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Industry Expert Added, McMurry Staff Reaches All-Time Peak

Phoenix— McMurry's full-time staff count reached an all-time high of 82 as the company continues to grow all facets of its marketing communications enterprise. One of the newest additions is tourism expert Pamela Loughman as senior director of client services, responsible for managing McMurry clients requiring integrated marketing communications services.

"We're seeing a growing number of our clients dipping into a variety of our services. They find it easier and more effective to use one firm to manage their marketing programs, rather than having to manage a multitude of firms on their own," said McMurry Senior Vice President/Business Development Stephen Williams. "That is playing a significant role in our growth and Pamela is perfectly suited to manage accounts with complex marketing programs."

Pamela has 12 years of senior-level marketing experience that includes the unique perspective of having worked tourism accounts from both the client and agency standpoints. Beginning in 2003, she led, on behalf of another Phoenix-based agency, the advertising initiatives for the Arizona Office of Tourism. For a combined eight-year period, Pamela also served as the gubernatorial-appointed Deputy Cabinet Secretary for New Mexico's Tourism Department, and then managed that account on behalf of a New Mexico-based agency.

Her advertising career also includes representation of clients in travel, hospitality, resort, golf, ski areas, real estate, financial institutions, and state, city, and municipal government sectors. Additionally, she was vice president of marketing, business and corporate development at Del Norte Credit Union, a \$262 million financial organization located in Los Alamos, N.M.

About McMurry

McMurry (mcmurry.com), with three offices in Arizona and New York, offers a complete line of marketing communications services to a variety of clientele, including GlaxoSmithKline, The Ritz-Carlton Hotel Co., Amtrak, CBS, Aon, CVS Caremark, Waste Management, USAA and 24 Hour Fitness, as well as resources to more than 10,000 corporate professionals. The company has specialized practices in healthcare, finance and insurance. It is among the largest independent marketing communications companies in the U.S. and is recognized by the Great Place to Work Institute and Society for Human Resource Management as one of the top five "Best Small Companies to Work For" in the U.S.

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