



1996 - 2021



Reflecting on the last twenty-five years has my cup full and running over with gratitude. I'm thankful to God for seeing us through many difficult circumstances – most of them self-inflicted. A special thank you to the two business partners who served with me for over a decade each – Philip Weaver (1996-2006) and Clair High (2009-present). You have both influenced me richly. A lot of the credit goes to the dozens of team members who have served our clients. You are the ones that provided the high value to keep clients coming back. Our vendors have also been a key part of our success. And, of course, our clients deserve a hearty thank you. You are the reason we exist. We love serving you. You teach us so many things! Thank you all for playing your part in our journey.

Smiles,

Roy Herr

1996

Rosewood Founded

June 1996



Philip Weaver and Roy Herr formed a partnership to offer graphic design services. The first office was Roy's bedroom in his parent's house.

Moved to Sonnen's Mill

August 1996



1997

Moved to Womelsdorf

October 1997



(formerly Abner Zook's studio)

Niche Discovered

We quickly discovered a huge vacuum in the Plain Community for graphic design services performed by people who understand Plain Community values. The Plain Community has been our focus ever since.

1998

Photography

1998

Our first digital camera could produce a high resolution 5x7 photo.

1999

Tulpehocken Trading Post

1999 & 2000

For 2 years we published a local ad magazine. It was a nice sideline but we discontinued it to focus on our core business.

2000

Silverline Publishing

Christmas Favorites 2000

Rosewood created and later sold Silverline Publishing. The Christmas Favorites songbook was a successful project that is still in print today.

2001



Purposeful communication.

Passionate about client success.

2002

Website Development

2003

Google became a company in 1998, and five years later, as the Plain community began to market through the Internet, Rosewood began designing and building websites. Today Rosewood hosts and maintains over ninety websites, ranging from one page to hundreds of pages. Many clients hire Rosewood digital marketers to continuously improve their marketing through SEO, PPC management, content marketing, and conversion optimization to maximize their return on investment.

2003

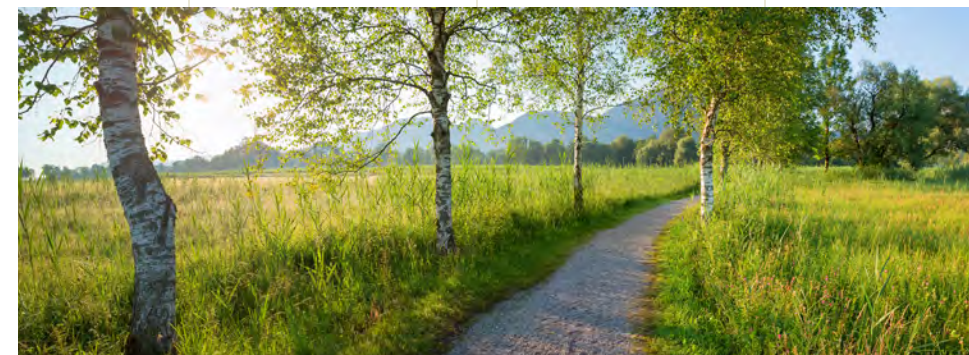
Hosted First Seminar

February 2005

Rosewood's first marketing workshop was held at Shady Maple Smorgasbord in 2005.

Move to King Street

August 2005

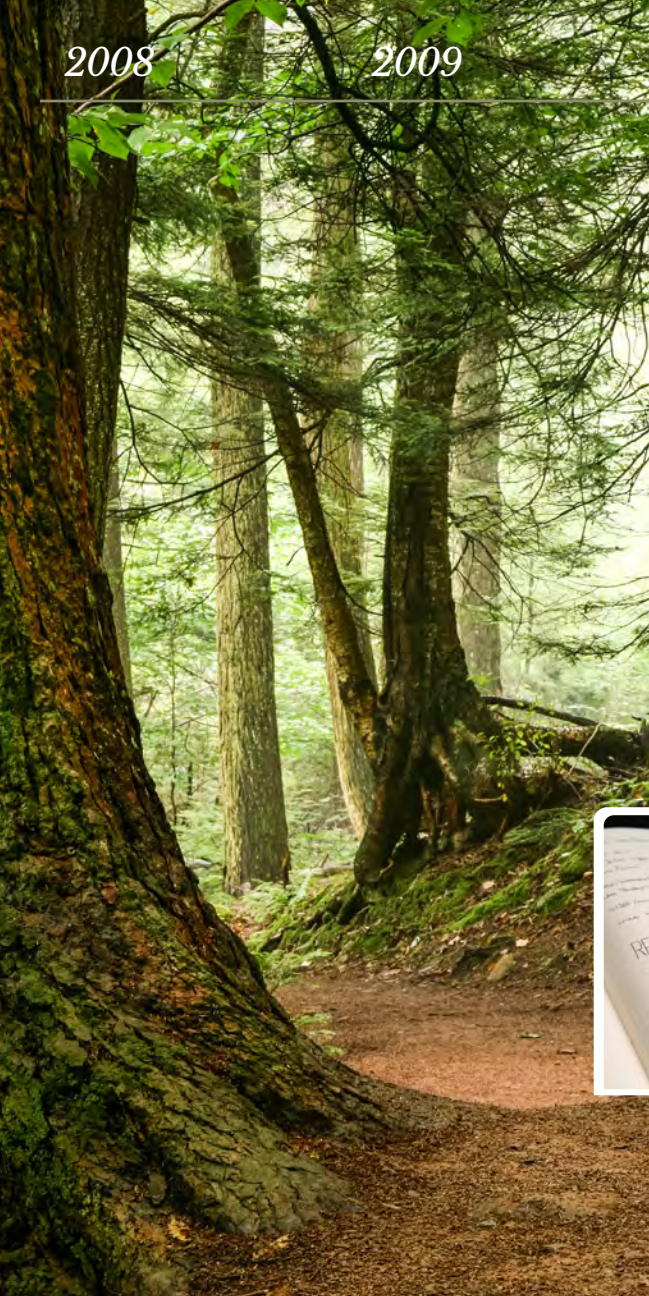


2006

Ownership Transition

At the end of 2006, Roy and Philip sold the company.

2007



2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

Future

Roy's Return

November 2010

In November of 2009, Roy took the company back in partnership with Clair High.

New Vision

The company needed a new competitive advantage. Rosewood began taking preliminary steps to develop marketing consultation services. Today, we offer a comprehensive marketing guide service.



Aerial Photography

July 2015

Eye-level is not the only way to photograph a scene! By 2015, drones could achieve sufficient quality for use in printed materials. Rosewood's first drone was a DJI Phantom 3. Finally, we could deliver photos from all vantage points without the expense of hiring an airplane.

Mobile Studio

November 2015

Tired of how long it took to complete a design project while waiting for proofs to be mailed back and forth between Rosewood and the client, we outfitted a trailer with a generator, lights, a desk, and HVAC in 2015. We even published a case study titled "Logo in a Day," chronicling how a designer set up the mobile studio on-site and got client feedback just when he needed it to finish the project in one day. However, the mobile design studio idea never caught on. We have used it for our show booth at the East Tool Expo and to haul photo gear and props to photoshoots.



Fred Squirrel

January 2016



The red squirrel became our unofficial mascot, after he showed up in an ad design for Rosewood. A hall conversation between Roy and Gary Hurst earned him the name Fred. Perhaps you will see him around again someday.

Organized Consulting

2016

We began organized consultations in response to clients asking for deeper guidance in marketing strategy development and effective marketing plans with measurable results. Consultation & ongoing marketing guidance have become the core of our client relationships.

Charlie Hatchet



Fables with marketing lessons were published monthly from May 2017 to April 2018. The main character was a beaver named Charlie Hatchet. Fred Squirrel was his marketing mentor.

Preparing a New Workspace

In the summer of 2016 a 4.7 acre parcel of land was purchased with the intent to build a new building.

Over the next several years hundreds of hours were invested in planning and construction decisions. In 2018 J.E. Horst Builders was contracted for the design/build project. Their expertise and eye for design details are self-evident.

We made the move successfully in two days: September 9-10, 2019.

Our team and clients are enjoying this new space. Plus, there's plenty of room to grow.

Come visit us!



Began EOS Program

Late 2019

Ever felt like you hit a ceiling in your business? We did. EOS (Entrepreneurial Operating System) gave us the tools and systems we needed to solve issues and create a simple plan that everyone can follow. It takes hard work but it is sure worth all the effort when you see the results.

Remote Work Due to Covid

March-May 2020



THE "WHY" - FROM ROY

The driving motivator that brings me to work every day is the opportunity to influence others to do business God's way. Work and business were created by God as a way to reveal His heart and build His kingdom on earth. I'm delighted to see the growth in the conservative Anabaptist community of applying Biblical principles in business. I'm confident that in the next twenty-five years, God's kingdom will expand abundantly through the influence of Plain Community businesses.

Where will the next 25 years take us? We don't know, but God does.

HERE'S A FEW TRENDS:

- Digital and analog marketing continue to interweave more seamlessly.
- Customer needs and preferences are changing more frequently.
- Personalized marketing and building real relationships with real people is increasingly valued. As Christians in business, we have the opportunity to provide the lonely and hurting with genuine relationships, whether it's a one-time cheerful smile at the checkout or a deep personal connection to a regular client.
- We wish you all God's best as you grow forward in the next 25 years.



ROSEWOOD Marketing

717.866.5000
www.rosewood.us.com