



We are:

A marketing production company, serving small to medium-sized businesses and organizations.

We do:

- Design for websites, print and manage print projects
- Content development including writing, editing, newsletters, press releases and ad copy
- Comprehensive website content management
- Copy writing for search engine emphasis, including keyword research and consulting
- Reasonably priced solutions for marketing including: direct mail, custom postcards, newsletters, e-solutions, multi-media production, and e-commerce.

History:

- 1989 - Burgess Management Consulting firm, specializing in marketing management consulting.
- 1992 - Customer Relationship practice established
- 1994 - Demand for "marketing materials production" by clients created the need to partner with desktop publishing and design.
- 1998 - Formed division to provide materials services to clients
- 1999 - Web design added – Redlandsweb.com launched
- 2000 - March – State Street office opened for Redlandsweb.com
- 2001 - April – Name changed to RedFusion Media to meet broader market identity. Completed a major CD/Web project for Redlands Historical Society
- 2002 - Moved to larger offices to accommodate and inspire growing staff.
- 2003 - ADDY Awards (American Advertising Federation) in Promotion/Web Design, and in Mixed Media Campaigns; Redesign and management of the City of Redlands website
- 2004 - Completion of redesign and expansion of the San Bernardino County Museum website, Colton-Redlands-Yucaipa Regional Occupational Program website, Baldy View Regional Occupational Program website
- 2005 - San Bernardino Housing Authority website, Soren McAdam Christensen LLP website, launch of regional directory site InlandEmpire.us .

Current Projects:

- **Design, construction**, hosting, design and maintenance for nearly 200 clients.
- **RedlandsWeb.com** – a community directory built to solve the problem of getting found, in Redlands, on the worldwide web, with links to businesses, organizations and government related to Redlands; community calendar; extensive history; shopping; movie times and Redlands Bowl schedule; visitors guide; driving tour etc.
- **Multi-media/ CD ROM projects**
- **New ecommerce and design solutions**
- **Keyword analysis and web copy optimization for specific search engine results.**

Philosophy:

Along with our parent company, Burgess Management Consulting, RedFusion Media provides a full marketing strategy production team. We provide people with the broad expertise required for professional marketing campaigns. By establishing long-term client relationships, based on trust and mutual understanding, we can coordinate design and content in a seamless and efficient fashion, that is delivered with tools that make sense.



Key Team Members

Molly Burgess -- General Manager

- 13 years in the banking industry, 12 years in marketing and general business
- Emphasis in marketing planning, technical writing, marketing copy writing and account coordination.
- BA English from the University of Colorado, with additional studies in Business Administration
- Please contact Molly concerning agreements, account administration, scheduling and account management needs.

Jon Burgess -- Artistic Director

- Six years experience in website design, systems navigation and server management.
- Awards for coordinated marketing campaign and web design.
- Attended University of Wyoming and California State University, San Bernardino. Completing degree in business/ marketing at the University of Redlands.
- Jon will assist you with graphic and navigational design needs for both websites and print.

Rick MacMillan -- IT Technical Partner

- Broad experience in IT management, systems design and custom programming.
- Management of design teams for the creation and maintenance of custom hospital websites
- Website design and automated content maintenance systems for institutions of higher education including Drukers Graduate School of Management, and Fuller Theological Seminary.

Jeff Robertson -- Graphics Design/Print Partner

- BA in graphic design, University of Nebraska
- Over 10 years experience in marketing design, working with a broad list of clients including: Horse Shoe Casino, AZ; Avery Labels, Rainbird Sprinklers; Toyota Dealers of Phoenix; and Salt River Project (an Arizona public utilities project)
- Expertise in graphics design/print for campaigns, brochures, collateral materials.

Ron Burgess -- Business and Marketing Management Consulting Partner

- Over 30 years experience in strategic marketing management consulting
- System design management
- BA Fine Arts, BS Business/ Marketing, University of Colorado.

Tom Windeknecht -- Webmaster

- Over 6 years' experience as a graphic artist and webmaster, including logo development, design and layout of websites and newsletters.
- Broad IT networking and administrative experience for over five years, serving organizations such as Arizona State Board for Charter Schools, Goldwater Institute's Center for Market-Based Education, and Best Buy.
- Currently completing his BFA in Graphic Design.



Cindy Barents -- Webmaster

- Eleven years as proprietor of Ampersand Design Services. Experienced in concept development, project coordination, and production.
- Seven years in the non-profit sector, with jobs ranging from grant proposal writer for a large mission-based organization, to coordinator of a major donor development project.
- BA in graphic design from University of CA, San Bernardino; BA in business administration from Calvin College.

Margaret Donahue-Rippetue -- Publications' Manager

- Over 30 years' experience in writing and editing; with 12 years focused primarily on the production of marketing publications and the development of collateral materials (brochures, direct mail and presentation materials, newsletters, etc.) for a wide-range of organizations.
- Research skills, with the ability to integrate a variety of content and images into a marketable format.
- Broad experience in ad placement and public relations, including writing and distributing press releases to local, national, and international medias.
- BA English and Art from the University of Redlands, CA.