

Sharing In Success



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Ideaman Inc. & American Expedition

You've heard the saying, "you need to watch out for the quiet ones?" Ideaman, Inc. may be the "quiet one." Sitting quietly in the North Loop Industrial Park on the north side of Union, Ideaman, Inc. is THE industry leader in the 3D magnet industry and has been creating a new brand, "American Expedition" to expand their dominance in the tourism and gift industry.



The company began in 1992 in the old Villa Ridge Post Office with a one person shop. At that time, Ideaman concentrated on design and distribution of magnets and contracted out the manufacturing to another facility. In 1994, having outgrown their original location, they moved for a short time to a facility on Clearview Road and then finally in 1997, Ideaman relocated to Union's North Loop Industrial Park and with the purchase of some injection molding equipment, Ideaman was able to produce their 3D magnets from design, through manufacturing, and distribution. With the exception of producing the template, all aspects of production of magnets are done in-house.

Ninety to ninety-five percent of the magnets are sold to tourism destinations, such as the Grand Canyon, Beale Street (Memphis), etc. Occasionally they produce advertising magnets for companies, including one recently for Benito's in Union.

Due to the "ups and downs" of the tourism industry, in 2001, Ideaman decided to diversify with the addition of the "American Expedition" concept. American Expedition is focused on the wildlife enthusiast and those who appreciate nature. From picturesque wall clocks to coffee mugs, if you love the outdoors, American Expedition has a product for you.

Ideaman Inc.	
# of Employees:	32
Size of Facility:	18,000 square feet
Market:	North America and all "Modern Day Explorers"
Located to Union:	1997
Interesting Fact:	"American Expedition" products were used in an episode of NBC's "Parks and Recreation"
Website:	americanexpedition.us

Though most of the products are not made in Union, all the artwork is done here, as well as, the marketing, sales and distribution. This product has grown to the point that the American Expedition products account for 75% of sales at Ideaman. Plans are to continue expanding the American Expedition line with the possible addition of recreational/outdoor equipment in the future.

Ted Swoboda, President, believes the company's success is due to their long tenured workforce and the company's ability to adjust to increasingly hard economic times in the tourism industry.



Earth Day Connections East Central College



April 22 is Earth Day and in the spirit of that important event, East Central College is hosting a day of celebration, education and inspiration.

On Saturday, April 16th, 10am – 1pm, in the new Health & Science Building on the campus of East Central College, ECC, along

with SCOPE Missouri, an organization focused on education in the sciences and technology, will host a FREE community-wide event that seeks to promote environmental awareness and education. There will be educational booths, interactive displays and activities for children.

If your industry, company or business would like more information on how to participate, please call 636-584-6526.

"Union, MO...The Possibilities Are Endless"

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