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Visit the Columbus Black and Minority Chamber website today at [www.columbusblackminoritychamber.com](http://www.columbusblackminoritychamber.com)

**Meet....Sheri Harrison,**  
**CEO of**  
**Vision Inspired Media**



**By Staff**  
**The Courier**

Imagine landing a steady job in your line of work at one of the largest companies in the world and then giving it all up in the pursuit of something greater. Sheri Harrison did precisely that. She relocated from West Hempstead, Long Island to Columbus, Georgia to search for a better career. What she founded one year later was a business of her own. This former MTV Networks employee began producing promotional videos for organizations to use to raise money. Sheri also started working with churches in the Columbus area to market and advance their

ministries. The desire to create a legal entity centered around faith, strong values and the good works of others, is what motivated Sheri to develop and lead Vision Inspired Media, a faith-based media and marketing company.

"It's really rewarding when you can help a ministry grow so that they are able to touch more lives...I find a lot satisfaction in that." Sheri said in regards to helping the men's ministry of Cascade Hills church more than double in size since November of 2008. The ministry went from 20 members to over 40 members in January of 2009. "I think it has to do with sharing your passion in order to make a difference."

Sheri gives a lot of credit to her business mentor, Tony Calloway of Primerica, who encouraged her to use the tools he gave her during their training to reach her goals, even when the chips were down. "I remember being at a crossroads where it didn't seem like running a business was in my favor. The economy was suffering, funds were tight and it seemed like the worst time to start anything new." Sheri said. "I had to make a decision in that moment to

change and I did."

Vision Inspired Media works with the establishments that can sometimes go undetected and unrecognized in our community. These organizations and ministries are feeding the hungry; like Brown Bag of Columbus who provides groceries to low-income elderly individuals each month, seeking the lost; like the BRIDGE organization who helps high-school drops get back on track and get their GED, and ministering to the youth; like the Fellowship of Christian Athletes, an organization that couples faith with sports. "Working with these organizations helps to put things into perspective and I feel honored to be a part of such worthy causes." Sheri said

Vision Inspired Media seems to help those that are helping others through both media and marketing. The owner, a native New Yorker

who left everything behind only to discover that her potential lies in helping to develop the potential in others in the Columbus and surrounding areas.

For more information on Sheri Harrison or her company, you can check her website at:

[www.visionimedia.com](http://www.visionimedia.com).

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