



Contact: Amadeus Finlay
Tel: 508-254-7221
Email: afinlay@blue-hive.com

For Immediate Release

BlueHive: An Economic Success Story in the Face of Recession

The country may be gripped by the effects of the recession, but here in Worcester things are looking up. One privately owned company, BlueHive Strategic Environments, has remained committed to local enterprise and the needs of Worcester's workforce by tenaciously ensuring that employee satisfaction, job security and corporate success are not being sacrificed by the need to batten down the hatches.

Established in January 2005, BlueHive designs and builds tradeshow exhibits for clients spread across a broad spectrum of industries in over ten vertical markets. Their portfolio is impressive, and includes big players such Sony, Waters Corp, Virgin Pulse and UGG Australia, Cynosure and MEDHOST as well as Worcester leaders in the shape of Worcester State University, Timber Trading Group and Hanover Insurance.

The ever-growing company recently injected a capital investment of \$1 million into its state-of-the-art manufacturing plant, measuring a colossal 120,000 sq. ft., as well as boasting tremendous growth in the shape of over 20 recent employees.

At the heart of the operation is President and CEO, Paul Hanlon. Hanlon's roots run deep in local industry. His career began in 1980 working at his family-owned company, Admore Exhibits, before successfully growing one of the most recognizable brands in the custom tradeshow exhibit industry, Folio, and eventually, BlueHive. Accordingly, Hanlon has developed an intimate appreciation of local business as well as a heartfelt commitment to giving jobs to the people of Worcester.

"When the recession hit," he explains, "my vision was to keep local people employed in order to help them to survive the downturn. As a result, BlueHive purchased Continental Woodcraft as I strongly felt that if I could pull different, but complementary businesses together, we would have one heck of a kicking company."

Sitting at Hanlon's right hand is Jack Hally, a jovial and charismatic son of Worcester who has risen through the ranks to the office of Executive Vice-President. His vision and leadership has helped mold daily operations that are not only successful, but nurture a joint culture of creativity and sense of corporate family that has become one of the key jewels in the BlueHive crown.

"We are keen for our employees to enjoy coming to work." explains Hally, "BlueHive was established by a boisterous group of industry leaders on a mission to revamp and revitalize the exhibit industry, and we are committed to nurturing each other as a bold creative force. This can only happen if our employees blossom in a community environment that is both friendly and inspirational"

The company's name is also worth considering. Hally, who coined the brand, is a graduate of early English literature. Reflecting on his studies at Holy Cross University, he commented that, "the color of creativity is blue, and in nature the purest form of organization is a hive, a place of energy and industry amid organized chaos."

Hally's energy is inspirational, and it can be seen throughout the office. A sea of happy faces nestled in creative desk space is complemented by colorful décor, inspiring installations and feel-good touches. Cross-company projects such as the annual painting event where employees gather to create modern art on a grand piece of canvas meld nicely with smaller touches such as pizza days and the on-site gym. These aren't just gimmicks either. Rather, the employees are genuinely receptive to the outreach projects, with the office space having been given the affectionate nickname, 'the Hive'.

Their motivation is twofold. First and foremost, the people of the Hive are driven by an unshakable commitment to please their clients, but there is also an underlying buzz of cohesion; a universal belief that they are all in it together. This singular vision has even been observed by those not of the inner circle. A recent visitor to the office commented that there is a clear sense of confidence in both what the company and the individual employee is doing, with the whole operation lacking the debilitating stresses found in so many comparable corporate environments.

It is arguably this closely connected sense of unity and commitment to employee satisfaction that makes BlueHive so successful. It may only be March, but so far this year members of the team have traveled to shows for clients being held in Orlando, FLA, Nashville, TN, Las Vegas, NV, Washington DC, Denver, CO and New York City to name just a few. There is an eagerness to succeed, and it seems that everyone in the Hive is both well-versed and subscribing to the direction the company is taking.

“We strive to achieve a concierge level of care where we can act as a consultative force,” explains Hally, “thereby allowing brands to truly express themselves by utilizing our brand of creative thought. Yet, we can only achieve this by being solid in-house.”

And solid they are.

“We have weathered the storm of the downturn,” concludes Hanlon, “and over the past ten months, everything has come together.”

With all this apparent success, just what can the business world learn from the BlueHive model? Several things. By ensuring that your employee base is composed of highly-motivated and able individuals, not only will production be streamlined and output set at the maximum possible level, but the need for time-consuming hierarchical direction and ‘Big Brother’ style management all but eradicated. The result is a free-flowing and trust-driven corporate environment of high ability where each individual brings value and the day-to-day focus can be placed on ensuring that employee satisfaction is, and remains, high.

So be inspired Worcester; it seems that the time is nigh to reclaim your title of, ‘Heart of the Commonwealth’.

