

Joan Beugen

Joan Beugen is the Owner/Creative Director of The Cresta Group. For 30 years she has produced every conceivable kind of corporate and marketing communication ranging from film, video, meetings and live shows, to television, print and web sites. She has literally hundreds of industry awards to her credit, but most values the on-going relationships with her clients, some of which have lasted for decades.

name Joan Beth Beugen, President and Managing Partner, The Cresta Group.

skills Marketing and Corporate Communication consultant to *Fortune* 500 companies, Writer, Creative Director and Producer of meetings, films, videotape, print and electronic communication.

background Founder and president of The Creative Establishment, Inc., a nationwide corporate presentation agency.

awards YWCA Entrepreneur of the Year New York NAWBO Entrepreneur of the Year Over 200 industry and festival awards for excellence in print, multi-image, film and video production member YWCA Board of Directors Past President, National Association of Women Business Owners Northwestern University Committee of 100 Committee of 200 The Chicago Network International Women's Forum Chair, Illinois Delegation, White House Conference on Small Business Various charitable organizations Listed: Who's Who in America Economic Club of Chicago Girl Scouts of Chicago Board of Directors

education Northwestern University, BA

working philosophy Good communication requires a direct connection from the mind to the heart.