

## MSM holds Groundbreaking event- July 2007

Monroe County press release

Wednesday, July 25, 2007



### BROOKS AND MIRROR SHOW MANAGEMENT HOLD EXPANSION

**GROUNDBREAKING** Small Business Creating 15 New Jobs Monroe County Executive Maggie Brooks today joined Donna Shultz, President of Mirror Show Management, to break ground on the company's expansion project. To accommodate its continued growth and the need for additional warehouse space, Mirror Show is purchasing a 126,000 square foot building at 925 Publishers Parkway in the Town of Webster. The company is also constructing a 25,000 square foot addition for professional office space. Mirror Show will invest \$4.7 million in the expansion and create 15 new jobs in Monroe County. The new facility will more than double the existing warehouse space, enabling Mirror Show to better meet the needs of its expanding customer base.

"Mirror Show Management is one of the bright spots of our local economy and has fast become a model of excellence in their industry," said **Brooks**. "Monroe County is proud to be a partner in Mirror Show's expansion, which will create more good jobs in our community. I thank President Donna Shultz and her outstanding team of employees whose hard work and commitment helps make Monroe County a great place to live, work and do business."

"Here at Mirror Show Management we have an outstanding team of employees who are responsible for our success. We were not able to continue our growth in our current location. Without the help of COMIDA incentives it would not have been possible for us to create this level of expansion that will increase our efficiencies, create better service for our customers and allow us to grow year after year," said **Donna Shultz**, President of Mirror Show Management. "Rochester is a great place to live, work and raise a family and we want to be one of those companies that keep people here! Our thanks go out to County Executive Maggie Brooks and the COMIDA team for making this process so easy."

Mirror Show Management, a certified woman-owned business, was founded in 1993 and currently employs 50 people. Mirror Show designs and manufactures custom trade show exhibits and provides comprehensive tradeshow management services to businesses in a variety of industries. Clients include Eastman Kodak Company, Wegmans, Johnson & Johnson, Carestream Health, PepsiCo, PAETEC, Thermo Fisher Scientific, Element K, Harris Interactive and One Communications.

Monroe County is a partner in the expansion project, offering an SBA 504 loan and incentives through the County of Monroe Industrial Development Agency (COMIDA).