



OUTSTANDING SMALL BUSINESS AWARD
NOMINATION FORM

All nomination suggestions will be forwarded to the Small Business Advisory Council for consideration.

Due on or before April 30

Award Nominee:

Name: Terry Barckholtz and Melinda Shriner
Company: The Barckholtz Group
Address: 909 S. Michigan Avenue
City: Saginaw State: Michigan Zip: 48602
Phone: 989-791-0050 Email: mshriner@barckholtz.com or tdbpilot@barckholtz.com
Year Established: 1979 Number of Full-Time Employees: 3

Award Nominator:

Name: Linda McGee
Company: Wildfire Credit Union
Address: 6640 Bay Road
City: Saginaw State: Michigan Zip: 48604
Phone: 989-249-8213 Email: lmcgee@wildfirecu.org

Please provide contact information for individuals who can provide a testimonial for the nominee:

Name: Linda McGee
Company: Wildfire Credit Union
Address: 6640 Bay Road
City: Saginaw State: Michigan Zip: 48604
Phone: 989-249-8213 Email: lmcgee@wildfirecu.org

Name: Tamara (Tammy) Grefe
Company: Saginaw Choral Society
Address: 201 N. Washington Avenue
City: Saginaw State: Michigan Zip: 48607
Phone: 989-753-1812 Email: tamaragreffe@msn.com

Name: Ann Marie Batkoski
Company: Michigan Works
Address: 312 E. Genesee Avenue
City: Saginaw State: Michigan Zip: 48607
Phone: 989-754-1144, ext. 212 Email: annmarieb@michiganworks.com

1. Nominee displays a visible commitment to good business practices.

The Barckholtz Group is a local advertising and public relations agency that has been in business in Saginaw since 1979. They are well known and respected for their work and their commitment to Saginaw. Their business is located in a totally refurbished old home at 909 S. Michigan, showing a commitment to the City of Saginaw and the area.

They are also committed to furthering the vision of their clients. Wildfire Credit Union was one of the first financial institutions they handled. They were quick to learn the complexities of advertising in a regulated environment and have become an extension of our marketing department.

2. Nominee demonstrates good vision and management in the areas of:

- *Growth and marketability* – The Barckholtz Group has worked with small businesses and multi-million dollar businesses. Their clientele has grown over their years but they are careful to make sure that all their clients get the attention they need to succeed with their marketing endeavors. They are proficient in branding, print, digital and video production as well as strategic planning, research, public relations, communications and speechwriting. They are active in the American Advertising Federation – Great Lakes Bay and the White Pine Chapter of the Public Relations Society of America.
- *Innovations of systems or products* – in the ever changing world of marketing, the Barckholtz Group stays on top of the various marketing and communications avenues that are specific to the needs of their clients. They are skillful in content management and website development. Whether it is digital aspects that go along with a media purchase or components to a social media campaign, they actively stay current.
- *Leadership with employee relations* – although a small shop, The Barckholtz Group is very employee friendly. Including accommodating one of their employees who, do to spouse's job relocation, works remotely from her office in another state.
- *Nominee displays service to the community* – Terry and Melinda have been actively involved in the community for years. Melinda is currently on the board of the Saginaw YMCA and the Saginaw Choral Society. She has also served on the advisory committee of the Saginaw County Business and Education Partnership and on the Northwood University Michigan Campus Board of Governors.

They have helped several non-profit organizations, at no cost to the organizations, with branding and marketing development. - SASA, Positive Results Downtown, Saginaw Bay Symphony Orchestra and Saginaw Choral Society to name a few.



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201 N. WASHINGTON
SAGINAW, MI 48607
989.753.1812

May 17, 2018

Saginaw County Chamber of Commerce
515 N. Washington
Saginaw, MI 48607

To: Small Business Advisory Council
Re: Support for The Barckholtz Group

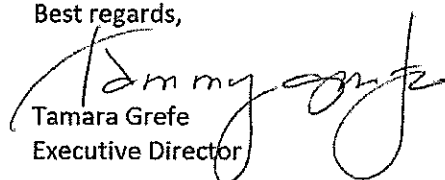
When Linda McGee asked me to offer a letter of support for The Barckholtz Group to receive the Outstanding Small Business Award 2018, I did not hesitate to say yes. The Barckholtz Group is the epitome of a small business that is steeped in community service. From educational institutions like Saginaw Arts and Sciences Academy, to non-profit organizations like Saginaw Choral Society and Saginaw Bay Symphony Orchestra, to regional for-profit businesses, The Barckholtz Group provides a perfect blend of talent and skill to their clients. Terry's graphic artistry combined with Melinda's comprehensive understanding of public relations and marketing spearhead that winning combination.

The Barckholtz Group provided design and layout services to Saginaw Choral Society for well over a decade, with much of it being donated in-kind. Terry Barckholtz designed the marketing materials for SCS season brochures and posters as well as the collateral for all five of the Grefe Gaus Grefe fundraisers. Melinda recently joined the SCS board of directors and has been actively participating in our strategic planning process, leading the development of its Marketing and Communication component.

As they say on their website, "You've got a story. We'd like to help you tell it better." As one of their continuing clients I'd like to offer this in appreciation. "Yes we do. And yes, you did!"

Please consider this letter as my unequivocal support for The Barckholtz Group to receive Saginaw County's Outstanding Small Business Award, 2018.

Best regards,



Tamara Grefe
Executive Director