

# iMAGiNE

communications



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## ABOUT US

Great companies close every day – many of them never getting past the four-year mark. And while there are all kinds of reasons businesses close, oftentimes it's because too few people know they even exist. Enter Imagine Communications.

Established in Henderson, Nevada in 2000, Imagine Communications is a full-service marketing/PR/communications firm jointly owned and operated by Brian Rouff (managing partner) and Alex Raffi (creative director). Over the past 15-plus years, the experienced Imagine team has become well-known and respected business advisors.

Working with a diverse array of clientele of all sizes and in industries across the board, Imagine provides strategic business planning, public relations, advertising, graphic design, video production, book publishing services, consulting and government affairs services to business, organizations and individuals nationwide.

While Imagine often serves its clients as a full-service agency, the company can also work as an extension of a business or organization's in-house team or in conjunction with another agency if desired.

Imagine is also known as a great place to work. Boasting a low turnover rate, even during the recession, the company places a high importance on work-life balance as well as giving back to the community. A number of Imagine team members have been with the firm a decade or longer.

For its efforts, Imagine has received several awards from local chambers, media outlets and industry organizations. Additionally, Imagine was named Small Business of the Year in 2009 by the Las Vegas Chamber of Commerce (now called the Metro Chamber) in its prestigious Biz E Awards.

Imagine Communications is signatory to the Communications Workers of America (CWA).

## ABOUT ALEX'S CREATIVE COURAGE WORKSHOP

Creative Courage is a workshop designed to de-mystify the idea of the individual and group creative process and discuss creativity as a necessary problem-solving skill. Raffi, its creator, believes if people realize the creative process is not exclusive and is readily available to anyone willing to use it, the wall keeping them from tapping their creativity will eventually crumble.

As people get older, they generally tend to discourage themselves from reaching their full potential because they are afraid to fail. A need to place value on results and to compare accomplishments to those of others arises. Creative Courage fights these demotivating factors and encourages people to harness the creativity they once had as children and use it in their business and personal lives.

In April 2016, Raffi published [“Creative Courage with Alex Raffi: Harnessing Your Creative Capacity.”](#)



## SERVICES

### Marketing

Website design and creation  
Graphic design  
Collateral  
Consultation

### Branding

Logo design  
Messaging  
Strategic planning  
Business Identity Package  
(letterhead, envelopes and business cards)

### Advertising & creative services

Audio and visual  
Photography  
Media buying

### Public relations

Media relations  
Social media  
Community relations  
Government relations  
Employee/member relations  
Public affairs  
Special events  
Trade relations  
Consultation

### Book publishing

Ghost writing  
Editing  
Cover design  
Illustration  
Internal pagination/layout



## LEADERSHIP

### **BRIAN ROUFF**

Managing Partner

Brian Rouff opened his first Southern Nevada-based advertising firm in 1987 and has since provided numerous clients with an array of marketing services to help them achieve their goals. In 2003, Imagine Marketing of Nevada (now Imagine Communications) acquired his firm, and today Brian serves as Imagine Communications' Managing Partner.

With nearly four decades of marketing experience, Brian oversees the firm's day-to-day operations and serves as one of its primary business marketing strategists. Brian, a UCLA graduate, has facilitated hundreds of advertising-related workshops throughout the country, in addition to teaching a variety of advertising and marketing classes at the College of Southern Nevada.

He is also a bestselling novelist and his book, "Dice Angel," is one of the top-rated Las Vegas books on Amazon.com. In addition to "Dice Angel," Brian authored "Money Shot," a classic Las Vegas novel that established him as one of the keenest observers of life in Sin City. He also co-authored "Restless City," a serial novel written by seven prominent Las Vegas authors.

### **ALEX RAFFI**

Partner, Creative Director: Imagine Communications

Creator, presenter: Creative Courage

Alex Raffi is a husband, father, business owner, creative director, author and illustrator. He has also worked as an editorial cartoonist, animator and caricature artist.

A multiple first-place winner with the Nevada Press Association for his illustrations, Alex joined Imagine Communications (then Imagine Marketing) in 2001. Since that time, the firm has grown to 11 employees and become one of the valley's most respected and creative full-service communications firms.

Imagine's design team has created and assisted in the development of branding materials for numerous organizations locally and nationally. As partner and creative director, Alex has led Imagine's evolution into a firm whose philosophy has consistent, open-minded creativity rooted in focused business strategy at its cornerstone. Under Alex's direction and leadership - along with that of his business partner, Brian Rouff - Imagine has maintained a high retention rate among clientele and employees.



Alex's work has helped to shape the community. A true advocate for creativity, Alex has made it his goal to demystify the creative process with as many people as possible through his highly acclaimed Creative Courage program. As a result, he is a sought-after guest speaker who has conducted his workshops and seminars for a variety of organizations and schools throughout Southern Nevada, including Zappos.com, the Henderson Chamber of Commerce, the Charter School Association of Nevada, SMPS Las Vegas, The American Institute of Architects Las Vegas, the American Marketing Association of Nevada, the University of Nevada Las Vegas, Nevada State College, Clark County School District, Orange Coast College, the LABMAN2014 event and many more schools and businesses throughout Nevada.

A longtime Nevadan, Alex is actively involved in the community. He currently sits on the Henderson Chamber of Commerce Foundation board and is on the committee for the Narrative Illustration Program at Orange Coast College. He is also a mentor and presenter for the Children of the Arts program and has served as a big brother for the Big Brothers, Big Sisters program.

Additionally, Alex is a proud fund-raiser for St. Baldrick's, a volunteer-driven charity committed to funding the most promising research to find cures for childhood cancers and giving survivors long and healthy lives. Total, Alex has raised \$21,512 for St. Baldrick's. He is now in 12th place out of [510 participants](#) for the 2015 event and in fourth place out of [33 participants](#) on his team, Bald By Design. Bald by Design is ranked No. 1 out of 143 teams in Nevada and 10th in the country. For his past seven years of fund-raising, he was "knighted" and admitted to the organization's Knights of the Bald Table.

An award-winning graphic designer and editorial cartoonist, Raffi collaborated on and illustrated "Conventional Gestures: Meaning and Methodology" and also illustrated Richard L. Epstein's "Critical Thinking" book series. He also published his own children's book, "The Sheep Counting Dream." Additional information about Alex can be found on [his website](#) and at his [Creative Courage blog site](#).



## HISTORY

Based on the vision of doing marketing the way it should be done, Imagine Communications was originally established as Imagine Marketing of Nevada in 2000. Founded by Henderson, Nevada native D.J. Allen, the business' first location was Allen's kitchen table.

Local artist and visionary Alex Raffi joined Allen as a company partner just six months later, and the company's move to the Henderson Chamber of Commerce's business incubator, the Henderson Business Resource Center, quickly followed suit in 2001. That year, Imagine held its inaugural holiday dinner at Carrabba's Italian Grill; the entire team and their family members fit in one booth.

In 2003, Imagine Marketing "graduated" from the Henderson Business Resource Center and moved into its first "real" office in the Black Mountain Community Bank building at Horizon Ridge Parkway and Valle Verde Drive. Still considered one of the HBRC's most successful graduates, the company relocated once again in 2006 to its current home in Anthem, 11500 S. Eastern Avenue.

In 2005, Imagine merged with longtime local ad firm In-House Advertising, bringing Allen's longtime mentor, Brian Rouff, with it. Rouff joined Imagine as a partner and, after Allen left to work for UNLV basketball coach Lon Kruger in 2008, Rouff became Imagine's managing partner, leading the company through what would become its greatest test to date, the Great Recession.

While tough, the recession made Imagine stronger and leaner, and many additional services were added to the company's list of offerings. In 2009, the Las Vegas Chamber of Commerce honored the firm with its coveted Small Business of the Year award as part of its 2009 Biz E Awards. (Considering the economic environment, Rouff thought being honored in the nonprofit category would have been more appropriate.) Imagine began its own blog that year as well and, to combat the increasingly competitive and uncertain nature of the local media environment, its own online newsroom, [The ION](#).

By 2010, Imagine had much to celebrate. Two years into the grueling recession, the agency hadn't laid off a single full-time employee. It was also Imagine's 10th anniversary, and a celebratory barbecue was held in honor of the occasion.

Changes were on the horizon again by 2011, and Imagine Marketing officially changed its name to Imagine Communications to better reflect the company's evolution from marketing specialists to true business experts. The firm still offered traditional marketing services such as strategic planning, media relations, social media management, graphic design, advertising, community relations, media buying and more. However, Imagine had also begun offering public/government affairs, business consulting,



animation, publishing, event planning and photography, among other services. The hard work paid off, and Imagine was honored once again, this time by the Las Vegas Business Press as Best Midsize Agency. That same year, Allen sold his shares of the company, and in 2012, Raffi and Rouff became 50/50 partners.

Today, Imagine Communications is a 13-person company with team members in Henderson, Nevada; Flint, Michigan; and Orlando area. Representing local, national and international clients in industries across the board, the company places a high emphasis on cultivating a creative, flexible and inviting company culture that appeals to employees and clients and potential clients alike. And of course, Imagine continues to do business the way it should be done.



## Q&A WITH THE PARTNERS

**Q: Why have you made a conscious decision to keep Imagine in the mid-size agency size range?**

**A:** It allows us to do our best work. At this level, all Imagine team members, from part-timers to partners, are actively engaged in each client relationship. It also enables us to continue to build a positive, well-balanced, family-oriented company culture. Although we can see the firm growing in the years to come, we feel we'll max out around 20 people.

**Q: Imagine was founded on the ideal of doing marketing/PR the way it should be done. What does that mean?**

**A:** To look at every client engagement from an overall business perspective. Marketing and PR should never be done in a vacuum. We dig really deep to find the authenticity each client possesses and communicate it in a way that connects with their target audiences. By the time we're done, we know almost as much about our clients as they do. And we help them remember why they started their organizations in the first place.

**Q: Imagine has donated hundreds of hours to charitable causes. Why is this?**

**A:** We've always believed that if you can give back, you must. We here at Imagine have a very valuable and versatile skillset. We use these skills to help communication efforts for non-profit organizations because it's good for our culture. We are comprised of a staff who is never more motivated than when they feel passion for a client or cause. Keeping that passion reachable for all of us is just good business practice. We all believe that it's our responsibility to give back and make our community a better place for our families and co-workers' families. Our professional passion matches our personal passion. When you do this, you begin to attract the right kind of employee as well as client. At Imagine, success is measured in more ways than one.

**Q: Why should people care about being more creative?**

**A:** It's a matter of being better problem solvers. Being able to identify more qualified opportunities is a skill we all have and can improve. Being more creative will make you more innovative in virtually every aspect of your life.





**Q: Business owners often say, “I don’t need marketing.” Why is that?**

**A:** It comes from a misunderstanding of the term. Most business owners think marketing means advertising. Not everyone needs advertising. But everyone needs some form of marketing, whether it’s public relations, pure consultation or an analysis of the organization’s internal systems and processes.

**Q: What is the biggest misconception about a business hiring a marketing firm you have heard?**

**A:** That we’re expensive. We can do as much or as little as clients need. While it makes sense for many clients to engage in a monthly retainer relationship with us, some just need individual projects. We have programs and custom pricing for almost any budget. In addition, clients need to look at marketing costs as an investment. Performed properly, marketing pays high dividends in helping businesses achieve their goals.

**Q: In today’s world, why is it important to have a website?**

**A:** Today, a website is just as important as a brick and mortar location was in previous generations. In most people’s minds, if you don’t have a website, you don’t exist. And a bad site can do more harm than good in terms of credibility and professionalism.

**Q: What is branding, and why is it important?**

**A:** Branding is an organization’s genuine identity communicated in a meaningful manner to the marketplace through imagery and content. It not only begins the positioning process, it’s a shorthand way for targeted audiences to understand what the company is all about. Essentially, it’s a conversation starter. And a promise.

**Q: Why do you find it necessary to have a company photographer?**

**A:** You know the old saying, “One picture is worth a thousand words”? We want to be able to control the quality of those pictures. Having a well-qualified company photographer enables us to do just that.



## SUBJECTS WE CAN SPEAK ON AND/OR ARE APPROPRIATE FOR

- Creativity
- Advertising
- Graphic design
- Branding
- Marketing
- Public relations (all aspects – media relations, social media, etc.)
- Book publishing
- Effective networking
- Building a positive company culture
- Work/life balance | great places to work
- Minority business leaders (Alex is Uruguayan)
- Small business
- Female professionals in the workplace (Directors of all departments are female, and everyone but the partners are female)
- Telecommuting (We have one employee in Michigan and one in Florida and many local employees telecommute one day a week)
- Photography
- Consulting for businesses/trusted advisors
- Companies that operate better than ever before as a result of the Great Recession
- Writing, editing and proofreading
- Henderson-based businesses
- Businesses that graduated from a business incubator
- Community service-centric businesses
- Diversity in the workplace (We have an Uruguayan partner, an Arab-American employee and lots of female employees.)
- Companies with 50-50 partnerships



## CONTACT US

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