



NEWS RELEASE

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MU Students Start Own Business

Public Relations and Marketing Company to Serve Columbia and Surrounding Areas

COLUMBIA, Mo. (November 6, 2003) – What are students to do when the economy's down and no one's hiring? According to University of Missouri-Columbia students Brett Scherer and Heather Pugh, start their own business.

“It was an easy decision,” said Scherer, Senior Web Solutions Specialist of BH Creative Group. “The combined knowledge of a Web solutions specialist and a public relations specialist make up the skill-set needed to establish a successful public relations and marketing firm. Together we can offer this community many valuable services.”

Prior to establishing BHCG, Scherer and Pugh, Public Relations Account Executive of BHCG, were successful freelancers. Both individuals contributed to BHCG's initial client-base by bringing in Web clients, such as Arabia Steamboat Museum and The Musik Connection, and public relations clients, such as Kaleidoscope Consulting.

BHCG is a full-service public relations and marketing firm devoted to empowering small - to medium - sized businesses through various promotion strategies. The company offers products and services from news release writing and distribution to market research to Web site design.

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Because your time is best spent running your business.

According to Pugh, “client commitment, dedication to self-improvement and no overhead costs” are factors that make BHCG stand out among competitors.

“Because we don’t have upper management driving us to bring in end-of-the-year profits, we are able to charge clients a fraction of what other firms charge,” said Pugh. “We don’t charge clients with the hope of profiting. We merely seek to break even for our time and business costs.”

While an outside observer may see businesses entrusting their promotional activities in the hands of students and recent graduates as a problem, the BHCG staff is not worried.

“University graduates are hired by PR firms right out of college,” said Scherer. “The fact that those graduates work for a larger PR firm should not make clients feel more comfortable with their work – the skills that the students or recent graduates possess should be the factor that instills a client’s trust. With BH Creative Group, clients receive the skills of a large firm and the personalized attention of a smaller business.”

BH Creative Group, headquartered in Columbia, Mo., is a full-service public relations and marketing firm specializing in company and product promotion. BHCG combines close relationships with the media, effective marketing strategies and custom Web solutions to empower businesses of all sizes and industries across the U.S. Client commitment and devotion to self-improvement make BHCG stand out among competitors. For more information, visit www.bhcreativegroup.com.

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