD

Case Study



Website Landing Page



Social Media Images



Billboard

TWO MEN AND A TRUCK: CAREER MOVE MONTH

Ramp Up Campaign: Hiring Initiative

Objective: Develop a call-to-action for a global moving brand to acquire new employees in mass during the company's annual Career Move Month.

Solution: Craft a campaign-based hiring initiative, complimented by carefully crafted message driven visuals, audio advertisement, direct engagement materials, social media integration and additional cross-platform resources.

TWO MEN AND A TRUCK is an international organization with over 350 locations. Every year in March, they undertake a large hiring effort to prepare for the summer moving season: their busiest time of the year. Dubbed "Career Move Month," the company uses this period of time to set goals on how many new TWO MEN AND A TRUCK employees they seek to acquire, globally, to remain efficient during the summer season.

For 2017, TWO MEN AND A TRUCK had an idea of what they wanted the campaign to be about but didn't have the talent and resources to turn those initial ideas into a full campaign. M3 Group began the process with an in-depth look at which mediums would be used for the campaign, outlets that franchisees were currently using and larger media options utilized by the head office.

Through means of internal auditing and research, it became clear that the importance of the campaign lied within depicting the glory of hard work. Particularly, TWO MEN AND A TRUCK identified an audience who wanted to spend their days working hard, interacting with customers and not sitting behind a desk.

With the deadline quickly approaching, M3 Group took the ideas brainstormed with TWO MEN AND A TRUCK and developed three separate creative campaign concepts. Emerging from the client selection phase was the "Ramp Up" campaign concept which emphasizes hard work visually and supports the idea of a career, in contrast to a part-time job. Through creative copy, the campaign highlights the promising potential employees have to further their career or better themselves personally by deciding to Ramp Up their lives.

Provided Campaign Materials & Deliverables:

- Website Landing Page
- Online Job Postings
- Digital Display Ads (6)
- Poster, Radio Scripts (2)
- Social Media (39 images, content for 12 cross-platform posts)
- Billboards (2)
- Business Card
- Transportation Advertisement (Bus wrap)
- Supporting 1-sheets for recruitment

In under 3 weeks, M3 Group developed a full suite of creative executions for the campaign, the result of which brought higher than anticipated results based on the organization's initial goals. In addition, these provided materials were designed with flexibility in mind; deemed usable outside of the Career Month window.

Project Timeline: February 1, 2017 - February 28, 2017

Budget: \$17,250

Client feedback & testimonial(s): Initial Goal was to hire 1,200. Results were 17,291 applications, with 1,433 hires.

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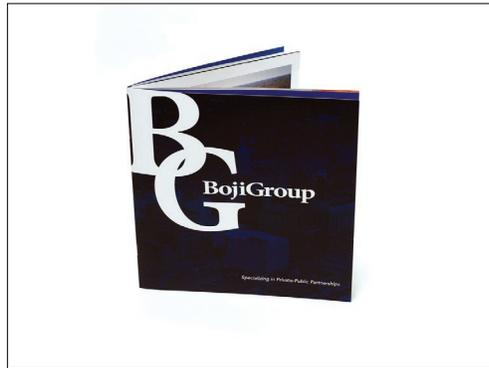


BRAND FORWARD

Sample Creative Work

BOJI GROUP BRAND DEVELOPMENT

Project Specifics: Copywriting, graphic design and photography



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BRAND FORWARD

Sample Creative Work

SHARED PREGNANCY • BRAND IDENTITY

Project Specifics: rebrand, logo, collateral pieces



Business card (front)



Business card (back)



Envelope



Logo



Letterhead

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BRAND FORWARD

Sample Creative Work

GRANGER • BRAND IDENTITY

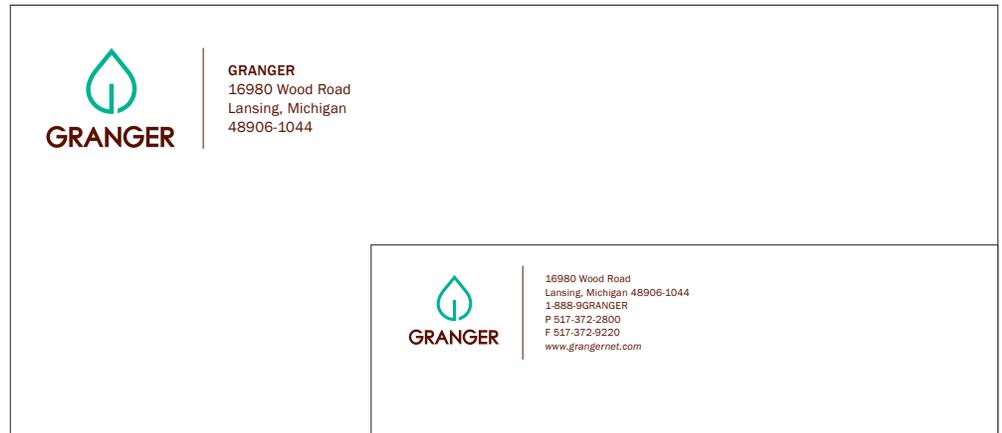
Project Specifics: rebrand, logo, tagline, collateral pieces



Business card (front)



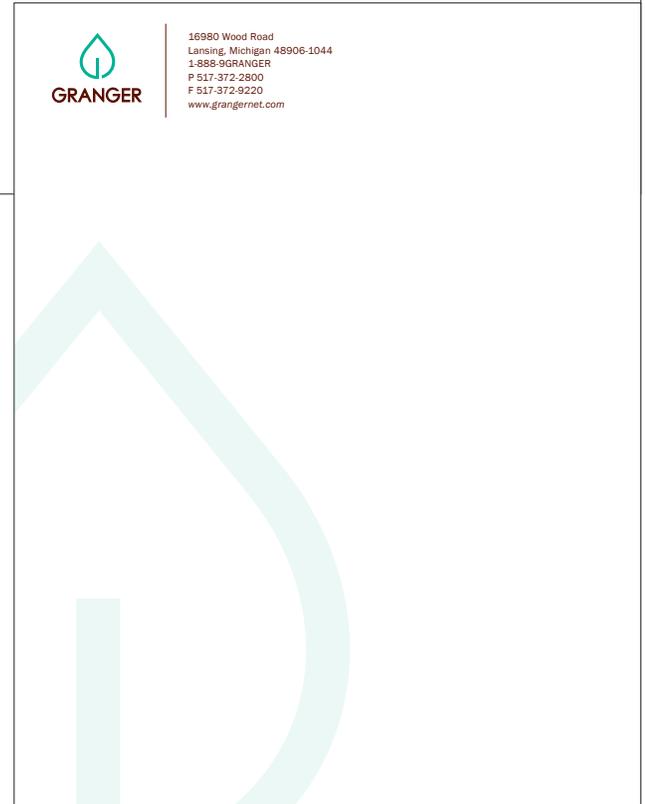
Business card (back)



Envelope



Logo



Letterhead

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BRAND FORWARD

Sample Creative Work



WHITE ROSE GALA • LOGO CREATION

Project Specifics: logo design (three options)



Final logo

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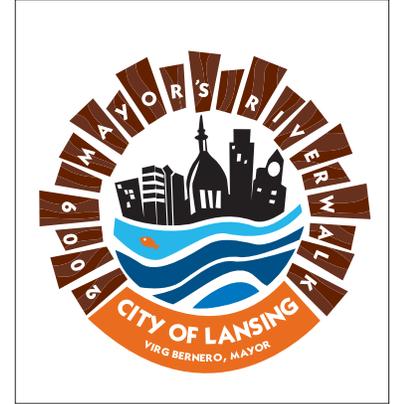
Sample Creative Work

MAYOR'S RIVER WALK • LOGO CREATION

Project Specifics: logo design (five years)



2008



2009



2010



2011



2012



BRAND FORWARD

Sample Creative Work



LEPFA MACKINAC POLICY CONFERENCE • LOGO CREATION

Project Specifics: event planning and graphic design

YOU'RE INVITED June 1, 2017

LANSING LEADS

Mary's Bistro
7463 Main St.
Mackinac Island, MI
4 to 6 p.m.

For More Information:
Ami Iceman-Haueter
ami@m3group.biz
517.203.3333

Lansing Metro Reception at the Mackinac Policy Conference

The Policy Conference at Mackinac has kick-started summer for more than 30 years, bringing business and government together. The Lansing Metro Reception showcases our growth and creates new partnerships, an exchange of ideas and camaraderie with people throughout Michigan leading us to a brighter future.

All guests welcome!

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Vouchers

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BRAND FORWARD

Sample Creative Work

UNCLE JOHN'S • OUTDOOR CAMPAIGN

Project Specifics: Graphic Design



Uncle John's
CIDER MILL

Fresh Fun Daily

ujcidermill.com

Uncle John's
CIDER MILL

Craft Show
SEPTEMBER 19 & 20

ujcidermill.com

Uncle John's
CIDER MILL

Fresh Fun Daily

EAT DRINK PLAY

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