



**Ron Salter**  
**Owner and CEO of Salter & Associates LLC**

Ron Salter founded Salter & Associates in Parkersburg, WV in 1986. Under his guidance the agency has grown from a “one person shop” into a highly respected, full-service marketing communications agency serving a broad variety of accounts in West Virginia and Ohio.

Prior to founding the agency, Ron had a long and distinguished career as a Vice President/Creative Director with Fahlgren Advertising. During his tenure and stewardship of the creative product, Fahlgren grew from a \$6 million local advertising agency into a \$155 million national agency.

During this growth period Ron co-managed the creative process for the largest clients in the agency. Ron also worked on the campaign to introduce the West Virginia Lottery and other state business including the Governor’s Office of Tourism and Economic Development. He also led the marketing efforts for major clients Borg Warner Chemicals, WalkerDuct, Ames Lawn & Garden Tools, Forma Scientific, Purity Baking Company, Ashland Oil Company, and regional marketing for McDonalds Corporation.

In December, 2007, Bill and Ron Salter, President of Salter & Associates, LLC, Vienna, WV, established a strategic alliance linking the two firms in a business development and resource sharing program in support of existing and new clients worldwide.

Ron’s work has earned many industry awards. This includes a *Clio* for Borg Warner Chemicals and numerous local, regional and national *Addy* awards.

Salter & Associates won three *Vision* awards for clients, Holzer Clinic, Camden-Clark Memorial Hospital, the WV Pre-paid College Fund, and a *Telly* award for the WV Pre-paid College introductory television commercial. Most recent awards include *Gold Aster* and *Addy* awards, a *Silver Service Industry Advertising Award* and a *Communicator Award of Excellence* for Holzer Clinic’s Television Advertising series, “Benny” and a *Silver Addy* award and A *Gold Davey* award for his “Broughton Knows Cool”- Sugar Talks” TV Commercial in 2006.

As President and Chief Creative Officer, Ron is responsible for overall operation of the agency with particular focus on the creative product. He is known for his hands-on involvement with each agency account and his unwavering vision to build an agency that treats highly skilled employees like the true corporate assets they are, while maintaining a code of ethics and integrity that fosters enduring client relationships.

Born in Cleveland, OH, Ron grew up in California where he resided prior to joining Fahlgren. His is a graduate of Illinois Wesleyan University, Bloomington, IL. Ron is a member of the Parkersburg Rotary Club, the Mid-Ohio Valley Chamber of Commerce Board of Directors, and is active in the West Virginia Symphony-Parkersburg organization. He is a past president of the Parkersburg Art Center Board of Directors, a former member of the Parkersburg Community Foundation, and the West Virginia Commission on the Arts, West Virginia Division of Culture and History. He is an aviation enthusiast and a private pilot. Ron is married to Barbara and the father of two adult sons and a granddaughter.

**About Salter & Associates LLC**

Salter & Associates was founded in 1986. Coming from a firm that he helped grow from humble beginnings to one with \$150M in billings and a national presence, Ron wanted to form a small company with big-agency capabilities. Serving clients ranging from giants in the plastics industry, mid-sized manufacturers, and family owned businesses, Salter & Associates offers a full range of agency services, yet provides a unique personal touch. Salter & Associates serves clients over a large geographical area and treats them all – large and small alike – with the same care and quality service. In 2005 Salter & Associates was selected by the Settling Parties for the C8 Health Project - Civil action No. 01-C-608 Jack W. Leach, et al., Plaintiffs, v. E.I. DuPont De Nemours and Company Defendant, to secure up to 70,000 participants for the purposes of gathering information from as many members of the class that are willing to participate for C8 levels and a battery of clinical blood chemistries. Salter & Associate’s efforts secured the 70,000 participants and arranged various means of communication to the participants and the general



populations and media throughout the process. This first phase having been successfully completed, Salter & Associates is currently handling the press relations and information dissemination for the Science Panel, a triumvirate of three renowned Epidemiologists chosen by the Settling Parties to study the adverse effects, if any, of C8 on human health. This C8 study is the largest ever undertaken and has worldwide exposure. The study is expected to conclude on or before 2011.

## Summary of Clients and Markets Served

### Manufacturing

Allied Mineral Products	Columbus, OH
Columbus Showcase Company (CSC Worldwide)	Columbus, OH
GE Electromaterials	Coshocton, OH
GE Specialty Chemicals	Morgantown, WV
GE Polymerland	Huntersville, NC
Magnetic Specialty Inc.	Marietta, OH
Murfin Products	Columbus, OH
Polar Plastics	Davidson, NC
Kraton Polymers	Belpre, OH
Eramet	Belpre, OH
Simonton Windows	Parkersburg, WV

### Healthcare/Medical

Camden-Clark Memorial Hospital	Parkersburg, WV
Holzer Clinic	Gallipolis, OH
Mid-Ohio Valley Medical Group	Parkersburg, WV
HealthBridge Imaging Inc.	Belpre, OH

### Retail

Broughton Foods Company	Marietta, OH
Leavitt Funeral Services	Parkersburg, WV
Plantland, Inc.	Columbus, OH
Wholesale Tire, Inc.	Clarksburg, WV
Williamsburg Square Homes	Zanesville, OH

### Property Management and Development

AmeriHost Inn & Suites	Parkersburg, WV
Glazer Enterprises/Park Center	Cincinnati, OH
Pope Properties	Parkersburg, WV
The Mill Street Apartments	Athens, OH
The PM Company	Vienna, WV
Westover Estates	West Columbia, WV

### Business to Business

Arrow Concrete Company	Parkersburg, WV
Arvilla Oil Field, Inc.	St. Marys, WV
L.A. Pipeline Construction	Belpre, OH
Information Dimensions	Columbus, OH
Mattingly Foods Co.	Zanesville, OH
Pickering Associates (Engineering)	Parkersburg, WV
TransEnergy, Inc.	Parkersburg, WV

### Banking

Wesbanco	Wheeling, WV
First Neighborhood Bank	Spencer, WV



**Professional**

*Accountants*

McDonough, Eddy, Parsons & Baylous Parkersburg, WV

*Attorneys*

Cosenza Law Firm Parkersburg, WV

Ellem Law Office Parkersburg, WV

Fluharty & Townsend Parkersburg, WV

**Court Settlement**

C8 Health Project Settlement Fund  
 Brookmar Inc. Vienna, WV

Science Panel – Garden City Group Melville, NY  
 (Court appointed entity to study the effects, if any, of C8 on human health.)

**Government**

Meigs County, OH --  
 (Dept. of Job and Family Services) Middleport, OH

West Virginia State Treasurer’s Office  
 (Prepaid College Fund) Charleston, WV

Wood County Commission Parkersburg, WV

WV Department of Highways Charleston, WV

(Corridor D Project)  
 Wood County Development Authority Parkersburg, WV

**Non-Profit Groups**

Camden-Clark Foundation Parkersburg, WV

Parkersburg Area Community Foundation Parkersburg, WV

West Virginia Symphony – Parkersburg Parkersburg, WV

**Logo /Branding Programs**

- Accumark Services
- Arrow Concrete
- Broughton Foods LLC (Complete rebranding)
- Buttermore Jewelers
- Camden-Clark Foundation
- Camden-Clark Memorial Hospital
- Commercial Bank
- Community Bank
- Corridor D – WV Department of Highways
- Cosenza Law Office
- Donnie Moran Racing
- Extras Support Staffing
- Family Fitness Center, CCMH
- First Neighborhood Bank
- Fluharty & Townsend
- Grand Central Image Solutions
- HealthBridge Imaging Inc.
- Intra State Insurance
- J&B Truck Bodies
- Layfayette Hotel
- Lemley Builders
- McClinton Chevrolet & Imports
- Magna Filter
- Maximillion Mortgage
- My Favorite Things
- McDonough, Eddy, Parsons & Baylous
- Mid-Ohio Valley Medical Group
- Park Shopping Center
- Plantland, Inc.
- Point of View - Restaurant
- Pope Properties
- Rosa’s Spaghetti House
- Sadler’s Lawn Care
- The Garland Connection
- The Heritage
- The Spaghetti Warehouse
- TransEnergy
- Twite Orthopedics
- United Bank
- Union Trust National Bank
- Vienna Public Library Building Drive
- Westover Estates
- Wholesale Tire, Inc.
- WV Lottery
- WV Pre-Paid College Fund (WV Treasurer’s Office)