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Synergy Marketing Group Becomes Certified Indiana Woman-Owned Business Enterprise (WBE)

Indianapolis marketing and public relations firm leverages WBE status to help clients meet diversity program goals and growth initiatives

INDIANAPOLIS – Synergy Marketing Group, Inc., one of Indianapolis’ largest marketing, public relations and communications firms, announced today that it is certified as a Woman-owned Business Enterprise (WBE) by the State of Indiana. Certification entitles Synergy to conduct business as an official WBE in the areas of marketing and public relations.

Synergy pursued the WBE certification to support its clients’ corporate supplier diversity programs. More and more major companies are adopting diversity mandates and policies as a key component of their vendor selection strategies. Many of Synergy’s clients also utilize WBE’s as tier vendors to secure projects that have contractual diversity requirements. Synergy’s WBE status positions the firm to more effectively help its clients meet their corporate diversity objectives as well as facilitate their new business development initiatives.

“We pursued the WBE certification to bring value to our clients and vendor partners, as much as benefit Synergy directly,” commented company founder and president, Amy Zucker. “In addition to giving Synergy a competitive advantage, the certification also will help our clients and partners meet supplier diversity goals and qualify for new business opportunities in governmental or regulated industries.”

Like its clients, Synergy will pursue government-sponsored projects that have set utilization guidelines for minority and women-owned enterprises. According to the Indiana Department of Administration (IDOA), in 2005 more than \$30 million was invested in WBE-certified organizations by state offices, agencies, boards and commissions. Synergy has the experience and expertise to offer strategic marketing and public relations services to a wide variety of public projects sponsored by Indiana’s cities, towns and counties, as well as local, state and federal agencies.

WBE certification was created in 1983 as a part of a state initiative to level the playing field for minority and women-owned businesses in Indiana. Certification is governed by the IDOA's Minority and Women-owned Business Enterprise (MWBE) division. To qualify as a MWBE, a firm must be 51 percent owned, managed and controlled by a woman or a minority as defined by state and federal laws. All MWBE's undergo a stringent review process across all facets of their operations, finances, facility and personnel. To request a copy of Synergy's WBE certification, contact Amy Zucker by calling 317-205-9690 or e-mailing amy@synergy-mg.com.

About Synergy Marketing Group, Inc.

Synergy Marketing Group, Inc. is one of Indianapolis' largest marketing, public relations and communications agencies. The firm serves as the outsourced marketing/ PR department for companies of all sizes from start-ups to global corporations. Synergy's team of experienced professionals provide strategic counsel and expert tactical support in the following areas: marketing, advertising, public relations, media relations, community relations, strategic planning, competitive research, brand development and management, Web site development and management, event planning and management, search engine optimization (SEO), search engine marketing (SEM), search engine advertising, direct mail campaigns, e-mail campaigns, and new service/ product/ company launches. Synergy is a certified Woman-owned Business Enterprise (WBE) by the State of Indiana. To learn more about the company, please call 317-205-9690 or visit www.synergy-mg.com.

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