



Professional Promotions

Press Release

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Minerva Consulting and Bob Lilly Professional Promotions Selected as Agency of Record and Exclusive Promotional Product Provider by Henry S. Miller

*Two Firms Join Forces to Lead Marketing of Legendary Real Estate
Company*

Dallas, TX – Minerva Consulting and Bob Lilly Professional Promotions were selected by Texas real estate legend Henry S. Miller Company to lead the marketing and public relations of its yearlong centennial celebration.

“Minerva Consulting and Bob Lilly Professional Promotions bring the level of creativity and dedication we have been committed to delivering for nearly 100 years. We are excited to work with them as we share our company’s legacy and vision with the next generation,” said Greg Miller, president of Henry S. Miller.

Together, Minerva, a marketing and communications consulting firm, and Bob Lilly, a promotional merchandising agency, deliver the full range of services from setting marketing and communications strategy to the execution of public relations and social media, event production, video development, and graphic design, as well as promotional products merchandising and experiential marketing.

“We are humbled to have been selected by a company like Henry S. Miller that not only helped build Dallas, but also represents the values and integrity we aspire to in our own organization. It’s an honor to partner with Bob Lilly Professional Promotions to help tell the Miller story as they launch their mission for the next 100 years,” said Ashley Elsey, partner at Minerva Consulting.

“Bob Lilly Professional Promotions is extremely excited to be working with Henry S. Miller on their centennial celebration. They are a real estate icon as well as one of the founding families of the arts in Dallas. The significance of their 100 years of leadership in Dallas and Texas cannot be overestimated. To be selected along with Minerva to bring this story to life is an incredible opportunity,” added Bob Lilly, Jr., CEO of Bob Lilly Professional Promotions.



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The Dallas-based, family-owned and -operated firms bring over four decades of marketing and communications experience, providing services to clients such as the George W. Bush Presidential Library, Nokia, Verizon Communications, the Dallas Cowboys and many others. Minerva and Bob Lilly will support all the marketing and communications efforts for the Henry S. Miller Centennial Year, including strategy, event production, public relations, digital and print campaigns, and promotional products.

About Minerva Consulting

Minerva Consulting is a marketing and communications consulting firm, headquartered in Richardson, TX. Family-owned and -operated since 2003, Minerva is led by sisters Ashley Elsey and Jesse Ihde, who have served at the highest levels in corporate America and the nonprofit community, working directly with world leaders, CEOs and entrepreneurs. From marketing strategy to public relations and social media to live events, graphics and websites, Minerva focuses on integrated solutions for its clients. For more information, visit Minervaco.com, [LinkedIn](#), [Twitter](#), [Facebook](#) or [Google+](#).

About Bob Lilly Professional Promotions

Bob Lilly Professional Promotions (BLPP) is an industry leading promotional merchandise and marketing agency, headquartered in Dallas, TX. Since 1999, BLPP has been recognized for its innovative, turnkey promotional solutions for professional sports teams, universities and Fortune 1000 companies. For more information, visit BobLillyPromo.com or [Facebook](#).

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