



From left to right, Tina Block, Ann Siegle and Linda Brennan lead the creative efforts at Tria Design and Marketing.

Photo by Terri Shaver

# Marketers Make Impact with Creative Communication

It's only natural that women whose long suits include empathy, a keen listening ear and strong communication skills should succeed in an industry broadly defined as marketing. And at least three Lansing-area women in business have played their hands well.

by Jack Schaberg

## Tria Design & Marketing

In March of this year, 18 months of planning and working by a trio of talented women culminated in the opening of Tria Design & Marketing in Lansing. Ann Siegle, former owner of Paradise Graphic Design, along with Tina Block and Linda Brennan of Abbi Creative, bring their unique philosophy to the graphic design business, serving clients in the high-tech and travel and tourism industries, in addition to a number of associations and government agencies.

Siegle said that many design firms will trot out a tri-fold brochure for a customer just like last year's model, but that part of what makes Tria different is that they like to "dig a little deeper and get to the root" when meeting with a client in order to explore ways of more effectively conveying the client's message. Tria wants to be part of a solution, not high expectations that can't be delivered due to poor planning. "Once in

a while," Siegle said, "we talk ourselves out of a project." But more often, they become an integral part of the client's success.

Tria also e-mails white papers on various marketing topics, a service that after only a half year has clients racing to their inboxes every month. Siegle said that such amenities are an outgrowth of her degree in advertising design and marketing background, combined with Brennan's financial wizardry and Block's "all-around creative brain." This same combination also allowed them to create good buzz and come out of the blocks like a company that's been in business for a long time.

Currently, their only employee is a freelance designer. All four keep extremely busy, servicing customers throughout mid-Michigan and beyond. Siegle listed clients in the Cayman Islands, Russia and California, and said that 54 percent of their business is out of state. Dealing in all those time zones

might be a problem for some companies, but Tria's owners thrive on flexible hours and staggered work schedules to meet deadlines and balance home life. Siegle hopes to start a family, and appreciates the fact that her partners have raised children while managing a business.

Regarding women-owned businesses, Siegle believes that "girls have to stick together" because "the glass ceiling still exists for all women and the good old boy network exists" to some extent. However, she also said that women continue to make tremendous advances in her industry, and she looks forward to many years of growth and success.

All three business owners believe that women do face some discrimination not faced by their male counterparts. But if even half of the girls grow up to be half as successful as Block, Brennan and Siegle, the prospects for mid-Michigan's female-owned businesses seem very bright. ■