



News Release

For Immediate Release

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Michael Houseman graduates Case Western Reserve University, Weatherhead School of Management – Executive MBA

New ideas and business methods become focal point of Trendesign, LLC

AKRON, Ohio – It's nearly the second decade of the 21st century. So where is business going in this no-longer new millennium? Michael Houseman, Principal/Creative Director of Trendesign, LLC – an advertising, marketing and interactive firm has had a long time to think about it. Now he's ready to execute.

Houseman is a newly minted 2010 graduate of Case Western Reserve University Weatherhead School of Management's Executive MBA Program. The program ranked 21st in the world in 2010 for executive level Master of Business Administration degrees. So why is one of advertising's "madmen" putting on a new sheepskin? He explains, "Marketing and advertising are a leading indicator of the health in the overall economy. I've seen so many booms and busts coming that it would have been nice to be trusted from a business management point of view. Now, with an EMBA, I have the know-how to help businesses of any size navigate any economy."

With the economy looking up in recent months, Houseman is already putting some of the theory into practice by relaunching his own business strategy. "Even before the current economic downturn, advertising agencies were eating themselves alive through price competition and

declining marketing budgets. It's a very different business world from when I started the business 13 years ago. I wanted to study new management strategies and innovations not only for my business, but for our clients as well."

Trendesign has consistently ranked among the top award winners in the American Advertising Federation 5th District ADDY Awards competitions. Over 40 ADDYs have been awarded to Trendesign in categories that include website design, disk-based interactive media, logo/identity design and print collateral material.

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