



LaBov & Beyond

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News Release

FOR IMMEDIATE RELEASE

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LaBov & Beyond welcomes four new employees, bids farewell to two summer interns

FORT WAYNE, Ind., August 14, 2008—LaBov & Beyond Marketing Communications, Inc., announces the addition of four new employees, all based in its Fort Wayne, Indiana, headquarters.

LuAnn Erickson joins LaBov & Beyond as human resources manager. Erickson brings more than 15 years of experience to the agency and is a certified Senior Professional in Human Resources (SPHR). Previous experience includes working at both a regional planning agency and civil engineering firm with a focus in grant administration and economic development.

Sonya Beckley joins the agency as an account coordinator/manager and public relations specialist. Beckley spent the past six-plus years at a local agency working in a variety of areas, including developing marketing plans, brand analysis, public and media relations and direct mail campaigns.

The additional two new hires join LaBov & Beyond's award-winning interactive services department: **Megan Murray** as Web developer and **Andrew Carpenter** as multimedia developer. Murray has completed two internships for Junior Achievement of Northern Indiana for its IT and production departments.

Carpenter's duties include design and development for client Web sites, training modules, rich Internet applications, email campaigns and overall production of online content for internal and external use. He has a wide range of experience includes 3D modeling, animation, Web animation, flash development and Web development/design.

"The newest additions to our team will make immediate, valuable contributions to all aspects of our operations here," says Keith Wells, LaBov & Beyond's chief operations officer. "We're excited to welcome them and look forward to seeing what they can do to help continue our agency's legacy of growth and success."

The agency also recently bid farewell to its two summer interns, **Amy Reff** of the University of Saint Francis and **Lauren Richwine** of Taylor University Fort Wayne. Reff interned with LaBov and Beyond's art department, working on a variety of client and internal project. She is scheduled to graduate from USF with a bachelor's degree communication art and graphic design in May 2009.



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Richwine interned with LaBov & Beyond's writing department and has written freelance material for the *Fort Wayne Reader*, *Light from the Word*, and *The Secret Place*. She also has done media reviews for publications such as *Christian Book Previews* and *Church Libraries*. She is scheduled to graduate with a bachelor's degree in professional writing in May 2009.

"Inviting interns to join our team is one of the ways we give back and open our doors to the community," president and CEO Barry LaBov says. "We're always glad to have fresh, young minds among us and are excited to see what they can do with what they learn."

About LaBov & Beyond, Inc.

LaBov & Beyond, Inc., founded in 1981, is a marketing, communications, advertising and training company that focuses on clients with dealer/distributor networks. These clients come from a variety of industries—automotive, recreational, vehicle trucking, consumer appliance, insurance and finance, to name a few. The company specializes in comprehensive creative development and production involving a number of disciplines working in a range of media that includes video, interactive and print. In addition to its Fort Wayne, Indiana, headquarters, LaBov & Beyond maintains a full-service office in Auburn Hills, Michigan, and is in the process of opening an office in Herndon, Virginia. You can learn more about the company by visiting it online at labov.com.

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