



About Simply Michele, Inc. (SMI)

SMI is a multimedia company founded by Michele Beschen to create "one size fits all" creative ventures. This company has an unparalleled commitment to creating artfully produced how-to programs and projects that thrive on the unexpected and to consistently deliver a well crafted, organic product.

SMI launched its' first 30 minute weekly television series titled "Michele Beschen's Courage to Create" in February 2003 on KDSM FOX 17 in Des Moines, Iowa. In 2005, "Michele Beschen's Courage to Create" evolved into "B. Original" for the DIY Network delivering 130 episodes. "b. organic" is another extension of our creative how-to programming with a back to basics, environmentally friendly focus. SMI continues to build its popular DVD library with the Courage to Create series that now has two titles readily available. With many new ventures on the horizon, you can expect to see SMI be instrumental in developing a new wave in the creative movement that is steadfast in positively connecting with people where they live, work, and play; on tv, in print, on the radio, on the web and in stores.

mission statement: *to empower people to explore, express and exchange fresh ideas through rousing content platforms built around originality.*

