



The Blaine Group, Inc.

A Total Communications Agency
8665 Wilshire Blvd., Suite #301, Beverly Hills, CA 90211
310/360-1499 · 310/360-1498 FAX · E-mail: devon@blainegroupinc.com

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FOR FURTHER INFORMATION, CONTACT:

Lisa Baker
The Blaine Group
310.360.1499 FAX: 1498
lisa@blainegroupinc.com

EPROW IMAGES

Corporate Profile

Los Angeles, CA... EPROW Images, www.eprowimages.com, is a new and virtual division of Diagramix, Incorporated, launched with the strategic goal of working with individuals and groups who want to move the ideas and dreams in their heads into reality. As a haven for innovative thinking, EPROW Images serves clients who want to strengthen their sixth sense, not simply to solve a problem.

EPROW Images clients take charge of their futures with full ownership of everything created belonging to the clients, not EPROW Images. Clients define the trail they want to create.

EPROW Images does not provide a trail and ask clients to follow that defined path. Rather, EPROW developed five services areas that meet a range of needs.

GAZOOGO focuses on clients that are in early stages of their thinking. These clients seek clarification and simplification of their dreams. They need to define precisely what they want to achieve.

STRATEGO focuses on clients that want to develop action plans for bringing their dreams to reality. Each plan identifies time frames, milestones, and descriptions of the desired reality.

OPINEGO focuses on clients who want specific learning in areas where they feel that they need help. For this service, clients define their learning needs. Then, specialists in that learning area work with them until the desired learning is achieved.

SAGITUR focuses on clients who want a strategic partner throughout an entire project. In most cases, these clients complete all of the work related to the previous services before they are considered for **SAGITUR**.

PAPPY focuses on the building of relationships through The PAPPY Program. PAPPY = a “P”..... (Problem, Plan, Preparation, or Project, Partnership).

Each pitch connects to a specific service... Problems to **GAZOOGO**, Plans to **STRATEGO**, Preparations to **OPINEGO**, Projects to **SAGITUR**, and Partnerships to all aspects of **PAPPY**.

Innovators such as entrepreneurs, inventors, artists, photographers and writers are typical EPROW Images clients.

THE COMPANY

Founded in 1978, Diagramix, Incorporated works with corporations, agencies, and non-profits to resolve communication concerns. Most frequently, these concerns focus on one-to-many situations that involve oral and visual presentations, disseminations, and collaborations. Most Diagramix clients sought specific guidance for individual situations which needed immediate attention.

THE FOUNDERS

Diagramix was created by two college professors, Virginia L. McBride and Dorothy L. Merk. Virginia, a graduate of the University of Michigan, brought a background in communications with specific emphasis on radio, television, theater, and platform address. Dorothy, a graduate of Otis Art Institute, brought a background in the fine arts with her emphasis on design, painting, and sculpture.

In addition to her teaching, Virginia developed a career path that allowed her to perform as a convention speaker, a radio and television guest, and a speech writer. Her relationships, developed within those activities, led her to serve as a member of several boards of directors of non-profit organizations. She served on the board of the International Teleconferencing Association for several years as well as serving as the Chair of the organization's Strategic Planning Committee. In addition, she served on the national board of the National Association of Women Business Owners, representing the Los Angeles County Chapter. Prior to joining the national board, she served as both the Los Angeles County Chapter's Corporate Chair and Chapter President.

In her corporate work with Diagramix, she worked on long-term contracts with both the City and Port of Los Angeles, the Broadway department stores, several oil production companies, the California Community Colleges, and the Jet Propulsion Laboratory. Through her work with the National Association of Women Business Owners, she consulted with business owners. Also, she worked with numerous small businesses, especially women/minority-owned businesses that wanted to re-position themselves for greater success.

In contrast, Dorothy established a career as the successful owner of a graphic design business before returning to graduate school to complete her Masters of Fine Arts. Through her fine-art career, she worked with a colleague to create the mosaic on the front of the Federal Building in downtown Los Angeles. Also, she had a drawing travel for more than two years throughout the United States as part of the Smithsonian's National Drawing Exhibition. Her work has appeared in numerous competitions and shows nationally. She designed a Rose Parade float for the city of Sierra Madre. She has won both national and international awards for her painting, sculpture, and copper enameling.

In her corporate work with Diagramix, she developed all the symbols used by the corporation for creating its visual identity. In addition, she worked with small businesses to establish their visual corporate-identities. This work included traditional business requirements together with product, service, and package design. Her skills contributed greatly to the re-positioned success of these companies.

Visit EPROW Images at www.eprowimages.com. Contact EPROW at Virginia@eprowimages.com,

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