



YES IS YOUR ANSWER

TRADESHOWS • EVENTS • ADVERTISING • MARKETING



When Kelley Parlier founded YES Communications (YES) over 10 years ago, her goal was to represent her discerning aviation clients with professionalism and industry experience. Along the way, she joined forces with Jim Kettles. With a combined aviation background of almost 60 years the pair has forged a company that makes what they do look easy. Quite often, it is not.

Tradeshows, media, marketing, advertising and special events are the core competencies of YES Communications and making it look easy can require effort and a detail-oriented mindset. Based in the burgeoning Dallas/Fort Worth area, the company plans and executes its clients' expectations around the world—whether it is a trade show

in Europe or a special event to announce a new product offering in Las Vegas. YES allows its clients to focus on doing what they do best—selling their products and services. YES handles the rest.

Of the services offered by YES, one of the most popular is the turnkey tradeshow service. YES manages all the details year round—preparing and submitting documents for exhibit space or show forms, scheduling and booking hotel rooms, and managing exhibit design and construction, transportation, installation, dismantling and storage. Savings in time and money by not shipping, building, managing, and dismantling their own exhibit with their own personnel, often several days in advance of the events, is significant. Couple this service with on-site management of press events, last-minute changes, and the myriad of typical headaches that come with tradeshows, YES clients agree the turnkey tradeshow and on-site management services are certainly worthwhile investments, freeing up significant resources for their clients. Other services offered include exhibit design collaboration, manufacturing, and maintenance.

YES also provides ancillary services to augment tradeshow and event management with advertising design and publishing that can yield high-visibility effects for its clients such as targeted print media advertising, professional marketing materials, brochures and intelligent programs to improve market visibility.



“What clients have come to expect from YES is detail-oriented service with consistent, professional results.”
— Kelley Parlier, president

After graduating from the University of North Dakota with degrees in aviation and communications and a fixed-wing single-engine, land (SEL) pilot certificate, YES president, Kelley Parlier began her career in the aviation insurance business before moving on to a major helicopter airframe manufacturer in the Dallas/Fort Worth area. Parlier advanced her corporate communications career with a turbine engine manufacturer and started her own company, YES Communications, Inc., in 2006. In 2011, Parlier asked former client and colleague, Jim Kettles to join the company as her partner responsible for new business endeavors and the pair teamed up with renewed focus on new business and growth. What came afterward is what clients have come to expect from YES: Detail-oriented professional service with consistent results.

Both Parlier and Kettles recognize that as helicopter industry insiders with their collective knowledge of communications, sales, marketing, management, and flight operations, they had a unique understanding of the market. Since 2006, YES has expanded its portfolio with other industry

disciplines such as oil and gas service companies, medical associations and companies, manufacturing and service companies and others. Helicopter-related business clients remain the largest segment of business at YES with an eye toward continuing growth and business segment diversification.

Still looking forward, company business partners Parlier and Kettles are always searching for new techniques, practices, methods and procedures to improve the experience that their clients gain from utilizing their services. Experience counts, and the pair continues to nurture a growing company with happy clients who recognize what YES offers does make their business better. ✈



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