

Press Release

The creation of a locally produced web site to promote an additional phrase for America's Great Lakes area: 'The North Coast of America' .

A goal for the project: to obtain all the needed skills from the 'little town' of Traverse City, MI; population approx. 15,000 'locals'. Incredible? All the support, listed below, are from Traverse City!

- *** Ben Ditta, reluctant retiree as original project developer
- *** Legal coaching by Jason Young, patent attorney
- *** Supportive advice by Brand Tonic's, Jennifer Lake
- *** Logo design by Revolution Design & Printing's Amy Reichard
- Trademark submission by Traverse Legal's Tony Klemptner
- *** Decal & print design by Revolution Design & Printing's Amy Reichard
- Creative web design by Contempo Solution's Mitch Park
- Decal printing by Dan Walker Studio's Dan Walker
- Commercial banking account at TBA credit union
- *** Coaching by Score's Barbara Shellman & Bob Auckerman
- Advertising via tbn/express's cyndi csapo
- Sun Frog's IT dept in T.C., but HQ & print function in Gaylord, MI

result, www.thenorthcoastofamerica.com

reads as www.the north coast of america .com

"The little train that could"...made in Traverse City, all provider firms and individuals were within walking distance within Traverse City

Noteworthy: *** represents those 'local's' who provided services at no cost to encourage the project!