

## **WILLIAM JOSEPH NAMED AGENCY OF RECORD FOR CANADA NEVADA BUSINESS COUNCIL**

When William Joseph Communications opened the doors to its Las Vegas office in 2010, we wanted to bring our unique blend of strategy and creative to a new market, yet still maintain our strong Canadian roots. It's only fitting, then, that the Canada Nevada Business Council (CNBC) should name us its Agency of Record.

"William Joseph was the obvious choice to represent the CNBC as our Agency of Record. Their proven track record in Canada and new successes in Nevada clearly demonstrated to us that they have a solid understanding of both markets," said Frank Spady, founder and CEO of CNBC.

CNBC facilitates trade between, and helps foster opportunities for, businesses based in both Canada and Nevada. Nevada businesses export about \$779 million in goods to Canada each year, while Canada exports approximately \$786 million to Nevada. CNBC's mission is to provide support to "Canadian and Nevada-based businesses looking to explore trade opportunities in these markets, including assistance with government entities at all levels, introductions to key business players and decision makers, with the goal of providing a positive and financially rewarding long-term bilateral trade experience."

"As the Agency of Record for the Canada Nevada Business Council, we bring a lot of marketing insights to the table," said Ryan Townend, William Joseph CEO. "With offices in Nevada and Canada, we truly understand the business motivators for both sides of the border. We're honoured to be working with the CNBC and looking forward to producing some amazing work together."

### ***About William Joseph Communications***

William Joseph Communications is an integrated, brand-building agency. We pride ourselves on a savvy strategic planning process, stunning creative and swift implementation.

We help our clients tell stories that have energy and purpose. We are fearless in our quest to create meaning in the world. We engineer understanding and action. We believe in transparency and honest collaboration. We understand, through experience, that good ideas don't come easy; but we also know that play is a necessary ingredient of the creative process. We are not consultants who will partner with clients to help them simply get where they want to go – we are transporters of insight who will take our clients to places they never thought possible.

We believe that these qualities, as well as a highly collaborative client relationship and our all-senior staff, are the basis of great marketing and an innovative agency offering. With offices in Calgary, Saskatoon and Las Vegas, we are a local agency with international flavour.

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