

DMN3 & VOLLMER PR MAKE AN AWARD-WINNING TEAM FOR CLIENT, EAST HARRIS COUNTY MANUFACTURERS ASSOCIATION (EHCMA)

Houston, TX (July 21, 2009) – The DMN3 collaboration with Houston public relations firm, Vollmer PR, is the award-winning team behind the East Harris County Manufacturers Association (EHCMA) e-newsletter, *Making Good*. DMN3 and Vollmer PR joined services to provide an integrated communications approach to their client’s business needs. As a result, Vollmer PR is the recent recipient of the Public Relations Society of America (PRSA) Silver Excalibur Award in the e-newsletter category.

The development and production of *Making Good* is the collaborative result of DMN3’s creative and brand management efforts and Vollmer PR’s strategic leadership and planning. The PRSA Excalibur Award is one example of the recognition both companies share in their ongoing strategic partnership on behalf of EHCMA. DMN3 received a 2009 Business Marketing Association (BMA) Lantern Award for Best Innovative Web Design for the redesign and rebranding of EHCMA’s website. The e-newsletter and website awards reflect the DMN3 team commitment to best practices for successful communication campaigns.

“Two heads truly are better than one,” said Pam Lockard, founder and CEO of DMN3. “It’s always satisfying to be part of an award-winning campaign and team.”

DMN3 and Vollmer joined creative and strategic services to develop a rebranding campaign for EHCMA. Aside from providing creative work to the EHCMA e-newsletter, DMN3 developed and launched the Association’s website with the “Making Good” brand initiative. The website features tracking and SEO capabilities to improve the Association’s target audience reach. “Making Good” promotes the Association’s economic contributions by raising awareness about the EHCMA brand and purpose. To learn more about the EHCMA campaign, go [here](#).

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About DMN3

[DMN3](http://www.DMN3.com) (www.DMN3.com) is a marketing services agency focused on results. Our tailored measurement process goes beyond the typical direct marketing, digital or traditional advertising agency method of producing results. Our team is trained in the integration of online and offline to give clients the most return for dollars spent on acquisition and retention marketing. With almost 20 years of history in direct response marketing, DMN3 is well positioned for today’s fast-paced, performance-driven world of advertising.