



Good Morning Carpet One On Air For Members

Heartwood Media Inc., October 04, 2006

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Heartwood Media Produces Teaching Program in Morning Talk Show Format

PR9.NET October 04, 2006 - MANCHESTER, NH - Heartwood Media, a Manchester, NH video production company was asked by CCA Global Partners to produce a morning talk-show style training program that educates their Carpet One members about the Less Carpet brand.

The DVD program, created to accompany the rollout of new Lees Carpet products to over a thousand retailers nationwide, features an interview with Evan Hackel, president of Carpet One, who also did a cooking segment demonstrating how to make his renowned banana pancakes.

"This project was one of a number of projects that Heartwood Media has produced for us over the past 5 or 6 years," said Bob Hutter, Senior Director of Training and Development at CCA Global Partners.

In order to complete the video, Heartwood staged a kitchen set, along with talk-show, weather segment and newsbreak sets.

According to Chris Conroy, Creative Director of Heartwood Media, "Carpet One always comes to us with a strong idea of the training goals they want to accomplish, and the morning talk-show format allowed an informal and relaxed approach to the material."

The program was hosted by John Umbaugh, Director of Training, Carpet One University. and Eileen Shapiro, Vice President of Operations.

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About Heartwood Media Inc.

Heartwood Media, Inc. is an award winning video, TV, and interactive production company based in Manchester, NH. Heartwood partners with a diverse array of clients – including PSNH, Segway, Autodesk, and The Nature Conservancy – helping them focus their message, target their audience, and deliver an intelligently conceived production that gets results.

For more information, contact pr@heartwoodmedia.com or visit www.heartwoodmedia.com.

Phone: 603 665-9191
Website: <http://www.heartwoodmedia.com>
E-Mail: pr@heartwoodmedia.com