

SMALL BUSINESS LEADERSHIP AWARD

hfa



hfa (Hitchcock Fleming & Associates, Inc.) is a marketing agency specializing in wildly creative solutions firmly grounded in sound strategic insights. *hfa*'s expertise encompasses branding, research, strategic planning, digital solutions, social media marketing, public relations, and planning and buying media. *BtoB* magazine has named *hfa* a top U.S. agency for four years running. *hfa*, founded in Akron in 1940, received a 2011 Small Business Council Excellence in Business Award from the Greater Akron Chamber. *hfa* also earned a NE Ohio 2008 Medical Mutual Pillar Award. Since 2008, *hfa* has earned 147 international and national awards, including the international Web Marketing Association 2010 Best of Show for Glidden.com.

hfa and its Chairman/CEO Jack DeLeo have long supported the community. Current nonprofit involvement includes: Akron/Summit Convention & Visitors Bureau – Jack DeLeo (board) and Nick Betro, *hfa* president/chief creative officer (marketing committee); Akron Marathon Board and Akron Roundtable Board – Nick Betro; Northern Ohio Golf Charities Foundation Board VP – Chuck Abraham, *hfa* executive vice president/CFO; Walsh Jesuit High School Board Chairman – Chuck Abraham; The University of Akron Marketing Advisory Board – Shirley Shriver, *hfa* VP/strategy & insights; Greenleaf Family Center Board and Glendale Cemetery Board – Keith Busch, *hfa* VP client services/business development; Arthritis Foundation, Great Lakes Region – Keith Busch (board) – *hfa* is a partner for Red & White on Thursday Night; Torchbearers President – Matt McCallum, *hfa* VP/talent development; Akron Rotary Camp for Children with Special Needs – *hfa* supports creative learning activities; and Keep Akron Beautiful.

More *hfa* beneficiaries include Stephen A. Comunale, Jr. Family Cancer Foundation, Vino Italia, etc. Select past support: Akron Civic Theatre – marketing/PR, including its 80th anniversary fundraiser; American Cancer Society Cuyahoga District, Cattle Baron's Ball; LeBron's King for Kids Bikeathon; and United Way of Summit County.

nominated by
**Greenleaf
Family Center
and
Stephen A.
Comunale, Jr.
Family Cancer
Foundation**