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process

Victor
2000



design create

THIS is the BINDERY issue

FALL 2010

The Influentials

Six industry pioneers share their innovative works and expertise. Prepare to be inspired. **Page 36**



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HOW



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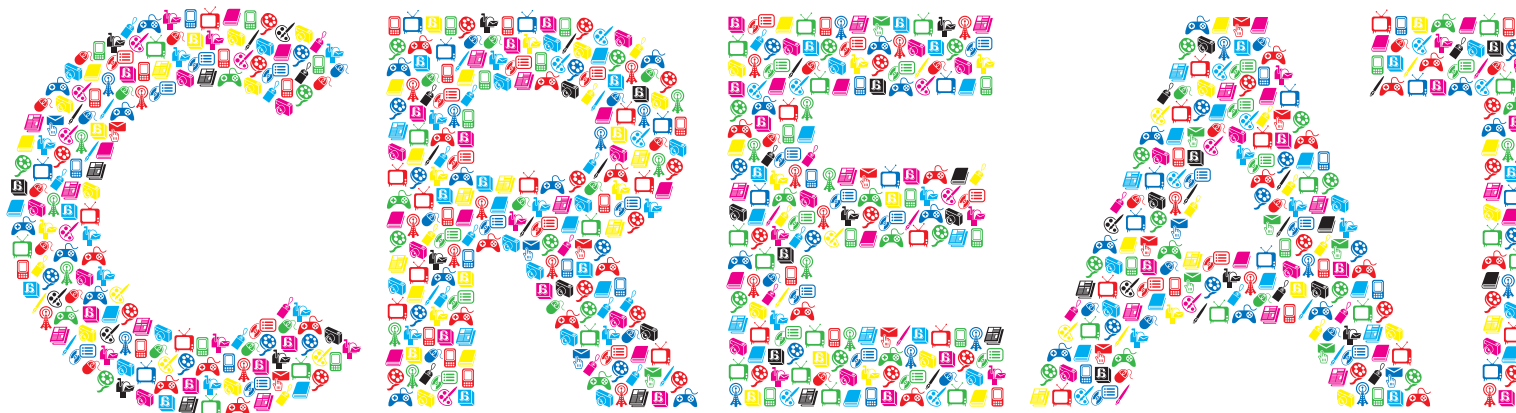
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Blogs
Banner Advertising
CD/DVD Rom Design
Computer Icons
Email, Single Unit
Email, Campaign
E-zines & E-newsletters
Graphical User Interface
Podcasts & Webcasts
Video Game, Graphics
Video Game, Interface
Viral Videos
Web Games & Entertainment
Website, B2B
Website, Catalog

continued...

Website, Consumer
Website, Public Service/Non-profit
Website, Self-Promotion
E-Learning
Green Digital
Social Media/Networking
Mobile Applications

Alternative Media Categories:

Ambient Media, Single Unit
Ambient Media, Campaign
Integrated Campaign
Guerilla Marketing, Single Unit
Guerilla Marketing, Campaign
Mobile Device, Graphics
Mobile Device, Advertising

Commercials, TV & Radio Categories:

Consumer TV, Single Unit
Consumer TV, Campaign
Consumer TV, Self-Promotion, Single Unit
Consumer TV, Self-Promotion, Campaign
Corporate TV, Single Unit
Corporate TV, Campaign
Public Service TV, Single Unit
Public Service TV, Campaign
Radio, Single Unit
Radio, Campaign
Radio, Self-Promotion, Single Unit
Radio, Self-Promotion, Campaign
Green Media, Single Unit
Green Media, Campaign

Film & Video Categories:

Audio-Visual Presentation
Corporate Film/Video
Creative Firm Film, Self-Promotion
Demo/Presentation Video
Infomercials
In-theater Commercials
Public Service Film/Video
Sales Film/Video
Show Openings/IDs/Titles
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2011

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TYPOGRAPHY



PHOTOGRAPHY



DIRECT MAIL



ILLUSTRATION



BOOK DESIGN



PACKAGING



MAGAZINE

Print Categories:

Annual Reports
Billboard, Single Unit
Billboard, Campaign
Branding, Campaign
Brochure, Business to Business
Brochure, Consumer Products/Services
Brochure, Single Sheet
Business Cards
Cards & Invitations
Catalog, B2B
Catalog, Consumer
Collateral Material, Single Unit
Collateral Material, Campaign
Corporate Identity Manual, Single Unit
Corporate Identity Program, Campaign
Creative Firm, Self-Promotion, Single Unit
Creative Firm, Self-Promotion, Campaign
Dimensional Promotion, Single Unit
Dimensional Promotion, Campaign
Direct Mail, Single Unit
Direct Mail, Campaign
Environmental Graphics, Single Unit
Environmental Graphics, Campaign
Labels & Tags
Letterheads & Envelope Sets
Logos & Trademarks

continued...

Poster, Single Unit
Poster, Campaign
Screen Printed Specialty Items
Sign, Single Unit
Sign, Campaign
Trade Show Display/Graphics
Transit/Airport/Subway, Single Unit
Transit/Airport/Subway, Campaign
T-shirts/Caps/Apparel
Vehicle Graphics

Packaging Categories:

Display/POP
Electronics Packaging
Food & Beverage Packaging
Health & Beauty Packaging
Home & Garden Packaging
Industrial Packaging
Medical & Drug Packaging
Menus & Wine Lists
Promotional Packaging
Regulated Material Packaging
Retail Packaging
Video/CD/DVD Packaging

Illustration, Photography & Typography Categories:

Illustration, Architecture
Illustration, Children's Book
Illustration, Commercial, Single Unit
Illustration, Commercial, Campaign
Illustration, Graphic Novel
Illustration, Medical
Illustration, News & Editorial
Photography, Book, Single Unit
Photography, Book, Campaign
Photography, Commercial, Single Unit
Photography, Commercial, Campaign
Photography, Magazine, Single Unit
Photography, Magazine, Campaign
Photography, News, Single Unit
Photography, News, Campaign
Typography, Advertisement
Typography, Book Cover
Typography, Logo Design
Typography, Magazine

Publications Categories:

Book Design, Jacket or Cover, Single Unit
Book Design, Jacket or Cover, Series
Book Design, Interior
Calendar Design
Editorial Design, Single Spread

continued...

Magazine Ad, B2B, Single Unit
Magazine Ad, B2B, Campaign
Magazine Ad, Consumer, Single Unit
Magazine Ad, Consumer, Campaign
Magazine Ad, Public Service, Single Unit
Magazine Ad, Public Service, Campaign
Magazine Design, Cover
Magazine Design, Complete
Newsletter, B2B
Newsletter, Consumer
Newspaper Ad, B2B, Single Unit
Newspaper Ad, B2B, Campaign
Newspaper Ad, Consumer, Single Unit
Newspaper Ad, Consumer, Campaign
Newspaper Ad, Public Service, Single Unit
Newspaper Ad, Public Service, Campaign

Green Design Categories:

Repurposed Design
Green Print Advertising, Single Unit
Green Print Advertising, Campaign
Trademarks & Logo
Green Packaging or Anti-Packaging
Eco-Friendly Design, Single Unit
Eco-Friendly Design, Campaign

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the cover:

Iconic. One word to describe the work of James Victore, one of America's foremost graphic designers whose cutting-edge and oftentimes provocative designs have been lauded all around the world. Be inspired by Victore and other industry pioneers including Curtis Hillman and Von Glitschka as they prepare to take the stage at Phoenix Design Week.

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Scott Dunn + Jill Richards: *The story of a former media relations hack, his photojournalist wife, their "two ugly dogs" and their yearlong adventure on the road.*



Photo by Mark W. Lipczynski

the editor

It's an exciting time for the creative community. As much as we love summer, there's a certain energy in the air right now as agencies begin to dive headfirst into new campaigns and projects, and organizations once again commiserate and plan special programs and events. One such event coming down the pike is Phoenix Design Week. Now in its second year, this five-day design fest in October that promises to be stellar. How do we know? With Hillman Curtis, Von Glitschka, James Victore, Paul Sahre and Mike Josse in the speaker lineup, how could it not? To gain some insight into her creative acumen, check out "The Influentials" on page 36. Speaking of stellar, did you make it to this year's HOW Design Conference? If not, get an insightful recap of the four-day design event in "Know HOW" on page 30. And for even more inspiration, see samples of the amazing design and bindery work done by regional agencies and binders in our special bindery feature on page 16. It's creativity at its best.

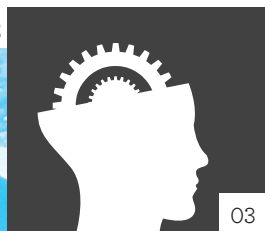
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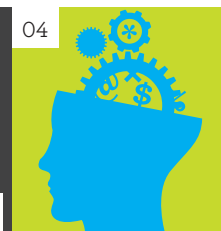
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the contributors

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Tim O'Hara

...is an award-winning commercial photographer in Fort Collins, Colo., who specializes in a wide range of areas including travel, resort, hospitality, advertising, location and product. Owner of Tim O'Hara Photography, he is also the board president at the Center for Fine Art Photography, a nonprofit organization in Fort Collins.

Estetico Group

...is a photographic collaboration between Denver photographers Jason Jung and Todd Nakashima. While photography is included in his repertoire, Jung also specializes in graphic and web design, and animation. Nakashima attended the Art Institute of Colorado for photography, and continues to shoot for clients in Colorado and beyond.



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from the inbox

I've been reading *Process* magazine ever since it started being distributed in the Colorado market. It's a great magazine! I especially enjoy the articles because they deal with the challenges companies like ours face and stress the importance of adopting new methods of communicating, such as using cross media to get our message to the clients. Keep up the good work!

Dean Hruby | Henry Wurst Inc.

Just wanted to drop you a note saying how great I think *Process* is and what a coup it is for BMA Colorado to be able to cover its news within the magazine's pages. It is a beautifully produced publication that elevates our excellent organization.

Cindy Williams | BMA Colorado

I really enjoy *Process* magazine. It offers exciting graphics that inspire me, and the articles and technology fit every reader. When I received the latest issue, my students picked it over several other design magazines. The graphics, photography and articles keep them reading and designing. We all enjoy it so much!

Jan Marie Locket | AIGA, Possibilities



I just wanted to extend a thank you to you and the staff at *Process* for the great coverage of our Second Annual Showdown event. Everyone is really excited and pleased to see the work, photos and details!

Stef Miller | AIGA New Mexico

The summer 2010 issue of *Process* magazine was excellent! I found the "Points of Hue" article a great read. There were definitely some colors I wasn't aware of and will be implementing in our designs. Thanks again for making our market a little easier to work in!

Josh Deinert | Realty Sign Co., Mesa, Ariz.

The summer issue looks great! As our company does a lot of work with high fashion brands, we loved the cover and article on the ADCD Paper Fashion Show. We have been following your magazine for a couple of years now and they keep getting better! Well done!

Aaron Kilby | The Taka Group

“ I really enjoy *Process* magazine. It offers exciting graphics that inspire me, and the articles and technology fit every reader. ”

Jan Marie Locket
AIGA, Possibilities

Got something to say? Tell us about it! E-mail your letters to the editor to editor@processmag.com.

Process Efficiency

STORY: JIM KOHLER

From designer to prepress to press

Software: Make sure the software you are using is the same software the printer is using. Not using software that is designed for high end print will cause the printer much more work as they will have to work through your file.

Specify:
The right color settings and paper profiles.

Talk to your printer, they might be able to supply you with their ICC profiles which you can import into your system (Mac or PC).

Spot colors:

If you are using spot colors, make sure that you are specifying the PMS colors used in your documentation. Always double check your color palette to make sure you are using **ONLY** the color you want specified to print. Extra color means extra cost.

Image Resolution:

For images, 300 dpi or PPI is good for almost all applications. Actually, if you scan an image too high, it may print “chunky.” For line or bitmaps, you should be at a higher resolution and at an even divisor of 2540 dpi, such as 635 dpi. Printers need higher resolution to reproduce well and to define clean edges. I recommend scanning as high as 1,200 dpi in most cases.

Convert:

Image files from RGB to CMYK before sending to the printer or placing in a page layout program.

Pre-flight:

You can run pre-flighting and it will check your file for fonts, images, colors, etc. Anything that is a miss will be pointed out. Always print SEPARATION proofs for you and the printer. If you are uploading via a FTP account, save the separation proofs as a PDF file for them to print out. Once the folder is created it is all set to be burned on a disk or sent to the printer via FTP.

Printer's Proof:

While the systems used today are very good they are not 100 percent what you will see off the printing press. There may be some subtle differences once your project starts rolling off the press.

Fonts: They may look great on your screen, but may not work in offset printing. You should be using Postscript fonts, but the problem arises in that Postscript fonts are different for the Mac and PC. If you are working on a PC, make sure the printer you are using has the ability for PCs. Do NOT use True Type fonts. They won't work! Open Type fonts work on PCs and Macs easily.

Bleed & crop marks: Make sure you have included any bleed needed for your project. Usually 1/8-inch bleed will do for most flat items. Also, make sure the bleed you are using will fit the stock you are printing! Offset your crop marks by 1/4-inch so that they do not bleed into your image.

Trapping:

Don't trap yourself!! Let the printer do that. While conventional software will trap, most printers use much more sophisticated software to do it themselves.



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One for the team

Why it takes a coordination and collaboration to get the job done right

STORY: MARGIE DANA

Each summer, we produce direct mail pieces to promote our annual conference—a postcard and a brochure get sent to ideal attendees, such as print buyers, designers and marketing professionals.

Working with a copywriter, graphic designer, printer and a mail house. I've learned over the years that it's impossible to communicate too much with your team. Ask questions, connect with everyone in writing and you'll (hopefully) prevent costly problems.

Coordination (project management) is the single most important facet of your direct mail campaign. You may work with award-winning writers, designers, printers and mail houses, but if you want to prevent problems like delivery delays, mailing headaches and skyrocketing prices, coordination is critical.

Here's a look at important decisions you'll have to make and why coordination is key:

Mailing

I list this first because it's that important. Get to know who's responsible for your mailings and start talking. Ask about the differences in postal classes—they're huge. Postage is really expensive, so discuss your mailings with an expert who can advise you. Know all of your options and consider the timeline(s) for each class of mail you are considering.

For example, you can mail your materials First Class Presort and get the undeliverables returned. This is pricey, but it helps you clean up your mailing lists.

Show your mail house a dummy of each piece before it's printed. Discuss indicias. Be sure the formats and sizes comply with USPS regulations and that they can be automated.

Design

Discuss formats early with your designer. Get samples of pieces you like and share them. Keep your designer in the loop about mailing issues. If you work with a designer who's off site, you'll get your designs digitally to proofread. Don't do it all yourself. No matter how good you are, you'll miss typos and other bloopers.

When the design is approved and ready for printing, ask for a real-size proof. Hold it in your hands. Review the folding. Make sure nothing's missing. Don't presume you can do this from a digital proof. You need to hold a facsimile of the real thing and imagine getting it in the mail.

Printing

Unless budget isn't an issue, ask your printer what size is most efficient. Discuss how the pieces will be addressed and mailed. This will help you spec the paper. In addition, it's important to work backwards from your production schedule. This will ensure your printer can make the delivery date.

Other simple yet important tips include: getting a contact person if your sales rep will be out of the office; sending your printer a PDF of the designs as early as you can in order to head off any potential problems before the ink hits the paper; giving your printer explicit written delivery instructions and getting your samples the same day, if not earlier than the mail house gets its shipment; and making sure your printer keeps you up to date on the job status. Peace of mind is priceless.

For two simple print projects, these took a lot of coordination and a mountain of details. Imagine how much more intense a major print campaign can be.

By failing to coordinate the soup-to-nuts production of your direct mail materials, you could blow a mailing schedule and miss your event. You could produce something the USPS can't mail. You could put copy on a mailing panel that violates USPS regulations or is marred by bar codes. You could choose a stock that affects the addressing process and causes the ink to smear. You could make a lot of mistakes that foil your campaign.

Bottom line: Talk with your team members. Get their input. Show your printer and your mail expert the early designs and avoid problems. Keep everyone informed if anything changes that impacts the schedule.

Every year I ask more questions. This year's materials have progressed without a hitch. We're early with both pieces. That we haven't had to hit the panic button is a first. It comes from experience and being mindful of who needs to be consulted: The team does. I am lucky. I have The A Team.

BIO: MARGIE DANA

...is founder of Print Buyers International and the founder of Boston Print Buyers. For information, visit printbuyersinternational.com.

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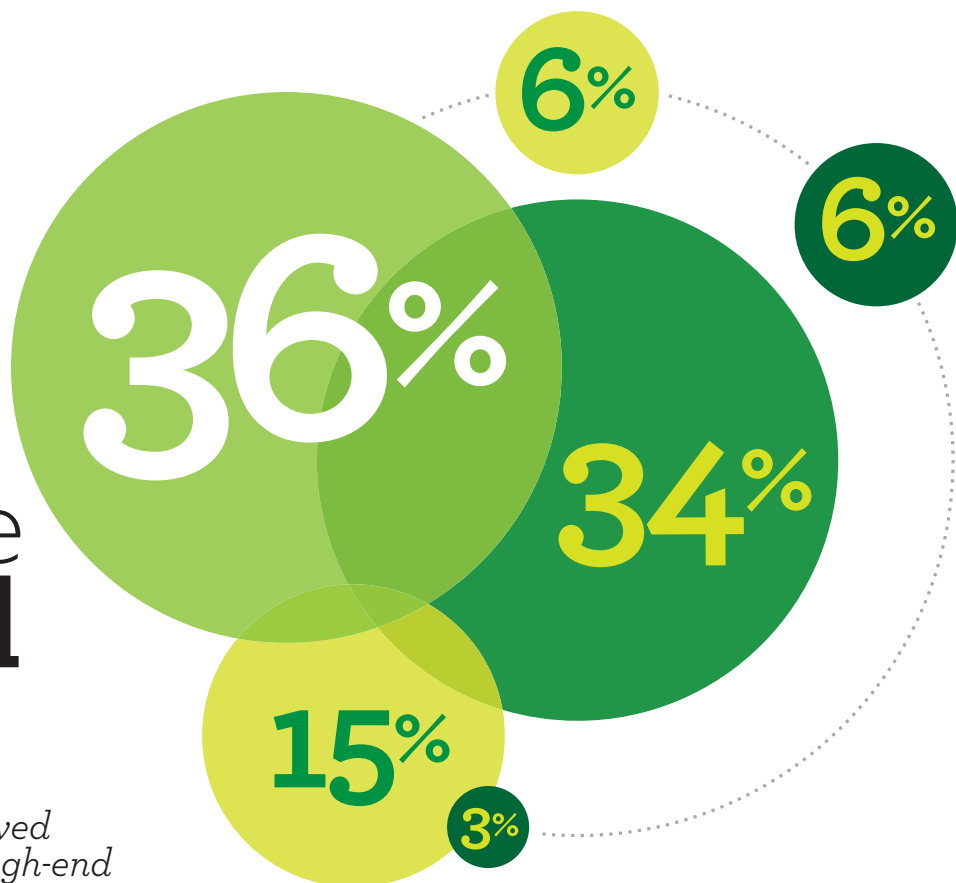
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Power of the Estimated Range

The best pricing tip I ever received came from an estimator for a high-end remodeling company

STORY: JAKE POINIER



We'd purchased an old ranch home with a disaster of a kitchen that was a notch beyond my DIY skill set. After receiving three bids to bring things up to code and into the 21st century, we chose the person who seemed most trustworthy. Bob the Builder wasn't the cheapest, but he was the only one to provide an estimated range: The final cost would depend on how difficult the job was once they started tearing things apart. Were there asbestos-filled pipes lurking in the soffits? Did the wiring need to be replaced? Would the 1950s vintage plumbing disintegrate on contact?

Six weeks and a cloud of gypsum dust later, we had a new kitchen. And amazingly enough, the final bill came in several thousand dollars under the high end of the range. We were elated!

But how does that apply to the freelancer who's bidding a job? Because just like Bob, you're not always sure what you're getting into, and you're trying to make the client happy with the value they receive. If you take a look at the adjacent chart from the "Freelance Forecast 2010" survey, you can see that 85 percent of the clients preferred either a firm quote, not-to-exceed estimate, or estimated range—and only 6 percent chose an hourly rate—assuming the same overall cost.

In my experience, the not-to-exceed estimated range combines the better of two strategies. In other words, you put together a fairly detailed line-item quote that says the project will cost between X and Y, and will not exceed Y. Just like Bob, you're saying, "If the project takes less time than my worst-case estimate, your price will be cheaper." (Behind the scenes, the reality is that you're probably using an hourly rate to calculate the project pricing anyway!)

The not-to-exceed estimate has four key benefits:

- You're providing the client the comfort in knowing what the top cost will be
- You're giving the customer an incentive to be easy to work with (i.e., not going crazy with revisions or meetings)
- You're setting yourself up with a stronger negotiating position than a take-it-or-leave-it bid, because you're giving the client an option to remove certain elements if they're price sensitive
- You can nearly always rig it so that you come in less than the upper limit—so you can tout to the client that you were able to save some costs.

For psychological reasons, a high hourly rate can sound worse than the equivalent project cost for a freelance job cited as a lump sum. People are scared of scope creep, particularly with freelancers, and can mentally deal more easily with specific numbers. That being said, if a client wants a specific, hard number, I will provide that to her. If a client wants me to do three hours' worth of work at Z rate, I will do that for him. Again, the first principle always needs to be determining what is most appealing to the given client...and what will make them feel like they've gotten a good deal once the last coat of paint has dried.

BIO: JAKE POINIER

...is the founder and owner of Boomvang Creative Group. Find more business and client-relationship prescriptions for freelancers at DearDrFreelance.com.

SOURCE: Boomvang Creative Group/Freelance Forecast 2010

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foils + dies

vintage pressworks

Denver letterpress studio is all about making a great first impression

G First, a little history. How long has the company been around? Who started it?

The studio's been around since 1990. Rob Barnes took a letterpress apprenticeship in 1982 and after eight years, he started Foils + Dies.

We cater to graphic designers, because we get it—we understand the balance of good typography, good illustration and good copywriting, interlaced with a selection of quality paper and the delivery of superior craftsmanship. Many designers have called us the “executioners of great design.” In other words, we do with paper what Mercedes-Benz does with sheet metal and fine leather.

G What's the company culture? Who are the people?

Our space embodies good design; we have a very unique, fun-but-functional, work-driven culture. We don't have a team. We have a family and a collaborative.

Each one of us is hands-on with every

project. There is no egotistical hierarchy within the studio. Rob encourages input from everyone, from the intern to the office manager (who is also a designer). Every ounce of input is taken into consideration when we interact with an independent designer, design firm or ad agency. It's a unique blend of all of our creative ideas that enhances the

“Every piece we do for a client is a new **masterpiece.**”



PHOTOGRAPH BY ESTETICO GROUP

end product. We know we've done a remarkable job for our client when our clients stop by or call for no other reason than to say thank you.

Oh, and we're probably the only letterpress studio in the U.S. that has a fully stocked martini bar.

➤ If you were to compare a typical day to a movie, TV show or song, what would it be and why?

We're part "Animal House," part "Mad Men" with a little "Monty Python's Flying Circus." Working with clients in 10 different time zones and an array of cultures, work ethics and humor (or lack thereof) can be a precarious juggling act at best. The underlying thread that ties everything together is that we enjoy working with the best designers and clients around the world. They all strive for the very best and we try our damndest to meet and exceed their goals.





Q When it comes to your creative services, what fuels the creative process? What do you and your team draw your inspiration from?

All of us, our clients included, come from different walks of life. We all have innately unique backgrounds and life experiences from which to draw inspiration from. (Alcohol-infused think tank discussions with clients always help, too.) We always try to, in the immortal words of Captain Kirk, go where no one's gone before. We use unique techniques and materials to put the cherry on top. We're just the pimento in the olive in the martini, but it makes all the difference.

Q Your work is very sensory, engaging both sight and touch. How much emphasis do you place on having the printed piece, rather than the words, convey the message?

Every piece we do for a client is a new masterpiece. We try to make each piece incomparable to the next. When you handle a business card or promotional piece, you want it to be so inherently different from anything else out there. When a client handles that piece for the first time and you see that expression on their face, before they utter a word, you know you've achieved perfection.

Q What has been the most memorable or challenging project you've worked on?

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1

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"The Perfect Finish"

Created to showcase its printing and binding capabilities, this 20-page brochure by Fastkit Corp. is a work of art in itself. With stock provided by Mohawk Fine Papers, the outer cover was foil stamped in silver and gunmetal metallic foils with three silver gears representing the mechanics of converting. The book's inner pages, which all utilize Mohawk's Superfine Smooth Ultra White 100# cover, showcase FastKit's vast repertoire of finishing and bindery services, as well as unique effects such as large grommets for earrings and magnetized, perfect bound notebooks that are actually meant to be used.



In this special **Bindery Issue** of , we showcase the creative and innovative work of printers, binders, public relations firms and advertising agencies. From local and national award-winning projects to unique packaging pieces, prepare to be inspired.

2

PRISMA GRAPHIC

"Suns Ticket Renewal Direct Mailer"

Designed for Campbell Fisher Design, this eight-page, 9.5-x-8 finished piece features 5/5 (4CP + PMS 159 /over same) and Overall Satin Aqueous (OSA) colors printed on 95# Topkote Gloss Cover stock and Nakai #01 Silver foil. The bindery features metallic foil three panels, die-cut for four perforated coupons off backcover and pull tab slider panel off front, assemble, glue, collate and stitch.



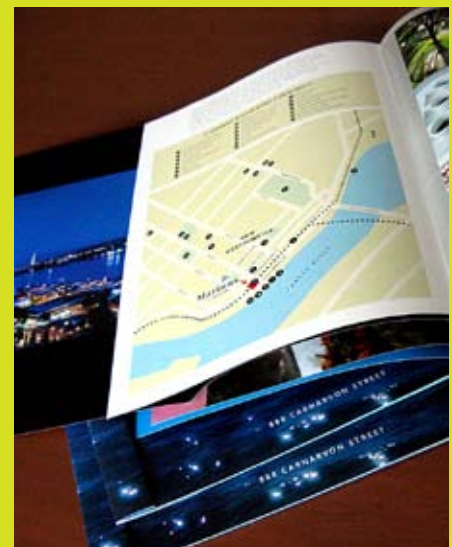
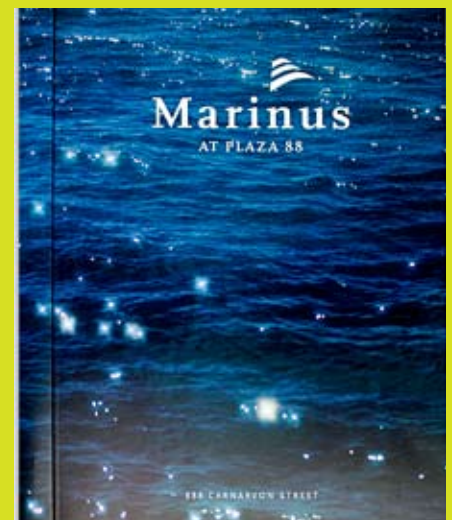


3

AMERICAN THERMOPLASTIC COMPANY

"Associated Italian American Charities of Maryland"

With the help of a four-color digital process printing system, American Thermoplastic Company was able to print full bleed artwork, which included a large image with fine detail, on a highly plasticized vinyl, an unstable substrate. The system also made it possible for the company to achieve perfect registration with detail in high resolution in a short run quantity and to control the variables inherent in printing heavy ink coverage over a large area on a flexible substrate and still achieve consistent color and exact registration with sharp detail.



4

PACIFIC BINDERY SERVICES

"Marinus @ Plaza 88"

Designed and produced for Marinus at Plaza 88, a residential development by the Degelder Group and Charter Pacific located in New Westminster, British Columbia, the award-winning elements of this piece include wrapped stitch binding on the outside covers; inside foldouts and the a crossover depicting a dramatic panoramic view of the city of Vancouver over two facing pages.

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5

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Dedicated to helping customers tell their story, GOphotobooks.com transforms personal photos and disks full of digital memories into tangible objects that can be shared with friends and family. By combining the best of modern printing methods and easy-to-use Internet technologies with traditional design aesthetics and handcrafted quality, they create hard cover photo books about the things they care about the most. In partnership with On Demand Machinery (ODM) and Xerox, the company to creates some of the finest photo books in the industry while using all FSC certified papers in their process.

6

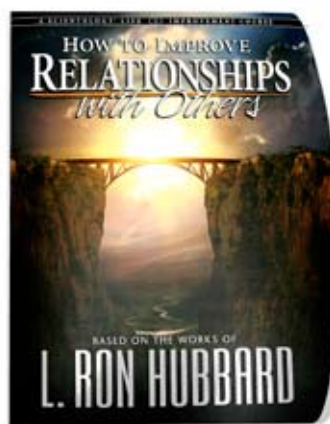


6

REPACORP

"Replica of Neil Young's Personal Journal"

A smyth-sewn, 6-color silk-screen and flexible vinyl covered replica of Neil Young's personal journal that he kept since the 1960s, this book contains a wealth of personal information on the rock superstar. A white base coat was applied before 4-color process printing and the color was sealed with a matte clear coat. Texture was applied by radio frequency debossing. The diary is sold in a custom-made display box with a 10-disk set (nine cds and one DVD) of his musical works and other paraphernalia.



7



7

BRIDGE PUBLICATIONS

"How to Improve Relationships with Others"

Due to the demand for this product, Bridge Publications used a 6,000 per hour perfect binder. But when it came to solving the hand assembly components, the company used a Multifeeder system that feeds the perfect bound books exactly on the cover. With this technology, the company can now produce 2,000 packs per hour.



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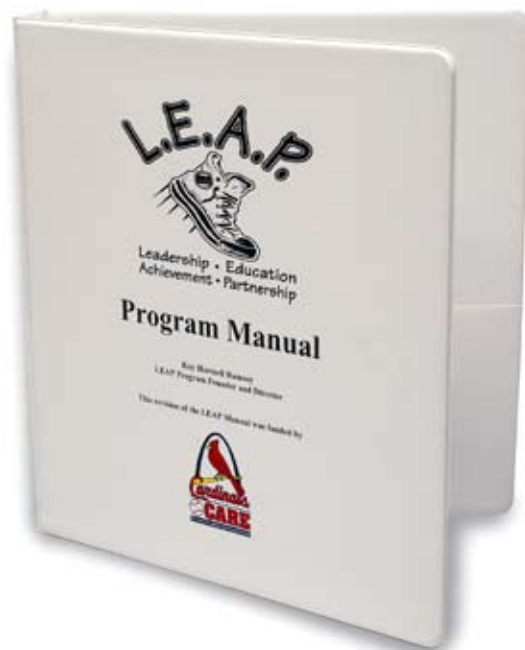


"Travel Photo Album"
- Boxes & Totes



American Thermoplastic Company
"L.E.A.P."

For American Thermoplastic Company, completing this print job didn't come without its challenges. With four ink colors including exact registration with reverse-outs on a highly plasticized vinyl, the unstable substrate was susceptible to shrinkage. By using special art and screen-making procedures that included adjusting the art and color traps to facilitate printing with exact registration and using special methods of material handling to minimize shrinkage, the company was able to overcome these challenges.





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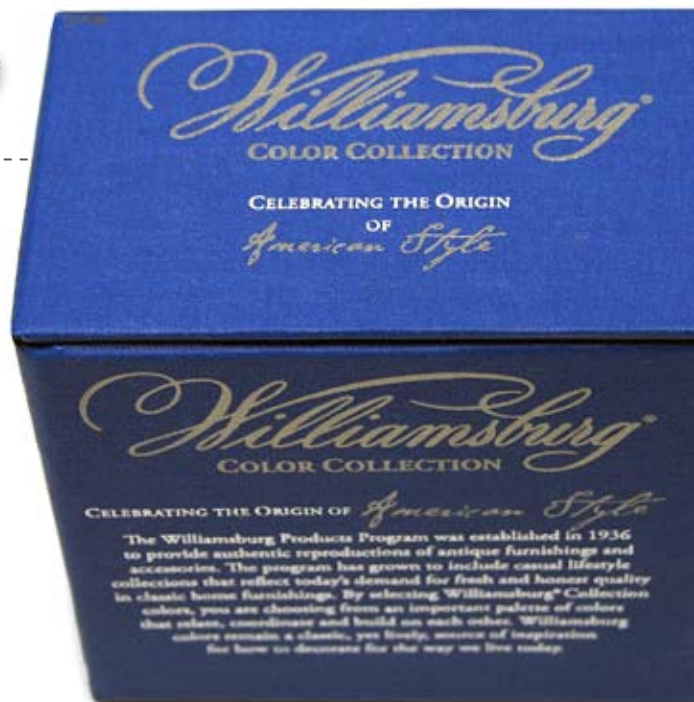


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Pack Appeal

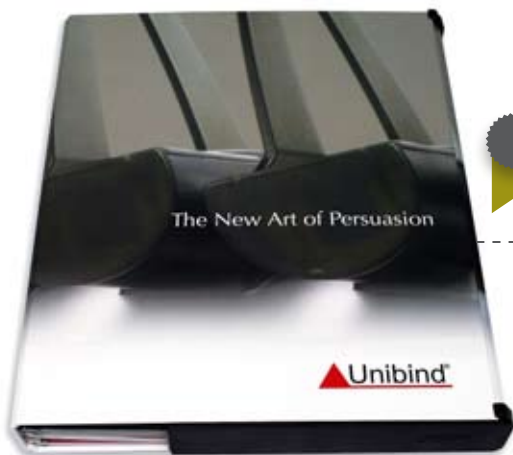
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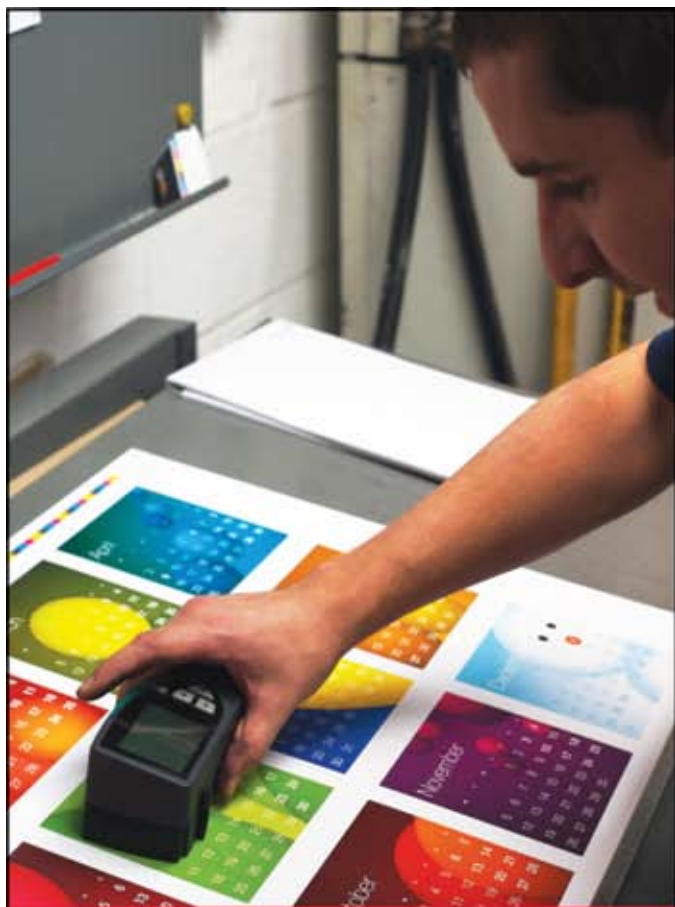
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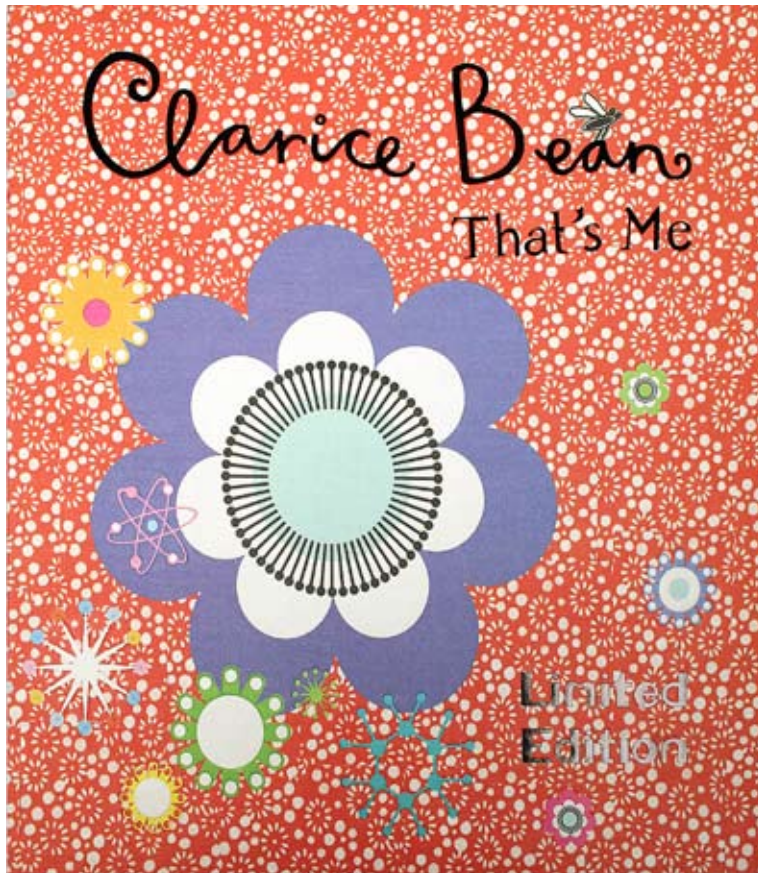
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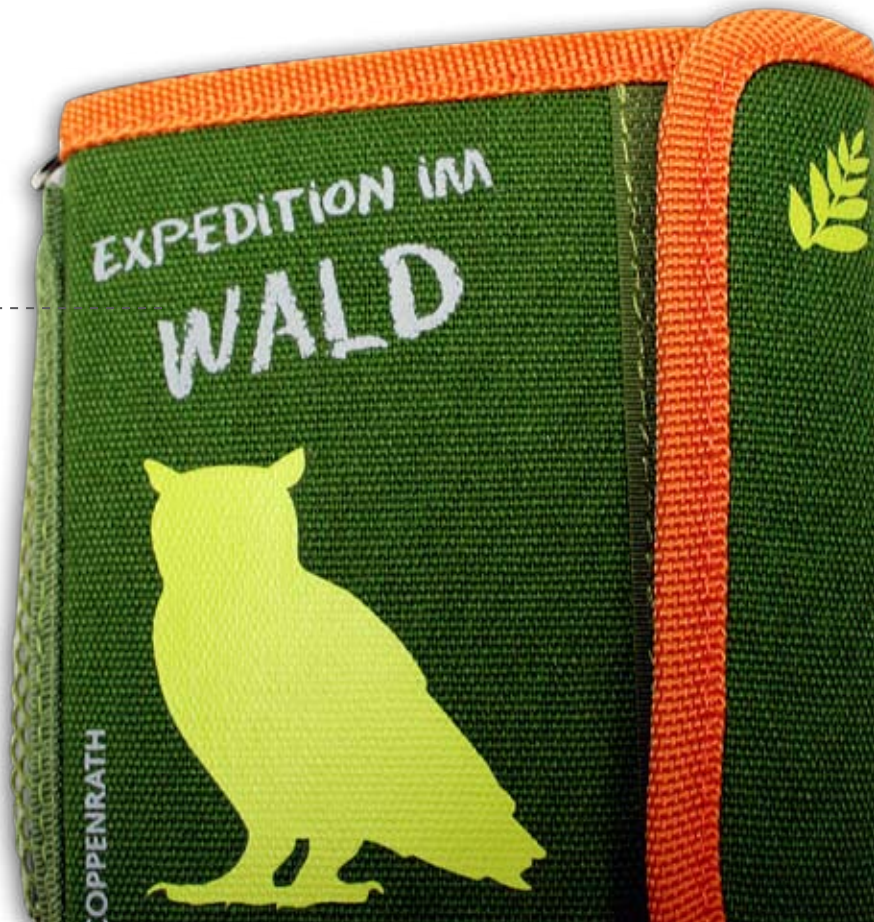
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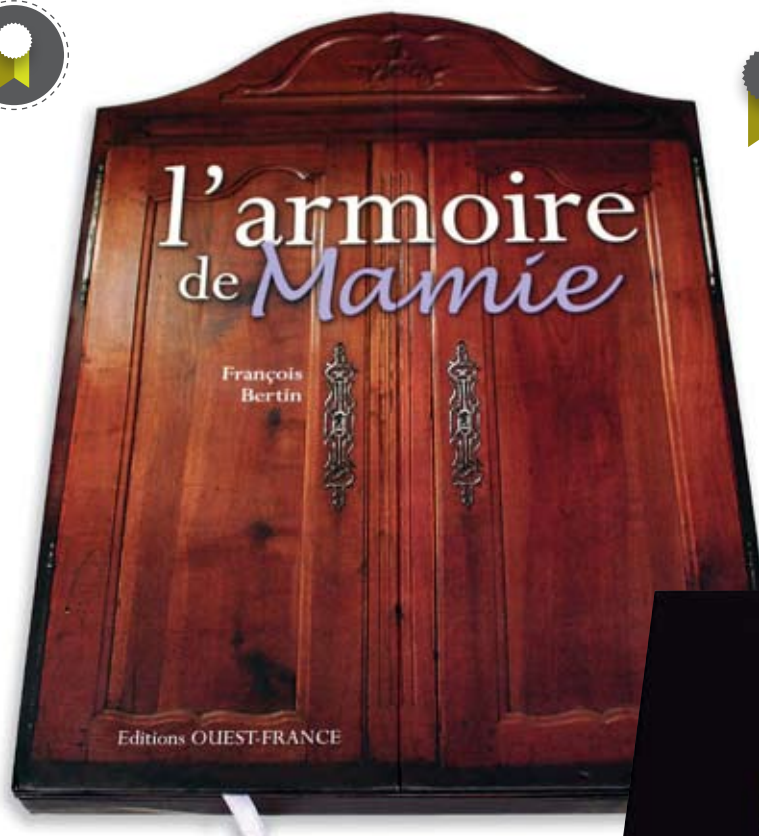
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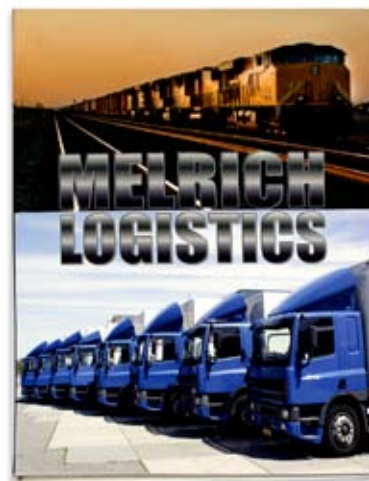
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- 2 Does your current site have broken links or other technical flaws?
- 3 Was your site built by your nephew, daughter-in-law, or neighbor instead of a professional design firm?
- 4 Would you like to explore blogging, embedded YouTube videos, event calendars, or other features?
- 5 Does the thought of writing sales copy for your products or services give you the willies?

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In its 20th year, the annual **HOW Design Conference** took Denver by storm

knowHOW:

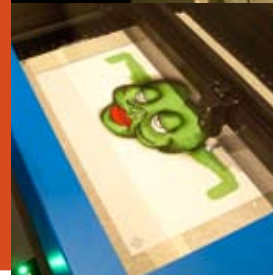
In addition to the conference, *HOW* magazine hosted the In-HOWse Design Conference, a unique opportunity for design managers to share tools and address the



HANDS-ON HOW:

Russell Brown Show

At the Russell Brown Show, one of several pre-conference workshops, HOW attendees got a chance to try their hands at the newest version of Adobe Photoshop with a unique project that involved creating their own avatar mask. With the help of Russell's team of experts, they used some of the new features in CS5, a laser cutter and some good old craft skills to compete for several fabulous prizes. Designed to encourage dialogue about Adobe's new program, the project-based workshop produced a slew of creative and inspirational pieces...



“We pay admission to go to art museums to look for inspiration—we should treat every experience as if we’re in a museum.”

Andy Stefanovich

senior partner at Prophet,
a global strategic brand and
marketing consulting firm

challenges of working in-house. The one-of-a-kind event featured an inspirational program filled with expert advice, practical business know-how and innovative ideas for building a highly effective, profitable and respected creative team.

The magazine also hosted the Creative Freelancer Conference, a business conference for creative “solopreneurs.” In partnership with Marketing Mentor, the program featured in-depth instruction from expert consultants covering business basics ranging from streamlining the pricing process, to identifying appropriate social media venues, to



HOW Studio Tours

Conference attendees got the unique opportunity to take a behind-the-scenes look at the local design community with the Denver Design Studio Tour, in which participants explored local studios and got “insider glimpses” of how these innovative companies set up their offices, arrange their physical workspaces, utilize common areas and display award-winning work.

Idaho Stew | Ink Lounge

Five minutes south of downtown, Idaho Stew's actual design studio is accompanied by Ink Lounge, a screenprint shop “free of formal clients”—owners Stuart and Nicky Alden hold monthly screenprinting workshops at Ink Lounge. The Aldens, who are known for their work with the Democratic National Convention Committee, were the creative brains behind this year's HOW Design Conference “Designer Robot Squirrel Army” poster. The studio specializes in multidisciplinary design for non-profits and small to medium-sized companies. idahostew.com and inkloungegallery.com

Ellen Bruss Design

Located in a renovated Benjamin Moore paints warehouse in Denver's River North neighborhood, the Ellen Bruss Design space is characterized by concrete floors, exposed brick and beams, and 20-foot

ceilings. The firm specializes in brand identity, collateral, environmental, web and packaging work for residential, retail, and commercial work for residential, retail, and commercial centers. ebd.com

Factory Design Labs

Factory Design Labs' three-story office is located in Cherry Creek, the heart of Colorado's luxury retail and the host of community events like the Cherry Creek Arts Festival. The space features iconic furniture along with a digital backbone and exposed ceilings. Specialties include marketing premium culture-drive lifestyle brands, including traditional and digital communication solutions. factorylabs.com

Foils + Dies | Vintage Pressworks

Located just south of downtown in a warehouse district, Foils + Dies' space combines the typical industrial aspects of a warehouse with an inviting

interior and contemporary finishes. The vintage pressroom showcases owner Rob Barnes' collection of antique presses, including a rare wood common press (circa 1770) and a Columbian press (circa 1864). The main pressroom boasts a clean industrial space for the working presses. The company specializes in letterpress stationery packages, wedding invitations, presentation folders, posters and other high-end printed collateral. foilsanddies.com

Spillt

Spillt is located in Denver's RiNo district in the Taxi complex, a mixed-use commercial and residential community on the Platte River. The studio is surrounded by creative businesses, including galleries, design shops, post-production houses and furniture makers, and specializes in motion design, mostly for broadcast television show graphics packages. spillt.com

contract negotiations and legalities.

In addition, a panel discussion featuring three established freelancers explored the processes and marketing plans that help them succeed as solopreneurs.

Finally, die-hard Adobe Photoshop users were treated to a special workshop by Russell Brown, senior creative director at Adobe, who shared tips and techniques on working with Photoshop and the new CS5.

The Speakers

In addition to Stefanovich and Carroll, the conference brought together some of the most important and influential names in the industry, including:

Debbie Millman – President of the design division at Sterling Brands, where she has worked on the redesigns of global brands for Pepsi, Procter & Gamble, Campbell's, Colgate, Hershey and Hasbro.

Russell Brown – Senior creative director at Adobe, where he has contributed to the evolution of Adobe Photoshop with feature enhancements, advanced scripts and Flash panel development.

Cameron Moll – Co-author of “CSS Mastery” and author of “Mobile Web Design” whose work has been featured in *HOW*, *Print*, *Communication Arts* and NPR.

These and other industry experts provided information and insight through educational sessions, keynote speeches, panels, one-on-one networking opportunities and luncheon events.

Winners Circle

Jan Marie Locket of Possibilities and Jeff Mason of Hero Design Studio were the winners of registration to the 2010 HOW Conference, courtesy of *Process* magazine. Here's what they had to say about their experience:

“Making connections is a big part of HOW. Hanging out with other designers and talking about the expert presenters are invaluable opportunities to learn about changes, trends and opportunities in our industry. The HOW Conference is packed with creative inspiration, real-world business advice and ways to connect with new people and new ideas. I won't miss another one. See you in Chicago!” – **Jeff Mason**

“The HOW Conference sessions offered amazing detailed information to share with my clients and students. The closing ceremony gave me several new and exciting project ideas for educational student projects. It was a fun experience jam-packed with lots of information and activities.” – **Jan Marie Locket**





HOW DESIGN CONFERENCE

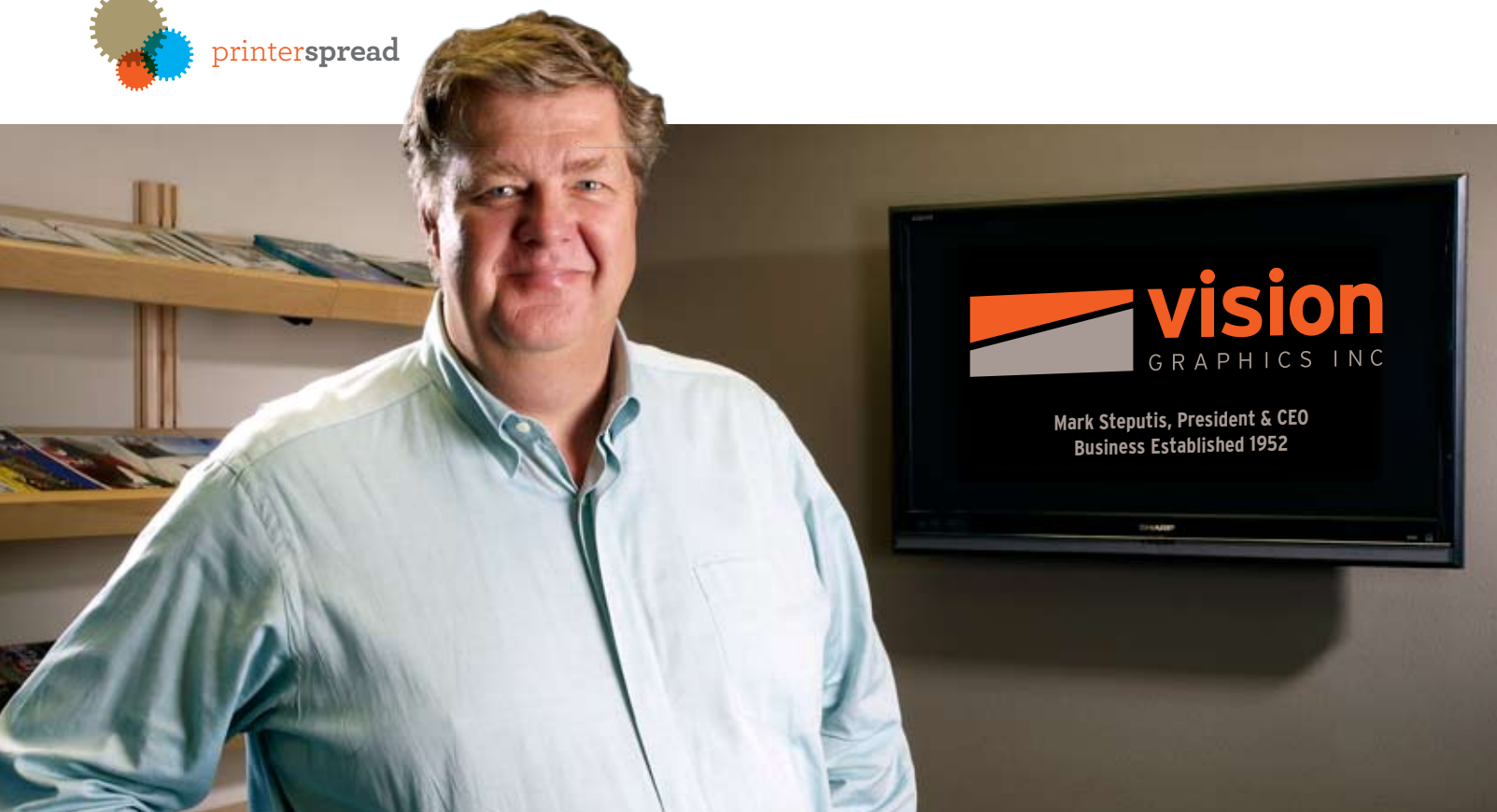
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visiongraphics

Colorado printer stands the test of time in an ever-changing industry

PHOTOGRAPHY: TIM O'HARA

There's truth in the saying, "from humble beginnings come greatness." Particularly for Vision Graphics, an offset commercial printer and digital imaging service provider based in northern Colorado.

Headed by president Mark Steputis, the company began in 1952 by Francis Brooks, Steputis's uncle, who started out with a simple mimeograph machine.

"He had a spirit duplicator and a typewriter. He'd type up the stencils and hand crank the duplicator to create forms," Steputis says. "Over the years, he added offset presses and mailing, and eventually became Frontier Printing and Mailing."

The company continued to grow and prosper and in 1986, Steputis went to work for his uncle, beginning in outside sales. He eventually moved into management and in

1994, was named president. Two years later, he became the sole owner of a \$3.5 million printing company with 27 employees.

With plants in Loveland and Denver, Vision Graphics is a solutions provider, Steputis says, working with clients to fulfill and coordinate print, mail, e-mail, fulfillment, VDP and storefront technologies into a coordinated cross platform marketing services program with a single point of accountability.

"Over the years, we have focused on providing the services our clients need to grow their sales. We have a wide range of

printing capabilities—our largest sheet size is 40x56 inches, we offer UV printing and produce all of our jobs with Staccato screening technology, which provides a more photorealistic image. We also offer full mail house services and fulfillment, digital printing, database management, e-mail and SMS, storefront technologies, and a full bindery and finishing department."

Vision Graphics is also focused on running an environmentally compatible operation. An early adopter of the FSC program, the company has been recognized by the Colorado Environmental Leadership program.



"We not only recycle our waste solvents, but we reuse them due to our own in-house filtering system, which has cut our solvent usage by 90 percent. All of our materials are recycled from paper to plates, boxes to pallets," Steputis says.

When it comes to meeting the needs of today's marketplace, Vision Graphics has diversified by adding services and products beyond print, including non-traditional offerings such as storefront technologies, VDP, marketing, personalized URLs, e-mail blasts, website development, implementation of QR codes, mail and fulfillment.

"As all of our budgets have tightened, the appeal of being able to consolidate your purchases with fewer recourses has become very appealing," Steputis says. "We are moving from a classic component

supplier to a comprehensive services provider in which our people have a seat at the planning table to develop a campaign that will get the desired results."

Although the company has successfully been in business for nearly 60 years, it hasn't been without its challenges.

"The biggest challenge is—and has always been—to stay focused on what we do for our clients and not get sidelined by disappointing economic news," Steputis says. "Admittedly, it has been a tough time for all of us to react to the changes in our economy and business environment, but the basic needs still exist. If we stay focused on bringing value to our customers and help them achieve their goals, we will establish our place in the market not simply as a supplier, but as a partner."

Vision Graphics Services

+Sheetfed printing – Five state-of-the-art MAN Roland sheetfed presses with maximum sheet sizes and delivery speeds of up to 18,000 impressions per hour.

+Digital printing – Xerox iGen3 full-color digital production press that prints 4-color CMYK; up to 6,600 full process color A4 (letter) 110 impressions per minute. Xerox Nuvero Pro 120 digital production system that prints 1-color production printing, reprinting, copying, scanning and finishing at 120 impressions per minute.

+Electronic prepress – Employs a fully digital, PDF based workflow built on the very latest digital prepress hardware and software. Compatible with Macintosh and Dell systems with 1.2 terabytes of dedicated online RAID and four terabytes of tape-based job storage capacity.

+Finishing – Eight MBO folders, three large cutters with automated flow systems, three Muller Martini stitchers and a Wohlenberg City 4000 perfect binder. Types of finishing includes saddle-stitch, perfect, folding and map folding, as well as Wire-O binding, drilling, gluing and shrink-wrapping.

+Mailing – Services include inserting, sealing, labeling and addressing, tabbing, shrink-wrapping and postal metering.

+Fulfillment – Fill incoming orders and requests, inventory tracking system, shipping, accounting and invoicing. Also provides a web-based order entry and fulfillment systems.

+Shipping – Local delivery and freight shipping to locations all over the world.

**Hey, there.
Like what you're
seeing?**

Hope so, because what you're holding in your hands is the professional work of the printer featured on this spread. Collaboration. It's a wonderful thing.

FORWARD

it's all about momentum as
PHOENIX DESIGN WEEK
prepares to take center stage

The Influentials:

*6 design creatives blaze new trails
for today's graphic designers*

In the world of graphic design, inspiration not only comes in many forms, but is also manifested in a variety of mediums. From branding and logo design, to film and social experiments, six industry pioneers share their insight, experience and expertise at this year's **Phoenix Design Week**.

1: HILLMAN CURTIS

David Hillman Curtis is a filmmaker, designer and author whose film work includes "Ride, Rise, Roar," a feature length documentary on David Byrne that premiered at the 2009 SXSW festival in Austin, as well as nine short narrative films, including "Bridge," which was selected as one of only seven shorts for the GenArts 2009 festival in New York. "Embrace" and "Spinal Tap" each won Best Dramatic Short Webby Awards.

Curtis has also produced a number of national commercials for Ogilvy/IBM, online commercial work for *Rolling Stone*, Adobe, Sprint, Blackberry and BMW, and produces the popular documentary series "Artist Series."

As a web designer, Curtis has designed sites for Yahoo, Adobe, Aquent, the American Institute of Graphic Design, Paramount and Fox Searchlight Pictures, among others. His three books on design and film have sold close to 150,000 copies and have been translated into 14 languages, and his work has been featured in numerous design publications worldwide.

An active speaker, Curtis has also lectured extensively on design and film related subjects throughout Europe, Asia and the United States. He was nominated for the Cooper Hewitt National Design award in 2009.



1



What began with an open-letter to a design community aching for unity and change, has now evolved into a multi-day event featuring the best and brightest in the Phoenix and national design communities. From Sept. 29 to Oct. 3, **Phoenix Design Week** launches its second annual conference, essentially building off the success created by the premiere event in 2009.

"Last year, we had no theme, no name," says Mark Dudlik, author of said open letter

and integral part of **Phoenix Design Week's** planning committee. "This year, we created FORWARD based on the idea of building on the success of last year and keeping that momentum going. We want to continue that progress."

Filled with exhibits ranging from hand-crafted lettering, package design, pattern design and a unique collection of illustrations inspired by Dia de los Muertos, this year's event promises to appeal to a wide range of design interests. Add to that a lineup national

and local professionals and experts, this year's event has shaped up to rival that of its predecessor and is paving the way for the national AIGA conference scheduled to come to Phoenix in 2011.

"When it came to speakers, we selected people we felt could fit in the dialogue of the week, no matter their area of design," says Dudlik. "Hillman Curtis, for instance, is focused on film, which may not apply to the average graphic designer. However, there's still inspiration there."

Joining Curtis are such names as Von Glitschka, James Victore and Brian Singer, as well as local experts whose focus on the Phoenix design community will resonate with attendees.

"The idea of growing into a big national conference is appealing, but for right now, we're based on our community and our local designers. We still have a lot of community building to do and **Phoenix Design Week** is the perfect avenue to for that kind of growth," Dudlik says.



2

2: MIKE JOESSE

The director of chapter development for AIGA, *the professional association for design*, Joesse works directly with chapter leaders in providing resources, information, design work, strategic planning and support to all 65 chapters, the hundreds of chapter board members nationwide, and designers around the world seeking ways to become involved with AIGA.

Prior to joining AIGA, Joesse spent a decade working as an award-winning designer, art director and creative manager, and as a lauded volunteer with AIGA, culminating in a one-year appointment to AIGA's national board of directors. He has lectured on design and AIGA to chapters and universities across the country.

LOCAL SPEAKERS

Ward Andrews
Design.org and
Drawbackwards

Jonathan Arvizu
Trapdoor Studio

James Bowie
Northern Arizona
University

Jason Garcia
graphic designer

Todd Hanle
expert in in-house
creative
services groups

Robert Hoekman Jr.
author

April Holle
Made Better Studio

Paul Howalt
Tactix Creative

Nina Miller
actor, improviser
and designer

Joe Ray
Estudio Ray

Sean Rice
U-Haul International

Forrest Richardson
Richardson or Richardson

Halina Steiner
graphic designer

Eric Torres
Specimen

Niki Voyatzis
EKV Design

Dion Zuess
ecoLingo



3: VON GLITSCHKA

After winning a Speed Racer coloring book in a contest at the age of 5, Von Glitschka knew design and illustration was what he was meant to do.

Today, Glitschka has been in the communication arts industry for more than 23 years working as a senior designer and art director. In 2002, he started Glitschka Studios, a multi-disciplinary creative agency whose clients include General Motors, the Rock & Roll

Hall of Fame, Major League Baseball, Merck, Microsoft, Pepsi, Virgin Atlantic, Hasbro, Bandai Toys, Target, Wendy's, Allstate Insurance and Upper Deck.

Known for his fresh, exuberant graphics, Glitschka has won numerous design and illustration awards. He is considered a new breed of designer, one who crosses creative boundaries, he coined the phrase "illustrative designer," because it captures the twin talents

that bring life to NBA caricatures, corporate logos, toy design and business icons. And whether it's Barbie or Babe Ruth, snowboards or a Samurai Guppy, Von's style, humor and uncompromising excellence are sure to cause a second look.

Along with illustrative design work, Glitschka teaches digital illustration and has created IllustrationClass.com, a resource site for students and professionals.



FORWARD

DON'T MISS THESE EVENTS

Alphalimn

Discover the lost art of hand-lettering at this unique exhibit featuring a full alphabet created from simple renderings to complex illustrations.

Creative Roulette

Designer and copywriter team up to craft their vision for a given product.

PHX Layers

Exhibit featuring print and video of winning designs from this collaborative design competition. phxlayers.com

SPEAKERS

Engage Through

Inspiration, Brian Singer
Singer will talk about The 1000 Journals Project and other issues (social causes, the economy, homelessness) that engage people through viral/experiential communication.

What's New in CS5, Adobe

With more than 150 new features, Adobe Creative Suite Design Premium software gives designers

the productivity and speed enhancements they expect and the unprecedented ability to create interactive content without writing code. See this 90-minute session for a one-stop overview of what's new in CS5.

Hillman Curtis

The acclaimed film-maker will discuss his transition from web designer to filmmaker, his addiction to still photography and

how it directly influences his filmmaking.

Creating 5-Alarm Concepts, Von Glitschka

Offering a practical methodology for thinking about design, Glitschka will share methods for cultivating concepts, exploring insights and deriving context.

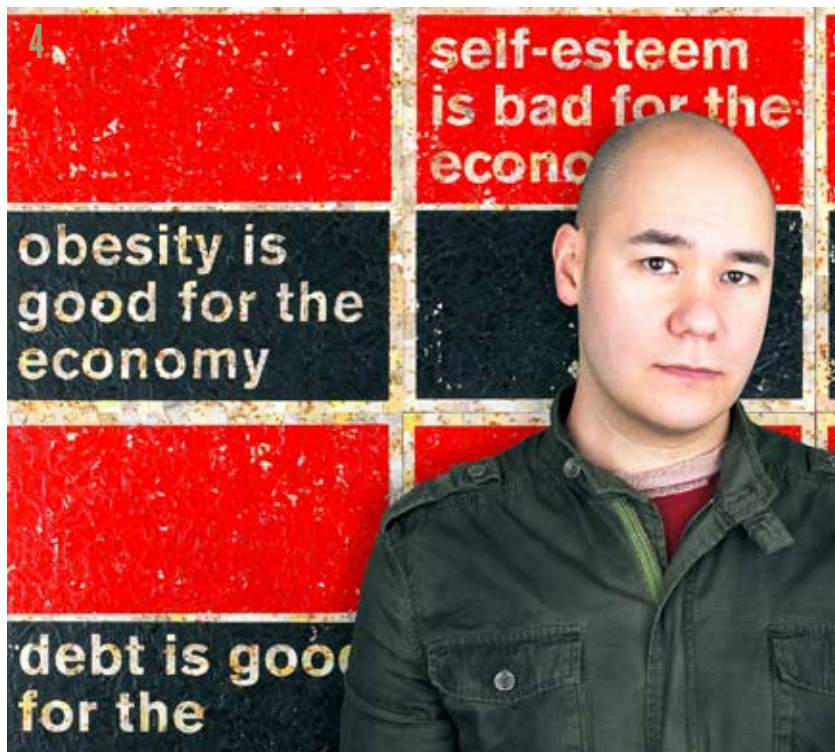
10 Things About Design, Forrest Richardson

With expertise in corporate

identity projects, Richardson will delve into such topics as why we design, what makes people take notice and what really matters.

Sustainability Sparks: Innovative Designs that Awe and Inspire, Dion Zuess

Discover how to be inspired, see new potential in everyday things and apply sustainability themes to your creative endeavors.



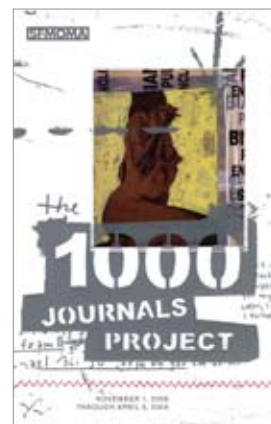
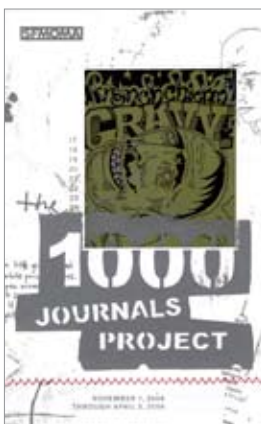
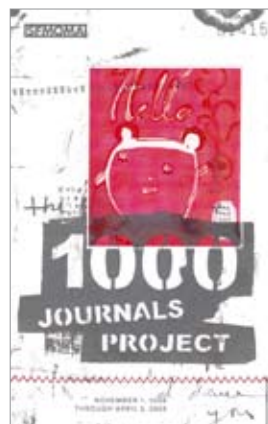
4: BRIAN SINGER

As creative director and founder of San Francisco-based Altitude Associates, Singer helps consumer brands engage people through inspiration. With work with companies such as Apple, Adidas, Stanford Lively Arts, and Chronicle Books, among others, his work has garnered recognition from *Communication Arts*, AIGA 365, *Print, How, Graphis, Step*, and *AR100*, and has been included in the permanent collection of the San Francisco Museum of Modern Art.

Most recently, Singer created and developed The 1000 Journals Project, a global art experiment in which journals are passed from hand to hand through 40 countries and every state in the United States. They've come to rest in hostels, cafes and law

offices, been the subject of treasure hunts, brought to remote mountaintops, abandoned at airports and stolen at gunpoint. The project has been covered in *The New York Times*, *San Francisco Chronicle*, *Wall Street Journal*, *Entertainment Weekly*, *Better Homes & Gardens*, and many others. It is the subject of a book published by Chronicle Books, a feature length documentary by Andrea Kreuzhage, and was exhibited at the San Francisco Museum of Modern Art in 2009.

Singer is the former president of the San Francisco chapter of AIGA and has taught in both the CCA Extension and Academy of Art University programs. He also serves on the Advisory Board for the San Francisco Arts Commission Gallery.





5: JAMES VICTORE

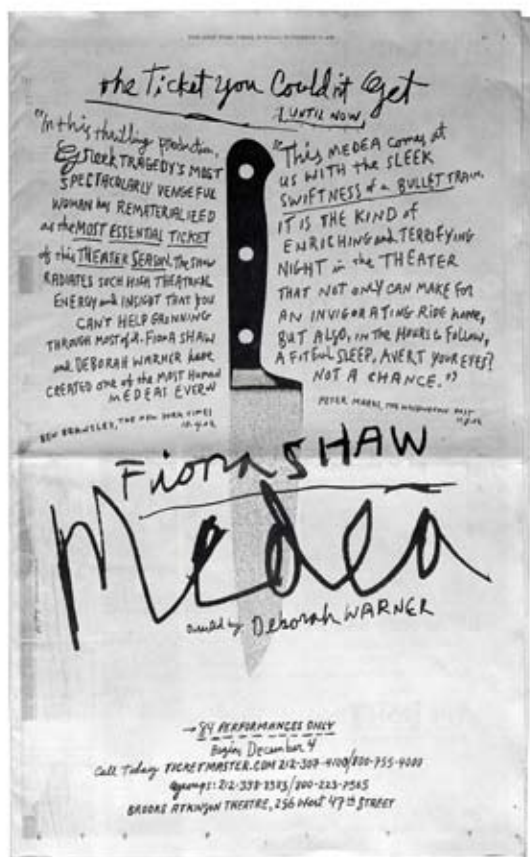
James Victore is a self-taught, independent graphic designer whose work ranges from publishing and advertising to illustration and animation. His clients include Moët & Chandon, Target, Amnesty International, the Shakespeare Project, *The New York Times*, MTV, the Lower East Side Tenement Museum, and Portfolio Center. He has been awarded an Emmy for television animation, a Gold Medal from the Broadcast Designers Association, the Grand Prix from the Brno Biennale (Czech Republic) and Gold and Silver Medals from the New York Art Director's Club.

Victore's posters are in the permanent collections of the Palais du Louvre, the Library of Congress and the Museum für Gestaltung among others, and his work has been featured in solo exhibitions and magazines around the world. Recently, a book of his design work was published in China.

A professor of graphic design at the School of Visual Arts in New York City, Victore is a member of the Alliance Graphique Internationale.



Pick up a copy of James Victore's book *Victore or Who Died and Made You Boss?*



6: PAUL SAHRE

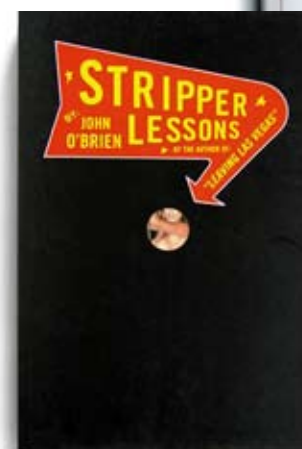
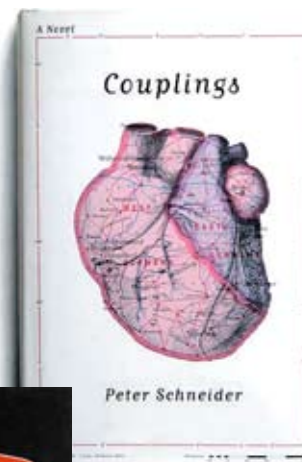
Graphic designer, illustrator, lecturer, educator and author Paul Sahre established his New York studio in 1997. While consciously maintaining a small office, Sahre has nevertheless built a large presence in American graphic design.

The balance he strikes between commercial and personal projects is evident in the physical layout of his workspace: part design studio, part silkscreen lab, part classroom. In one room, he designs and prints posters—some of which are in the permanent collection at the Cooper-Hewitt, National Design Museum—for various off-off Broadway theaters, while in the

other room, he is busy designing book covers for authors such as Rick Moody, Chuck Klosterman, Ben Marcus and Ernest Hemingway.

A frequent visual contributor to *The New York Times*, Sahre is the author of "Leisurama Now: The Beach House for Everyone, 1964," a loving look at a short-lived product of early 1960s consumer optimism: affordable middle-class summer homes.

Sahre received his BFA and MFA from Kent State and teaches graphic design at the School of Visual Arts. He lectures extensively all over the world and is a member of Alliance Graphique Internationale.



FORWARD

PHOENIX DESIGN WEEK 2010 SCHEDULE

WEDNESDAY, SEPTEMBER 29

10 a.m. to 5 p.m.

EXHIBITS:

Air, CO+HOOTS
and Sitewire

6 p.m.

Sitewire Exhibits
Reception

THURSDAY, SEPTEMBER 30

10 a.m. to 5 p.m.

EXHIBITS: Air, CO+HOOTS
and Sitewire

6 p.m.

Sitewire Exhibits
Reception

FRIDAY, OCTOBER 1ST

10 a.m. to 5 p.m.

EXHIBITS: Air, CO+HOOTS
and Sitewire

6 p.m. CO+HOOTS

Reception

7 p.m.

KICKOFF PARTY:
Levine Machine

SATURDAY, OCTOBER 2

7 a.m.

Registration opens
CHECK-IN: Phoenix
Convention Center

9 to 9:30 a.m.

KEYNOTE: Opening Titles

9:30 a.m.

KEYNOTE:

Design Capitol Panel

10:30 a.m.: 15-minute break

10:45 to 11:45 a.m.:

KEYNOTE:

Hillman Curtis

11:45 a.m. 90-minute lunch

1:30 to 2:30 p.m.

KEYNOTE: This is What We
Talk About When We Talk
About Us, Mike JoooseRoom A: Rewiring
The Designer's Brain,
Ward AndrewsRoom B: Logos by the
Numbers, James BowieRoom C: 10 Things
About Design,
Forrest RichardsonRoom D: What's New
in CS5, Adobe

2:30 p.m.: 30-minute break

3 to 4 p.m.

KEYNOTE: Engage through
inspiration, Brian SingerRoom A: Gonzo Industrial
Design, Dean HecklerRoom B: Kimber Lanning
(details TBD)Room C: Lucas Mitchell,
(details TBD)Room D: Create Digital
Documents, Presentations,
e-Books and More with
InDesign CS5, Adobe

4 p.m.: 30-minute break

4:30 to 5:30 p.m.

KEYNOTE: James Victore
and Paul Sahre

6 p.m.

CONFERENCE RECEPTION PARTY:

Gallo Blanco at
The Clarendon Hotel

SUNDAY, OCTOBER 3RD

8 a.m.

Registration opens

CHECK-IN: Phoenix
Convention Center

9 to 9:30 a.m.

KEYNOTE: Opening Titles

9:30 to 10:30 a.m.

KEYNOTE: Agency Panel
with Russ Perry, Dino Paul,
Bob Case and FervorRoom A: Know Who
You're Talking To: How
Data Brings Relevance
to Integrated Campaigns,
April HolleRoom B: Improvisation
and Collaboration:
Team Design!, Nina Miller,
Jose GonzalezRoom C:
Information Graphics in
Landscape Architecture,
Halina SteinerRoom D: Power Tips and
Shortcuts for Photoshop,
Illustrator and InDesign,
Adobe

10:30 a.m.: 30-minute break

11 a.m. to 12 p.m.

KEYNOTE: Experiencism:
How to be a Strategist in a
World of Design Thinkers,
Robert Hoekman Jr.Room A: mural2.0 - Provoke.
Inspire. Change., Joe RayRoom B: Prasad Boradkar
(details TBD)Room C: Jon Arvisu
(details TBD)Room D: Discover Flash
Catalyst CS5, Adobe

12 p.m.: Lunch

1:30 to 2:30 p.m.

KEYNOTE: In-House Design
Panel, Jason Garcia,
Todd Hanle, Sean Rice,
Niki VoyatzisRoom A: Fertilizing Your
Visual Scrap Garden& Applying it to Your
Layouts, Paul HowaltRoom B: Usability:
Survivability, Shad HardyRoom C: Max
Underwood (details TBD)Room D: Using what you
know: Transitioning from
Print to Web, Adobe

2:30 p.m.: 30-minute break

3 to 4 p.m.

KEYNOTE: How to
Unfuck Your Branding,
Andres KroghRoom A: Sustainability
Sparks: Innovative
Designs that Awe and
Inspire, Dion ZuessRoom B: Navigating the
New Creative Landscape,
Eric TorresRoom C: Marc Oxborrow
(details TBD)Room D:
What's New in CS5, Adobe

4:30 to 5:30 p.m.

KEYNOTE: Creating
5 Alarm Concepts,
Von Glitschka

Schedule subject to change.

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Gold Pick Awards

The Colorado Chapter of the Public Relations Society of America (PRSA) hosted its annual Gold Pick Awards May 6 at the Marriott City Center in downtown Denver, where nearly 50 awards were presented to recognize the state's top communications professionals, public relations firms, organizations and business leaders.

The evening included nine special awards, including the Swede Johnson Lifetime Achievement Award, which was presented to Jeffrey P. Julin, APR, president and principal of MGA Communications Inc. Amy Sufak, president of Red Energy Public Relations, was named PR Person of the Year, while Erika Sauerwein, Julie Scott and Jennifer Tilliss each received the Chapter Service Award. Ken Ross, president and CEO of Pinnacol Assurance, was recognized as Business Person of the Year for his commitment and service to the profession.

Rachael Tucker Dorr of Subaru was presented with the first-ever Joe Fuentes Rookie of the Year award. Fuentes, who lost his battle with cancer in March, was a longtime PRSA Colorado member, and well known in the Denver media and PR communities. A tribute at the event included a video featuring many of Fuentes' friends and colleagues remembering the five values Fuentes displayed daily throughout his life: professional excellence, a sense of community, mentoring, family and ethics/integrity.



Grand Gold Pick

Making the Red Robin Gourmet Burgers
Kids' Cook-Off Championship Sizzle
Linhart Public Relations





Direct Response

Direct MailAgency | Self-Promotion Mailers
Mullen Advertising & Public Relations



Public Relations – Local

Grand Canyon University
BJC Public Relations



Spectrum Awards

The American Marketing Association's (AMA) Phoenix Chapter, a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide, celebrated its annual Spectrum Awards banquet on May 19 at the Sheraton Phoenix Downtown. This year's theme "Mad Marketers" paid tribute to the early '60s era of marketing and honors the predecessors who invented the industry.

"The Spectrum Awards are the biggest and most prestigious marketing awards in the Valley, and it is thrilling to see the incredible talent we have Phoenix," says Jackie Wetzel, 2009-2010 board president. "This year, we saw exceptional work stemming from the difficult economy and the changing media landscape. Marketers continue to adapt and find new ways to creatively and successfully spread their message."

With awards recognizing excellence in categories that included integrated marketing, brand identity and public relations, a number of local firms took home honors, including Defero, who took home the Best of Show award for its Right Guard Social Media campaign.



Collateral – Special Event Material

Welcome to America Project
Prom Materials
Sherr May & Company



Public Relations – Sponsorship

Target Back-to-School Tour
BJC Public Relations



Brand Identity – Logo

Flux Identity
The Darkly Agency



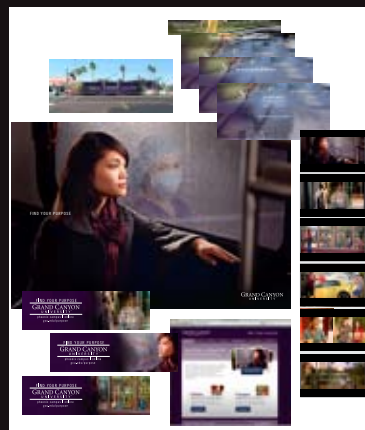
Best of Show – Right Guard Social Media

Defero



Outdoor Advertising, Broadcast – Television, Promotional

Grand Canyon University
Moses Anshella



SHOW
TIME

Copper Quill Awards

On May 20, the International Association of Business Communicators (IABC) Phoenix announced the winners of the 2010 Copper Quill Awards for excellence in business communication at a ceremony at the Tempe Center for the Arts. The awards program recognizes excellence in six categories: communication management, audiovisual, print publications, design/photography/illustration, writing and electronic communication.

Bringing home top honors were Allstate Insurance Co. for its Sales & Customer Service Roadmap; the Arizona Department of Health Services for its "Venomocity: Brought to You by Addiction" campaign; TriWest Healthcare for its Online Care and "Help Put the 'e' in Green" campaign; and the Lavidge Company for its "Massage for the Cure 2009" campaign with Massage Envy.

The evening also included keynote speaker Steve Crescenzo, who spoke about the changing role of the communicator with the influx of social media, dynamic workforces and globalization.

Communication Management

Massage for the Cure 2009
The Lavidge Company



Help beat breast cancer on September 15th with a \$35 massage. In one day, Massage Envy hopes to raise \$500,000 to benefit Susan G. Komen for the Cure. But the only way this will happen is with your help. Join us on September 15th as Massage Envy and Susan G. Komen for the Cure help put an end to breast cancer. Limited appointments are available, so call to schedule your massage today.

For more information visit MassageEnvy.com.

*Massage session consists of a 30-minute massage and time for consultation and drawing. Monthly one-pair massages and gift cards are accepted on day of event. Additional local taxes and fees may apply. ©2009 Massage Envy Limited, LLC.

Communication Management, Design/Photo/Illustration

Venomocity: Brought to you by Addiction
Arizona Department of Health Services



Communication Management

Help put the "e" in Green
TriWest Healthcare



PHOTOS BY JOHN TUCKER

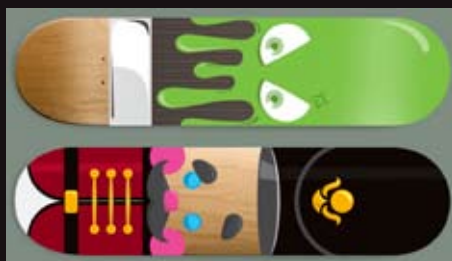
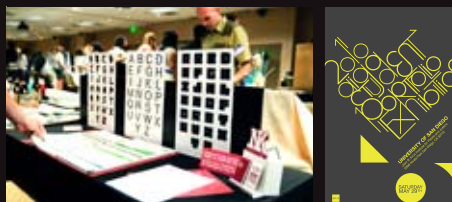
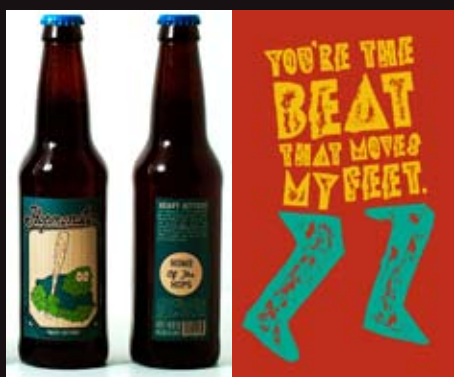
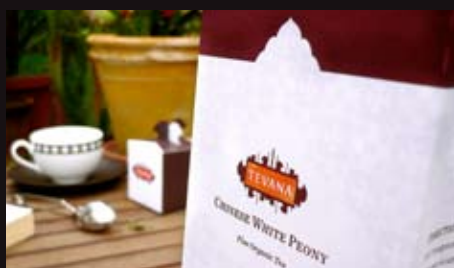
AIGA San Diego Student Portfolio Exhibition

The San Diego Chapter of the AIGA hosted its 14th annual Student Portfolio Exhibition on May 30 at the University of San Diego's Joan B. Kroc Center. The event showcased 50 student portfolios and attracted more than 200 attendees. Well-known schools, such as Art Center College of Design in Pasadena and Academy of Art University, attended the event in hopes of recruiting new design talent.

"The AIGA Student Portfolio Exhibition is a valuable opportunity for professional development and networking," says event chair and AIGA board member Min Choi. "Students get candid feedback on their work from recognized industry leaders and our professional design community gets a preview of up-and-coming talent."

Paul Drohan, creative director of Digi-terria Interactive, addressed students and attendees, and offered professional insights and encouragement gleaned from his extensive resume, which includes international brands such as the NFL, TaylorMade Golf, Alicia Keys, *National Geographic*, ESPN and Sam Adams Brewery.

The annual AIGA Student Portfolio Exhibition awards prestigious scholarships for first, second and third place Student Portfolio of the Year, sponsored by various local design firms. Best of category awards are also selected for advertising, branding/identity, cross cultural design, illustration, interactive design, packaging, and typography.



Art Slaves Show and Sale 2010

Described as an “anything goes” kind of show by founder Frank Haxton, the Art Slaves Show & Sale kicked off its 14th year with an amazing display of innovative art by local communication professionals. Throughout the month of July, Reno art lovers got the chance to see paintings, sculptures, ceramics, photography, performance art and other mixed media on display at West Street Market in downtown Reno.

Haxton, a local photographer, started the event to provide an outlet for members of the advertising profession to display and sell their work. “From traditional to experimental to the unheard of, we encourage people working in all mediums to participate,” he says.

A portion of the proceeds is donated to the University of Nevada School of Journalism. To date, the group has donated more than \$10,000.



Experience Color

Hold it! See it! Produce it!



Printing Industries of America's Color Management Conference

December 5–7, 2010

Phoenix, AZ

www.printing.org/color

The 2010 Color Management Conference has something for everyone who has an interest in quality and consistent color. Whether you are a designer from an ad firm, a printer, a prepress manager, or a brand manager, this conference has important information to help make you an invaluable asset to your company.



Industry Organizations: *"It's not what you know, it's who you know."*

ARIZONA

American Advertising Federation (AAF)

Promotes advertising through a grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. Metro Phoenix: aafmetrophoenix.com Tucson: tucsonadfed.org

Ad 2 Phoenix

Premier organization in the Valley for young professionals in advertising, marketing and communication. ad2phoenix.com

AIGA Arizona

Serves the graphic design community in the state of Arizona and augments the activities of the national AIGA. arizona.aiga.org

American Marketing Association (AMA)

Professional association for those involved in the practice, teaching and study of marketing worldwide. Phoenix: amaphoenix.org Tucson: tucsonama.com

AZ Ad Club

Discussion group for advertising strategy and resources for companies in the greater Phoenix area and on the West Coast. azadclub.com

Creative Connect

Dedicated to promoting collaboration and community through networking events and other programs to people working in a variety of creative disciplines. creativeconnect.org

International Association of Business Communicators (IABC)

The Valley's most comprehensive resource for communications professionals. Phoenix: iabcphoenix.com Tucson: iabc Tucson.com

Phoenix InDesign User Group (IDUG)

Connect with fellow Adobe InDesign users for free support. All user levels welcome. indesignusergroup.com

PIA of Arizona and New Mexico

Dedicated to promoting the graphic communications and printing community through education, cooperative action and fellowship. pia.org

Public Relations Society of America (PRSA)

Pre-eminent organization that builds value, demand and global understanding for public relations. Phoenix: phoenixprsa.org Tucson: prsatucson.com

COLORADO

Ad2 Denver

The future of Denver's advertising and marketing community. ad2denver.com

Ad Directors Club of Denver

Focused on strengthening the creative community through education, workshops, informative events, and annual design competitions. adcd.com

AIGA Colorado

Offers a diverse series of monthly events and programs to connect people throughout Colorado that will ultimately help them succeed as a designer. aigacolorado.org

Colorado AMA

Provides education on emerging marketing trends, connects key resources and confers with marketing experts for collaborative power. coloradoama.com

Colorado Business Marketing Association

Professional development organization providing B2B education, networking, resources, and job listings in Colorado. bmacolorado.org

IABC

Valuable resource to Colorado-based communicators committed to delivering strategic, integrated communications. iabc-colorado.com

New Denver Ad Club

Designed to elevate Denver's profile as a national ad community, promote education, professional development, networking and public service. newdenveradclub.com

Printing Industries of Colorado

Dedicated to promoting the graphic communications and printing community through education, cooperative action and fellowship. printincolorado.org

PRSA

Based in Denver, the Colorado chapter is part of the world's largest organization for public relations professionals. prsa.colorado.org

Rocky Mountain Direct Marketing Association

Provides quality programs to educate, encourage, nurture and grow the Rocky Mountain region's direct marketing community. rmdma.org

NEVADA

AAF

Las Vegas' advocate for the advertising and communications industries through public education, public service, networking and recognition of excellence. aaf.lasvegas.org

a2n2

A professional organization in Northern Nevada dedicated to serving as the ultimate resource for education, networking and recognition within the marketing and advertising industries. a2n2.com

Ad2Reno

Young professional organization in the Reno area for advertising, marketing, design, and public relations professionals aged 32 and younger. ad2reno.com

AIGA

Serves the graphic design community in the state of Nevada and augments the activities of the national AIGA. Las Vegas: lasvegas.aiga.org Reno: renotahoe.aiga.org

AMA

Professional association for those involved in the practice, teaching and study of marketing worldwide. Las Vegas: amalasvegas.com Reno: renotahoeama.com

IABC

Part of an international network of professionals engaged in strategic business communication management. iabclasvegas.com

PRSA

Pre-eminent organization that builds value, demand and global understanding for public relations. Las Vegas: prsalasvegas.com Reno: prsa.reno.org

NEW MEXICO

AAF

Network of ad agencies, design firms, Web developers, media suppliers and educators, and broadcasters in New Mexico. nmadfed.org

AIGA

Serves the graphic design community in the state of New Mexico and augments the activities of the national AIGA. newmexico.aiga.org

AMA

Provides a forum for educational and professional development of marketing professionals throughout New Mexico. nmama.org

PRSA

Provides professional information, networking and social activities to New Mexico's communication professionals. nmprsa.com

SAN DIEGO

Ad 2 San Diego

Help young advertising and marketing professionals learn the ropes of a fast-paced and fascinating career field. ad2sd.com

AIGA

Serves the graphic design community San Diego and augments the activities of the national AIGA. sandiego.aiga.org

AMA

Dedicated to enhancing San Diego's marketing community through networking, industry information exchange, educational and career opportunities. sdama.org

IABC

Part of an international network of professionals engaged in strategic business communication management. sandiego.iabc.com

PIA of San Diego

Dedicated to promoting the graphic communications and printing community through education, cooperative action and fellowship. piasd.org

PRSA

Provides professional information, networking and social activities to San Diego's communication professionals. prsa.sandiego.org

UTAH

AAF

Encourage camaraderie, build knowledge and facility open communication among Utah agencies, media, clients and suppliers. utahadfed.com

AIGA

Serves the graphic design community in the Salt Lake City area and augments the activities of the national AIGA. slc.aiga.org

IABC

Part of an international network of professionals engaged in strategic business communication management. utah.iabc.com

Printing Industries of Utah

Dedicated to promoting the graphic communications and printing community through education, cooperative action and fellowship. piofutah.com

PRSA

Provides professional information, networking and social activities to Utah's communication professionals. Greater Salt Lake: slcprsa.org Utah Valley: uvprsa.com

NATIONAL

AAF

Promotes advertising through a grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. aaf.org

AMA

Professional association for those involved in the practice, teaching and study of marketing worldwide. marketingpower.com

AIGA

Stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. aiga.org

IABC

A professional network of more than 15,500 business communication professionals in over 80 countries. iabc.com

International Digital Enterprise Alliance (IDEAlliance)

Develops standards and best practices to enhance efficiency and speed information across the end-to-end digital media supply chain. idealliance.org

Printing Industries of America

Enhances the growth, efficiency and profitability of the industry through advocacy, education, research and technical information. printing.org

Promotion Marketing Association (PMA)

Foster a better understanding of promotion and integrated marketing and its role in the overall marketing process. pmailink.org

PRSA

Pre-eminent organization that builds value, demand and global understanding for public relations. prsa.org

Specialty Graphic Imaging Association (SGIA)

Provide imaging professionals with the tools and information needed to make the best possible business decisions. sgia.org

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Regional Events: *the local update*

Vision Graphics Open House

Held atop the roof of the Denver Athletic Club, Vision Graphics hosted an open house during the HOW Conference weekend in June. More than 250 people in the design and creative community attended the event, which featured music, food, beverages and overall fun. Vision Graphics also marked the one year anniversary of its acquisition of a printer in the downtown market.

"The creative community in Denver is vibrant and active as they transition from traditional print to web-based activities. They now know Vision is there for them, regardless of the method their customers want to use to access the market," says Paul Borkowski, vice president of sales and business development. "Our hope is to hold similar events in the Denver market to get to know our target audience better in a fun, casual environment. Business is changing and so are we."



upcoming events

Places to be. Things to do. People to see.

SEPT. 13 Say Anything

Roundtable discussion for designers on design and running a design business. Switch Studio, 1835 E. 6th St., Tempe. 6 p.m. Contact for price. arizona.aiga.org

Book Beat Evening

Featuring author Judy Collins. Denver Press Club, 1330 Glenarm Place. Free. prsacolorado.org

SEPT. 14 Ad Bash

Ad2 Phoenix's annual networking event. 6 p.m. Contact for location and price. ad2phoenix.com

Creative Connect – Phoenix

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

Creative Connect – Salt Lake City

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

a2n2 Power Lunch

Filmmaker Roderick Fenske will discuss the importance of taking risks in the creative field. Atlantis Casino Resort & Spa, 3800 S. Virginia St., Reno. 11:30 a.m. \$20 members, \$20 non-members. a2n2.com

Creating [insert favorite adjective] Presentations

Presented by Gary Ware, director of media operations for Covario Inc. San Diego Ad Club, 3579 5th Ave. 6 p.m. \$60 Ad2 members, \$80 San Diego Ad Club members, \$100 non-members. ad2sd.com

SEPT. 15 Happy Hour Fiesta!

Joint networking event with Colorado AMA and Rocky Mountain Direct Marketing Association. Rio Grande Mexican Restaurant, 1525 Blake St., Denver. coloradoama.com

Experience Marketing

Featuring Alecia Dietsch of AT&T Global Marketing. Contact for location, time and price. bmacolorado.org

Communication ROI Study

Learn best practices in training leaders to talk about change and developing an overarching communication strategy. Contact for location, time and price. sandiego.iabc.com

Ins and Outs of Executing a 5-Star Event

Valuable tips for your next large event or fundraiser. Wavehouse San Diego, 3146 Mission Blvd. 11:30 a.m. \$32 members, \$45 non-members by Sept. 8. prsadic.org



Regional Events: *the local update*



Havana Nights

On June 17, the Public Relations Society of America, San Diego Chapter, held its annual Summer Social fundraiser at Fluxx night-club in the historic Gaslamp District. Designed to benefit the chapter's annual student scholarship fund and professional development programs, "Havana Nights" raised more than \$5,000, surpassing its intended goal. In addition to proceeds raised from ticket purchases, the chapter organized a silent auction featuring a variety of local and national donors. Guests bid on the donated items and purchased tickets for the opportunity drawing.

Chapter president Sara Wacker personally welcomed the 150 guests to the social, complete with live Twitter feed. Geena the Latina, radio co-host of 94.1's morning show, and Ruben Galven with San Diego 6 CW emceed the event, which was co-hosted by Carrie Shields with Bailey Gardiner Creative, and Jamie Sigler with J Public Relations.

SEPT. 16 Segments of the Hispanic Market

Featuring Carmen DiRenzo, president and CEO of V'me. The Manning House, 450 W. Paseo Redondo. 11:45 a.m. \$25 members, \$25 non-members. aaftucson.org

Making the Connection: Phoenix Business Journal

Learn ways to connect with reporters and editors about story ideas and breaking news. University Club of Phoenix, 39 E. Monte Vista. 11:30 a.m. \$25 members, \$30 non-members, add \$5 after Sept. 12. iabcpPhoenix.com

PRSA Phoenix Copper Anvil Awards

Honoring the "best-of-the-best" in Phoenix public relations programming. Hotel Valley Ho., 6850 E. Main St., Scottsdale. 5:30 p.m. Contact for price. phoenixprsa.org

AMA Las Vegas Mixer

Networking and orientation event. Lolitas Cantina & Tequila Bar, 6605 Las Vegas Blvd. 4:30 p.m. orientation, 5:30 p.m. mixer. \$10 members, \$20 non-members. amalasvegas.com

SEPT. 17 Employee Engagement Strategies

Discover way to get employees to notice and act on your communications. Old Pueblo Grille, 60 N. Alvernon Way, Tucson. Contact for time. Free, members; \$5 non-members. iabctucson.com

SEPT. 18 TEDx in Albuquerque

Featuring graphic designer, educator and author Maggie Macnab. Hard Rock Casino, 11000 Broadway SE, Albuquerque. 9 a.m. \$27 to \$97 plus service fees. tedxabq.com or newmexico.aiga.org

SEPT. 21 Phoenix InDesign User Group Meeting

Get up-to-date on the latest InDesign topics. McMurtry, 1010 E. Missouri Ave., Phoenix. 5:30 p.m. indesignusergroup.com/chapters/phoenix

Communication and Employee Engagement

Terry McKenzie, owner of tmacwords, will share her expertise in employee engagement. University of Denver, University Hall. 11:30 a.m. \$30 members, \$45 non-members, add \$5 at the door. iabccolorado.com

NM AdFed Luncheon

Featuring DJ Stout of Pentagram. Hotel Albuquerque, 800 Rio Grande Blvd. NW. 11:30 a.m. Free for members, \$30 non-members. nmadfed.org

Developing [insert another favorite adjective] Presentations

Presented by Gary Ware, director of media operations for Covario Inc. San Diego Ad Club, 3579 5th Ave. 6 p.m. \$60 Ad2 members, \$80 San Diego Ad Club members, \$100 non-members. ad2sd.com



Regional Events: *the local update*

Big C Mixer

On June 22, 150 members and guests from eight of Tucson's professional trade associations specializing in communications attended the 10th Annual Big C Membership Mixer event at the Westin La Paloma Resort & Spa. The annual summer social event provides each of the participating organizations an opportunity to share information about their groups and new networking connections for their members.

The local collaborating associations included the American Advertising Federation Tucson, Ad2 Tucson, Tucson American Marketing Association, AIGA, American Society of Media Photographers, Southern Arizona Architects & Engineers Marketing Association, the Public Relations Society of America, and the International Association of Business Communicators.

Underwritten by Cvent, the event featured IABC member Dean Steeves from the LaughingStock Comedy Company as emcee. A door prize drawing was held, with the opportunity for attendees to win one of eight prize packages contributed by each association. Attendees also participated in an ice-breaker activity called the "name game," in which they were given the name of a famous pair or couple and were charged with the task of finding their "other half" to be eligible for a special prize drawing.



PHOTOS BY ASMP TUCSON

upcoming events

Places to be. Things to do. People to see.

SEPT. 22 Professional Development Session

Monthly luncheon with the AMA Phoenix Chapter. Phoenix Airport Marriott, 1101 N. 44th St. 11:30 a.m. \$35 to \$50. amaphoenix.org

SEPT. 23 PRSA Happy Hour

Networking event featuring a brewpub tour and tasting. Dave's Electric Brewpub, 502 S. College Ave., Tempe. 5:30 p.m. \$10 members, \$15 non-members. phoenixprsa.org

Social Media and the Sales Funnel

Learn how social goals and content influences audiences and drives sales. University of Denver, School of Hotel, Restaurant & Tourism Management. 7:30 a.m. \$10 members, \$25 non-members. bmacolorado.org

Richard Lent

Part of the New Denver Ad Club's Outside Voices Speaker Series. Contact for location, time and price. newdenveradclub.com

SEPT. 24 ADCD Annual Awards Show

Awards program celebrating all facets of creative marketing. Infinity Park Event Center, 4400 E. Kentucky Ave., Denver. 6 p.m. \$65 to \$90. adcd.com

Las Vegas Stripped

Roundtable discussion on "Keeping Your Moral Compass in Sin City." International School of Hospitality, 3614 E. Sunset Road, Las Vegas. 3 p.m. \$15 members, \$25 non-members. prsalasvegas.com

SEPT. 25 Engage 2010

Annual PR event for students. Denver University, Driscoll Center, 2055 E. Evans Ave. 8 a.m. Contact for price. prscolorado.org

SEPT. 29 The Good, the Bad and the Ugly

Learn about ethics, business and public perception. Arizona Inn, 2200 E. Elm St., Tucson. 11:45 a.m. \$25 members, \$35 non-members. prsatucson.com

New Pros Social

Networking event with PRSA San Diego. Side Bar, 536 Market St.,

San Diego. 6 p.m. \$8 members, \$10 non-members. prsadico.org

OCT. 6 RMDMA Workshop & Luncheon

Monthly luncheon series. Contact for location, time and price. rmdma.org

OCT. 5 2010 Bernays Awards Ceremony

Recognizing San Diego's best in public relations. Hard Rock Hotel San Diego, 207 5th Ave. 6 p.m. \$85 members, \$105 non-members by Sept. 10. prsadico.org



Regional Events: *the local update*



Ad2 Denver's Kickball Tournament

More than 300 warriors took the fields of Cuernavaca Park on June 25 for Ad2 Denver's Fourth Annual Kickball Tournament, where battles raged with players kicking their way to victory. As the day wore on and it became clear that wearing steel-toed boots might not have been the best idea, a champion began to emerge. In the end, it was team Track Shack taking home the coveted trophy and a fist full of bragging rights—at least until next year.

The immense turnout saw representatives from O'Brien, Cactus, Factory, GyroHSR, Integer, Hot Press Web, Merkle, Location 3, Vladimir Jones, Section 45, Pure, Philosophy and Faction. And despite the heat, both in temperature and competition, hydration was not an issue thanks to copious amounts of liquid refreshment from Great Divide Brewery. More sponsors helped make the event a success, including Specific Media, Billups Worldwide, Entravision, Sports Monster, OTB, Denver Sports and Social Club.



OCT. 7 BMA Colorado Meet-Up

Meet and network with fellow Business Marketing Association members. 5 p.m. Free for members, \$5 non-members. Contact for location. bmacolorado.org

Marketing: Cirque du Soleil

Learn about marketing the different brands under the Cirque du Soleil umbrella. Cili Fine Dining, Bali Hai Golf Club, 5160 Las Vegas Blvd. South, Las Vegas. \$35 members, \$45 non-members. amalasvegas.com

OCT. 12 Creative Connect – Phoenix

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

Creative Connect – Salt Lake City

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

AMA Las Vegas Mixer

Networking event. Palm Restaurant, Caesar's Palace – Forum Shops. 5:30 p.m. \$10 members, \$20 non-members. amalasvegas.com

OCT. 13 BMA Keynote

The Colorado chapter of the Business Marketing Association's monthly keynote meeting. Contact for location, time and price. bmacolorado.org

OCT. 14 Harnessing Your Creativity for Work that Thrives

Led by lifestyle design coach Jenny Ferry. 3 p.m. Contact for location and price. iabctucson.com

Colorado AMA Luncheon

The association's monthly luncheon program. 11:30 a.m. Contact for location and time. coloradoama.com

OCT. 19 The Communication Revolution

Half-day seminar on engaging audiences in changing times. Disability Empowerment Center, 5025 E. Washington St., Phoenix. 8:30 a.m. \$69 members, \$100 non-members, increase after Sept. 19. iabcpheoenix.com

OCT. 20 IABC Colorado Member Appreciation Workshop

Half-day workshop featuring experts on various communications topics. Contact for location, time and price. iabc-colorado.com



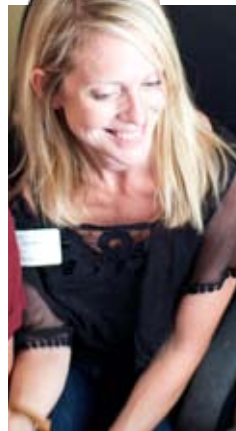
Regional Events: *the local update*

AOR Inc. Annual Party

Denver ad agency AOR Inc. held its annual party on Aug. 12 to celebrate the firm's 18 years of business. Nearly 150 of AOR's clients and partners attended the event, where they enjoyed a light-hearted theme centered on all the fun of turning 18 years old, including an AOR voting booth with real-time results displayed on screens throughout the event.

"It's great to get together with clients and partners who we work with throughout the year and have some fun," says principal Danyel Newcom. "We enjoy bringing the same creativity and sense of humor that's part of AOR's DNA into our party. And turning 18 seemed like the perfect milestone to celebrate."

AOR is an advertising, marketing and interactive agency that serves a variety of industries including high-tech, financial, travel/tourism and non-profit. The firm specializes in integrated, result-oriented campaigns that strategically use both traditional and digital tactics.



upcoming events

Places to be. Things to do. People to see.

OCT. 21

Communicating to Diverse Audiences

Panel discussion led by Vince Alberta of the Las Vegas Convention and Visitors Authority. Cili Fine Dining, Bali Hai Golf Club, 5160 Las Vegas Blvd. South, Las Vegas. 11:30 a.m. \$35 members, \$40 non-members. prsalasvegas.com

OCT. 22

FAC: The Brief

Friday afternoon Creative with AIGA remembers Robert Taylor. Contact for location, time and price. adcd.com

Navigating PR Today,

Tomorrow and Beyond

PRSA Colorado's third annual professional development retreat. The Curtis Hotel, 1405 Curtis St., Denver. 11 a.m. \$25 to \$300. prscolorado.org

OCT. 23

Quality Time with PR Minds

Event offering free public relations advice to local nonprofits. AMN Healthcare, 12400 High Bluff Dr., San Diego. Call for price. prsadic.org

OCT. 26

PRSA Tucson Impact Awards

The southern Arizona chapter's annual awards presentation. Art Gallery at the Temple of Music and Art, 330 S. Scott Ave. \$30. prsatucson.org

Professional Development Session

Monthly luncheon with the AMA Phoenix Chapter. Phoenix Airport Marriott, 1101 N. 44th St. 11:30 a.m. \$35 to \$50. amaphoenix.org

OCT. 27

Enough Talk: Companies that Lead Put Ethics into Action

Panel of PR experts will discuss how ethics impact the bottom line. University Club of Phoenix, 39 E. Monte Vista Road. 11:30 a.m. \$25 members, \$40 non-members, \$5 extra for walk-ins. phoenixprsa.org

NOV. 1

PRSA San Diego Professional Development Luncheon

Monthly association luncheon. Contact for location, time and price. prsadic.org

NOV. 3

RMDMA Workshop & Luncheon

Monthly luncheon series. Contact for location, time and price. rmdma.org

Golden Spike Awards

Recognizing Utah's best in business communications. Red Butte Garden, 300 Wakara Way, Salt Lake City. Contact for time and price. utah.iabc.com



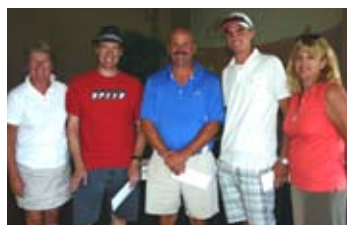
Regional Events: *the local update*



Par-Tee on the Green

Under a clear blue Colorado sky, PIA-CO and BMA Colorado held their joint golf tournament, Par-Tee on the Green, at Arrowhead Golf Course on July 12. In between the beautiful red rock formations and native grasses, golf balls were flying—some just barely missing a few deer and a bald eagle!

First place honors went to the team of John Courtie, Ken Sabey, Lance Balthaser and Cory Balthaser. Second place went to the team of Gordon Grissom, Kurt Hamlin, Bill Leonard and Scott Pellott. And rounding out third place was the team of Bill Robinson, Marc Johnson, Tim Russo and Paul Harris. Steve Kinsley took home the prize for the longest putt, and Kurt Hamlin was the winner of the straightest drive.



NOV. 4 GEICO: Behind the Brand

Monthly AAF Metro Phoenix speaker luncheon. Contact for time, location and price. aafmetro-phoenix.com

AMA Las Vegas Luncheon

Featuring Tyri Squyres, vice president of marketing and sales for Allegiant Airlines. Contact for location, time and price. amalas-vegas.com

NOV. 5-7 Ad2 National Mid-Year Retreat

Network with Ad2 members from across the country. Old Town Scottsdale. Contact for times and price. ad2phoenix.com

NOV. 9 Creative Connect – Phoenix

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

Creative Connect – Salt Lake City

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org

NOV. 17 PRSA Tucson Luncheon Program

Featuring David Grossman, author of "You Can't Not Communicate." Contact for location, time and price. prsatucson.com

Powerful Print: Tools & Tips to Hit your Communications Program Targets

Learn how and why print media remains key in effective business communications. AlphaGraphics, 2500 N. Coyote Dr., Tucson. 7:30 a.m. Free, members; \$5 non-members. iabctucson.com

NOV. 18 14th Annual Pinnacle Awards

Recognizing the best public relations programs in southern Nevada, northern Arizona and southern Utah. Wildhorse Golf Club, 2100 W. Warm Springs

Road, Henderson. 6 p.m. \$65 members, \$85 non-members. prsalasvegas.com

Creative Connect – Salt Lake City

Monthly networking event for designers, Web developers, illustrators, photographers, writers and other creative professionals. Contact for location. 6 p.m. creativeconnect.org



Regional Events: *the local update*

Henry Wurst Open House

A “Wild Wild West” themed event proved to be a huge success for Henry Wurst Inc. as they hosted an open house on Aug. 12 at their West Region facility in Denver. Clients and prospects were given a tour of the 130,000-square-foot facility and treated to educational seminars, followed by a social gathering in their 24,000-hand fulfillment area decked out in all the trappings of the Old West. More than 250 people attended the event, which was co-sponsored by Xerox.

To promote the event, Henry Wurst Inc. used integrated campaign that included a mailed “Save the Date” postcard, a Facebook fan page adventure, and a mailed invitation that led people to their own personalized website (pURL) where they could RSVP to the event. Overall, it was a very successful and fun event for all.



PHOTOS BY CINDY BOUQUET, CATCHLIGHT IMAGERY



Regional Events: *the local update*



SummerToast

On Aug. 5, nearly 1,000 marketing, communications and business professionals converged upon SummerToast, held at Writer Square in downtown Denver.

"Each year, SummerToast attracts nearly 1,000 marketing and business professionals who gather to network and enjoy wonderful food, drink and entertainment, while raising money for a chosen charity," says event co-producer Sandra Murray of Contagious Media. "This year's chosen charity is Denver Children's Home."

The event also featured the fourth annual "Connection Maker of the Year" award, which recognizes a Denver marketing professional for outstanding networking skills, as well as food, drink and a slew of prizes. With 13 networking organizations, and more than 50 businesses and merchants on hand, this was the city's largest event for marketing and business professionals.





Regional Events: *the local update*



AMY LAMP (LEFT) AND DAVID COSAND (RIGHT),
FORTY AGENCY

PHOTOS BY JAMES ARCHER

Agency Throwdown

Dubbed the Olympics of Arizona creative and interactive agencies, Agency Throwdown pits agencies against each other in a variety of industry-specific competitions such as bowling, foosball, volleyball and air hockey. Using a bracket system, regular competitions are held and agencies are eliminated until only one reigns supreme.

On July 29 at the Tempe Village Lanes, the Scrappys took on the Yabbas in two matchups featuring Forty vs. the Taka Group (Scrappy division) and Captain Jack and The Highlanders vs. I Can't Believe It's Not Gutter... (Yabba division). The headliner matchup was Forty against the Taka Group going head to head, with Taka winning the first match. However, Forty took the lead in the second match, winning the overall throwdown with 1,176 points.



JAMES ARCHER, FORTY AGENCY



AMY LAMP (LEFT) & KIM STEARNS,
FORTY AGENCY

PHOTOS BY JAMES ARCHER



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RB JONES PHOTOGRAPHY, MESA AZ



Regional Events: *the local update*

CO+HOOTS Grand Opening

CO+HOOTS opened.

And it was grand.

Located in the National Historic accredited JB Bayless Grocery Building, downtown Phoenix's lone co-working space opened its doors on July 2. About 250 guests attended the grand opening, many of whom toured the building and learned the benefits of the co-working concept from Jenny Poon, creator of Phoenix's award-winning green design firm eeko studio and CO+HOOTS co-creator/manager.

The event included art by photographers Aaron Abbott, Mark Lipczynski, Mark Peterman and Courtney Sargent; illustrator Jeremie Lederman; and artist Huilin Dai.



While Truckin' Good Food provided the nosh and ONEHOPE Wine hosted the wine, a free photo booth was also on hand, courtesy of the Self Portrait Station. Acoustic guitarists Jose Alarcon and Jack Smith provided the event soundtrack.

Hoping to serve Phoenix's ever-growing creative community, CO+HOOTS also provides small businesses and entrepreneurs a working space away from the isolation of home and the noisy distractions of a coffee shop, as well as a place with people who will inspire you.



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Regional Events: *the local update*

It's been a busy summer for the members of **AAF Tucson**. The American Advertising Federation ADDY® Awards judging was completed this May in Washington, D.C., with the results of the national competition announced at the National ADDY Awards gala, held on June 12 in Orlando, Fla., as part of the AAF National Conference.

From Tucson, Crown Chimp Productions earned a national Silver ADDY® Award in Cinematography for its entry titled "6 Minutes" created for Brute-Adidas. KOLD News 13 also earned a Silver ADDY® Award in Advertising for the Arts & Sciences TV for its entry titled "Secrets Under the Desert - The Titan Missile Museum" created for the Titan Missile Museum and Pima County Attractions.

AAF Tucson was also recognized with six awards during the 2010 Salute to Achiever's ceremony. The chapter received third place in the Public Service, Government Relations and Club Operations categories, second place in the Programs category and first place in Communications and Advertising Education.

Accepting the awards were AAF Council of Governors Chair **Julie Childs** and AAF Tucson board officer **Dana Horner**, chapter resident **Michelle Livingston**, administrator **Pearl Ford-Fyffe**, and president and CEO **James Datri**.



Julie Childs, Dana Horner, Michelle Livingston, Pearl Ford-Fyffe, James Datri.



Ad2 Tucson recently announced its Board Member election results for the 2010-2011 term. Ten Tucson-area professionals were elected and appointed as officers and directors, and were officially installed to the Ad2 Tucson Board of Directors at their meeting on June 19.

The Executive Committee includes president **James Patrick**, ACB, ALB, of Stantec Consulting Services Inc.; first vice president and secretary **Patricia Winter** of Madden Media; second vice president and treasurer

Jennifer Wendt of Bolchalk FReY Marketing; and immediate past president **Julie Rustad** of 24-7 Creative Solutions.

Board members include **Melissa Aquino**, Institute of the Environment; **Andy Cole**, Commotion Studios; **Caitlin Dixon**, American Red Cross Southern Arizona Chapter; **Danielle Leines**, Strongpoint Public Relations; **Jessica Castillo**, Jessica Castillo Design; and **Serena Zelezny**, Serena Zelezny Marketing & Communications.

The Rocky Mountain Direct Marketing

Calling all designers!

Want to help support your industry?

The Graphic Communications

Education Foundation is revamping their image and they need your help.

The foundation is inviting designers to submit logo designs to be considered as they roll out their new look.

According to the foundation's Peggy Deal, designers will get the "exposure and the satisfaction of knowing you are helping us grow our amazing industry by attracting the brightest and best. We're doing good things at the foundation and hope you will jump onboard."

PDF files are due by **Oct. 1** to peggy@thegcef.org. For more information, visit thegcef.org.



Scottsdale-based public relations firm **Olson Communications Inc.** has promoted **Amanda Fier** to

account manager. Fier joined Olson three years ago, transitioning to public relations professional after serving more than seven years as a national journalist and editor. She started her career in 2000 as a staff writer for *Better Homes and Gardens* Special Interest Publications in Des Moines, Iowa, relocating to the Phoenix area in 2003 to work for locally based *Arizona Foothills* and *Estates West* magazines as editor in chief and director of editorial.

Among the accounts Fier currently oversees are Sundt Construction Inc., Woodbine Southwest Corp., Hidden Meadow Ranch, Kimpton's FireSky Resort & Spa and Rainbow Ryders Inc. Hot Air Balloon Company.

Another change in the Olson lineup is the addition of **Matt Culbertson**, who recently joined the firm as an intern through December. Culbertson, who has completed internships with the Phoenix Business Journal, *The Arizona Republic* and Maricopa Association of Governments, is a senior studying public relations and digital media at ASU's Walter Cronkite School of Journalism and Mass Communication. He will serve as the president of the ASU chapter of the Public Relations Student Society of America for the 2010-2011 academic year.



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Regional Events: *the local update*



THE AMY AWARDS
MARKETERS WHO'VE MADE THEIR MARK

The San Diego Chapter of the American Marketing Association held its annual American Marketer of the Year (AMY) Awards Ceremony at Coronado Community Center

on June 9. Honoring outstanding achievement in marketing and communications, companies and individuals were nominated by a panel of experienced marketing and advertising executives in categories like Integrated Marketing Campaign, Special Event Marketing, Green Marketing Campaign and more.

Among the judges for this year's AMY Awards were **Sean Cheyney**, AccuQuote VP of Marketing and Business Development; **Scott Cohen**, Boost Mobile (former) Director of Marketing; and **Valerie Winter**, Diamonds in the Rough Director of Marketing.

Winners included:

Direct Mail

Barona Resort and Casino for their "Club Barona 2010 Birthday" direct mail campaign

Makeover Campaign

Red Door Interactive for their Souplantation & Sweet Tomatoes website Special Event

VAVI Sport & Social Club for their "VAVI Day at Petco Park" event Advertising

MEA Digital for their Oakley Women's "Perform Beautifully" campaign

Green Marketing Campaign

Aviatech LLC for their The Cleaning Authority "Green" campaign

Viral Marketing

MEA Digital for their Oakley "Rock Legends" campaign

Integrated Marketing

MJE Marketing Services for their "This is a Good Day Business Stimulus" campaign

New Products/Services

SkyTek Digital Media Inc. for their "Community Cross Marketing (CCM)" campaign

Marketer of the Year, Critics' Choice

MJE Marketing Services for their "This is a Good Day Business Stimulus" campaign Marketer of the Year, People's Choice

Red Door Interactive for their "Rubio's / Dr. Pepper Langostino Lobster" campaign



The New Denver Ad Club, a Division II member of the AAF, won the First Place Club Achievement Award in the Programs category at the 2010 Club Achievement Awards, held June 12 in Orlando. **Ad2 Denver**, the under-32 members of the NDAC and a Division V member of the AAF, won Third Place Club Achievement Awards in both the Membership Development and Communications categories.

The AAF Club Achievement Awards are national honors presented annually to ad clubs and federations who display exceptional accomplishments in advertising education, communications, diversity and multicultural initiatives, government relations, club operations, membership development, programs and public service.

Lorelle Burke, NDAC President, and **David Kennedy**, Ad2 Board Member, accepted the awards.



Buffalo Exchange welcomed two new staff members

for its award-winning in-house marketing department: marketing production assistant **Cynthia Rhea** and marketing office assistant **Tricia McClintic**.

In addition, the company received three American Inhouse Design awards for its work on the company's website and the 35th Anniversary campaign, which included the 35th Anniversary Deep-V Tees. The winning designs were featured in the August issue of *Graphic Design USA* magazine.

In other news, marketing director **Michelle Livingston** was named the new 2010/2011 president for AAF Tucson, as of July 1.

Prisma Graphic recently announced the launch of **PrintPower**, an online service featuring web to print marketing materials with custom design quality printing

at affordable price points and significantly reduced turnaround times. PrintPower was created to serve the design community and to provide better online service and user experience so designers can deliver high-quality marketing materials that will meet their client's budget requirements.

Products available through PrintPower include business cards, brochures, door hangers, table tents, menus, rip cards, die cut postcards, window mailers, sell sheets, folded cards, file folders, and more. Sheets are sold by the square inch, which makes the system more cost-efficient. Templates are also provided for download.

PrintPower customers upload design files as PDFs, TIF, EPS, InDesign, Quark, Illustrator or Photoshop, and have the choice to provide print ready files or request a proof before printing. Projects are shipped within three to five business days after proof approval for more basic projects and seven to ten business days after proof approval for more complex projects. Visit printpower.com for information. See our insert in this issue.



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Regional Events: *the local update*



Phoenix-based creative studio **Detail Design and Fabrication (DD&F)** recently completed the design and build of KaChingKo, the Arizona Diamondbacks newest in-game promotion. A spin on the traditional Plinko-style game, KaChingKo is of steel, aluminum, lexan backer with a clear front cover and large format prints. The portable game is on wheels and is unique because of its size and electronic rotating center. The game uses six-inch-wide plastic pucks, which are dropped down into approximately 93 pins that redirect the puck in addition to the center rotating.

DD&F also helped create UPTOWN, a new fan zone located behind the All-Star in right field where fans can cheer for Justin Upton and the Diamondbacks. The project consists of two large overhead signs; one on the concourse, and one over the right field seats. Each sign measures at approximately six feet high and 35 feet wide, and weighs almost 860 lbs.

Other projects that DD&F have designed and fabricated at Chase Field include The Sandlot, the 35-foot high Miller beer bottle, the Diamond Club, full wall murals throughout each concourse and the huge 2007 Diamondback image transformation.



The New Mexico Advertising Federation is kicking

off its 2010-2011 programming year with a luncheon featuring award-winning graphic designer **DJ Stout**, known for his stint as art director for *Texas Monthly*.

During his time there, the magazine was nominated for 10 National Magazine Awards and was awarded the prestigious prize three times. In a special 1998 issue, *American Photo* magazine selected DJ as one of the "100 most important people in photography" primarily because of the impressive body of original photographic works that he commissioned and art directed during his 13 years at *Texas Monthly*.

Named by I.D. (International Design) magazine as one of its "Fifty American Designers," Stout's work is represented in several permanent collections including Cooper-Hewitt, National Design Museum in New York, the Museum of Fine Arts, Houston (MFAH), the Dallas Museum of Art (DMA), the Austin Museum of Art (AMOA), the Southwestern Writers Collection and the Southwestern and Mexican Photography Collection in the Witliff Collections at Texas

State University, the Harry Ransom Center (HRC) at the University of Texas, and the Library of Congress. Today, he is the corporate creative director for R & R Advertising, overseeing the agency's creative staff in Las Vegas, Reno and Salt Lake City.

Hosted in partnership with Creative Albuquerque, the luncheon will be held on Sept. 21 at the Hotel Albuquerque from 11:30 a.m. to 1 p.m. The luncheon is free to NNMAF members, \$30 for guests and \$15 for students. E-mail rsvp@nmadfed.org by Sept. 17 to make a reservation.

The luncheon is also the first event for the incoming board of directors, including president **Maresa Thompson**, ABQ Convention and Visitors Bureau; vice president **Deena Crawley**, McKee, Wallwork, Cleveland; past president **Karolyn Cannata-Winge**, University of New Mexico; treasurer **Jim Fisher**, UNM Daily Lobo; and board members **Wendy Deetz**, halflife* digital; **Page Fullerton**, Albuquerque the Magazine; **Adam Greenhood**, Esparza Advertising; **Alexis Kerschner**, Central New Mexico Community College; **DeAnn Sena O'Connor**, DSO Creative; **Nick Tauro**, Vaughn Wedeen Kuhn; **Jessica Trumble**, Rick Johnson & Co.; and **Melissa Walters** Leymon, PNM.

Pacific Printing Industries has launched its **Responsible Direct Mail Initiative**, a self-certification program for printers, catalog publishers and other direct-mail providers seeking to earn recognition for responsible direct mailing practices.

According to **Jules Van Sant**, Executive Director of PPI, the motivation to bring this program forward is to allow corporations, marketing firms, and the print and direct mail industries to commit and put into practice procedures that address responsible direct mail management.

The RDMI pledge commits marketers and printers to work closely direct mail customers and suppliers to:

- Cull mailing lists to remove opt-outs and duplicates, reducing the number of pieces mailed and eliminating waste;
- Provide on every mailed piece an easy, no-cost method for the recipient to opt-out of future mailings;
- Avoid the purchase and use of paper from forest areas that are considered endangered, threatened, or where forest practices are controversial;
- Use 30 percent or higher post-consumer-waste-content recycled paper; and
- Use only credibly certified virgin paper, if virgin paper is used.

Visit responsibledirectmail.com for more information.

The Board of **Ad2 Phoenix** selected **Keogh Health Foundation**, a local nonprofit, as this year's Public Service client. Keogh assists Arizona's most vulnerable population to secure affordable health care and focus efforts on reaching women with children. Services are delivered by collaborating with community groups such as schools, churches and a variety of nonprofit human services programs. More than 114,000 people have been assisted through their efforts since 2004.

Since January, members of Ad2 Phoenix have assisted Keogh Health Foundation with an entire rebranding campaign. Their team of graphic designers and communication specialists has given Keogh a new updated look, including name and logo changes, and their website is also being reconstructed.

An official launch of Keogh's new look is set for their First Friday Annual Gala on Nov. 5, when the new logo, designed by Jessica Wong, will be unveiled.



Regional News: *the local update*

Association welcomes its 2010-11 board of directors, which includes president **Jon VanderWal**, Henry Wurst, Inc.; executive vice president **Debbie Williams**, SourceGas; vice president of records **Sheri Vernier**, Marketing-Dynamix Inc.; vice president of finance **Charles McKay**, Tewell Warren Printing; vice President of membership **Justin Hamilton**, Compact Information Systems; vice president of communications **Bob Todd**, Toad Centered Creative; immediate past president **Scott McKenzie**; and board of directors **Mark Wood**, Customer Paradigm; **Erin Haddigan**, American Water Works Association; **Patty Coldwater**, TMR Direct; **Conrad Gonzales**, Dalbey Education Institute; **Peter Hodges**, Bellco Credit Union; **Scott Roosa**, ReadyTalk; and **Ed Swartley**, Fixer; Publications Group.

The committee chairs for the coming year are: Communications: **Bob Todd**, Toad Centered Creative; Direct Marketer of the Year Awards: **Sallie Burnett**, Customer Insight Group; Education: **Peter Hodges**, Bellco Credit Union; Public Relations: **Linda Ferentchak**, Financial Communications Associates Inc.; Membership: **Justin Hamilton**, Compact Information Systems; Newsletter Editor: **Ed Swartley**, Fixer Publishing Group and Social Media: **Peter Hodges**, Bellco Credit Union.

On April 29, **PechaKucha PHX 1** brought the Phoenix design community together



at an event that encouraged networking and creative cross-thought. PechaKucha PHX 2

will continue this trend, and presentation submissions are now open for the Oct. 22 event.

PechaKucha, pronounced "peh-chak cha," is Japanese for chit-chat, the buzzy sound of conversation going on in a room. Devised in Tokyo in 2003 as a means for designers to show their work, PechaKucha Nights have gone global, with events taking place in more than 300 cities around the world. To keep the event efficient, a tight presentation format called "20x20" was created. That's 20 slides, 20 seconds per slide; six minutes, 40 seconds total.

PechaKucha PHX 1 was held at the Irish Cultural Center and presenters included **Marshall Shore**, a librarian with an interior decoration obsession; **Nan Ellin** of Canalscape, who hopes to make Phoenix canals into vital urban hubs; **Wenhui Yu**, who wants to use a screen saver to track

productivity; and even a detail-oriented font master, Marc Oxborrow, who created a PechaKucha font for the event.

PechaKucha PHX 2 is looking for a similar variance of presenter background and topic. The event seeks designers of all disciplines, whether interior, web-based, canvas-based, or even imagination-based. Presentation submissions will be accepted through Sept. 5. For full submission details, [visit pknphx.com](http://visit.pknphx.com).

HMA Public Relations' vice president and general manager **Abbie S. Fink** has been



named a speaker at the 2010 PRSA International Conference, which will be held in Washington, D.C. Oct. 16-19.

Fink, who is the 2010 president of the Phoenix Chapter of PRSA, will be joined by Ann Subervi of Utopia Communications and John Deveney of Deveney Communications in presenting "Critical Counsel for Critical Times: A Perspective on Pressing Issues from Industry Experts," which will provide a senior-level perspective on critical real-world issues facing practitioners in the ever-evolving world of public relations and strategic communications.

Fink was also recently named chairperson for the 2011 Counselors Academy Spring Conference, where public relations firm owners and managers from around the nation conduct workshops and roundtable discussions regarding leadership, business management and digital communications.

Suzanne McCormick has been named chapter president of **IABC Phoenix**, with **Cory Craft** serving as executive vice president as part of its board of directors for the 2010-2011 program year.

McCormick previously served as executive vice president for IABC Phoenix. In her new role, she will be responsible for the overall direction and programming for the 220-plus member group. McCormick is the owner of Full Sun Communications, where she consults with corporations and small businesses on their internal and external communications programs. She earned a bachelor's degree in journalism and political science from the University of Arizona.

Others named to the board include **Jessica Hansen**, immediate past president; **Sarah McLeod**, vice president, member benefits; **Stephanie Johnson**, vice president, membership; **Mandy Minette**, vice president,

marketing; **Bart Butler**, vice president, internal communications; **Stephanie Conner**, vice president, community involvement; **Liam O'Mahoney**, vice president, finance; **Molly Ingham** and **Andrea Ptacek**, co-vice presidents, professional development; **Traci Baker** and **Kim Grozek**, co-vice presidents, special events; and **Peter Hass**, executive secretary.

PRSA Tucson member **Jodi Horton** has been accepted for induction into the Public Relations Society of America College of Fellows. Horton's selection recognizes her exceptional contributions to the advancement of the profession, the PRSA and the Tucson community for more than 20 years. As a mentor and role model to public relations students and professionals, Horton joins the less than two percent of PRSA's 22,000 members who hold this status. Horton will be presented with her Fellows medallion at an Oct. 16th at the PRSA College of Fellows Induction Dinner in Washington, D.C.

In addition, **Lynn Perez-Hewitt**, executive director of the Friends of Kartchner Caverns State Park and president of PRSA Tucson, has earned her Accreditation in Public Relations (APR). She joins an elite group of approximately 6,000 public relations professionals who have achieved accreditation status.



Mesa-based, business-to-business (B2B) marketing communications firm **Canyon Communications**

announced the expansion of its team with the addition of **Cheryl Johannes** as account coordinator and **Tiffany Franquemont** as public relations account coordinator.

As Canyon's newest account coordinator, Johannes will support marketing efforts for a variety of Canyon's clients. Cheryl's past experience includes work at a Tempe-based agency on clients in the financial services and electronics industries. She earned a bachelor's degree in marketing from Arizona State University.

Franquemont will support public relations efforts at Canyon. Her past experience includes work at a Phoenix-based agency on clients in industries such as retail, mining and government. She has also worked in marketing at a Phoenix-based law firm. Tiffany earned a bachelor's degree in journalism with an emphasis in strategic communication



Regional Events: *the local update*



Remembering Tom Basham

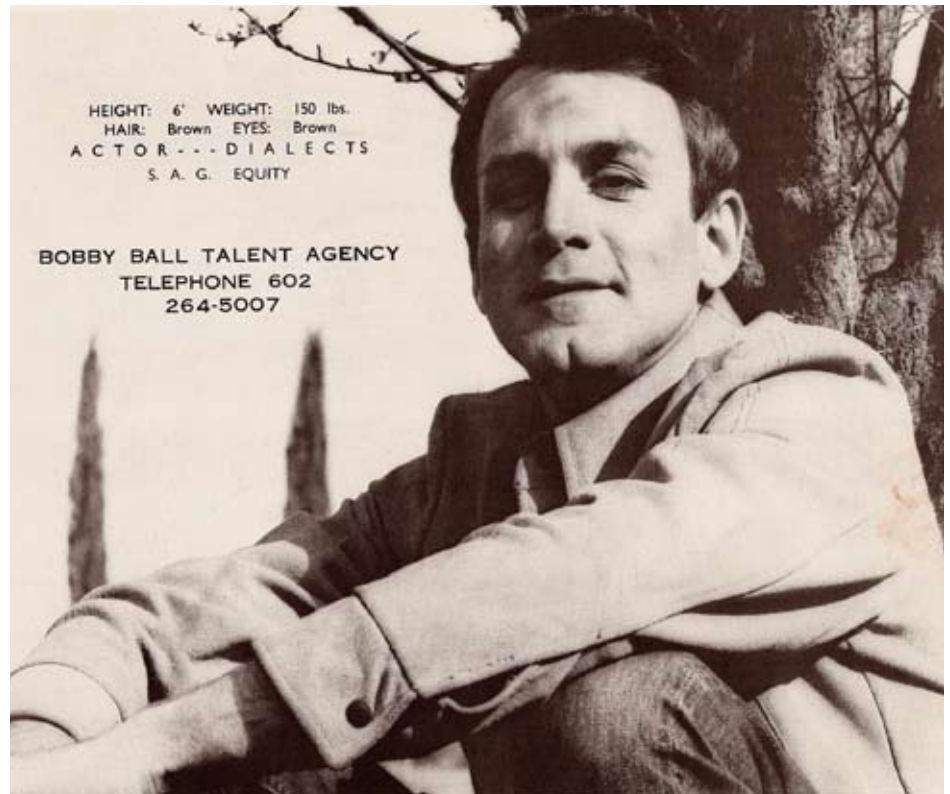
The creative community lost an amazing talent with the passing of Tom Basham, an actor and voice-over professional who worked in Phoenix, Los Angeles and New York. We remember him...

Longtime Phoenix voice talent Tom Basham passed away this summer, losing his battle with small cell lung cancer in his lungs. Best known as the deity-caliber voice for the Phoenix Cardinals in the 1990s, Basham got his first professional theater work studying with the fabled Lee Strasberg in the summer before attending Phoenix College for three semesters, followed by a year at Baylor University in Waco, Texas, and finally at the University of California, where he graduated.

While home from school, he starred in several little theater plays, including "The Corn is Green." He was signed as a contract player for Universal Studios for two years, where he had several parts in movies and TV shows such as "Adam 12," "It Takes a Thief" and several others.

Basham became interested in the philosophy and teachings of the Church of Religious Science. He attended its school and soon after became an ordained a minister to the Second Church of Religious Science in Watts. He stayed with the church for 10 years, then left to do Repertory Theater in Los Angeles, where a fellow actor suggested he do voice work. This became his second career and he was in considerable demand in both Los Angeles and New York. He provided voices for cartoons, films and commercials.

Being homesick for Phoenix, he returned to do another play for the Little Theater, including "Witness for the Prosecution." Basham spent the next 25 years doing voice-overs for merchants, museums, the opera guild and many others.



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Xerox Corporation	505-688-9047	www.ProcessBuyersGuide.com/xeroxsouthwest
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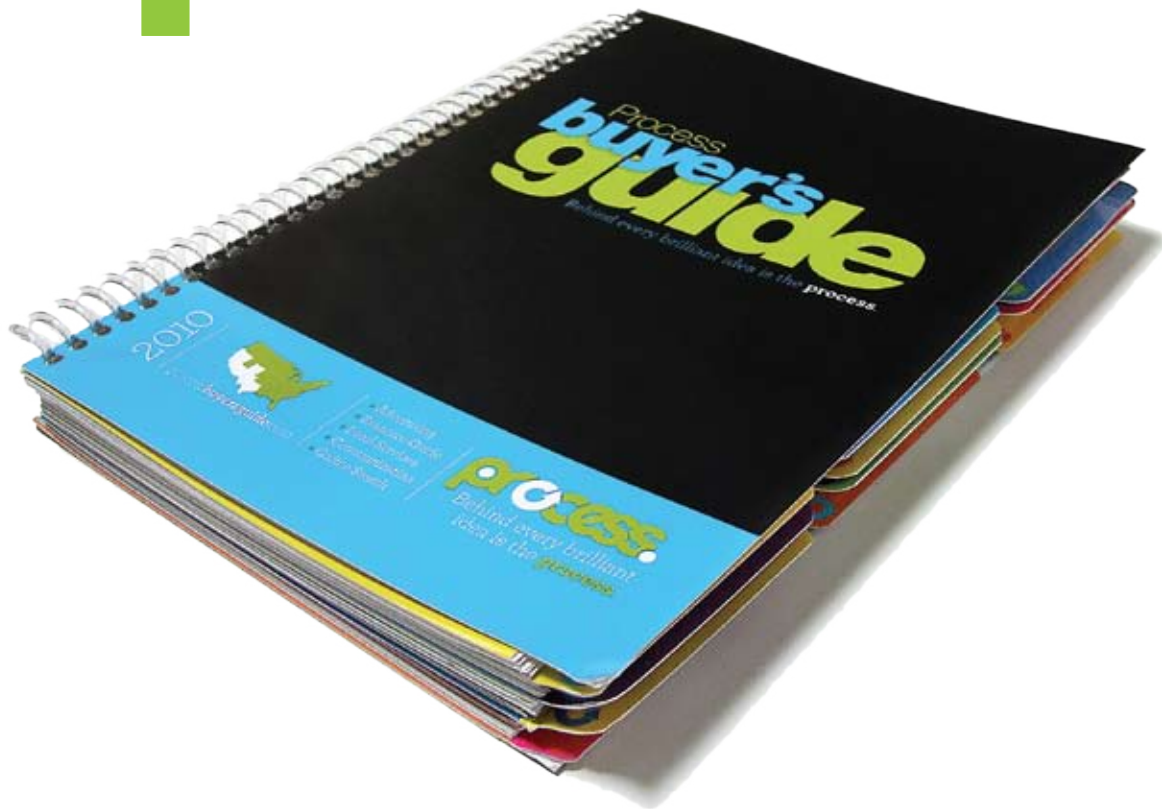
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10 Questions

Scott Dunn + Jill Richards, *12 Legs Travel*

The story of a former media relations hack, his photojournalist wife, their “two ugly dogs” and a yearlong adventure on the road.

OK, so whose hair-brained idea was this?

I’m guilty of hatching the idea, but Jill gave it life. We were having breakfast in a hotel diner, and I was musing about how much I miss being a traveler. I was more or less just listening to myself talk and creating imaginary back stories for our fellow patrons. But Jill latched on to this crazy notion of quitting our jobs and traveling for a year, and then set about making it happen. She’s a dynamo; I just try to keep up.

How are you bringing your creative sides to your adventure?

Well, there’s the blogging, but I’m not sure how good we are at that. We see and do so many blog-worthy things, it’s impossible to keep up. Like, as I write this, we’re in Minnesota—even though our latest blog post suggests we’re in Texas. So we’re sort of failures as bloggers. But that’s OK, because I think we’re good at traveling. And that often demands more creative thinking than writing or taking photos.

What is the one thing you can’t be without on the road?

Dog food. We’ve run out a few times, and you can just see the mutiny rising in the dogs’ eyes. On one of those occasions, Jack, our biggest and neediest dog, stared at me for a long time through the flickering flames of the campfire. I’m pretty sure he was sizing me up as a potential meal. Our iPhones are pretty dang indispensable, too. But I guess the honest (if sappy) answer to this question is “each other.” (Sorry. It is our honeymoon.)

Name one thing you’ve learned about yourself, your partner on this trip?

I’ve learned that Jill is not adept at crossing cattle grates on her mountain bike. She’s learned that, even with a Google map, I can’t find my way out of a mall parking lot to save my life. On a more philosophical note, we’ve also learned you don’t need a lot of “stuff” to live well, and that it’s lot easier to love your country when you see it up close instead of through the lens of cable news.

What’s your idea of a perfect day?

For me, it begins with the sunlight through the tent window and ends with the glowing coals in the campfire. In between, we see a piece of the country we’ve never seen before, do something that tires out the dogs and arouses our appetites, engage in a good conversation with a stranger, and carve out some time to read.

The content of a person’s refrigerator—or in your case, cooler—says a lot about them. What’s in yours?

Too much of the time, melted ice.

What’s your overall impression of the U.S. public restroom system?

Suprisingly tolerable. Same goes for bath-houses in national, state and county parks. In six months on the road, I can only remember Jill walking out of a restroom once and saying, “I can’t do that.” (It was at a pit toilet in Tallulah Falls, Ga., not far from where “Deliverance” was filmed.) As a

general rule, museums and public libraries set the gold standard for public toilets, while roadside rest stops leave much to be desired. You can definitely see the manifestation of state-budget woes in the latter.

What’s your guilty pleasure?

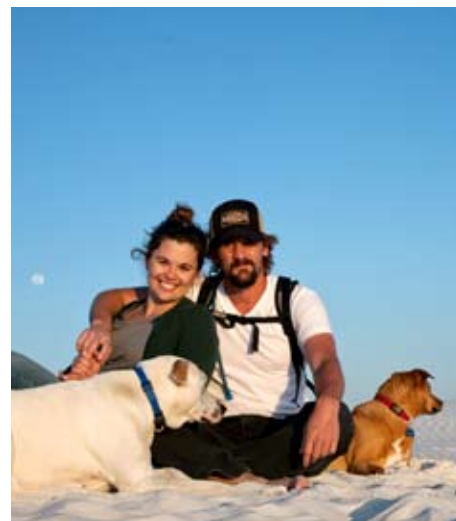
For me, it’s cable TV. Every Motel 6 in America has HBO and ESPN, and I turn one of those stations on as soon as I get in the room. Jill’s guilty pleasure is her Eno hammock. She cocoons herself in that thing with a book, and you don’t here a peep from her for hours.

What’s on your iPods?

Jill and I have more than 5,000 songs on our iPod, yet it seems like we hear the same stuff all the time. We’re fond of making “regional playlists” of songs that fit the area we’re in, and we never skip any song by Jason Isbell, Lucero or My Morning Jacket. My biggest musical confession of the trip: After seeing my first Lady Ga Ga video at a club some friends took us to in Provincetown, Mass., I downloaded “Bad Romance.” This amuses Jill to no end.

What person, place or thing has left the biggest impression on you so far?

The night we spent sitting on a little dock at Lake Fausse Pointe in Louisiana. We passed a flask of bourbon and switched on our headlamps to illuminate the eyes of gators swimming past.



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