# For Immediate Release

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MARCO Ideas Unlimited is pleased to announce that it has recently been certified as an Airport Certified Disadvantaged Business Enterprise (ACDBE). This is in addition to certifications for WBE, WBENC, and WOSB.

MARCO is known for innovative ideas to promote business and industry through the effective use of promotional product media: customized awards, decorated apparel, and imprinted gifts.

Founded in Medford in 1959, the first order was for $26 worth of customized carpenter pencils.

Margaret Custer Ford was a single mother working hard to support her two children. When a national company would not interview her for a position because she was a woman, Ford started her own firm selling safety awards and advertising specialties to local lumber mills.

In 1984, Ford was named "Man of the Year" by the Advertising Specialty Institute in Philadelphia. In 1994, she was recognized for her contributions to the industry and inducted into the Promotional Products Association International Hall of Fame. Ford, 87 and now retired.

Ford's daughter, Nancy Gudekunst, became company President in 1995; and Nancy's son, Tom Gudekunst, is the Sales Manager. "I get to be creative and our clients have fun buying," says Gudekunst, "After almost 25 years, the challenges keep changing."

Locally, MARCO is certified as a Recycle At Work business, and offers many eco-friendly and USA-made options. "We like to match the product to the recipient for maximum message impact," says Gudekunst. "A useful and wanted gift also keeps the product eco-friendly."

Among the many awards to their credit, MARCO boasts national Addy, Gold Pyramid, and Portland "Rosy" awards.

The family business works nationally with a broad range of clients including manufacturers, financial institutions, and service businesses from their showroom headquarters near the I-5 and Highway 217 interchange.

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