



## THE TERCET GROUP CELEBRATES FIVE YEARS OF “DESIGNING DIALOGUE, BUILDING BUSINESS”

**Chicago...October 9, 2004** – The Tercet Group, a marketing and design firm in Chicago’s West Loop, today celebrated its fifth year in business.

The idea for Tercet was born when the three founders – all former co-workers – gathered to tailgate before a Chicago Bears football game and could not stop complaining about their current jobs in the advertising industry. “We were all so frustrated at having moved on to different agencies only to discover the glass ceiling for women was still knee-high,” said Terri Scales, one of Tercet’s principals and public relations director. “At that point we all looked at each other and asked, ‘what do we have to lose if we go into business for ourselves’? If we failed, then we would just have to go get jobs working for other people. So we went for it.”

Tercet has been able to weather the downfall of the technology sector and a weak economy after September 11<sup>th</sup> because of two main strengths: the diverse business experience of the three principals, and the company’s innovative business structure. Between them, Tercet’s three owners had more than 25 years working in a wide range of industries – including health care, industrial and high-tech – on both the business-to-business and consumer-focused levels when they founded Tercet. “We had the benefit of not being limited to one or two industries when we started, and that flexibility and wide range of knowledge has kept us going,” said Aimee Floto, Tercet’s second principal and creative manager.

Even as business grew, Tercet remained dedicated to its original business model that benefits both the firm and its clients through a lean, highly efficient organizational profile. “We decided to model our company structure after a successful firm in San Francisco that built a million-dollar business by outsourcing and relying on independent contractors,” said Pam Helminski, Tercet’s third principal and strategic manager. “We knew so many people in every aspect of the industry at the outset that we have no difficulty producing high-quality work and taking on large projects even though there are no Tercet ‘employees’ beyond the three owners. Some potential clients are turned off by this setup, but we’ve found the vast majority to be happy because everything we do is of exceptional quality but at a fraction of the cost a large agency with a lot of overhead would charge.”

At the five-year mark, the three partners report that they’ve reached this milestone with the original company philosophy firmly intact. That mantra – the belief that marketing



communications shouldn't cost a fortune and comes full circle...in other words, there is an undeniable relationship between an agency, its clients and the people with whom these clients do business - remains steadfast and is a fundamental part of Tercet's continued success.

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