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JAMES WOODROW, MICHELE TELL-WOODROW CO-FOUNDERS, PREFERRED PUBLIC RELATIONS AND MARKETING

BY SARA CURETON

"To leave a vice president position at MGM Grand with a boyfriend, you have to trust your gut," Preferred Public Relations and Marketing co-founder Michele Tell-Woodrow said.

Nearly 10 years and a marriage later, the fateful venture continues to grow.

"We're really developing into a national agency that targets travel destinations and conventions," Michele's husband, James Woodrow, also a co-founder, said.

Working mostly with business and arts and entertainment clientele, the firm also houses a special events division. Recently, it handled the Eastside Cannery's grand opening.

To develop their staff for whatever comes next, the duo have created a 12-course Preferred PR Academy.

"We have a very motivated and excited team," Tell-Woodrow said. "It's a sea of A-plus personalities here."

Tell-Woodrow is also proud of the firm's crisis communication division.

"You have to have a plan in place," she said. "You hope you never use it; you hope it collects dust."

"We are on-call for our clients 24 hours a day, seven days a week," Woodrow said.

Contact reporter Sara Cureton at



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