

Couple mixes business and family

Marketing firm a home-grown love affair for 21 years

By **DAINA SALEH**
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Celebrating more than 20 years of business success also comes with celebrating a marriage and special partnership for Jeanne and David Buddingh, who opened their marketing firm, Buddingh & Associates, in Naperville together in April 1994 and have been working side by side since.

"Working together has been a dream come true," says Jeanne, remembering how they had already envisioned their own marketing and consulting firm during their graduate years at Texas Tech University. An industry friend at the time advised the couple to first get some experience in the corporate world. Jeanne remembers his exact words: "Wait to get a little grayer first," and chuckles.

The couple, who met at a friend's wedding several decades ago and have been together since, took their mentor's advice. "We spent some valuable time in the corporate world," remembers David.

In 1985, the couple moved to Naperville to raise their two boys, now in their 30s and attorneys. In 1994, with the boys out of the rough, the couple were ready to give their long-time entrepreneurial dream a go.

With "complementary skill sets," as Jeanne puts it, the couple hit the ground running, offering research-based personalized strategies, marketing solutions and opportunities to further business interests to clients from a broad spectrum of industries.

"David is a very strategic thinker. He is always looking at things in differ-



BUDDINGH ASSOCIATES INC.

David and Jeanne Buddingh will celebrate 21 years of running a marketing company while also raising a family.

ent ways, looking for possibilities rather than the limitations, then I figure out how we can put his plan into action, that's what makes us great business partners," says Jeanne.

"We operate out of our home," David chuckles. "We love the commute to our subterranean loft — I mean our basement!"

A sense of humor, as well as sharing goals and values in life, has made working together, being married and raising a family possible, David says. "It's all about totally trusting each other," adds Jeanne.

With similar philosophies in life and business, this couple has not only made their partnership

work, but Buddingh & Associates has grown a portfolio of loyal clients and won the Small Business of the Year Award from the Naperville Area Chamber of Commerce in 2008.

"This is such a stimulating environment. And the Chamber of Commerce is very helpful and offers lots of connections. It really is a top-notch organization," Jeanne said of the support from the Naperville community.

Daina Saleh is a freelance writer.

Know of a business coming to or leaving Naperville? Contact Daina Saleh at dainasunbiz@gmail.com.