



Press Release
March 12, 2008
What's Up Yukon Partnership

**Beese Sales and Marketing partners with Modern Earth Web Design to offer
advanced web marketing tools and technologies to
businesses and organizations in Canada's North**

(Winnipeg, March 12, 2008) –Tammy Beese, award-winning publisher and founder of *What's Up Yukon* magazine, along with her husband and partner in Beese Entertainment Publishing, Mark Beese, have announced the launch of their newest enterprise, Beese Sales and Marketing. This brand extension of their successful publishing company will provide a range of promotional and marketing services to businesses and organizations in Yukon and throughout Canada's North.

For one aspect of their mission, Beese Sales and Marketing has partnered with Winnipeg-based Modern Earth Web Design to provide the web creation and design expertise for Beese Sales and Marketing clients.

The spark for the web-design component of Beese Sales and Marketing's strategy was struck when Dan Belhassen, President and founder of Modern Earth Web Design, happened to meet Tammy Beese, when each was being presented with The Business Development Bank of Canada (BDC) Young Entrepreneur Award during the ceremony that caps Small Business Week last October.

On that evening, Belhassen won the distinction in competition with Manitoba entrepreneurs between the ages of 19 and 35, while Beese was recognized as Yukon's leading Young Entrepreneur.

Modern Earth provides affordable, high-quality website development, while Beese Entertainment is the publisher of three consumer magazines focusing on content specifically of interest to people in Yukon.

"When I met Dan, there was an instant connection between our business philosophies," says Tammy Beese. "And later, when we visited Modern Earth's office to see how he does it, we could clearly see the quality workmanship and customer service the Modern Earth team provides.

"We have many local clients in Yukon looking to establish a new or better web presence," she adds. "We knew this venture would be a cost-effective way for us to offer them high quality websites, at an affordable price," she adds. "Our new partnership allows us to extend our portfolio of high quality services for marketing professionals."

"Beese Entertainment Publishing is driving innovation in the Yukon and they have had many inquiries about designing websites," says Dan Belhassen. "By partnering with Modern Earth, they are now able to provide top quality websites to organizations in the Yukon at a much more affordable price than would otherwise be available.



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"This is a great opportunity for Modern Earth to expand to the Yukon and be partnered with a premier publisher and marketing company," he adds.

"We have already advertised our new company, signed up our first client and are so excited at the promise of what the future of this new partnership will bring!" Tammy Beese says.

About Modern Earth

Dan Belhassen, 33, founded Modern Earth almost a decade ago "as a hobby business" but soon recognized the opportunity to expand. Today, the company (modernearth.net), which recently moved to new quarters at The Modern Earth Business Centre in Winnipeg, has grown to employ 15 people and has helped more than 400 clients in Canada, United States, Australia, the UK and several Caribbean nations stand out in the marketplace.

Among its unique services, Modern Earth (modernearth.net) has introduced an e-mail marketing system, greatBIGnews.com, which is endorsed by LERN, an association of colleges, universities and recreation departments throughout North America, as well as ACTA, the leading association for travel agents in Canada. Its products also include the PointAndEdit.com website updating system, LOCALcourses.com, an online registration system for continuing education course providers and TouchlessTickets.com, a secure online ticket sales service.

"Most web design companies are either technical in nature or artistic," says Belhassen. "What makes Modern Earth distinct is the fact that we are both. Our in-house production team consists of programmers and graphic designers. We have an active R&D division, in-house online marketing expertise and content development services. We are equipped to take on complex projects and deliver a solution that works well, is intuitive to use and attractive."

About What's Up Yukon and Beese Entertainment Publishing

Tammy Beese, 35, started the bi-weekly *What's Up Yukon* magazine in 2005 after coming up with the idea of an entertainment publication that would have 100 per cent local content while working in advertising sales at a local newspaper. Today, *What's Up Yukon* is a successful free-distribution magazine covering arts and culture, sports, recreation and entertainment.

"There's so much happening in this community that I saw an opportunity to start a publication that would get the word out," she says. Aided by staff and freelancers, Beese

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Entertainment Publishing (whatsupyukon.com) also produces *How's Business Yukon*, a quarterly business magazine with all-Yukon content and is about to launch a semi-annual Yukon health magazine.

About BDC

BDC (www.bdc.ca) is a financial institution wholly owned by the Government of Canada. BDC actively supports the development and growth of Canadian small and medium-sized businesses through its complementary [financial](#), [investment](#) and [consulting](#) solutions. BDC's Young Entrepreneur Awards are a highlight of the annual Small Business Week, providing the opportunity to honour the entrepreneurial spirit and business success of Canadians.

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