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Growth at Creative Visions



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It's no secret that small business drives the U.S. economy. A particular strength of small businesses is their ability to respond quickly to changing economic conditions. Like at Creative Visions, small businesses often know their customers personally and can cater to local needs. But in the face of a recession only those businesses with service offerings that provide real end-value will win out over their competitors and stay afloat.

According to U.S. News and Money, two thirds of small business said they were feeling damage to their businesses because of the bad economy. At Creative Visions, we're grateful to say we don't fall into that percentage. In fact, what gets us up in the morning is the understanding that not only are we growing in the face of a down economy, but daily we help other companies grow as well by providing insight and creative problem solving to their marketing and advertising needs. We invite you to come grow with us as we approach the New Year!

Introducing Lori McLean



A reflection of the growth we've experienced in the last year is the ability to provide new jobs for talented individuals in the work force. As the nations unemployment rate hit 10.2%, we've countered that number at least a little in our local community. Introducing our newest member, Senior Account Executive Lori McLean. Lori has an impressive 5 years of Media Sales history and over 10 years in the broader sales category under her belt. A near-future Marketing graduate of the University of Phoenix, Lori came to Creative Visions with a real enthusiasm for providing value. She says; "I like that I am able to really help my clients and provide them with a number of services. I was drawn to Creative Visions because of their creativity, experience, success and the length they have been in business."

When she's not in the office, Lori enjoys spending time with her 12-year-old son. An active outdoor enthusiast, she delves into the Colorado lifestyle by hiking, biking, snowboarding, running and water skiing. We're thrilled to have her as part of our Creative Visions team.

Alicia Heimerdinger New Executive Assistant



At Creative Visions, finding the 'right person' for an opening is more than just filling an empty position; it's about welcoming a new member to our team. In addition to a shining skill set and sweet personality, Alicia Heimerdinger, our new Executive Assistant synergized with the group culture of our creative circle. Part of this synergy comes out of a shared desire to be available for our clients as people first - a mentality that promotes authenticity and, in turn, long-lasting relationships. When asked about what she loves to spend her time doing, Alicia piped 'work and dance!' with genuine enthusiasm. And guess what? Enthusiasm, especially in the workplace, is very contagious.

A desire to live life to the fullest is mirrored in her work history and education. A long-time Colorado resident, Alicia left her hometown of Highlands Ranch to receive her BA in elementary education at Arizona State University. She continued on to complete her Masters in literacy education at the University of Colorado Denver. When we found her, Alicia had been teaching grades 3-5 at Cherry Creek elementary school for the past 5 years, and had 4 years of coaching dance at Rick Canyon high school under her belt. A demanding and detail-oriented role, Alicia's new career as an executive assistant draws on many of the same skills she's honed

and refined in her years as a teacher and coach. She is detail-oriented, communicative, and attentive to time management, motivating to those around her and she processes great organizational skills.

She says, "I love my new position here at Creative Visions. I'm able to observe the ins and outs of business first hand, and I'm thrilled to see great room for growth. The way I see it, I've moved from one exciting learning environment to another."

Welcome Alicia, we're happy to have you!

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