

PRESS RELEASE

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Media Contact: **Carol Andersen (206) 553-7315**
Internet Address: www.sba.gov/wa

“Rusty” George and De Meyers of Rusty George Creative in Tacoma Named Washington State Small Business Persons of the Year

Celebration honoring winners on April 29th - Marion Oliver McCaw Hall, Seattle Center

SEATTLE – The U.S. Small Business Administration’s Seattle District Office has named **Rusty George, Owner/Principal and De Meyers, Principal, of Rusty George Creative**, as the **2008 Washington State Small Business Persons of the Year**. Rusty George Creative is a graphic design and advertising agency located in downtown Tacoma.

Rusty George Creative prides itself on creative storytelling for its clients. This graphic design and advertising agency specializing in branding, advertising, print and digital design, has a client list that reads like a “who’s who” of Tacoma and Pierce County. Knowing their clients well is an important part of their process, and so is having an in-depth understanding of the client’s target market, insights gained during a discovery phase building into every project. Rusty and De are fond of saying that all their clients have great stories to tell and Rusty George Creative is a group of great storytellers.

Rusty began his business in 1997, operating as a freelance designer. He emphasized creativity and began to prosper. De joined in as Rusty’s first employee in 2000. The company organization was formalized. They now have 15 employees. Working together, Rusty and De create an environment of inspiration and fun within their shop that encourages innovativeness of service for every client on every project-- everybody contributes to the spirit of creativity. It’s no wonder they have received numerous ‘Top Places to Work’ and ‘Fastest Growing Company’ awards. The company demonstrates great staying power in the community by delivering consistent exceptional work and by maintaining an excellent reputation for integrity and community involvement.

From its formation to now, this small graphic design business has shown amazing growth; average sales growth of 16% annually for the past five years, overall growth in number of employees, increase in average sales per client from \$7K to 15K per year and increase of prominent high profile public and private clients. They are recognized for being a stable growth company and a contributing member to its community.

Rusty George Creative has proudly provided pro-bono and discounted services to local non-profits for almost a decade. Professional and visually compelling marketing materials elevate these organizations in the eyes of the community and make them more effective at achieving their goals. Over the years they have received an increasing number of requests for donated work, and in 2007 the company introduced a new grant process to manage its giving more strategically. Local non-profits apply for pro bono graphic services in the range of \$10,000 to \$25,000. This year alone, The Rusty George Creative Grants will give a total of \$75,000 to three local organizations.

“Rusty George Creative responds to clients’ design, marketing and advertising needs, but most importantly, they deliver on their promises,” said SBA Seattle District Director, Nancy Porzio. “They approach each client and assignment with a fresh perspective and address its unique set of goals and challenges.”

An independent panel of judges selected the winner based on several criteria, including staying power, business growth, increase in employees, response to adversity, innovation, leadership and contributions to the small business community, and evidence of community-oriented projects. As the state winner, Rusty George and De Meyers will be traveling to Washington DC next month to compete with 53 other winners from across the country for the National Small Business Person of the Year Award.

For their outstanding reputation as employers, innovative creative work product and generosity to the community, Rusty George and De Meyers are enthusiastically selected as Washington State SBA Small Business Person(s) of the Year. “Our winners remind us that the entrepreneurial spirit is alive and well in Washington State, and we look forward to honoring their success” said SBA Seattle District Director, Nancy Porzio.