

## November Newsletter

CREATIVE VISIONS

### Contact Us:

[www.CVisions.net](http://www.CVisions.net)

[Erik@CVisions.net](mailto:Erik@CVisions.net)

### Denver

4810 S Ulster St, Ste 150  
Denver, CO 80237  
Phone: (303) 290-7424  
Fax: (303) 221-3747

### SOUTH

6231 Oxford Peak Lane  
Castle Rock, CO 80108  
Phone: (720) 482-7954  
Fax: (720) 782-1180

### Proactive Marketing Pays Off During Down Economy

**Thinking of cutting back on your marketing during the current down economy? Not so fast.**

A recent study from Penn State's Smeal College of Business shows that companies should increase spending to achieve superior business performance. The study found that firms entering a recession with an established strategic emphasis on marketing; an entrepreneurial culture; and a sufficient reserve of under-utilized workers, cash, and spare production capacity are best positioned to approach recessions as opportunities to strengthen their competitive advantage.



"In a sluggish economy, maintaining a strong, positive image can differentiate your company from competitors and send a strong message that you are not only weathering the storm, but performing well in spite of the obstacles," explains Erik Hofstetter, president of Creative Visions.

"You should resist the urge to 'hide in your foxhole' during this time," Hofstetter continues. "The biggest mistake is not to market at all. Those companies that market during the hard times find themselves on top when the economy comes back. Those that didn't, fight an uphill battle. Tough economic times can also be a great time to increase your market share."

Creative Visions can help you re-evaluate your marketing plan to ensure that you're getting the most for your available budget. Call us today at 720-482-7954.

For more information about the Smeal College of Business study, visit [www.smeal.psu.edu](http://www.smeal.psu.edu).

### Have You Ordered Holiday Gifts for Your Clients?



**During this slow economy, it's especially important for companies to show their appreciation to their clients. If you asked, would your clients remember what you gave them last year?**

This year, make sure your customer appreciation gifts are unique so they stand out from others that your clients may receive. Creative Visions can help you select a memorable gift - from inexpensive to higher cost items.

Whether it's a gift to be shared by all employees in an office or a gift for a specific individual, we can help you create something that matches your budget and the quantity you need.



Several "hot" items for holiday gifts this year include:

- Leather cases with alarm clocks for travelers
- Atomic clock-radios that adjust to each time zone when traveling
- Birch tubes for wine bottles
- Round cutting boards with cutters and spreaders
- Weather stations with gauges for time, temperature, and barometric pressure

**We have access to thousands of other products that we can customize with your company logo. The important advice is to order NOW for the holidays by contacting Creative Visions at 720-482-7954.**

### Meet Tammy Ege: Executive Assistant



Every business needs a manager to keep things running smoothly. For Creative Visions, that person is Executive Assistant Tammy Ege.

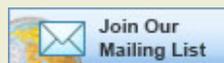
Tammy joined Creative Visions last January after nearly 20 years in administrative positions with the financial services industry, insurance and a motorcycle company. She manages the company's payable and receivable accounts, payroll and human resource functions as well as handles customer service.

"I became friends with Melissa and Erik Hofstetter through a BNI referral group," Tammy explains. "When they were looking for someone for this position last year, I, too, was looking for a new challenge. It's been a great fit."

Tammy is married and has a 14-year-old son. In their spare time, the family enjoys bike riding and motorcycling.

Tammy may be reached at (720) 482-7954 or [tammy@cvisions.net](mailto:tammy@cvisions.net).

**Get Ready for Your Holiday Marketing by Contacting Creative Visions Today!**



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