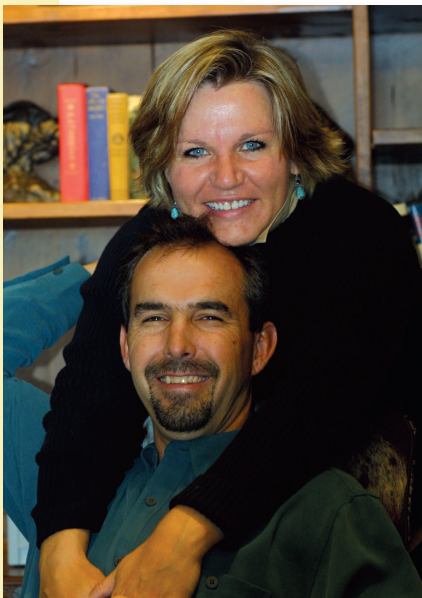


# *bush* COMPANY BACKGROUND associates, inc



BUSH & ASSOCIATES  
AWARDED CERTIFICATES OF  
EXCELLENCE FOR EDITORIAL,  
DESIGN AND PROMOTIONAL  
MAGAZINE PUBLISHING

—Western Publications  
Association, Maggie Awards

## BUSH & ASSOCIATES, INC.

In 1991, Jeff and Kathleen Bush incorporated Bush & Associates, Inc. (Bush)—An advertising and publishing company—after ten years of providing freelance newspaper and magazine production, design, editorial and sales services in the region.

The company's first publication was *Telluride And The San Juans*, a pocket sized, biannual, functional activity guide and directory for the Telluride region (now called *The San Juans Outdoor Adventure Guide*). First published in 1991.

In December 1993, the company purchased *The Telluride In-room Guest Directory*, redesigned the publication and changed the name to *TellurideStyle Magazine* and began strategic advertiser and place-based distribution to complement the exclusive in-room distribution contracts. This publication has received "Certificates of Excellence" for editorial, design and promotional magazine publishing from the Western Publications Association's Maggie Awards—2002 and 2003.

From spring 1997 to spring 1999, the company expanded its network of Style magazines to *Four-CornersStyle*, *Western ColoradoStyle*, *MontroseStyle* and began the *Travelogue* series of enticement publications. After evaluating production costs and how to increase advertising exposure, the company wrapped these publications into one with expanded territory exposure—*WesternStyle Magazine*, also a Maggie Award winner.

In 1999 the Company was selected, out of 25 national publishers, by the city of Denver to publish *FlyDenver Magazine*, a quarterly publication promoting the Front Range, Denver and Denver International Airport as the "Hub to the West."

In spring 2002 the Company signed an exclusive three-year contract with the Telluride Ski & Golf Company to exclusively design, write, publish and distribute the *Official Guide to Telluride, Colorado*. This publication was nominated as a finalist at the 2003 Maggie Awards for Best New Consumer Publication.

Currently, the company publishes six four-color tourist magazines and two online publications for western Colorado: *TellurideStyle*, *MontroseStyle*, *Kid's Style*, *The San Juans Outdoor Adventure Guide*, the *Telluride Jazz Celebration* and *Telluride Blues & Brews Festival* program guides; [www.telluridestyle.com](http://www.telluridestyle.com) and [www.westernstylemagazine.com](http://www.westernstylemagazine.com). In addition, the company is the official media/magazine sponsor for the Telluride Jazz Celebration, Telluride Film Festival and the Telluride Blues & Brews Festival.

*TellurideStyle*, *WesternStyle* and *The Official Guide to Telluride* have been awarded Certificates of Excellence for editorial, design and promotional magazine publishing from Western Publications Association's 2002 and 2003 Maggie Awards.

Jeff and Kathleen Bush solely own Bush & Associates, Inc. The company employs seven full-time people (two are the owners) plus freelance writers, photographer and commissions sales representatives. One hundred percent of editorial, design, production, pre-press, sales, accounting and overall management is completed at the Bush corporate office:

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**BUSH & ASSOCIATES, INC.**  
TELLURIDE & THE SAN JUAN'S MOST AWARD-WINNING FOUR-COLOR PUBLISHERS

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