

## Looking out for the little guy

**Hanover advertising agency focuses on owner-operated businesses**

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HANOVER —

In their many years of working as advertising salesmen for Comcast, Jim Liedtka of Scituate and Mark Forrester of Marshfield saw their share of owner-operated businesses struggling to keep up with the latest marketing and ad trends.

“It was something they needed to do, but didn’t necessarily have a background in,” Forrester said. “And they didn’t necessarily have an ad budget where a downtown Boston agency would be worthwhile to them.”

So when Forrester and Liedtka left Comcast a few years ago, they decided to try to help those small business owners who couldn’t quite afford a big-name agency but didn’t have the training to manage their ad budgets themselves. In 2005, Forrester and Liedtka founded Country Club Communications, an advertising agency in Hanover.

The partners say the company’s goal is to reduce the time clients have to spend on their advertising and marketing strategies so they can take advantage of why they opened their businesses in the first place.

“They don’t see the tidal wave of all the hats they’re going to have to wear down the line,” Forrester said of small-business owners. “I think they envision: ‘Hey, if I work for myself I can make my own schedule, I can take a month off in the summer and take the kids camping or play golf.’”

That’s where the “country club” brand comes in. The name comes from what other Comcast employees used to call Liedtka’s sales team because the team was consistently topping other teams but made it look easy.

The two work out of an office on Columbia Road in Hanover, near the Pembroke line, and rely on nearly 20 freelancers for creative services. They have about 15 clients, with ad budgets ranging from \$20,000 per year to more than \$400,000 per year. But Liedtka said the agency doesn’t discriminate based on business size.

“Sometimes it’s an investment — you know the business has an idea and it’s going to get there but it’s not there yet,” Liedtka said. “You want to be there on the ground floor. You want to be there when they get going.”

For more information on Country Club Communications, visit the agency online at [www.countryclubcommunications.com](http://www.countryclubcommunications.com).

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