

## ***Applied Research Seminar*** ***Thursday, February 15, 2007, 4pm, TH 113***

James Ruesch brought his companies from Vegas in 1999. The Ruesch's had found success in the Nevada market but were looking for a better environment to raise their three children

James is the CEO of 8 corporations that do business all around the world. The parent company is Ruesch Media, a marketing and PR company for businesses such as Disney, RNC as well as their own companies.

### ***Some of the Ruesch companies include***

Ruesch Media (Pr Marketing Company)  
Ruesch Targets  
Scrapbook Business Magazine  
Scrapbook Clearance.com  
Legacy Craft.com  
Southern Utah Real Estate Magazine  
Southern Utah Contractor Magazine  
Experience Southern Utah (Recreation Magazine)

### ***Key Talking Points***

New trends in marketing  
The changing internet  
The internet advantage  
Freedom  
Income  
Business degree -v- Marketing  
Pay per click advertising  
Search engine optimization  
Google ad sense income

### ***If there is time left***

Cart dog to riches  
The mavericks way - ING - SW airlines  
Better mousetrap  
The power of books  
Rich Dad poor Dad