

LA TIMES



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Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.



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Aseptia Lands Prestigious Inc. 500 ... Again

When state-of-the-art food technology company Aseptia landed in the Inc. 500 top 20 for the second year running, LA stepped in to help; comprehensive media relations was a strategic priority with an international recognition of this magnitude. LA facilitated interviews between *Inc. Magazine* and Aseptia's leaders, provided in-depth media training and supplied supplementary information for the September-edition publication. The agency also arranged a photo shoot at Raleigh's North Carolina State University campus for an Inc. feature on Aseptia's co-founder and science advisor, Dr. Josip Simunovic, assisting with the day's on-site direction. Significant media follow-up and fact-checking with the magazine researchers rounded out the busy agenda.

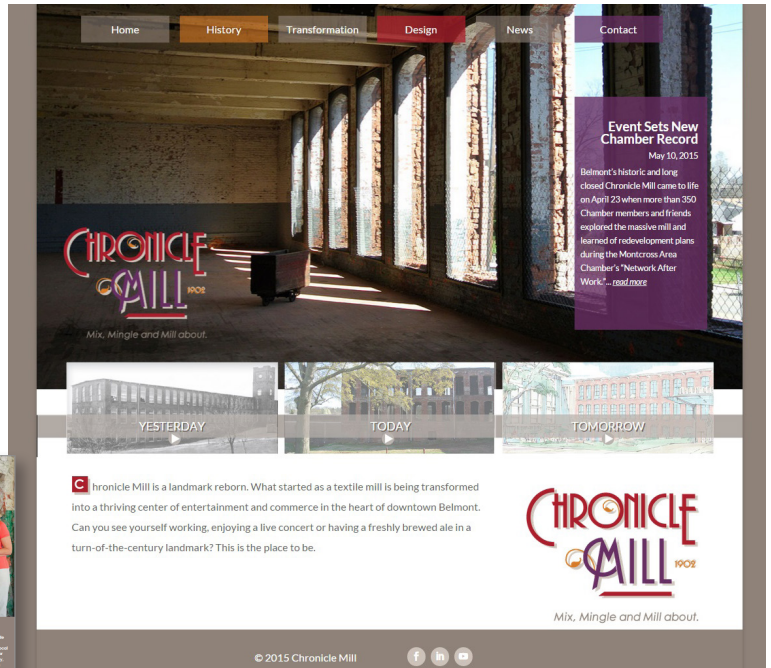


AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES



Chronicle Mill Marketing Targets Investors And Future Tenants

Chronicle Mill is spinning a new thread: opportunity. Once a thriving textile mill in the heart of Belmont, N.C., the historic building now eyes a bright future as a social, business and civic hub. LA created the Mill's website and brochure to give a nod to its venerable past while generating considerable interest in its restoration from the public and prospective business tenants.



ChronicleMill.com

Dilling HEATING & COOLING

A higher degree of trust and dependability

Dilling Heats Up Its Expansion Efforts

After buying 60-year-old Dilling Heating and Cooling, the new owners turned to LA for a fresh new brand and marketing strategies. Dilling seeks to expand the Kings Mountain, N.C., company across the region and gain greater name recognition. Featured here are Dilling's hot new logo and cool tagline.

Hooray! Another Telly Award for LA and Holy Angels

LA is proud to receive a Telly Award for its Holy Angels video featuring the truly miraculous progress of teen resident Eduardo. The coveted Telly Awards honor exceptional film, video and web productions at the international level. Check it out — youtube.com/watch?v=VgyFNjdos9w



LA Welcomes Susan Jones

There's a new face at the front. Susan Jones joins the LA team as executive assistant to Elaine and Melia Lyerly. With Susan's background in human resources and office management at both national and international companies, she brings a high level of expertise and organization to the agency. Susan resides in Belmont with her husband, Greg, and dog, Sammy.