

Business of the Week

BOTW Profile

Scott Deming
CEO & President

Ryan Communications

Education: B.A. in advertising and marketing, University of Buffalo



Home: Onondaga Hill

Age: 42

Family: Wife, Deborah; four children, Ryan, Taylor, Danielle, Nicole

Favorite Books: "Eating the Big Fish," by Adam Morgan; "Selling the Invisible," by Harry Beckwith

Community Involvement: Working with pediatric cancer patients at University Hospital

Favorite Vacation Spot: The Adirondacks

Favorite Part of Job: Building client relationships

BOTW Facts

Ryan Communications, Inc.

620 Erie Blvd. W.

Syracuse, N.Y. 13204

Phone: (315) 476-4430

Fax: (315) 476-4802

www.ryancommunications.com

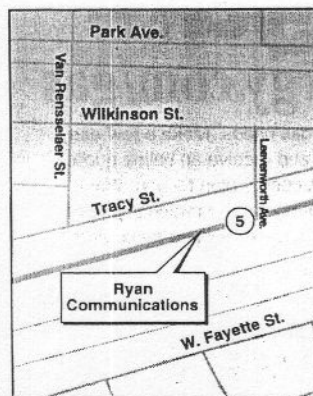
Founded: 1993

Employees: 50 full time.

West Coast Office: Laguna Beach, Calif.

Key Officers: Scott Deming, CEO and president; David Rogers, media director; Gregory Warmbrodt, creative director; Thomas Kirkwood, strategic development director; Allan Travis, retail operations director; Robert Buckley, director of technology business development; JoAnn Rhoads, production director; Dennis Brogan, director of HVACR business development; William Romano, director of interactive media business development

Est. Annual Revenue: \$18 million



Ryan Communications Is Moving Up

By Casey J. Dickinson
Journal Staff

SYRACUSE — Ryan Communications is moving to a new suite of offices to celebrate the beginning of its ninth year in the Syracuse market. The 50-employee agency will move from its original Erie Boulevard offices by the end of the year, says founder Scott Deming.

Ryan is on its way up to the 16th floor of MONY Tower II, in downtown Syracuse's tallest office-building complex. The agency is finalizing design plans for its new space with the Syracuse firm of Zausmer, Frisch, Scruton and Aggarwal, says Deming.

Founded in 1993, the agency is named after Deming's son Ryan, now 17 years old. The venture is a continuation of Deming's first company, Deming Advertising, founded in 1984. He moved the agency to Syracuse from Ithaca in 1993 and reincorporated with a new name to reflect a new approach.

Deming wanted to name his new agency Ryan Communications rather than "advertising" because he felt his company would go beyond branding products.

"It's much more of a marketing relationship and business partnership," he says, "than an advertising agency."

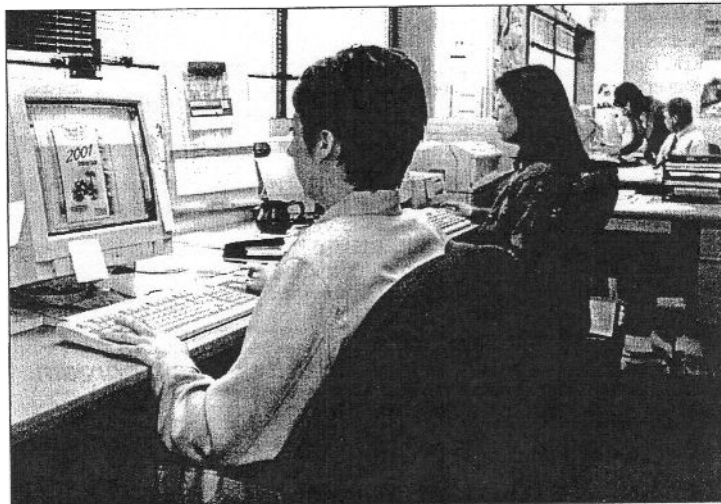
Ryan employees hold weekly meetings with clients to discuss sales numbers and the effectiveness of the agency's marketing efforts, he adds. Going out on a sales call with a client wouldn't be an unusual step, says Deming.

The agency's major clients include The Scotts Co., the world's largest maker of lawn-care products; paintmaker Benjamin Moore & Co.; Carrier Corp.; Oki America, a manufacturer of electronics; and National Refrigeration Services, Inc. Ryan has approximately 35 client accounts that also include local companies such as St. Joseph's Imaging and divisions of Welch Allyn.

Many of Ryan's larger clients have no offices in the Syracuse area. The agency keeps in contact with far-away clients by using the Internet and videoconferencing, as well as traditional meetings. Six agency personnel are flying to meet clients in any given week, says Deming.

The high cost of flying from Syracuse compared to other markets strikes a chord with Deming. He's heard stories of new airlines coming to the area for years.

"I'm still waiting for that to happen," he says.



Erin Zehr/The Central New York Business Journal

Carolyn McEwen, senior art director, left, **Deb Tooley**, art director, second from left, **Greg Warmbrodt**, director of creative services, and **Christine Karpovage**, art director, all work in the Art Department at Ryan Communications.

Though high travel costs can be a problem in business, Deming takes time out each week to visit children with greater worries in University Hospital's pediatric cancer ward. He performs magic tricks for the children, hoping, he says, that the doctors can perform similar magic on the kids' illnesses.

Magic has been on Deming's mind since he was 9 years old. He uses card tricks and Amazing Kreskin-style mentalism to entertain clients at business functions. The entertainment, he says, helps reduce the incidence of glazed-over eyes typically found at staid corporate presentations.

Deming got to demonstrate his magic for President Clinton and the first lady during the Clintons' abbreviated Central New York summer vacation this year.

His magic tricks have impressed some clients so much they've hired him to entertain for other events. All proceeds from such side jobs, says Deming, go to help the kids at University Hospital.

Capitalized annual billings for Ryan Communications are currently \$44 million. Deming says his agency plans to grow in the coming years. Though he employs 50, the MONY Tower space can hold 60, and Ryan has an option on another full floor in the complex. A combination of new accounts and growth in older client relationships, he predicts, will help



Erin Zehr/The Central New York Business Journal

Tom Kirkwood, director of strategic development, seated on left, **Bob Buckley**, director of business development-Technology Division, standing in back, and **Al Travis**, director of business development-Retail Division, right, discuss the plans that have been developed for the company's move into a new office space.

him fill the space with 80 employees in the next three years.

"Our clients see us as a partner, not a vendor," he says. "I think that's the key." □

Contact **Dickinson** at cdickinson@cnybj.com

Business of the Week

Each week *The Central New York Business Journal* and WSYR radio present a Business of the Week profile, in print and on the air, of a Central New York company that has made a significant impact on the Central New York business economy. An independent editorial board of community leaders reviews all companies nominated and makes recommendations to the editors of *The Central New York Business Journal* and WSYR for final selection.

Know a company we should consider for Business of the Week? E-mail Charles McChesney at cmcchesney@cnybj.com or phone (315)472-3104 ext. 124.

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