

International PR and Marketing Firm Moves to Historic South Bend Facility

By Ugly Dog Media, Inc.

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South Bend, Ind.-based Ugly Dog Media moves to the historic, 100-year-old Vandalia Railway Station building to accommodate new staff, video production and international clientele.

South Bend, Ind.—Facing unprecedented growth in what was characterized in a recent Newsweek article as one of America's top ten "dying cities," Ugly Dog Media, Inc. has expanded its footprint by locating in the historic Vandalia Railway Station building next to the old Studebaker factory in South Bend, Indiana.

With a 20 year history in providing marketing and public relations services to dotcoms, IT firms and Internet marketers, Ugly Dog Media founder Dan Blacharski launched the company formally in January of this year, and has built a staff of 16, most of whom work in the South Bend office. The staff includes several industry veterans with years of expertise in print and television, public relations and marketing, and new media.

"South Bend's perception as a dying industrial city need not be the reality," said Blacharski. "I worked for years in Silicon Valley, but today, Silicon Valley is obsolete by design. We are on the verge of the dot-cloud boom, an exciting new wave of incredible innovation that facilitates the very type of entrepreneurship that built the modern computer industry—and years ago, built South Bend's own industrial base. In this environment, using a foundation of cloud technology and online collaboration, cities like South Bend can easily serve as high-tech centers of innovation."

"What made South Bend great fifty years ago was the presence of big manufacturers like Studebaker and Bendix. But what made this city great so many years ago, isn't what will make it great today. In the future, this will become a great city if we allow it to, because small entrepreneurs and innovators will use the tools and techniques developed in the dot-cloud boom to encourage better communications with their customers and create better business relationships, which can make a city great."

Blacharski is an expert on cloud technology and author of the book *Cloud computing made easy*. His prediction of a dot-cloud boom holds that because of the ability to collaborate with others anywhere in the world, it is no longer necessary to be in central California to run a successful Internet company, and the tech industry is naturally spreading out to lower-cost cities like South Bend.

"That's an exciting thing for cities like South Bend. We no longer have to be dependent on a very small number of big industrial manufacturers to be a successful town. Growth in the Midwest will be built not out of manufacturers that bring in thousands of jobs at a time, but from hundreds of innovative entrepreneurs, leveraging this new technology, each bringing five or ten jobs—and some of those small companies will turn into modern-day powerhouses that will forever shift the tech industry away from California and towards cities like South Bend. We encourage other local entrepreneurs and innovators to contact us and join us on our mission to transform South Bend into the center of the next wave of technology innovation."

About Ugly Dog Media:

Ugly Dog Media is a full-service commercial copywriting, marketing and public relations firm with clients in the US, Asia and Europe. Ugly Dog Media specializes in creation of high-impact content, social media, article marketing and press release campaigns, white papers and specialized newsletters, and web video.

For more information, visit <http://www.uglydogmedia.com>.

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Ugly Dog Media is an international copywriting, PR and marketing agency based in South Bend, Ind. Serving all industries, Ugly Dog's skilled team offers development of high-impact press releases, web content, and marketing and sales letters.

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