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MC 4001: Section 2

Dr. Judith Sylvester

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Involvement Means Business

Local business owner Orhan Mc Millan has come a long way in the past 14 years. His firm, dezinsINTERACTIVE evolved greatly through the years.

Initially, the company focused on graphic design for advertisements and brochures and also web design. Today, the agency concentrates on business web development, marketing and branding.

Mc Millan, a 42-year-old Baton Rouge native, graduated from Scotlandville Magnet High School. From there, he attended Louisiana State University, where he majored in Fine Arts and Business.

First, he worked at the *Gonzales Weekly Newspaper* for nine years. He served as a graphic designer, but eventually realized he enjoyed freelance work more.

Thus, dezinsINTERACTIVE began. Mc Millan started his business out of his home, where he often had difficulties finishing work and getting new work. He would start a project and not complete finish it in a timely manner. Therefore, starting new jobs was hard.

“About nine years into it, I realized that I was ready to grow and expand with more staff (and) more services that not we could not offer with one or two people,” McMillan said.

Furthermore, Mc Millan reiterated the importance of connections. He explained individuals have to be as helpful and authentic as possible. Mc Millan said attend public events and go where the people are.

Through the years, Mc Millan has become involved with several community organizations. For instance, he has served on the Board of Directors for the American Advertising Federation, Baton Rouge Chapter.

He also works closely with the BR Walls Project and is a member of the Baton Rouge Area Chamber, Livingston Chamber of Commerce and Ascension Chamber of Commerce.

Lastly, Mc Millan finds his line of work chiefly rewarding. He enjoys helping people that maybe do not understand marketing or advertising. Mc Millan loves knowing he and his staff empower their clients to succeed with their businesses.



Photo by Everett Latiolais

dezinsINTERACTIVE managing partner Orhan Mc Millan poses with his staff in December 2013.