

The Regis Group, Inc. Press Release
May 2009

Philip Morphew of The Regis Group, Inc. is leading the marketing planning efforts by NAMI Indianapolis. Other members of the NAMI Indianapolis Marketing Committee include Lori Buckley, Carole Joyce, and Joe Lawson.

NAMI, the National Alliance on Mental Illness, is a national network of grass roots non-profit organizations that provides services to and for those who face the challenges posed by mental illness. The aim of the marketing effort will be to increase consumer and community-wide awareness of the services available through NAMI, free of charge, and to increase participation in community events sponsored by NAMI.

Commenting on the current efforts underway, Mr. Morphew stated that "NAMI is a great organization of volunteers, coming together to help those who must face the challenges posed by mental illness. It is a privilege to have this opportunity to make a contribution to our efforts to make the services of NAMI more accessible."

Morphew noted that the 2009 marketing plan marks the first time the local chapter has attempted to improve local activities through a formal approach. Development of any plan is only the first step in the process; plan execution is the place where the rubber meets the road. Thus, as with any effective plan, the Marketing Committee will ensure that the plan is adequately explicit, in terms of actions, timelines, and ownership, in order to achieve optimal outcomes.

For more information about The Regis Group, Inc., please contact Dawn Grieco at infotrg@regisgroup.com.

For more information about NAMI, please contact Executive Director Edward Alexander at ealexander@nami.org.