



stan felder

Title:

President, CEO

Employee Since:

December 1994

Responsibilities:

The “brand elevation” agency. To foster an agency environment and deploy strategic assets that support the unique brand-elevating resources, expertise and focus of the agency.

Client Experience:

Haworth – Office furniture
Gordon Food Service – Foodservice distribution
Merillat – Kitchen cabinets
Altendorf America – Woodworking equipment
Action Fabricators – 3M converter
City of Kentwood – Local government
Rowe International – Jukebox/game manufacturer
D & W Food Centers – Retail grocery
City of Portage – Local government
Fifth Third Bank – Financial services
National Standard – Wire manufacturer
Empire National Bank – Financial services
United Chair – Office furniture
Company Jet – Fractional jet ownership

Zondervan – Publisher
MegaWall – Display fixtures
Elan Nutrition – Protein bars
Stiles Machinery – Woodworking equipment
Leuco Tool Company – Cutting tools
Gentex – Automotive Tier One supplier
Amway Grand Plaza – 5-star hotel
Sales Consultants – Consultant
Cascade Engineering – Plastics
Viking – Fire protection systems
Old Kent Bank – Financial services
Auto Owners Insurance – Insurance
X-Rite – Color technology
Bilmar – Turkey products

Professional Experience:

BiggsGilmore Communications, Grand Rapids, MI – Senior Vice President, General Manager
Battle Creek Equipment, Battle Creek, MI – National Sales Manager

Education:

Postgraduate studies
Western Michigan University 1984 - 1985

B.A. Marketing
Michigan State University - 1973

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paul wilson

Title:

Chief Strategy Officer

Employee Since:

Strategic Partner 2002

Responsibilities:

The message of brands. To discover and ensure that the single most differentiating, relevant and interesting brand idea emerges for each client brand.

Client Experience:

All Felder Clients

Baja Boats, Sea Ray Boats, Bayliner Boats – Pleasure boat category

Johnson, Evinrude, OMC – Marine power

Toblerone, Suchard Chocolates – Premium chocolates

Jolly Rancher, Good & Fruity, Good & Plenty, Whoppers, Milk Duds – Candy snack products

Bronson Methodist Hospital, St. Vincent Hospital/Erie PA, McLaren Medical Center,

University of Chicago Hospital/Chicago IL, Deltal Dental – Healthcare

Citicorp, Household Bank (div. of Household Finance), Union Planters Bank, D&N Bank, Empire Bank, Monroe County Bank – Financial

Naxel, Excenel, Lutalyse, Antirobe, Pharmacia Corporate – Animal health

Asgrow, Valent – Agronomic marketing, vegetable seed marketing, ag-chem

S.O.S steel wool soap pads, Bon Ami, New Products – Household cleaning products

Jovan, Yardley of London – Health & beauty aids

One-a-Day Vitamins, Flintstone Vitamins, Bugs Bunny Vitamins – Vitamins

Kraft Miracle Whip, Kraft Mayonnaise, Pourables – Salad dressings

Kitty Litter, Happy Cat cat food, Lucky Dog dog food – Pet products

X-Rite – Color technology

Professional Experience:

Biggs/Gilmore – Senior Vice President/Strategic Planning

NW Ayer/Chicago – Vice President/Director of Research and Strategic Planning

Euro-RSCG Tatham/Chicago – Group Director of Research and Planning

J. Walter Thompson/Chicago – Research Associate

Jovan/Yardley of London – Assistant Director of Market Research

Education:

M.A. Communications/Consumer behavior emphasis

Northwestern University/Chicago – 1979

B.S. Communications

Michigan State University - 1978

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andy maier

Title:

Director of Client Services

Employee Since:

May 2002

Responsibilities:

The business of brands. To understand the business of client brands, and to provide external strategic counsel and internal supervision that ensures brand consistency and creates opportunity for client brands.

Client Experience:

Gordon Food Service – Foodservice distribution
Altendorf America – Woodworking equipment
Rowe International – Jukebox/game manufacturer
EST Testing Solutions – Industrial testing services
Leisure Life Boats – Small boat manufacturer
IZZO Golf – Golf equipment manufacturer
Ryder – Used rental truck sales
Hardee's – Fast food franchisee
Midas – Automotive services
Chrysler – Automotive
Kmart – Retailer

Stiles Machinery – Woodworking equipment
Gentex – Automotive Tier One supplier
Stehle USA – Cutting tools
Johnson Controls – Automotive Tier One supplier
Lakeland Health – SW Michigan hospital
NSSA – National Ski Areas Association
Ultimate Electronics – Consumer electronics retailer
North Jeffco Parks & Rec. – County recreation division
GMC Truck – Automotive
Ameritech – Phone services
Company Jet – Fractional jet ownership

Professional Experience:

Johnson-Rauhoff, St. Joseph, MI – Account Director
Barnhart/CMI, Denver, CO – Associate Director of Account Services
McCann-Erickson, Denver and Detroit – Regional Manager Vice President
Ross Roy Communications, Detroit, MI – Media Buyer

Education:

B.S. Business/Advertising
Ferris State University - 1986

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ellen carpenter

Title:

Account Supervisor

Employee Since:

August 2005

Responsibilities:

The business of brands. To understand the business of client brands and to provide external strategic counsel and internal supervision that ensures brand consistency and creates opportunity for client brands.

Client Experience:

Gordon Food Service – Foodservice distribution
IBOA International – IBO Association
Mary Free Bed Rehabilitation Hospital – Rehabilitation Services
Priority Health – Health Insurance
Total Logistics Corporation – Transportation Management
Viking Group – Fire Protection Systems

Professional Experience:

Applied Imaging, Grand Rapids, MI – Major Account Sales
The Breton Group, Grand Rapids MI –Marketing Director
Cumberland Swan, Smyrna, TN – Vice President, Marketing
Perrigo Company, Allegan, MI – Director, Personal Care Marketing
Amway Corporation, Ada, MI – International Product Group Manager, Nutrition

Education:

B.S. Business/Marketing
Michigan State University – 1982

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christine hoek

Title:

Public Relations Strategist

Strategic Partner:

Since 2004

Responsibilities:

Public relations counsel and account/project management related to research, strategic planning, media relations, employee communications, community relations, event planning, and business-to-business communications.

Client Experience:

Grand Rapids Streets and Sanitation Department — Municipal services
Health Care and Retirement Corporation — Healthcare services
Holland Home of Grand Rapids — Retirement living services
Instant Interiors, Grand Rapids — Design services
Mary Free Bed Rehabilitation Hospital— Rehabilitation care
National Heritage Academies — Education
Sligh Furniture Company — Residential furnishings
Trendway Corporation — Office furniture
Tropitone Furniture Company — Residential furniture
Turnstone, a Steelcase Company — Office furniture
Vitae Publishing — Publishing services

Professional Experience:

Articulate Communications —Principal
Straightline Public Relations — Partner, Director
Aves Public Relations— Director

Education:

Master of Arts in communications with an emphasis on crisis communication and superior-subordinate communications

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mike schurr

Title:

Creative Director

Employee Since:

December 1994

Responsibilities:

The creative expression of brands. To ensure that the brand's unique promise and personality are reflected in every creative marketing tool.

Client Experience:

Haworth – Office furniture	Haworth justask – Marketing program for dealers
Gordon Food Service – Foodservice distribution	Elan Nutrition – Protein bars
Merillat – Kitchen cabinets	Stiles Machinery – Woodworking equipment
Altendorf America – Woodworking equipment	Leuco Tool Company – Cutting tools
Action Fabricators – 3M converter	Gentex – Automotive Tier One supplier
City of Kentwood – Local government	Amway Grand Plaza – 5-star hotel
Sales Consultants – Consultant	Rowe International – Jukebox/game manufacturer
D & W Food Centers – Retail grocery	Cascade Engineering – Plastics
Stehle USA – Cutting tools	Viking – Fire protection systems
Old Kent Bank – Financial services	Coles Bakery – Food products
Attwood – Marine products	Sara Lee Deli – Food products
Bilmar – Meats and cheeses	Dana Spicer – Industrial trucking
Hendrickson – Industrial trucking	Hino Trucks – Industrial trucking
Sea Ray – Boat manufacturer	Gantos – Retailer
Marvel – Entertainment	Disney – Entertainment
Warner Brothers – Entertainment	United Chair – Office furniture
Globe – Office furniture	Anderson Hickey – Office furniture
Sparrow – Hospital	X-Rite – Color technology
Company Jet – Fractional jet ownership	Mary Free Bed Rehabilitation Hospital - Rehabilitation care

Professional Experience:

Biggs/Gilmore, Grand Rapids, MI – Associate Creative Director
Mendenhal & Leistra, Grand Rapids, MI – Art Director
Vanderwall Design, Grand Rapids, MI – Art Director
CS Studios, Malibu, CA – Designer

Education:

B.S. Advertising, Minor Industrial Design, Minor Art History
Kendall College of Art and Design - 1991

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jeff yonker

Title:

Director of New Media

Employee Since:

August 2004

Responsibilities:

The new technology of brands. To create new and expanded opportunities for brands to extend their reach, deepen their relationship with customers and enhance their business offering through multimedia tools.

Client Experience:

American Greetings – Greeting card company	Amway Grand Plaza – 5-star hotel
Armstrong International – Industrial steam traps	Asgrow Seed – Agronomic marketing
Azimut Yachts – Luxury yachts	Baja Boats – Pleasure boat category
Bronson Hospital – Hospital	City of Portage – Local government
DuPont – Hot hues paint	Gentex – Automotive Tier One supplier
Greater Kalamazoo United Way – Philanthropy	Haworth – Office furniture
Keebler – Consumer Snacks	Kellogg – Cereal manufacturer
Mary Free Bed Rehabilitation Hospital - Rehabilitation care	Mid Michigan Health – Hospital
Monsanto – Agronomic marketing	MPI Research – Clinical research
Nugrow – Industrial fertilizers	Pfizer – Animal health pharmaceuticals
Pharmacia/Upjohn – Animal health pharmaceuticals	St. Vincent Healthcare – Hospital
Rowe International – Jukebox/game manufacturer	Sea Ray – Boat manufacturer
Spies Hecker – Automotive paint	Standox – Automotive paint
Steelcase – Office furniture	Stiles Machinery – Woodworking equipment
The Company Jet – Fractional jet ownership	Trophy Fishing Boats – Boat manufacturer
Union Planters – Financial institution	Viking – Fire protection systems
Zimmer – Medical prosthetics	

Professional Experience:

Advantage Professional Services – Owner
Kalamazoo Community College – Adjunct Professor
Biggs|Gilmore Communications – Senior Interactive Developer
Mnemonix Technology – Consultant

Education:

Western Michigan University – 1983-1988
Allaire Cold Fusion Certification Training – 1998
Macromedia Development Training – 1999
QuickTime Live – 2000
Macromedia Flash Training – 2002

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rick kamel

Title:

Public Relations Strategist

Strategic Partner:

Since 2000

Responsibilities:

The story of brands. To identify opportunities for agency brands to shine, to gain public and media attention, to objectively and credibly reinforce the essence of their brand offering.

Client Experience:

Fifth Third Bank – Financial services
Leuco Tool Company – Cutting tools
Fireworks City – Retail
Indoor Billboard Association – Professional association
Chevrolet Motor Division – Automotive
Price Waterhouse Coopers – Accounting firm
Ford Motors – Automotive
Kellogg's – Consumer products
Breakwater Tech. Consulting – Computer consulting

St. Mary's Mercy Medical Center – Hospital
Michigan State Chamber – Economic development
MB Financial Bank of Chicago – Financial services
Michigan Association of HMO's – Professional assoc.
General Growth Properties – Mall developer
Miller, Jonson, Snell & Cummisky P.L.C. – Law firm
Huntington Banks – Financial services
Georgia Pacific – Paper products

Professional Experience:

Marketing General Growth Properties, Grand Rapids, MI – Regional Vice President
J.W. Messner, Grand Rapids, MI – Vice President Public Relations
Media Relations Management Inc., Chicago, IL – President

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amanda bridle

Title:

Art Director

Employee Since:

June 2004

Responsibilities:

The creative expression of brands. To ensure that the brand's unique promise and personality are reflected in every creative marketing tool.

Client Experience:

Details – Office furniture

Ferris State University – Education

Gordon Food Service – Foodservice distribution

Stiles Machinery – Woodworking equipment

Zondervan – Publisher

Navigation Technologies – Digital maps

Kent Intermediate School District – Non-profit, education

Rowe International – Jukebox/game manufacturer

Cascade Engineering – Plastics

Mary Free Bed Rehabilitation Hospital - Rehabilitation care

Professional Experience:

Hunsberger-Stap, Grand Rapids, MI – Design Intern

University Advancement and Marketing, Big Rapids, MI – Design Intern

Kent Intermediate School District, Grand Rapids, MI – Design Intern

Education:

B.S. Visual Design & Web Media

Ferris State University - 2004

A.A.S. Visual Communication

Ferris State University - 2002

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michael harley

Title:

Senior Art Director

Employee Since:

August 1999

Responsibilities:

The creative expression of brands. To ensure that the brand's unique promise and personality are reflected in every creative marketing tool.

Client Experience:

Haworth – Office furniture
Gordon Food Service – Food service distribution
Stiles Machinery – Woodworking equipment
Rowe International – Jukebox/game manufacturer
Fifth Third Bank – Financial services
Provia – Software
Tampa Bay Downs – Racing facility
Disney/MGM Studios – Movie promotions
SeaDoo – Local marine dealer promotion
Viking – Fire protection systems
Action Fabricators – 3M converter
Shore-Mate – Boat lifts

Haworth justask – Dealer marketing program
Merillat – Cabinet manufacturing
Leuco Tool Company – Cutting tools
D & W Food Centers – Retail grocery
Blackmer – Pump manufacturing
Carlson Design – Signs/Set design
Toojay's Deli – Restaurants
Tampa Bay Lightning Hockey – NHL franchise
Knape & Vogt – Housewares
WFLZ – Radio station
Gentex – Automotive Tier One supplier
Remex – Technology integration

Professional Experience:

iMart Corporation – Interactive Designer
Danka, St. Petersburg, FL – Creative Director
Moore, Epstein, Moore, Tampa, FL – Art Director
St. Pete Times, St. Petersburg, FL – Retail Ad QC Manager

Education:

B.F.A. Design
Ringling School of Art & Design, Sarasota, FL

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dave felder

Title:

Account Executive

Employee Since:

April 2003

Responsibilities:

To understand the business of client brands, and to provide support services such as research, project management, etc. that help create opportunities for client brands.

Client Experience:

Gordon Food Service – Foodservice distribution
Company Jet – Fractional jet ownership
IBOA International – IBO Association
City of Portage – Local government
Amway Grand Plaza – 5-star hotel
Rowe International – Jukebox/game manufacturer
Cascade Engineering – Plastics

Stiles Machinery – Woodworking equipment
Zondervan – Publisher
Action Fabricators – 3M converter
MegaWall – Display fixtures
Byron Bank – Financial Services
Gerald R. Ford International Airport – Transportation service
Mary Free Bed Rehabilitation Hospital – Rehabilitation care

Professional Experience:

Jobline Inc. – Job Counselor
Rainbow – Sales Lead

Education:

Associates Degree, Cornerstone University – 2002

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tari terpstra

Title:

Accounting Manager

Employee Since:

June 2004

Responsibilities:

The first impression of our brand. Tari greets you and answers your calls. She manages our finances like a Swiss watchmaker, yet warms the place like hot chocolate.

Professional Experience:

Old Kent Bank / Fifth Third Bank – Corporate Account Officer
The Bank of Holland – Accountant

Education:

B.S. in Business Accounting
Central Michigan University – 1995

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