



Women of Distinction  
East Bay Business Times  
By: Gina Gotsill  
April 28, 2006

#### MEDIA & MARKETING

**Colleen Edwards**  
President & CEO  
EMC  
Danville

Colleen Edwards describes her entrance into the advertising business as something short of dramatic.

After graduation from UC-Berkeley's School of Journalism, she took a job at an advertising agency, where she worked as a secretary and Girl Friday. There, she learned media buying, public relations and copy writing - skills that would prove valuable when she and Jeff McCaslin started their own advertising agency when Edwards was 26.

Today, after 25 years in business, she still thrives on the excitement and deadline-driven intensity of the advertising industry. Her company, Danville-based EMC, formerly Edwards & McCaslin, specializes in marketing for the land development and home building industries. EMC works throughout California and the western United States. It's a business that is always changing, and it never gets boring, Edwards says.

"I still love the energy that comes from meeting with the people who are designing the homes and neighborhoods that we live in," Edwards says. "There is a lot of creativity in the home building business."

Last year, as her company approached its 25<sup>th</sup> anniversary, Edwards decided the time was right for a name change- from Edwards & McCaslin to EMC.

"I thought it was time to be less about the personalities and names of the original founding partners – Jeff and I – and more about what the firm is all about. What the initials really stand for is: Every Moment Counts," Edwards says.

50 oak court · suite 201  
danville · ca 94526  
t. 925.837.9380  
f. 925.838.2613

660 mission street · suite 440  
san francisco · ca 94105  
t. 415.354.9440

[emccreative.com](http://emccreative.com)



One of EMC's current marketing endeavors has taken Edwards to Austin, Texas, where Catellus Development has embarked on an ambitious project to develop the city's Mueller Airport. The project will transform the vacant airport into one of the country's largest green communities.

Edwards is a role model for women in the male-dominated home building industry, says Joseph Perkins, president and CEO of the Home Builder's Association of Northing California. Edwards' pro bono work with various organizations is especially noteworthy - and appreciated, Perkins adds.

Over the years, the Learning Fund at Green Valley School in Danville, Family Service of the East Bay and Meals on Wheels in San Francisco have benefited from EMC's pro bono services.

For the next few years, the agency is committed to HomeAid, a nonprofit branch of the Home Builders Association that builds transitional housing for temporarily homeless individuals and families. Edwards' work has raised HomeAid's profile and fundraising capacity, Perkins says.

"She has always been a pioneer," Perkins says, "a real trailblazer".