



LaBov & Beyond

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News Release

## **FOR IMMEDIATE RELEASE**

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### **LaBov & Beyond Hires New Account Coordinator**

FORT WAYNE, January 9, 2012—LaBov & Beyond Marketing Communications and Training has hired Chad Reid as an account coordinator. Chad recently graduated from Michigan Technological University with a bachelor's degree in business administration with a certificate in media development. Chad will help serve various clients at LaBov, including those in automotive, and is based in the Fort Wayne office.

A Michigan native and lifelong car enthusiast, he did freelance graphic design before joining LaBov. While in college, he co-founded the Sports Car Club of Michigan Tech, growing it to over 60 members in its first semester. He was vice president and marketing head for the club and handled materials design, event coordination and planning.

"We are glad to have Chad on board. It's always great to bring in new talent and watch them grow. Chad's enthusiasm for marketing and cars will make him a great asset to the company and our clients," said Barry LaBov, president and CEO, LaBov & Beyond.

### **About LaBov & Beyond, Inc.**

LaBov & Beyond, Inc., founded in 1981, is a marketing communications and training company specializing in working with corporations that go to market through dealers/distributors, sales reps and multiple locations. These clients come from a variety of industries—automotive, recreational vehicles, trucking, motorcycles, financial services and apparel, to name a few. LaBov specializes in branding, comprehensive creative development and production, including interactive, web, iPad and iPhone apps, video and print. In addition to its Fort Wayne, Indiana,



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headquarters, LaBov & Beyond maintains operations in Detroit, Michigan; Indianapolis, Indiana and Phoenix, Arizona. Call 260.497.0111 or go to [www.labov.com](http://www.labov.com) to learn more.

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