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ENDEAVOR ANNOUNCES CHARTER MEMBERS

GREENVILLE, S.C. (March 31, 2016) – Endeavor, a membership-based co-working community for independent companies and freelancers in the creative services fields, is pleased to announce the first nine charter member companies that will move into the community this Spring. The creative services companies joining Joe Erwin's company, Erwin Creates, are: A-LINE Interactive, BootCut Media, Donohue+Co., DX Marketing, Eleven Events, Happen Associates, Skyline Video Productions & Lingo Films, and Upper West Creative.

These companies will have office space or a private desk, allowing them 24/7 access to Endeavor. Each offers a different marketing expertise, from video production and web development to media planning/buying and events. Several are Greenville-based, while others are growing into the Greenville market.

“Our initial focus has been on members who'll occupy permanent space within Endeavor — to build a foundation of thriving creative companies before layering in an even broader range of members,” said Erwin. “We're especially excited that several of these Charter members are from firms who'd been operating outside of Greenville. One of our core goals is to be a home not just to Upstate creatives and companies, but to attract professionals from outside this area, ultimately expanding our creative class. It's exciting to see that already starting to happen.”

Endeavor has also just released details about membership options, which fall into two categories: All Access Memberships – which allow 24/7 access to offices or private desks, starting at \$450 per month; and Daytime Memberships – with several plans that allow 8:30-5:00 access Monday through Friday, starting at \$125 per month. Members receive access to technology-equipped conference rooms, printers and copiers, high-speed Internet and Wifi, bottomless coffee, a state-of-the-art gym on the floor, and access to networking events. But more importantly, they will receive daily face-to-face interaction with other creative entrepreneurs, fostering increased business-building opportunities, idea generation and professional growth for Endeavor members.

The Endeavor space at ONE is currently under renovation and is expected to be ready for All Access members to move into in May, with Daytime Memberships coming online soon after that. Full details on membership benefits, pricing and availability can be found at www.endeavorgreenville.com.

Endeavor Charter Member Company Profiles:

A-LINE Interactive is a growing digital marketing and web development firm based in Spartanburg and focused on serving the larger Upstate business community. Started in 2012 by owners Charles Refshauge and Drew Refshauge, A-LINE's clients include OTO Development, Astral, Greer CPW, Spartanburg Water and Britt Peters and Associates. A-LINE will have two people located within Endeavor.

"Joining Endeavor was a no brainer for us as we've been discussing entry into the Greenville market for about a year now, and a big part of that is finding the perfect place to set up shop," said Charles Refshauge. "Endeavor offers a unique and wonderful opportunity to connect with other creative professionals and local business leaders – something that is imperative to our firm's growth."

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BootCut Media offers strategic digital and traditional media planning and buying services, providing clients a broad scope of solutions vetted across all platforms for a media plan that is perfectly suited for their particular business. Founded in 2012 by partners Ally Cutter and Anne Decabooter, BootCut Media clients include the University of South Carolina, Greenville Hospital System, Bassmaster Classic and Bassmaster Elite Series. Both Cutter and Decabooter will relocate within Endeavor.

"Endeavor is exciting not only for Greenville, but for the strong ad community that exists currently and continues to grow," said Cutter. "We are excited to join Endeavor to continue to grow our own business, and ensure we're providing clients with the best-in-class resources and up-to-date technologies."

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Donohue+Co. is a brand and change marketing consultancy founded by Bill Donohue, a 20-year veteran of the advertising and marketing industry. The company creates brand marketing communications to help clients thrive at critical stages of growth or transition – pivotal moments that define a company's trajectory, when the stakes are high and opportunities paramount.

Donohue+Co. incorporates systems, processes and strategy to mitigate risk, create accountability and leverage creative, design thinking. Donohue help brands from start-ups to midsize, to fortune 500, navigate and drive change. Clients include Electrolux, Maxfi, BMW, TTI, The Reserve at Lake Keowee, Reynolds Plantation, Guardian Building Supplies, Hughes Investments and Central Realty Holdings. Donohue will occupy a private desk within Endeavor.

"I applaud this concept's arrival to the market," said Bill Donohue, president. "By supporting national brands and local businesses, this marketing community, facilitated and inspired from a central state-of-the-art facility, will promote the best of what Greenville is today. This space is a catalyst for clients seeking an innovative way to find and surround themselves with great talent while leveraging experience, new trends and education."

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DX Marketing (DXM) is one of the country's most comprehensive targeted marketing firms, offering end-to-end services that include research and analytics, GIS mapping, digital, creative, and a full-suite of commercial printing services. Specializing in customer acquisition, DXM has an exclusive relationship with Oracle Cloud Services, allowing DXM data scientists to mine more deeply, predict more accurately, and deliver far more customers to its client brands. Clients include Advance America, Clayton Homes, CareSpot, PureBarre, Jiffy Lube, Physician's Immediate Care, Strength of Nature, Denny's Restaurants, Gulfstream Aerospace, Thanks Again Loyalty, Inova Health Services and The Savannah College of Art & Design. The company was founded in 2001 in Savannah, Georgia and has an office in Jacksonville, FL. To manage a growing base of work in the Upstate, DXM is establishing its first SC office within Endeavor.

"For many years, DX Marketing has crisscrossed the state from Savannah and Greenville to serve our clients in the Upstate," said Ray Owens, president. "Over that time, we've considered many different office locations, but nothing really felt right for us until Endeavor came along."

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Eleven Events is an event marketing firm specializing in corporate events, signature fundraising events, lifestyle festivals and live music experiences. Started in 2009 by partners Casey Reid and Christy Medford, Eleven Events creates exceptional, unforgettable experiences for clients including Verizon, Wyche, P.A., Upstate Alliance, Highlands NC Chamber of Commerce, Highlands-Cashiers Humane Society, Cancer Survivors Park and Senior Action. Eleven Events will have two full-time and one-part time employee located within Endeavor.

"We've worked with Joe Erwin for over a decade and feel he is one of Greenville's true innovators, who not only supported his employees who worked with him, but encouraged them to find their own wings. Eleven is a case in point," said Medford. "We feel that being a part of Endeavor will not only provide a unique and stimulating environment that will inspire us creatively, but also allow us to grow and improve our business in the city we love."

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Happen Associates Inc. is a global innovation agency that helps clients solve their toughest growth challenges by channeling consumer market opportunities into profitable business streams via innovations that leverage consumers' needs, business capabilities and retail relevance. Happen Associates currently has offices in New York City and Toronto, Canada with clients including BASF, Johnson & Johnson, TD Bank, Michelin, Philips and Rogers Communication. Founder Melinda Lehman recently relocated to Greenville and will have a private desk at Endeavor.

"When Joe shared his vision for Endeavor and creating a community space for the best creative minds in Greenville to come together to inspire and support one another, I was in," said Lehman. "I look forward to collaborating with the diversely talented folks who are part of this great initiative and supporting it in any way that I can to make things happen in Greenville and beyond."

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Skyline Video Productions & Lingo Films provide creative video production and post production services for national and Southeastern regional brands including NFL Films, American Express, Belk, ScanSource, and CNN. The company was founded in 2005 and is run by Randall Owens, president, and Justin Berrios, vice president. Skyline will relocate their eight employees and editing suites to Endeavor.

"We are excited to join Endeavor because of the collaborative environment it brings to our creative process," said Owens.

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Upper West Creative is an advertising, marketing and branding agency that offers decades of big brand/big agency experience with the nimbleness, digital expertise and cost efficiencies so many smart clients are looking for today. Clients include Digital Pulp NYC, InterSport Chicago, Advance America and TD Convention Center. The agency was founded in 2014 by Andy Mendelsohn, formerly of Erwin Penland, Warwick and Saatchi & Saatchi. Mendelsohn will continue to operate an office on Williams Street in Greenville, but in adding an Endeavor office is looking to tap into the exposure and connections Endeavor will provide.

"If Joe Erwin is involved in something, it's going to be first class, and it's going to work. It's also always exciting to merge different forms of creativity together under one roof and see what happens," said Mendelsohn.

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About Endeavor

Endeavor is a membership-based co-working community for independent companies and freelancers in the creative services fields. Endeavor's premium location in the ONE Development in Greenville, SC provides members with state-of-the-art work and meeting space, and uniquely, surrounds them with a diverse array of creative peers who offer a broad range of marketing services and experience. Training opportunities, networking events and business consulting are available for the creatives who call Endeavor home every day, as well as corporate creative professionals and resource-seekers across the region. For more information, visit www.endeavorgreenville.com.

About Erwin Creates

Erwin Creates was established in 2016 by Joe Erwin, co-founder and former president of national marketing agency Erwin Penland. It serves as the platform to support Erwin's continued entrepreneurial involvement in business consulting, education, training and civic activities, including his commitment to growing The Erwin Center for Brand Communications at Clemson University. In spring 2016, Erwin Creates will open Endeavor (www.endeavorgreenville.com), a creative, collaborative community which will offer co-working space and business-building opportunities for creative services professionals — and serve as a destination for companies and individuals looking to connect with and help cultivate the Upstate's vibrant creative class.

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