



## **Press Release**

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### **IdeaWorks adds Editorial and Creative Consulting Services**

*Eric Lucas and Melinda Caughill join the IdeaWorks Company effective March 8, 2004.*

March 1, 2004, Shorewood, WI. IdeaWorks will provide a greater spectrum of client support in the travel and service sectors with the addition of Eric Lucas as editorial consultant and Melinda Caughill as creative and design consultant.

**Eric Lucas** is a widely published travel, business and natural history writer and editor. He has written for Michelin Travel Publications, Sunset Magazine and National Geographic Traveler. As an editor he created a highly respected inflight publication, Midwest Airlines Magazine; and as a copy editor helped make Seattle.Sidewalk.com one of the most popular, comprehensive and useful web sites in the short history of the internet. Mr. Lucas is also the author of *Hidden British Columbia*. Client work for Mr. Lucas will include writing and editing for web sites, newsletters and customer communications associated with products in the hospitality, travel and service sectors.

**Melinda Caughill** is a seasoned graphic designer with a strong background in strategic marketing. She has earned an admirable reputation for delivering high quality work on-time and within client budget constraints. Ms. Caughill's broad portfolio includes print advertising for the Milwaukee Ballet, a marketing campaign for Johnsonville Sausage, a complete suite of branding elements such as catalogs and newsletters for Beacon Health, and branding development for an airline and vacation package company. Client work for Ms. Caughill will include creating corporate identities for clients such as consumer product and travel industry companies as well as creative and strategy support for the marketing, partner and product development activities of IdeaWorks.

"Eric and Melinda are great additions to the IdeaWorks Company," said IdeaWorks president Jay Sorensen. "I look forward to involving them in projects and I am confident our clients will be delighted with the results."

**About IdeaWorks:** IdeaWorks was founded by Jay Sorensen in 1996 as a consulting organization building brands through innovation in product, partnership and marketing, and building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. IdeaWorks brings value as a consultant by researching the expectations of the customer, learning from the wisdom of the client organization and applying innovative ideas to create solutions for clients and consumers.