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Valley Business Leaders Team Up to Give Local Company a Fresh Start

Faux Painting Business takes on new name, look and business strategies through La Quinta Chamber's Extreme Business Makeover Program

(La Quinta, CA) – For faux painter Magdalena Wilcox, exceptionally high standards have always been the focus of her business. But trying to enter the cutthroat world of painting contractors required more than her amazing talents with brushes and cheesecloth – her business needed an “extreme makeover” to continue growing, and the La Quinta Chamber of Commerce had just the program to help take it to the next level.

Earlier this year, the La Quinta Chamber unveiled its new “Extreme Business Makeover Program” and began seeking prospective makeover candidates among member businesses. Wilcox’s Holly House Designs was one of two applicants selected for the program, and she was thrilled to gain some new insight as to how to develop her business.

“This incredible program has helped provide me with a road map to creating my business plan,” said Wilcox. “I learned to more completely

identify my focus and who my target clientele is, then work towards developing a brand that reflects what my business has to offer.”

Wilcox and her techniques go far beyond traditional painting. She uses everything from foil and metal paint to tissue paper and cheesecloth in order to create unique looks. She can do embossed stenciling and apply glazes with multi-processes. She can use free-form plaster to build up different layers prior to painting. She refinishes countertops and tabletops – even blends two or three techniques to use them in a new way.

A number of local business leaders teamed up to help Wilcox with different aspects of her business. Consultants on the Extreme Business Makeover “dream team” included Becky Moreno of OfficeMax; Stu Bailey of Pacific Western Bank; Peter Newman and Ahriah Vocare of Gr8works; Lisa Bailey of Ewing Builders; Kate Spates of Websites 2000; Dr. David George of College of the Desert; and Andrea Carter of Kiner Communications.

Brand-building strategies began with a dynamic new name – KolorSpirit. “It’s totally me, that’s what I am all about. It’s not the final finish that really counts, it’s the right color,” added Wilcox, who makes custom colors from scratch.

The program also fostered the creation of a vibrant new logo for KolorSpirit, designed by Joey Halbeisen of The Marketing Department. In addition, strategic planning and marketing brainstorm sessions helped define new direction for the business.

Other local businesses helped contribute to Wilcox’s fresh start by donating advertising to KolorSpirit, including EZ103 and the Desert

Pages. CBS-TV has graciously committed to covering the makeover stories generated through the program.

“I feel totally empowered and transformed by this experience,” said Wilcox. “And the makeover has already helped me bring in a substantial new client.”

For more information on the La Quinta Chamber of Commerce’s Extreme Business Makeover Program, call (760) 564-3199. For more information on KolorSpirit, call (760) 408-0992 or go to www.kolorspirit.com.

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