



## COD Chief on U.S. Bank Board

Daily Herald

Daily Herald (Arlington Heights, IL)

August 8, 2013

COD chief on U.S. Bank board

CHICAGO -- College of DuPage President Robert L. Breuder has been appointed to U.S. Bank's advisory board in Chicago. Breuder has been president of College of DuPage since 2009. "Dr. Breuder is a highly-regarded professional in Chicago and in the higher education community nationwide. We look forward to his input and guidance as a member of our advisory board," said Marsha Cruzan, Chicago market president for U.S. Bank and member of College of DuPage Foundation Board. U.S. Bank has long had a relationship with College of DuPage, including opening a branch on the college's campus earlier this year. The bank has 89 branches and more than 1,600 employees in the greater Chicago area.

Straight North buys SEO firm

DOWNERS GROVE -- Internet marketing agency Straight North LLC said it has acquired Ephricon Web Marketing, a Charlotte, N.C.-based SEO firm. Terms of the acquisition were not announced. John Payne, president and founder of Ephricon, will join Straight North's leadership team as vice president of marketing services & general manager, Charlotte office. Straight North will maintain Ephricon's office in Charlotte, and Ephricon clients will benefit from the acquisition in a variety of ways, the company said in a release. "This is a significant step in our aggressive growth strategy," said Straight North CEO David Duerr. "Our acquisition of Ephricon expands our geographic footprint and adds greater depth to our SEO services for middle market B2B firms."

Veracity Hospitality tabs CFO

GURNEE -- Hotel and resort management company Veracity Hospitality, the managing company of KeyLime Cove Waterpark Resort, has appointed Mukund (Mac) Rao as chief financial officer. Rao is responsible for all aspects of corporate accounting, finance, and budget planning, as well as information technology and purchasing for Veracity Hospitality managed properties. Rao has spent the last 26 of

his 35-year career in hospitality finance and accounting. Positions included director of finance for KeyLime Cove, a role he will continue to fill; regional controller for eight Waterford hotels; and controller for several different internationally branded hotels and resorts including Radisson, Holiday Inn, Sheraton, and Hilton. Rao holds a master's degree in business management, and two bachelors degrees in economics and finance.

### Spotlight acquires graphics firm

SCHAUMBURG -- Spotlight Graphic Solutions, the wide-format services division of K&M Printing, said it has acquired Franklin Park-based National GraphX and Imaging. Terms of the acquisition were not announced. "With an extremely loyal client base and management expertise developed over more than five decades, National GraphX presents us with tremendous opportunity for growth," said Chris Kelly, Spotlight vice president. The merger allows National GraphX to focus on wide format printing for corporate projects, retail point-of-purchase, special events, museum exhibits and trade shows, said Barry Rubin, president. Rubin, along with brother Steve Rubin, vice-president, and 10 full-time employees will move to Spotlight's facility in Schaumburg.

COPYRIGHT 2009 Paddock Publications. This material is published under license from the publisher through the Gale Group, Farmington Hills, Michigan. All inquiries regarding rights or concerns about this content should be directed to [Customer Service](#). For permission to reuse this article, contact [Copyright Clearance Center](#).

HighBeam Research is operated by Cengage Learning. © Copyright 2014. All rights reserved.

[www.highbeam.com](http://www.highbeam.com)