



References

Alzheimers Association
 Autism Council of Rochester
 Baywinde / Sage Harbor Senior Living
 Better Light & Power
 Castle Software
 Hands to Hair Salon
 Harris Funeral Home
 Holley Business Association
 Multiple Sclerosis Society
 Rainmaker Seminars
 Recovery Houses of Rochester
 RIT's Publication & Scholarship
 Support Center
 Sandy Creek Christian Family Center
 Shenouda Associates
 Touchstone Technology Inc.
 Tradition Wood Works
 Victoria's Gallery
 Village of Holley
 YMCA Camp Arrowhead's
 Home School Program
 You Rock Academy
 Wiley's Ark Animal Care

& More...



Contact Info

For payment terms and fee structure to meet your needs and your wallet, call (585) 329-5170 or write for more information in care of Theresa@ToTheWhiteLight.com



About Us

Our Higher Purpose

Our higher purpose is to use our vocation as a writer and our love of community to improve quality of life one small town at a time.

Our Vision

Our vision is to engage, connect, and guide individuals, businesses, and organizations in discovering their many "hidden treasures" so they may shine them forth for all to see.

Our Mission

Our mission is to:

- ◆ Provide the community with a safe forum in which to use their collective "voice" to learn who they are today; to discover their hidden assets; and to fulfill their dreams of who they wish to become ten years from now.
- ◆ Expand the community's knowledge of its local history as a means of honoring its past and understanding how it influences its present and the future.
- ◆ Support the community's revitalization / transformational needs by providing support services that capitalize on its strengths, strengthen its weaknesses, explore new opportunities, and minimize real or perceived threats.
- ◆ Act as a clearinghouse and referral service for those seeking resources and opportunities for building social capital and raising required funds.
- ◆ Develop and/or support a variety of programs and engagements designed to educate the public about the community's local history; to promote its heritage; and to attract new businesses to the community.

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Solutions that actively engage and connect people, organizations, and businesses with their communities



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Who We Are



After 25+ years in corporate communications, Theresa Fischette founded White Light Communications in May 2003 with the purpose of using her vocation as a writer and her love of community to improve quality of life within communities.

Today, she continues to do so one town at a time by engaging and connecting people, businesses, organizations, and agencies within their community.

What We Do

In today's economy if you want to thrive, not just survive, it's vital for everyone within a community—people, businesses, organizations, and agencies—to work together towards a common goal. Namely, to unveil and promote the community's "hidden treasures."

What are "hidden treasures"? They are any talents or assets that have gone unnoticed for an extended period of time. Examples of hidden treasures may be the talents and good works of individuals left unrecognized; products of local businesses or services of organizations with little or no promotion to date; or a community's physical or natural assets that are under-utilized.

As an innovative, creative communicator, our goal at White Light Communications is to improve YOUR community's quality of life by offering timely, high-quality, cost-effective communication solutions that capitalize on YOUR assets.

Our Business Model

We use a fresh, servant leadership approach known as "The Little Way." Introduced in her book, *Story of a Soul*, Saint Therese de Lisieux encourages us to follow the lead and needs of others while acknowledging, recognizing, and promoting their efforts too.



Our Priorities

- ◆ **Explore resources** including businesses, organizations, agencies, professional associations, local history, grant opportunities, and more.
- ◆ **Experience the community** through development and promotion of community events, programs, and engagements
- ◆ **Learn new skills** through personal and professional workshops
- ◆ **Grow businesses and organizations** with affordable marketing and promotional services combining traditional and contemporary strategies
- ◆ **Teach by sharing** stories of local interest through newsletters, blogs, forums, and social media

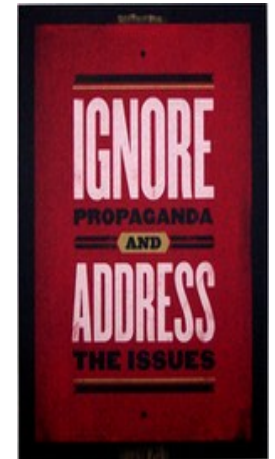
What You Get



- ◆ A servant leadership approach that exceeds your needs as we follow your lead
- ◆ Breadth and depth of services second to none
- ◆ A long-term, meaningful relationship

Plus

- ◆ Ads, press releases, articles, brochures
- ◆ Bios, case studies, testimonials
- ◆ Newsletters, letters, direct mail
- ◆ Presentations, Proposals
- ◆ Handbooks, policies, procedures
- ◆ Websites, blogs, social media
& more



All with a clear, concise message designed to engage and connect people, businesses, and organizations within YOUR community at rates that work for YOU and YOUR budget!