



SEASE GERIG

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Sease Gerig Charts Strategic, Innovative Path with Addition of Three Partners

INDIANAPOLIS - Strategic communications firm Sease Gerig has added three new partners to its leadership structure to expand its role as a trusted advisor to executive teams in times of growth, crisis and change.

Sease Gerig President and Partner Lou Gerig has welcomed Jayson Manship, Alicia Thomas and Ty Gerig as new partners. Lou Gerig previously purchased shares from Dr. Gene E. Sease and David G. Sease. David Sease continues to assist Sease Gerig clients.

"I am forever indebted to Dr. Sease and David for our partnership that has spanned nearly 40 years," said Lou Gerig, who previously served in the administrations of U.S. President Ronald Reagan and U.S. Senator Richard Lugar of Indiana. "We have been fortunate to have a behind-the-scenes view of some of the most transformational projects and key leaders across the Indiana landscape over the years, and I look forward to many more with our new partners."

Sease Gerig was formed in 1987 with the acquisition of Howard S. Wilcox Inc., a public relations firm founded in 1966 by Howard (Howdy) S. Wilcox, Jr. Wilcox started the IU Student Foundation and later created the famed Little 500 bicycle race.

The firm's partners have provided executive-level consulting, public relations, marketing and communications support to some of the most prestigious companies and organizations in the U.S. Current and past clients include universities of various sizes, statewide municipal and energy-related member organizations, an international magazine publisher, commercial and industrial developers, and a leading national law firm, among others. Firm leaders also have worked behind the scenes on major downtown Indianapolis projects associated with iconic venues, including Victory Field, Lucas Oil Stadium and Gainbridge Fieldhouse.

In recent years, the firm has added expertise in digital marketing and social media strategy. It currently co-locates with entrepreneurial startup Spokenote at its Fishers headquarters.

"We believe strongly that building meaningful relationships with customers - whatever that means in today's environment - is vital to your company's or organization's growth



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trajectory,” Manship said. “We see ourselves as a partner in that endeavor, and we are dedicated to transforming challenges into opportunities through effective communication, marketing and innovative solutions.”

The announcement coincides with the firm's unveiling of a refreshed brand identity, featuring a new logo symbolizing a seat-at-the-table approach, which emphasizes the critical role of forging essential connections between clients and their key stakeholders.

About the New Partners

Jayson Manship

Sease Gerig is the latest venture for local entrepreneur Jayson Manship. He and his wife, Amanda, own Noblesville's Moonshot Games, which is one of the leading board game stores in the Midwest. He also is an equity partner in several other ventures including: Spokenote, Personal Press, and the Hamilton County Business Magazine. Likewise, he has co-founded several different firms, most notably Nameless Catering, which is one of the largest caterers in Indiana.

A past recipient of the IBJ's Forty Under 40 honor, Manship is a graduate of Ball State University, where he majored in entrepreneurship, computer information systems and accounting. After graduation, he worked for homebuilder Hansen & Horn and the Indiana Pacers.

After serving as the “Lead Nerd” for the Republican National Committee, he launched web agency inSourceCode, growing revenue to more than \$4 million. Under inSourceCode, he spent 10-plus years in digital media with a focus on politics. During this time, he worked for the U.S. Congress, candidates, elected officials, and various other national political organizations.

Alicia Thomas

Sease Gerig Vice President and Partner Alicia Thomas joined the firm in 2014. She regularly works with the offices of the Governor and Lieutenant Governor when their involvement extends to Sease Gerig client events. In addition, she created and produced a large event at the direction of a statewide university that targeted middle-school girls who have an interest in STEAM professions.



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She previously worked as a project manager for an interactive creative agency. She managed large interactive projects from multi-touch applications to content-managed websites.

Alicia earned a bachelor's degree in communications from the University of Indianapolis and continues to volunteer as a professional mentor with UIndy's Top Dog Communication, a student-run public relations firm.

She is a current member of Women's Fund of Central Indiana's OPTIONS 23 Class.

Ty Gerig

Ty Gerig is senior vice president at Sease Gerig, joining in 2014. He supports companies and organizations with their strategies to connect with key stakeholders through a combination of traditional relationship building, earned and owned media, and use of newer social media channels.

He previously served as director of communications for 10 years at national law firm Barnes & Thornburg LLP. He oversaw the firm's internal and external communications activities during a significant period of growth and expansion into several key U.S. markets. He also managed public relations, media relations, website, digital communications and collateral material.

Prior to that, he worked in the non-profit sector, including stints at the world-renowned Lilly Family School of Philanthropy (formerly Center on Philanthropy at Indiana University) and Central Indiana Community Foundation and Hamilton County Community Foundation (formerly Legacy Fund). He began his professional career as a general assignment reporter for The Peru Tribune, in Peru, Ind., where he covered city government, K-12 education and sports.

A 1995 graduate of Anderson University, Ty Gerig serves on the board of Fishers Youth Assistance Program and is chair of its public relations committee.

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