

2008 Emerging Business of the Year

New Boston Creative Group, LLC



“Our KSBDC consultant met with us to talk through many issues related to building or buying office space, and continues to help us explore local real estate options. He has done quite a bit of research into construction costs and other factors. We really appreciate his support!”

Kristin Brighton, Owner



New Boston Creative Group partners, Susan Religa, Kristin Brighton and Lisa Sisley

**Washburn University
Kansas Small Business
Development Outreach Center
at the Manhattan Area
Chamber of Commerce**

501 Poyntz Avenue
Manhattan, Kansas 66502-6605

(785) 587-9917

www.ksbdc@washburn.edu

Owners	Kristin Brighton, Susan Religa and Lisa Sisley
Nature of Business	Marketing/Communications
City	Manhattan
County	Riley
Phone	785-587-8185
Website	www.newbostoncreative.com
Business Structure	LLC
Business Began	2006
Employees	12
KSBDC Consultant	John Addressi

Kristin Brighton, Susan Religa and Lisa Sisley all owned their own marketing and communications businesses. They found themselves collaborating frequently and merged in early 2006 to form New Boston Creative Group, LLC, when it became clear that a company like theirs was needed in the Flint Hills. The name is a historical reference to Manhattan, which was originally called Boston.

One of the challenges NBCG faces is finding high-caliber employees who have the talent and specialized skills needed for the marketing and communications industry. “Our business sells nothing except our services, so finding the right people has been crucial as well as challenging, particularly in a relatively small city such as Manhattan,” explained Susan. “We have set very high standards and we screen carefully. We have almost always made hiring decisions based on personal recommendations from people we know and trust.”

Once they find the skills and talent they need, NBCG offers competitive salaries and a generous palette of employee benefits. (They also keep a well-stocked office kitchen!) Productivity and retention far exceed industry norms.

Before forming NBCG, Susan had turned to the SBDC for help in learning the various aspects of setting up her own small business. “The staff provided assistance in writing the business plan, determining what to charge and even brainstorming what types of services to offer,” she explained. “They showed a real interest in helping me set up my business to succeed.”

For aspiring entrepreneurs, Kristin encourages them to find a true need and fill it. “Look for actual gaps in your market. You can’t just consider what you are good at or what you would enjoy. Will people really pay for what you can do or what you can supply? Can you do it better than your competition?” New Boston Creative Group clearly can, and has received numerous awards and testimonials attesting to the quality of their work.

Lisa adds that it may be their continuous regard for the client that has earned NBCG accolades for their work.

“Our clients are making outstanding contributions to the world, and we are privileged to be part of their work. We never forget that our clients deserve the very best marketing and communications services available anywhere,” Lisa said.

Secret to Success

“We never forget that our clients deserve the very best marketing and communications services available anywhere.”

— Lisa Sisley, owner