

Mazur Media: An entrepreneur takes flight

By Steve Biddle

When Benjamin Mazur was just a little guy – maybe 8 or 10 – the happiest times in his life were when he stood on a hilltop, accompanied by



Photo provided by Mazur Media

his dog, and set about the business of launching a model airplane. It was that sense of exhilaration, of freedom – that feeling that he could do anything he wanted to, and all he needed was his imagination and dreams. That feeling never left him. And that's why the logo for Mazur Media is a representation of a little boy, a dog, and a model airplane about to leap forward toward its destiny.

Today, at 34, Mazur still thinks that way. And earlier this year, he put that sense of soaring imagination to work and opened Mazur Media. It is, as he describes it, "A full service communications company" which specializes in multimedia and corporate communication.

Mazur Media is a little bit difficult to quantify in traditional terms – it's the sort of company that really did not exist just a few years ago. They provide myriad services, under four basic categories:

1. Training solutions. Mazur develops training courses for educators and corporate clients.
2. International Services. The company provides translation, transcription and interpreters with a high degree of quality control to ensure accuracy.
3. Presentation Services. Mazur develops client information into clear, concise presentations using the latest in multimedia technology.
4. Sales & Marketing Media. Mazur becomes involved with its clients at the inception of a project to aid in getting the message out in the most effective manner possible.

A long time ago, Mazur realized that there was a wealth of talent in central Pennsylvania, but there was no cohesive network in place for people to market those talents. So he began assembling some of the most accomplished professionals in the area: technical writers, instructional designers, sales and marketing experts, multimedia producers, voiceover artists, interpreters, and others. And he calls on this talent bank for projects ranging from multimedia presentations to training courses to sales and marketing strategies.

Mazur says he's lucky in that, while most

people are "either right-brained or left-brained, I'm both. That means I can see and implement the creative aspects of a project, and still handle the tangible and practical aspects."

Ben Mazur grew up in Cambria County. After graduation from Penn State, he traveled around the country and settled back in

State College in 1996. He taught in the Penn State College of Communications, and then, when the time was right, he put both sides of his brain to work and began Mazur Media in March of 2006.

Now, he counts among his clients the Centers of Medicaid and Medicare Services, Diamond Pharmacy Services, and

the Office of Personnel Management, to name a few. Mazur Media now has offices in Altoona and State College, and plans are in the works to open a third office in upstate New York. Eventually, Mazur says, he'd like to have seven offices along the east coast.

Not bad for a little guy with a dog and a model plane. -PBC