



## **PRESS RELEASE**

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**Contact: Tony Calvert**  
Marketing Officer

### **Tree Management Systems Hires New Marketing Director with Award Winning Creative Design Experience**

**Ellettsville, IN** - Tree Management Systems Inc. (TMS) has hired Tony Calvert to head up their marketing division in their company. Calvert's title is Marketing Officer / Executive Creative Director. He will spearhead the company's ongoing marketing and advertising initiatives.

Calvert has been in the marketing and advertising business for most of his life. He is from Las Vegas Nevada and brings years of marketing and creative design experience to ArborGold. He has worked at some of the major ad agencies on the west coast refining his talent for creating visually stimulating products. Calvert has done work for Warner Brothers, Fox Sports, Budweiser, Venetian Hotel Casino, Station Casino's, MGM Grand and a host of other local and national companies. He has also worked on design projects for TV shows such as the X-Files Series and Music Television by creating packaging and posters.

Calvert recently left his real estate marketing firm in Las Vegas and moved to Indiana where he is now lending his creative talents to TMS and ArborGold software. He recognized what a great opportunity it was to join forces with a successful software company where he can showcase his talents and help TMS and their clients achieve another level of business success.

At TMS, Calvert specializes in creating concept-driven key artwork and develops strategic marketing campaigns for the tree care, lawn and landscape industries. He says, "we value our conviction, our creative commitment and meaningful graphic design experience. Our successful results allow us to build solid relationships with our clients as we craft ideas into memorable campaigns to help them build their business." "It's all about brand equity", he concludes.

Calvert's goals? Lofty and never ending! "I want to rid the world of visual pollution and cross every item on my bucket list off as accomplished." Calvert is an avid golfer, snow skier, sports enthusiast and is very passionate about traveling the world. He is also an active member of the American Cancer Society's Walk for Life program and has participated in many fund raising activities through the years helping raise money and bringing awareness to cancer victims, their families and cancer survivors.