

Business Feature

A look at local merchants and professionals making their mark in the Fox Valley

Getting the big nod

Dan Elliott, creator of Inteloquence, honored by National Association of Manufacturers

By Rita Hoover
Correspondent

Formerly Elliott Communications, Inteloquence, a full-service marketing agency owned by Dan Elliott of Geneva, has just been given a big nod of approval from the National Association of Manufacturers with an award for its design of an e-commerce Web site for Prater Industries, Incorporated in Cicero.

Prater is typical of the kind of business-to-business manufacturing companies Elliott's agency handles; it's a heavy machinery industry which has developed thousands of airlocks for free flowing dry material application.

"A majority of our customers are in the manufacturing industry in the 8 to 50 million dollar range," says Elliott, who created the agency three years ago and is in the process of moving from 115 Campbell to new quarters at 227 West State Street.

According to Elliott, Inteloquence is part of a new trend in marketing, offering clients a full spectrum of services and technology. Inteloquence combines graphic design, production management services, Web design and

e-commerce, customer relationship management, video and photography and branding. A big package for an independent agency, to be sure.

"The world is changing so fast there is barely time to eat lunch. And, unless you take action and embrace change, your competition will, and they'll be eating you for lunch," Elliott said referring to the rapidly changing e-commerce world many of his clients face. But the same could also be applied to his approach towards his own agency.

"I made a promise to my team a few years ago," said Elliott, "that we were going to market ourselves as if

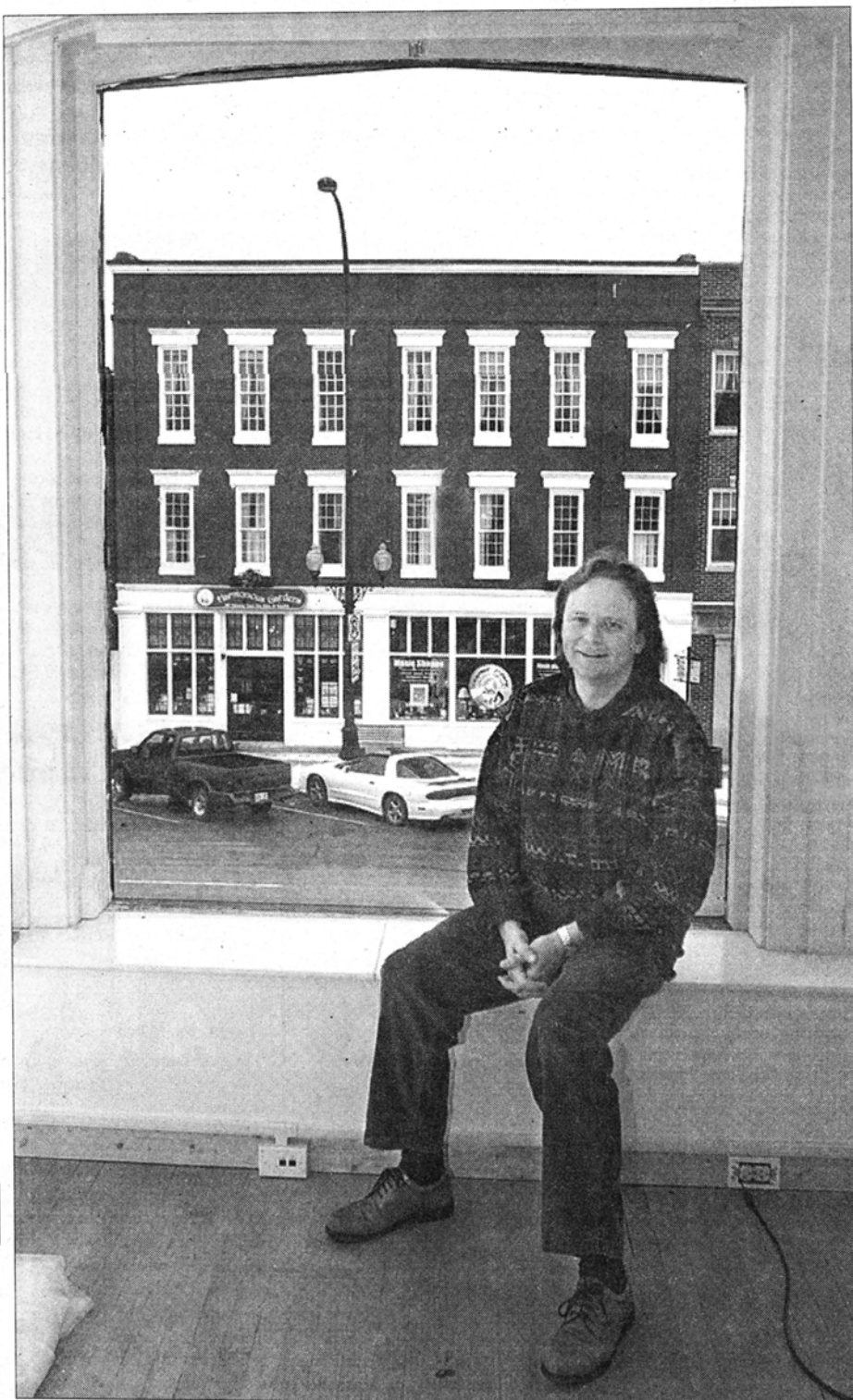
we were the client." And considering the fact that Elliott is often mistaken for a national agency by prospective clients, it seems the strategy has paid off.

He refers to the employees at Inteloquence as "Intelovisionaries," and everyone has the same title. "The only difference for me is that I sign the checks," said Elliott. He feels this empowers his employees to have the kind of decision-making freedom to utilize their best efforts in all areas of the business and to attain a certain level of team work.

But the unique phraseology doesn't stop there. Elliott has coined several terms to describe the creative process his clients go through. There is "Intelogenesis," the beginning of the "Big Idea," and when that idea is fully fleshed out, the agency calls the data from which it will create its final product "the Bible."

The National Association of Manufacturers is made up of "18 million people who make things in America," according to its Web site, and is the nation's largest and oldest multi-industry trade association. The NAM represents 14,000 member companies (including more than 10,000 small and mid-sized manufacturers) and 350 member associations serving manufacturers and employees in every industrial sector and all 50 states. Headquartered in Washington, D.C., the NAM has 10 additional offices across the country.

This is the first time Inteloquence has received recognition on such a national level, and Elliott was excited to get the news and even more so to be asked to speak at last week's NAM's E-Tooling Manufacturing Conference in conjunction with National Manufacturing Week at McCormick Place in Chicago. At the conference, he addressed business-to-business e-commerce initiatives for manufacturing.



Liberty photo by Mark Busch

Dan Elliot, owner of Inteloquence, not only has a window to the world through his successful marketing agency - his new Geneva office affords him a panoramic view of his hometown. A page from the award-winning website (left) that Inteloquence designed for Prater Industries Incorporated.

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