



Client: EMC Creative
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EMC Merges with Sacramento's Sterling Creative

Two agencies will create exceptional resource for client base

EMC Creative in Danville, one of the West's premier communications agencies and a leader in strategic marketing for homebuilders, master community planners and land developers, recently merged with the award-winning Sterling Creative in Sacramento.

The merger, which created a multi-faceted marketing communications resource in Northern California for the homebuilding industry, became effective August 1, 2008. Sterling will be the managing director for the Sacramento office.

"What EMC does best throughout the Bay Area, we can now do in the Sacramento market with Jo Sterling," said Colleen Edwards, owner and CEO of EMC Creative and one of only five women inducted into the California Building Industry Foundation's Hall of Fame.

Edwards and Sterling, who both grew up in the East Bay, boast successful careers that span nearly 30 years in the business specializing in home building and related fields. Over the years, both agencies have won dozens of industry awards. In addition, both women are recognized as leaders in new home marketing and have been the recipients of many other coveted honors.

"We decided it was time to join forces," said Sterling from her Sacramento headquarters. "Our companies will create a formidable team. The Sacramento market is poised and well-positioned for recovery. We will be able to provide a full spectrum of strategic services from the entitlement stage to research to e-communications, to ads, collateral, web services and public relations."

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EMC Creative also operates an urban division, SIX60, based in San Francisco and established in August 2007.

According to Edwards, the Sacramento area is a microcosm of California with urban and suburban projects, redevelopment, green building and military base repurposing.

“Jo has strong roots and has developed solid relationships in the Sacramento market. She is very dedicated and places a very high priority on customer service and insight into a new homebuyer’s mindset. We will reach into Reno and down throughout the Central Valley,” said Edwards. “This is an exciting time for our two companies and for our homebuilding clients.”

Edwards is a magna cum laude graduate of the University of California, Berkeley’s School of Journalism, and lives in Alamo. Sterling attended Ecole Des Beaux Arts in France. She and her husband live in Carmichael.