



Woody has always listened to my ideas, asked questions to gain a deeper understanding of the need, and presented a range of options to choose from. Woody is always receptive to client feedback, He always meets timelines and provides data to help measure results. With Woody's leadership over a 6 year period, Appalachian State University Center at Hickory(formerly HMHEC) was able to brand its name, location, services, educational programs, and steadily increase student enrollment among non-traditional students.

JANE EVERSON, ASU Center at Hickory

My company just finished a rebranding for our 20th anniversary. Woody provided the creative influence for all facets of our re-launch, including our logo, business card creation, and website design. As a small company with limited knowledge of marketing, it was great to have Woody take our ideas and turn them into something that any large corporation would be proud of. Woody is knowledgeable in his field, can be trusted and will deliver a product that will exceed your expectations. I would gladly use him again for our next project.

DEAN CLINE, Cline Associates

When Woody first approached BETCO about his month-to-month, virtual Marketing Director service. BETCO was just emerging from the "Great Recession", which had effectively ended new self-storage building products for a few years. We liked the concept of hiring a 30-year marketing veteran on a part time basis. The first year we worked together, Woody was able to build a cohesive marketing strategy, rebrand the company and create and implement inbound/outbound marketing that helped grow our first year sales by 60%. Our second year sales grew by 40% and enabled us to add a second production shift. Our marketing program is now highly organized and a CRM is used to measure leads and keep our internal sales team organized. Although Woody requires no contracts and is month-to-month, he has led our marketing program for four years at the fraction of the cost of a full time Marketing Director. Woody is trustworthy, knowledgeable and he understands how to take companies to the next level.

JOHN BARNARD, BETCO

Woody is one of the great strategic thinkers left in the business of marketing, advertising and web marketing.

ED CALLAHAN, Brightwood Consulting

As a marketing director for a nonprofit, I have had the privilege to work with Woody on a number of projects, including a capital campaign, logo re-design and complete website upgrade. His creative and collaborative skills are top notch. He took time to become familiar with the organization's immediate needs, as well as the greater story we wanted to tell, while keeping to our mission. If you want polished and professional, creative and consistent, then I would recommend Woody and his talented team.

MARY KATHERINE CREEL, Catawba Science Center

We have always had a great reputation for building our line of reliable, HASKO heavy-built machines within the hardwood flooring industry. However, most of our marketing efforts were minimal and didn't reflect the quality of the machines we build. Woody helped elevate our branding in one year with a logo, business card rebrand, overview video, product videos, press releases, trade advertising, social media, inbound marketing and a new trade show booth. He invested the time to understand our business, our culture and overall goals to craft a strategic marketing plan to help us reach additional woodworking markets that had been previously untapped. Woody was easy to work with and we are extremely pleased with the results.

RANDY BROOKS, HASKO

Woody is easy to work with and listens to ideas you bring to the table with an open mind. His creativity and his ability to think of effective solutions have impressed me each time we have worked together. I will use him again when the opportunity arises.

DON MCGINNIS, CECO Construction