

# MURFREESBORO

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Make-up by Diane Bugg,  
Clinique Counter, Belk

## Women IN BUSINESS

TAKING THE 'BORO BY STORM

### Lynne DeLuca

OWNER, MIND'S EYE PRESENTATIONS

DeLuca created Mind's Eye in 1997, shortly after she and her husband Guy moved to Murfreesboro, though the seeds were there in the early 1990s, through a design and marketing company DeLuca ran. The emerging field of website development allowed her to take her skills to the next technological level. She wears a number of hats, interacting with clients, designing and maintaining their websites and handling marketing.

In 2000, she partnered with marketing consultant Darlene Cary to help grow the business and bring the company squarely into the sights of some of the area's most exciting businesses. Cary has since left the company for a role as full-time mom, and DeLuca now handles all aspects of marketing as the company continues to grow.

She says the "oh, wow!" factor is her favorite aspect of the job—a term coined to describe clients' reactions when they see the final version of the website Mind's Eye has created for them. "What I enjoy most and what sets Mind's Eye apart is taking the time to listen to clients' needs and walk them through every step of the development process," says DeLuca. She and her husband, together with their other business, Awesome Awnings, give back to the community by supporting the United Way of Rutherford County, Habitat for Humanity, Second Harvest Food Bank, the 'Boro Blues Festival and other worthy charities.

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