



January 2009 e-Newsletter



**Neathawk Dubuque & Packett**

#### **NEATHAWK DUBUQUE & PACKETT SELECTED AS MARKETING AGENCY**

MINDS WIDE OPEN is pleased to announce that Neathawk Dubuque & Packett will serve as our marketing agency for the *Women in the Arts* celebration in 2010. A special thanks to the members of our Selection Committee, marketing professionals from arts organizations across the state, who reviewed the very creative proposals submitted in response to our RFP. "We look forward to working in partnership with ND&P on this unprecedented collaboration," said Susan Hirschbiel, Chair of MINDS WIDE OPEN. ND&P is a full service marketing, advertising, public relations and interactive agency based in Richmond, VA with additional offices in Roanoke, VA, Charlotte, NC, Chattanooga, TN and Tampa, FL.

Selection Committee member Suzanne Hall, Director of Marketing for VMFA, shares "we received proposals from some of most creative marketing firms in Virginia. The ND&P proposal stood out because of the firm's knowledge of communities all across Virginia, its long history of working with arts organizations, and its strength in the field of new media." For over 45 years, ND&P has produced award-winning marketing communications materials for clients throughout the United States. Their team includes award-winning professionals who have developed innovative materials for some of the nation's leading organizations. In addition to their corporate clients, ND&P prides itself on its work for cultural arts organizations and non-profits throughout the Mid-Atlantic region that have included names such as:

- Arts & Education Council
- Boys & Girls Club of Roanoke
- Chattanooga Ballet
- Chattanooga Folk Arts Festival
- Easter Seals Virginia
- Fredericksburg Area Museum

- International Story Telling Festival
- Long Leaf Opera
- Meals on Wheels Serving Central Virginia
- Mill Mountain Zoo
- Richmond Symphony
- Roanoke Symphony
- Shenandoah National Battlefields & Historic District
- Taubman Museum of Art
- Virginia Blood Services
- Virginia State Police (H.E.A.T. Program)

“Neathawk Dubuque & Packett is thrilled to have been selected to work with MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*. The opportunity to help showcase the wonderful arts and cultural assets of our great state through this groundbreaking program has generated an air of excitement throughout the agency!” says Chairman & CEO Roger Neathawk. For more information on ND&P, visit: [www.ndp-agency.com](http://www.ndp-agency.com)

### **ART WORKS FOR VIRGINIA 2009**

At the Art Works for Virginia conference, January 27-29 at the downtown Marriott in Richmond, there will be an opportunity to meet the marketing team for the statewide promotion. Stop by the MINDS WIDE OPEN table in the lobby of the Marriott conference center to meet Melinda Scott and pick up your MINDS WIDE OPEN button.

Also at the Art Works for Virginia conference, we will be filming short videos of people talking about the importance of the *Women in the Arts* celebration and describing their programs as part of the celebration. Come by the MINDS WIDE OPEN table to sign up for a time to make your own video. These videos will appear on the MINDS WIDE OPEN Facebook page and you can use yours on your own personal website. The MINDS WIDE OPEN Facebook page will launch prior to the Art Works conference. More details will follow, but for more information about the conference, visit: [www.vaforarts.org](http://www.vaforarts.org)

### **A CALL FOR PROGRAMS**

The staff of the Virginia Tourism Corporation will begin pitching stories about MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts* to travel writers in March. If you would like to be included in this promotion, make sure you have listed your MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts* programs with the statewide coordinator, Melinda Scott (melindaajscott99@gmail.com), by mid-February.

For more information about MINDS WIDE OPEN, visit [www.vamindswideopen.org](http://www.vamindswideopen.org)