

*"Why join the navy  
when you can be  
a pirate?"  
- Steve Jobs*

*boxfire marketing*

*Success begins with a single spark*

*812.381.3539*

## The coals that keep boxfire burning

### R. MICHAEL JOHNSON

Calling R. Michael Johnson a 'Renaissance Man' is somewhat of an understatement.

A marketing and promotions guru, he was once considered one of the nation's leading experts in the business of self-publishing and marketing.

His book, *The Lawn Won't Mow Itself*, spent time on Amazon.com's Top 10,000 list of self-help marketing books.

Drawing crowds of 500-plus, he toured the country dispensing advice and assistance to authors, while interspersing humor and true stories - with the goal of helping his audiences achieve the success for which they were striving.

His assignments included positions on the faculty of the Midwest Writers' Conference, the Southern California Writers' Conferences, the Erma Bombeck Humor Writers' Workshops, and the San Diego State University Writers' Conferences - to name a few.

His achievements and 'box-on-fire' ideas include conceiving and coordinating book-signing events atop Mt. Kilimanjaro and just above the deck of the Titanic while leading the publicity and marketing team for Fran Capo, the holder of five Guinness World Records.

He has worked with such celebrities as Dr. Ferdie Pacheco - most famously known as Muhammed Ali's fight doctor; Gordon Kirkland, a best-selling Canadian author and newspaper columnist; and the late Paul Winchell - known and beloved for years as the voice of Tigger in a generation of Winnie the Pooh movies, and the patent holder for the first mechanical artificial heart.

Having been nominated for the Pulitzer Prize for his work in journalism, he has spent nearly 30 years in the news, business and marketing fields. His awards - including being named Best Daily Newspaper Columnist in Ohio, Kentucky, Illinois, Colorado, New Mexico, West Virginia and North Carolina - could fill up more than one wall, if he chose to display them.

A student of P.T. Barnum, Johnson also spent time honing his marketing skills at the world's largest custom luxury houseboat manufacturer in Kentucky, yet has also consulted

with businesses as small as a one-man start-up towing and recovery service, local political candidates and even the local refuse hauler.

To top it all off, Johnson is an award-winning baker, a certified firefighter and a Nationally Registered Emergency Medical Technician with specialization in trauma, pediatrics and geriatrics, and is an Election Inspector, working the polls every election day in Greene County, Indiana.

### BETH A. JOHNSON

Having jumped in on the ground floor of the Macintosh revolution, Beth A. Johnson is a graphics genius. An artist and accomplished copy editor, she has an innate sense of both prose and style - all of which have worked well for her customers and clients for more than 25 years.

Whether it is designing a simple brochure or small advertisement, or handling all the content for a multi-million-dollar telecommunications company, she is at ease with almost any task in her arena.

She is also the former editor and publisher of wildly successful local antique and rock-and-roll magazines.

With a unique knowledge of specialty advertising, she is able to put together plans which successfully get the word out without breaking the budget.

Most recently, she has been employed by one of the nation's largest independent telecommunications and technology companies, handling content, advertising, special events and retail development.

### BRITTANY R. SAYLOR

A graduate of The Ohio State University with a degree in Communications, Brittany R. Saylor isn't your average web and graphic designer.

She sat down at her first graphics computer as a toddler, and has been designing ever since.

Her most recent assignment included designing advertising materials for one of the nation's largest grocery store chains.

If it can be done graphically, she can do it.

An avid cook, she holds a black belt in Tai Chi, and is a classically trained flautist.

With a unique sense of style and humor, Saylor brings to the table an understanding of the younger and female demographics - audiences everyone wants to reach.

