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process



THE. spring ISSUE

SPRING 2011

Between the Sheets

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New Solutions

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the cover:

Spring has sprung and what better way to leave the gray, dull winter behind than with eye-popping splashes of color? For a peek at colorful hue-inspired products, check out "World of Color," an in-depth look at Pantone Universe and how it's taking the world by storm.



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TEN questions: Ben Bonnan

Phoenix ad director gets creative with screenprint art

the editor

Every year, printers and designers anticipate the announcement of Pantone's color of the year (it's Honeysuckle, by the way). For the regular Joe, this may not mean a thing, but in actuality, color means more than just tones and hues. According to Leatrice Eiseman, executive director of the Pantone Color Institute, color influences human thought processes and emotions. "The psychology of color plays to people's emotions," she says. Perhaps that's why Pantone is taking the use of color—and its brand—to a whole new level with Pantone Universe, a cool collection of lifestyle products based on color trends. See what it's all about in "A World of Color" on page 22. Also creating a buzz is the HOW Design Conference, coming to Chicago in June. Considered a must for anyone in the design community, this year's event is chock full of cutting-edge resources every designer should know and have. Find out what's in store in "HOW Design Live" on page 20. Well, color us happy!

mjacoby

Michelle Jacoby

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process MAGAZINE is published quarterly (Spring, Summer, Fall and Winter). **process** MAGAZINE is a professional journal published for the communications industry — advertising, design, print, Web, public relations, photography, illustration and paper. Subscriptions are free to qualified individuals. Single copies may be obtained from the publisher for \$4. The Buyer's Guide is available within the first quarter annually and can be purchased for \$50 and viewed at southwestgraphics.net.

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from the inbox

Process magazine is a great resource for creative professionals. Your magazine covers the Southwest region exceptionally well and features coverage from a variety of networking, marketing and creative events. I've enjoyed working with *Process* in the Denver area on a number of projects, and you always make sure that I receive credit for the photography I produce for your great publication.

Robert D. Jones | Robert D. Jones
Photography

Thanks for creating such a worthwhile publication! I really appreciate your coverage of events presented by the various associations. It's nice for all of them to have your added support. I'm all about how the magazine is printed,

"Process is a top-notch publication and a must-have for anyone in the design and advertising field."

Linda Ramos | CPC Solutions

too. You always pick a nice paper and there always seems to be some added, eye-catching technique, like embossing or fancy folding on the cover. The fact that the articles go beyond the local and includes ideas on the present and the future of communication avenues makes it a well-balanced resource.

Marian Halliday | Johnson Printing

Thanks *Process* magazine for being such a great partner. We've enjoyed our increased exposure as one of your advertisers this past year, and look forward to each issue with great anticipation. As a print media provider in Colorado, we work closely with many of your other advertisers and contributors, and we're proud to be associated with your unique brand of creative support and overall genius!

Gary Paulin | Harmonic Media

Kudos to *Process* magazine! I am an avid reader of your publication and look forward to each new issue. Your content is informative and concise with relevance to our ever-changing industry. Each issue, your staff creates a very edgy and beautiful design. As president of AAF Reno, our club appreciates your coverage of our events.

Process is a top-notch publication and a must-have for anyone in the design and advertising field. I enjoy receiving your publication and I make sure that my colleagues also read it.

I'm especially pleased to see that you are now covering Reno, the region I call home, in your publication. Thanks for showcasing the great work that we produce and I look forward, as always, to the next issue.

Linda Ramos | CPC Solutions



"We've enjoyed our increased exposure as one of your advertisers this past year, and look forward to each issue with great anticipation."

Gary Paulin | Harmonic Media



stay on top

40 rules to live by for business success

STORY | NATE SACHS

As we get bogged down in our day-to-day business lives, we lose sight of the basic rules that make successful businesses flourish. Take a few minutes to review these 40 common sense guidelines and then work diligently to integrate these rules into your approach in running your business.

01. As the owner of the business, I will only focus on the things that I do uniquely well that drive profit to my company and delegate everything else.
02. I will always say please and thank you.
03. I will always show up to all meetings on time.
04. I will always finish what I start.
05. I will always do what I say I am going to do.
06. Our customers will be provided with a unique experience that they will not find with our competitors.
07. Our appearance and performance will exude professionalism.
08. I will not be afraid to start from scratch.
09. We might not always be perfect, but we will always be good.

10. At times I will forget common sense and use my imagination.
11. I understand that the Internet is merely an aid; people still want to talk to people.
12. I will strive to be more personal.
13. I will simplify things.
14. I will be successful if I can create value for my customers.
15. I will be kind, humble and honest.
16. Anything that I share with my employees needs to be shared with complete honesty or not at all.
17. I will be reasonable at all times.
18. I will not compromise out standards.
19. I will handle all situations calmly.
20. I will strive to make our future greater than our past.
21. I will not waste energy by getting angry.
22. I will forget about commodity and focus on relationships.
23. I will forget about our losses and focus on our opportunities.
24. I will not think about the future, I will focus on today.
25. I will forget who I was and focus on who I can be.
26. I will forget about what is missing in my business and focus on what is available.
27. I will maintain dignity and grace under pressure.
28. I will always be proactive and not reactive.
29. I will not be afraid to break out of my comfort zone.
30. I will never forget that word-of-mouth is the best advertising.
31. I will only plan around what I can predict.
32. I will be on my customer's agenda instead of always being on mine.
33. I will strive to make my customers feel that they are part of a unique community.
34. I will always remember that I have competition.
35. I will try to simplify the lives of my employees and my customers.
36. I will have plans and deadlines for all of my goals.
37. I will forget about the event and focus on the response.
38. I will not be mean, petty or rude.
39. I will look at what everyone else is doing and see something different.
40. I will never wait, I will act.

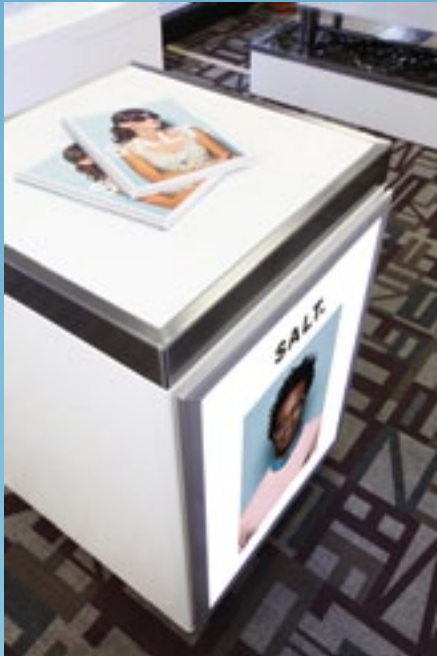
We cannot change the world. We cannot change the economy. We can only change ourselves.

BIO: NATE SACHS

...is founder and owner of Scottsdale-based Blueprints for Tomorrow, a business advisory firm.

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follow up

Take steps to avoid marketing's biggest mistake

STORY | ILISE BENUN

The statistics vary on how many marketing efforts, or “touches,” it takes to turn a prospect into a client. The average is more than five, sometimes as many as nine. That’s right, nine. Nine times you need to be in touch, educating about how you can help, reminding that you exist, and building trust before they sign on the dotted line.

The reality is most people reach out once or twice and when they don’t get the positive response they want, they drop the ball, losing the time and effort they’ve invested.

The ball is always in your court and if you play the game that way, you’re more likely to get the business.

Imagine you meet someone at an event, make a good connection and exchange business cards. They express interest in your services, but are they an actual prospect? Here’s a step-by-step process on how to follow up.

step 1: Send an e-mail message right away.

While you’re still fresh in their mind, follow up with an e-mail message and/or invite them into your network on LinkedIn.com, the best social media tool for business. If too much time passes before you follow up, the conversation may blur with others they had.

- + In your message, do the following:
- + Thank them for taking the time to speak with you.
- + Express what you understand to be the challenge they face and use their language as much as possible. For example, if they said they need help to “grow their business,” use that phrase in your comments to them, instead of any other words you might normally use.
- + Refer to an experience or project in your background that supports your claim that you are the right person to help.
- + Ask for a time to chat further.

step 2: Send materials.

At this trust-building stage of the process, your objective is to create the best impression possible, to show them you are serious, professional and qualified.

Send—via e-mail and snail mail—a brochure, portfolio or anything else that will help to support your position that you are credible and qualified. Put together the most professional package you can, with some of the following elements. (Don’t include them all; you don’t want to overwhelm your prospect at this point. Just give them a little bit more to chew on.)

- + One-sheet or list of your services.
- + Bio or other background piece about you.
- + Article clips (about you or written by you).
- + A case study of a project you’ve worked on.
- + Attach a short note that builds on the ideas in your e-mail message. (Don’t worry about repeating yourself. Repetition ensures that they get the message.) Enclose your business card, even if you have already given it to them.

The personal note is the most important element because it shows you took extra time to get in touch. Also, use an unusual stamp to make your mail stand out from the pile. It is another subtle way to show style and personality.

step 3: Call in a few days to make sure they received the materials.

Don’t assume anything. Don’t assume that they received your materials, that they took the time to look at what you sent, and especially that, if they are interested, they’ll pick up the phone to call you for the next step. They may, but don’t assume they will. It is your responsibility to follow up.

A few days later, call to confirm that they got what you sent. Ask if they’ve had a chance to look through it yet. (Leave this message via voice mail and e-mail if necessary.) If they have looked at it, their need for your help may be urgent and the process may go quickly. If they haven’t, don’t take it personally. Just know that they’re probably in information-gathering mode and will need to get beyond that before they’re ready to talk further. Adjust your follow up schedule accordingly, but stay in close touch through this part of the process. If you drop the ball, you may miss **the window of opportunity**.

Also, ask how they prefer to be contacted for follow-up. With this simple question, you can find out a lot of important information. You might hear, “Oh, I never read e-mail” or “I always let voicemail screen my calls.” Keep track of these preferences for each prospect, client or contact and reach out accordingly. And don’t end the conversation until you find out when you should reach out again (and **then be sure to do so**).

step 4: Stay in touch.

If the timing isn’t right and they don’t know when it will be, promise to stay in touch and then do so with an e-mail newsletter or a simple phone call. If nothing else, this process will demonstrate your professionalism and likely make them want to do business with you when they are ready.

BIO: ILISE BENUN

...is the founder of Marketing Mentor and the Creative Freelancer Conference. She writes and speaks about marketing and money topics throughout North America. For information, visit marketing-mentor.com.

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the future is here

*The latest trends in using social media
as a marketing tool*

STORY | ALIZA SHERMAN

When it comes to marketing and communications, technology can inspire innovation just as much as it overwhelms and confuses. Taking a look at the latest in tech trends, which are the ones you can put to use today to market your business? Here are a few things that were on the horizon last year and are worth exploring.

QR Codes

Whether you're marketing products, services or just yourself, using QR or Quick Response codes—two-dimensional, black and white matrix bar codes—are a new and interesting way to attract attention and drive traffic to a specific website or online content.

QR codes allow you to tag just about anything that can be scanned by a mobile device. Users (read “potential customers”) can download a free QR code reader onto their handheld mobile device such as an iPhone or Android-based phone and, using the camera on their device, they can decipher the code and be linked to anything from an online business card, promotional website or even an interactive web-based game.

Where can you use a QR code? Start with something as simple yet powerful as a business card with a QR code leading people to your online profile. Or put a QR code on any paper collateral you're printing, even product packaging, to entice consumers to find and interact with you online.

Augmented Reality

Remember the scene in the movie “Minority Report” where Tom Cruise's character manipulated computer projections with his hands waving in the air? Or holograms where a shimmering 3-D image appears over real ones?

Sci-fi isn't so far fetched anymore with new tech like Augmented Reality or AR, which lays data and images, including moving images, over actual objects that can be viewed using special AR browsers, often apps on mobile devices. Still not picturing it? Think about a baseball card that materializes a 3-D image of a baseball player swinging at a ball when viewed through a web cam.

How can AR be applied to a business? If you have a physical location, you can lay data over your storefront that customers can see by using apps like Layar and Yelp's Monocle. You can also produce AR enhanced materials such as a business card that can be viewed through a person's web cam to display a 3-D image.

Location-Based Networks

You may have heard about location-based social networks such as Foursquare, GoWalla, Whrrl and Facebook's new entry in the space, Facebook Places. What are they? These are networks where users can “check in” to a location on their mobile device to notify a closed circle of friends or larger following on their favorite social networks of their whereabouts.

The idea for the user is that you can let all of your friends know where you are and what you are doing with one click. For businesses, if you have a physical location, this gives you an opportunity to be listed on a new kind of dynamic, shareable directory so when someone checks into your establishment, they are broadcasting your business name to dozens, even hundreds or thousands of their “closest” social media friends.

Go Mobile

If there is just one trend you pay attention to this year, let it be mobile. With the astronomical adoption of smartphones in the last few years across the country and around the world, your business will be at a major loss unless you understand how people are accessing and sharing information.

At a minimum, make sure your company website is configured for viewing on a mobile device, which is the precursor for designing a mobile site and much more affordable to do. You may also want to look at mobile apps as a new platform for reaching your customers or as a gateway to lead people to you where you're marketing or selling on the web.

While leveraging new technologies can help you do something better, faster or strong, being on the cutting edge shouldn't be your focus. Finding practical and sound business uses for new tech takes research, vetting and planning. Think “strategy first.”

BIO: ALIZA SHERMAN

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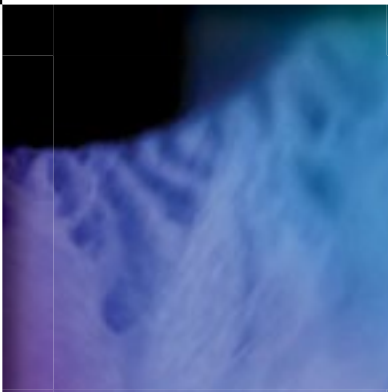
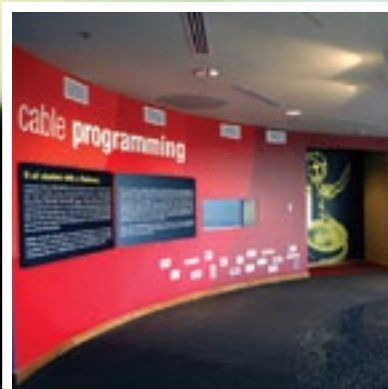
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Anatomy of a Case Study

What it takes to produce an award-winning business communications campaign

Each year, the Phoenix chapter of the International Association of Business Communicators (IABC) holds its Copper Quills awards program, recognizing and celebrating excellence in business communication, from writing and design to communication management.

But what really goes into creating and developing an award-winning communications plan? Three 2010 award winners give us an inside look at what exactly it takes to bring home the Copper Quill.



TriWest

Help Put the 'e' in 'Green'

TriWest launched Help Put the 'e' in 'Green,' a marketing and education campaign designed to motivate employees to proactively register beneficiaries on TriWest.com; drive beneficiaries to register based on a new understanding of the functionality and benefits; and persuade beneficiaries to utilize the self-service features rather than call the Contact Center. The campaign included a variety of tactics including a communications plan with measurable goals, news release, advertisements, employee communications, Internet and Intranet site development, posters and additional collateral. Exactly 19,101 beneficiaries opted-in for paperless options as of Jan. 31, 2010, surpassing TriWest's goal by 69.8 percent.



Venomocity: Brought to you by Addiction

Arizona Department of Health Services / Riester

Capturing the complexity of nicotine addiction for a youth audience in an unexpected fashion, the strategy behind Venomocity is a result of comprehensive research conducted among Arizona youth ages 12 to 17 that revealed an irreverent attitude toward commercial tobacco use. In fact, while young Arizonans were well aware of the health implications of tobacco use and its impacts, these consequences were perceived as far-removed from their immediate lives and something that happens "to old people." This perspective on the issue showed the need to deliver a unique anti-tobacco message, one that would jolt young people into the realization that the repercussions of tobacco use are immediate.

With this information, the Arizona Department of Health Services charged Riester with developing an innovative anti-smoking campaign for youth challenging kids in their environment: online. The cornerstone of the digitally-driven campaign is Venomocity.com, a "lair" featuring things that teens would find interesting, such as a series of Riester-developed video games and links to the Venomocity social media handles like Facebook, Twitter, MySpace and Flickr.



The Lavidge Company

Massage for the Cure

Since 2004, Massage Envy has partnered with Susan G. Komen for the Cure, conducting regional spot market Massage for the Cure events, which benefit the local Komen affiliates. In 2009, the company took the program to a new level with a national event benefitting local Susan G. Komen for the Cure affiliates across America. On the one-day-only event, Massage Envy offers massages at discounted rates for new and existing customers and \$10 of the sale would be donated to Susan G. Komen for the Cure, with all donations going to the local affiliates.

Massage Envy made the decision to go national with the event only three months in advance. They partnered with The Lavidge Company, who prepared and coordinated all aspects of the marketing and media relations for the first national Massage for the Cure event in only 90 days. The Lavidge Company needed to make a big splash in cities across the country in order to drive people into Massage Envy centers on Sept. 15, 2009—the event day—and meet their goal of \$500,000 in donations for Massage for the Cure 2009.

Solution

The Lavidge Company developed a cohesive creative advertising campaign, media relations and social media strategy that touched all Massage for the Cure's target demographics across the country. The strong creative advertising campaign targeted the September issues of women's consumer magazines such as *Family Circle*, *Good Housekeeping*, *More*, *Self*, *Better Homes and Gardens*, *Real Simple*, *O, the Oprah Magazine*, *Allure*, *Ladies' Home Journal* and *Redbook* resulting in nearly 42 million impressions.

To complement the advertising campaign, the media relations strategy was divided into two parts: national calendar and events listings, and local market feature stories in print and broadcast. With this cross-promotional strategy, Lavidge expected to create an awareness of the event, which would drive customers into Massage Envy clinics on the day of the Massage for the Cure event and reach the goal of raising a half million dollars for Susan G. Komen for the Cure.

Audience

Massage Envy traditionally targets a broad demographic of women ages 35 to 54, with an even broader secondary audience of all adults ages 35 to 54. For the purposes of the Massage for the Cure event, Lavidge targeted sub-categories of their main audience; these included people interested in fitness and general health issues, as well as breast cancer supporters, survivors and individuals connected specifically to Susan G. Komen for the Cure. As the firm narrowed their focus, they looked for opportunities to target mothers and daughters, as well as spa and beauty enthusiasts, who might be looking for a way to contribute to the cause and benefit from a discounted massage.

BENEFITING
Susan G. Komen
for the Cure

Breast cancer will
never see us coming.

Massage Envy
Massage for the Cure

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 pre-paid massages and gift cards not accepted on day of event. \$10 per massage will be donated to Susan G. Komen for the Cure, with a guaranteed minimum donation of \$250,000. ©2009 Massage Envy Limited, LLC.

By targeting these well-defined audiences, Lavidge hoped to reach and drive individuals to Massage Envy clinics for the Massage for the Cure event. The firm also hoped that their communications would create a feeling of unification among customer base and attract customers who would sample Massage Envy for the first time based on the discounted service rate.

Implementation and Challenges

Lavidge faced two primary challenges. First, the team was short on planning and execution time because we were given only 90 days notice of the event. Second, Massage for the Cure was taking place in September, a full month before the official Breast Cancer Awareness Month. Despite these challenges, the agency exceeded the client's expectations. Lavidge created and distributed the Massage for the Cure Franchisee Toolkit, which outlined the entire program and how to get local publicity for the event for the franchisees. With a budget of \$8,500 per month and only three team members assigned to the project, Massage for the Cure began receiving calendar of events listings in local daily newspapers across the country two months prior to the event.

In addition to traditional media relations, a social media strategy was set in place by creating and designing a Massage for the Cure Facebook page. By linking to other Susan G. Komen Affiliate Facebook pages and local Massage Envy pages, the Massage for the Cure page quickly attracted more than 7,000 fans by the event date, after being live for only two months. Interaction on the page rapidly gained popularity and awareness of the event continued to grow across the fan base.

Case study information provided by The Lavidge Company, Riester and TriWest.

BETWEEN THE SHEETS.

STORY | SABINE LENZ

top 5 ways to use paper in 2011

My Girl Scout instincts were ready to spring into action. I looked around, ready to help.

With the shopping basket hanging from his arm, I could see that the person meandering down the supermarket aisle was asking for my help. On second thought, he looked kind of distracted and...oh, he was talking to himself. No wait, he was on his cell phone.

With mobile phones, text messaging and digital electronics seemingly everywhere, you will be excused to think that paper is on the way out. Not so, my friend. Here are the top five ways paper will be used—and used increasingly—in 2011.

one

direct mail

Astonishingly enough, even young consumers (the 18- to 34-year-old demographic) prefer to learn about marketing offers via postal mail and newspapers rather than online sources, according to national survey research from ICOM.

Case in point: Targeting 10- to 15-year-old teenagers, Sony Online Entertainment utilized mailers from PopOut Branding to help increase membership for its Free Realms online game. Granted, this wasn't your average mailer.

The patented PopOut format increases valuable real estate for any branding message and, as with any dimensional solution, it created a memorable experience for Sony's target audience. Add to this the variable data coupon included for a free membership, and you had a winning direct mail campaign.

And best of all, the self-cover PopOut mailer qualifies for pre-sort standard automated rates.

I know direct mail is not the cheapest way to try and get your customer's attention, but interestingly enough, catalogs, for example, have the lowest overall cost per lead, as found in a recent study by the American Marketing Association.

With mailing costs increasing—if not now, give it a few more months—paper weights used in publishing are sure to

counter balance and move to the lighter side for catalogs and magazines. But there is a flip side to this coin.

"We see an increased use in heavier coated stocks," says Daniel Dejan, Sappi Fine Paper's North American ETC Print & Creative Manager. "The popularity of 120 and 130 cover...goes hand in hand with the increasing popularity of self-cover mailers."

Overall, direct mail is certainly an aspect of marketing that cannot be and should not be overlooked.





two one-on-one marketing

"You send me a brochure, magazine or catalog, and it has info that isn't only relevant to me because of the title, but because of the geography, my gender and because of my preferences," explains Scott Crockett, vice president at Keiger Printing Company. "Roll this up into something that is continuously pinging my new and changing preferences, and hey, we have a relationship."

This might sound rather complex and expensive, but what matters is the end result.

Struggling with a 20 percent budget cut, Salem College in Winston-Salem, N.C. was given the directive so many of us are facing today: Do more with less—or, more precisely, increase enrollments with a smaller budget.

And this is exactly what they did.

Turning to Keiger Printing for help, the college rolled out the Salem Shines campaign, a personalized and relevant one-on-one marketing campaign that used everything from postcards and e-mails, to PURLs and customized brochures. In its first multi-channel year, initial response rates increased by a whopping 303 percent, which represented an 11 percent enrollment increase for 2011.

Always aiming to stay one step ahead of ubiquitous college mailings, QR codes and Smartphone-oriented messaging will be added to the mix this year.

In one-on-one marketing, printed communications go hand in hand with electronic media. Smart marketers are using print to find new customers and renew interest from old ones. Prospecting for good business leads is still done effectively by mail.

"Having a clean customer database will become more and more critical to a company's success," agrees Jane Monast, director of communications at Mohawk Fine Papers Inc. "With a clean database and variable data printing on a digital press, you can speak very specifically to one customer at a time within a run of 10,000.

As one-on-one marketing becomes increasingly popular, making it relevant is key. This way, there will be less spam (read: junk mail) and more meaningful, welcome communication with the companies from whom you want to hear.



three

packaging

No matter where the printing industry will head, when it comes down to it, products are still displayed on shelves.

"There definitely is a growth area in packaging and label applications," predicts Tom Wright Sr., Director of Design at Neenah Paper.

With shorter print runs in packaging and an increasing popularity in boutique labels—from granola to wines—this is a great opportunity for designers to create their visions and help their clients stand out. Steve Sikora, co-founder and creative director of Design Guys, agrees.

"Choosing a distinctive paper for packaging is at best a daunting proposition. For package designers, the industry has never provided the same level of specification tools that the premium paper companies have historically produced for graphic designers," he says.

In the past, when a package designer dared to venture away from the C1S or SBS board standard materials, they felt like they were gambling with papers that might not be up to the task, and they were right. In order to differentiate their packaging (hangtags, bags, boxes and labels) and branding from the multitude on store shelves, designers craved the variety of color

and texture that the writing, text and cover mills were offering.

But packaging often requires a specific weight or performance characteristic; think of wine labels that still have to look crisp after being chilled for an hour in an ice bucket.

In a timely response to these requests, Neenah Paper has just released a "Neenah Packaging Solution" book. The swatch-book follows the designer's thought process and even makes matching papers across package forms possible. From the tried-and-true ready-made stocking lines, to custom-made papers. Pick your packaging form, select a finish or texture, identify a color and add a performance attribute like wet proofing or a special weight. The sky is the packaging limit.

Talking about limits,

even though digital printing was initially associated with niche applications, due to technology developments, it is now set to enjoy significant market share in mainstream applications such as labels and flexible packaging. Pira International forecasts that the value of digitally printed packaging will reach \$2.05 billion by the year 2014.



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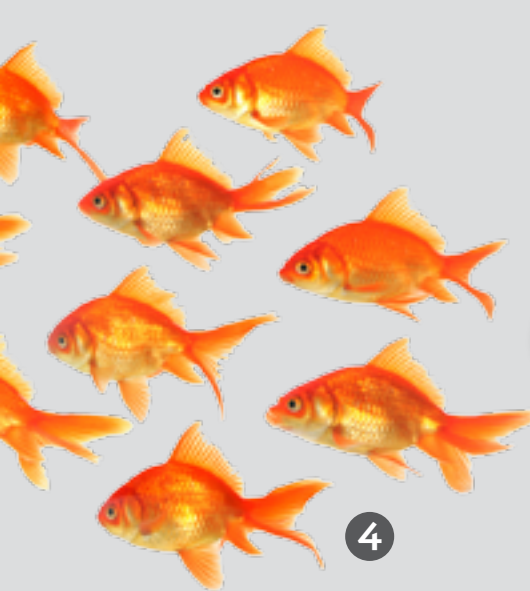
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* Discount code applies to individual HOW Design Conference full registration only. Discount cannot be applied to The BIG Ticket or used in combination with any other discount offers, with the exception of the Early-Bird registration rate.



four

zig when others zag

Since differentiation is key to a successful 2011, you might do well to follow the advice of the late contrarian Dick Gorelick: Don't do what everyone else is doing if you're going to differentiate yourself from the pack. Zig when others zag.

So what does that mean for designers and printers creating working paper?

- + After spending a decade absorbed with pricing, focus on branding and use print. Print is at its greatest strength when used to create, build and differentiate a brand.
- + Create more relevant, meaningful direct mail communication. You will be a

welcomed guest in your client's mailbox.

- + Send short personal notes instead of just an e-mail. It will be greatly appreciated and set you apart.
- + Rediscover the paper options that add the "bling" you once thought was too expensive.
- + Explore those old, "oh-this-is-fabulous" finishing techniques and reinterpret them for clients with your own fresh approach.
- + Try digital printing on a packaging or labeling project.
- + Dream out loud with your vendors and let them know what you want. They like to make you successful.

4



5



five

add some bling

The uncoated trend has been with us for a while, and with more and more uncoated sheets becoming available for digital production presses, this is a trend that is sure to stay for a while longer.

Having said this, I believe we'll continue to see that uncoated papers provide some of the best opportunities to work with papers containing a high level of recycled content.

The shorter print runs we are experiencing allow for a touch more "extravagance" in your paper and printing choice.

Upscale and fashionable Brim Hat

Boutique could have opted for a less expensive "standard" business card, but they knew they had to find a solution that reflected their brand. They knew they had to differentiate themselves and make their mark the first time a potential customer touched their business card.

And with the help of Joelle Cruz Design Agency, they did just that. Blind letterpress stitching and pearl foil for the business name and logo made for some memorable details. But the final bling was added when Hawk Embossing adhered two sheets of Somerset together to create a 1000 gsm thick, heavy, jaw-dropping substrate to give

these details a worthy base.

As designers, we are attracted to the look and feel of tactile finishes; and with shorter print runs, we can afford to utilize these paper choices. Sheets that were out of reach when you printed quantities of 100,000 will more easily fit into your budget when the print run is only 1,000.

"I'm still trying to convince our designers and everyone else to continue using heavy textures and unique sheets, requiring the vendors to accommodate them," encourages Crockett.

So designers are in the creative driver's seat so to speak.



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HOW DESIGN LIVE

SIX DAYS. FOUR CONFERENCES. UNDER ONE ROOF. GET READY TO BE INSPIRED.

If you attended last year's HOW Design Conference in Denver, then you know there may be no other event that packs as much information and inspiration for graphic designers as this one. If you weren't, now's your chance. ►

This summer, *HOW Magazine* brings the conference to Chicago, launching a new format called HOW Design Live, a six-day gathering event featuring four separate conferences under one roof.

According to marketing manager Sue Ann Stein, the HOW Design Conference is the flagship conference, which started 21 years ago. "It's an extension of *HOW Magazine*," she explains. "We're taking the magazine, putting it on stage and giving you an opportunity to learn and discuss the topics covered in the printed pages."

Since starting the first HOW Design Conference in 1990, HOW has launched the InHOWse Managers Conference, now in its sixth year, and the Creative Freelancer Conference, in its fourth year. The InHOWse Managers Conference is specifically designed to provide in-house managers with the managerial, motivational and financial tools they need to build a highly effective creative team, while the Creative Freelancer Conference is geared for "solopreneurs" who want to develop the business skills they need to maximize their freelance income. This event caters to designers, writers, photographers, illustrators and other creative professionals, and provides expert advice on such areas as marketing, contracts and finances.

"The other conferences are spinoffs of the design conference," says Stein. "We began seeing attendees who had a whole different set of challenges as far as managing a creative team with budgetary concerns and limitations. That's how we started the InHOWse Managers Conference. They had to please their executives while working with their creative team."

The Creative Freelancer Conference, Stein explains, is for the creative professional running their business on their own.

"This conference answers very specific needs. We intentionally made them smaller in order to create a forum or environment where they can meet their peers and they end up being sounding boards and resources," she says.

The latest addition to the conference roster is the Dieline Package Design Conference. Sponsored by *HOW*, this event will feature today's leading package designers, who will share their knowledge and expertise. The conference also includes the Dieline Awards Ceremony, featuring a gallery of winning packaging entries.

"The Dieline conference is already generating a lot of buzz," says *HOW Magazine* editor Bryn Mooth. "Where else can you see Michael Osborne, David Turner and Bruce Duckworth—all rock stars who design amazing product packaging?"

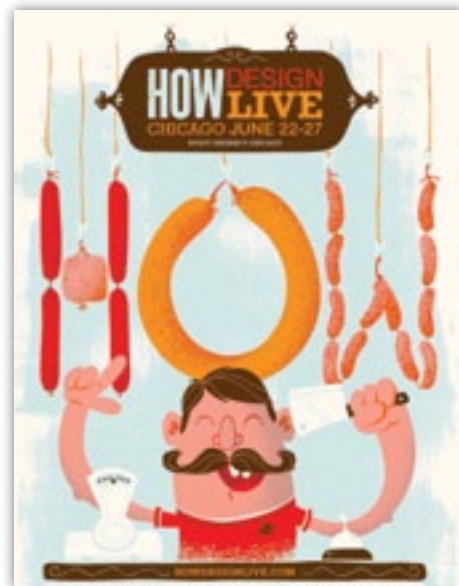
Stein agrees. "We just introduced the conference this year. This one is packed with people who are 'thought-leaders' or leading designers in packaging, such as Debbie Millman and Louise Feely, there's a lot of big corporate names associated with this."

With lineups like these, HOW conferences have developed a keen reputation among industry professionals and leaders in the field, who have lent their knowledge and expertise to the events.

"We look for people with diverse backgrounds and who offer a variety of 'tracks,' from creative ideas, to how to find inspiration, to how to better yourself and your career," says Stein.

And while preparations are still in full swing, conference organizers are already feeling the growing excitement over the Chicago event.

"HOW Design Live and all four of the events it encompasses are all about making creative connections," says Mooth. "It's all about being with your tribe, other creative pros who share your passion for design and your need for inspiration."



MOOTH'S MUSTS

HOW Magazine editor Bryn Mooth shares her don't-miss events at HOW Design Live:

- The "Caffeine for the Creative Team" workshop with Stefan Mumaw and Wendy Lee Oldfield. This is back by popular demand. Last year, the presenters had all kinds of crazy-fun activities for the group to build their brainstorming skills.
- The main keynote, with Kristina Robbins and JoMcGinley. In the spirit of Chicago's improv theater tradition, these two presenters will show how designers can really stay "in the moment" when they're creating or collaborating.
- HOW Design Conference speakers James Victore, Gael Towey, Stephen Doyle, Sam Harrison, Justin Ahrens, Heather Lins, Von Glitschka.
- The conference bookstore and Resource Center, which are great opportunities for designers to find great books and products that will inspire them and enhance their work.

IF YOU GO

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GO WORLD OF

From color-inspired bicycles to a one-of-a-kind boutique



In the beginning, there was the chip. That iconic swatch of color that has been the foundation of inspiration for designers in a wide range of industries. Over the years, however, the chip has evolved from a simple splash of color to an international brand of products that has taken the consumer market by storm. Welcome, Pantone Universe.

EVOLUTION IN THE MAKING

The Pantone Universe Collection spans a broad range of products, from housewares (Pantone mugs and tea cups) and apparel (scarves, socks and ties), to office supplies (notebooks and pencils) and electronic

accessories (cell phones and iPod cases). But how did the industry's foremost color expert make the transition to consumer market appeal?

"It was an evolution," says Lisa Herbert, vice president of Pantone's fashion, home and consumer division. "About 10 years ago, we realized the brand was getting a lot of traction beyond the professional market. We were providing color systems for different design industries, from graphic to industrial. That's where it all began."

As Pantone established itself as the color source for graphic design and manufacturing, it soon became recognized among fashion and home design professionals as an expert in color trends and forecasting.

FOR.

hotel, **PANTONE**UNIVERSE takes the world by storm.





Photo by Serge Anton

“color has the unique ability to attract and engage the eye, elicit emotion, enhance products and environments, and ultimately tempt the consumer to buy.”

—Leatrice Eiseman,
Pantone Color Institute



Photo by Serge Anton



Photo by Roberto Ruzzante



“As we started working in fashion and home, we needed to know the right 40 to 50 colors that would be right for the season,” Herbert says. “We worked with color gurus around the world and eventually started Pantone View, our forecasting program tailored for home décor and interiors.”

Realizing that color had a significant impact on consumers, the company then developed the Pantone Color Institute, a color research and information center that shares its color expertise with professionals in industries including fashion, commercial/industrial, interior design, graphic arts, advertising, film and education. Through the institute, Pantone studies how color influences human thought processes, emotions and physical reactions, providing professionals with a greater understanding of color and, in turn, helping them to utilize color more effectively.

“Sixty-five percent of purchasing decisions involve color,” says Leatrice Eiseman, executive director of the Pantone Color Institute. “Color has the unique ability to attract and engage the eye, elicit emotion, enhance products and environments, and ultimately tempt the consumer to buy.”

BUILDING PARTNERSHIPS

With Pantone View and the Pantone Color Institute in place, the next step, says Herbert, was to extend beyond the core market and proliferate the brand into the general market. To do this, Pantone began working with designers specializing in interiors, furniture and apparel, mostly in Europe, as well as global brands that wanted

to position themselves as color experts, such as Bloomingdales and Burberry.

“We gave them an asset to help them position themselves as leaders in color,” Herbert says. “Once that happened, we realized we had more here than a color system and expanded to consumer products.”

To get Pantone Universe off the ground, the company began looking to consumer licensing, launching first in Japan, which was considered a hotbed for trendy products and brands. After exploring a number of licensing programs, Pantone signed a partnership with a firm that took on the licensing and sales of Pantone-branded stationery. Soon after, the company forged relationships with UNIQLO, a Japanese casual wear designer, manufacturer and retailer; and Softbank, a cell phone company that offered phones in 20 Pantone colors. From there, other licensees came on board, offering everything from umbrellas, to makeup bags, to tote bags.

“Our Japanese licensees got the momentum going and because of the traction they were creating, we started getting interest in the European market,” says Herbert.

One of the most iconic products to come from the European program was the Pantone mug, created by Whitbread Wilkinson, also known as W2, a London-based company that specializes in innovative and creative products. The partnership with W2 garnered interest from other licensees who produce a wide range of products, including stationery, wrapping paper, iPhone and iPod cases, cufflinks, key chains, apparel, T-shirts and down jackets.



BRAND RECOGNITION

According to Herbert, since launching Pantone Universe, the company has been inundated with requests, many from individual designers or small design firms.

"I'd say 50 percent of our licensee inquiries come from designers with great ideas. But our goal is to work with established companies that have the financing, manufacturing and distributing framework in place," she says.

Once a licensee gets approved, they receive a specific color and trend direction, as well as ideas for print and pattern. For instance, a line of iPhone cases look like a page from the Pantone color guide. Patterns of chips and unique color combinations like those found in Pantone's trend books are also iconic to the brand.

Product colors in the Pantone Universe collection are updated seasonally based on fashion color trends. In addition, each item is accompanied by "emotional color cues," indicating feelings triggered by featured colors. Consumers can select product colors based on the image or message they wish to convey, and also use this information to understand how color affects their lives through mood, thoughts, emotions and physical reactions.

"This is the knowledge and know-how we give our licensees," Herbert says. "We want partners that are edgy and cool, and understand the Pantone brand."

When it comes to edgy and cool, Pantone Universe has certainly cornered the market on that. From candy bars and bicycles to candles and folding chairs,

Pantone-inspired products are quickly becoming a huge hit in the retail market.

"Our partners are particular. They don't want to offer what they have to the mass market," Herbert says.

Products on the horizon include a candle line out of Belgium that will look like the Pantone mug and have a scent that relates to the color of the candle. "We've worked with a perfumer to help connect the color to the scent," says Herbert. "It's a multi-sensory experience."

An Italian company is also selling a patent leather card table with chairs in different Pantone colors with the chip motif on the seat, while a Belgium lighting company Dark recently released two lamps from their existing collection in Pantone colors.

PERFECT MATCH

But it's not just through products that Pantone Universe is making an impact on the consumer market. The collection is also making its way into the way we live.

Take, for instance, Pantone Wedding, a collection of tools that help brides and wedding planners achieve a perfectly color-coordinated wedding. In fact, Pantone partnered with The Dessy Group, a bridal apparel manufacturer, in producing the Pantone Wedding color guide.

With more than 190 colors to choose from, the guide provides inspiration for brides to develop unique color themes and express their creative vision for their wedding. The purse-size guide is a handy tool for brides to ensure everything from their bridal party attire and accessories, to their flowers, invitations and wedding favors are the perfect color fit.

Pantone has also made its foray into the hospitality industry with the opening of the Pantone Hotel. Located in Brussels, the 59-room boutique hotel was designed by Belgian interior designer Michel Penneman and Belgian architect Olivier Hannaert.

Each of the hotel's seven floors are awash in different color palettes to complement guests' emotions with distinctive hues. In the guest rooms, white walls and bedding provide a clean canvas for saturated splashes of vibrant color, while photographs by Belgian photographer Victor Levy that include a spectrum of vibrant Pantone colors create a unique ambiance in each room.

"Consumer licensing continues to be a great platform for us to reach a wider audience and to reinforce our color leadership," says Herbert.

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boost creative

PHOTOGRAPHY | JEFF DOW

Tell us about Boost Creative. What's the company culture and philosophy?

Acceleration. Power. Ascent. To lend a hand, to enhance, to make better. All visions of Boost and the inspiration behind this type of company. A little giant capable of big league work. Where did we come up with such an idea? We've dreamt about it all our lives.

You know those Friday happy hour conversations you have when you're first out of college and mixing it up in the "real world?" Well, ours pretty much went like this: "Wouldn't it be great to have a collaborative of creatives who worked together, yet independently, with nothing getting in the way, taking up space and cluttering up communication with our clients? And wouldn't it be a miracle to choose with whom we wanted to work—from clients to vendors

to the UPS driver—so that our relationships were a good fit, serving and even nurturing the spirits of everyone involved? And wouldn't it be perfect to do awesome work, the kind that not only puts our clients head and shoulders above the crowd, but also gives us a gut feeling of satisfaction?"

This is who we are: innovative, resourceful, efficient and honest.

Relationships are another important part of our culture. My very first creative director Mark Curtis and I still work together to this day. Mark is partners with Jim Rogers, the CEO of Kampgrounds of America Inc. (KOA) and my boss 25 years ago. Greg Vannoy started with me over 15 years ago when I was a partner in a large ad agency. Greg and I clicked from the very first day I looked at his portfolio and we've been a creative powerhouse ever since. Rose Healion is a writer, friend and the single most talented person I have ever worked with. We started as a writer/art director team

Reno ad firm elevates the simple idea to rock ★ status.

more than 20 years ago. She has led many victories in my career.

Finally, DeAnna Parker is my wife and the glue that keeps it all together. People always ask how do you work together? It's always been second nature. Simply said, I love working with her.

Tell us about your projects. What have been the most memorable or challenging?

One of the most memorable and challenging jobs is the first job we ever did for Wells Fargo. Rose and I had the opportunity to present our portfolio to the advertising department of Ed Simm and Lori Kolbert. After meeting with them, Lori called and said, "You guys are pretty proud of your work so we're going to give you a test project. You can handle our next store opening. Here's what we've done in the past. Use the same budget. By the way, we normally get a 2 percent response."

They were skeptical we were up for the challenge. We went to work. Part of the original brand of Wells Fargo is a lockbox, which was used to transport money. They still build them and use them as an icon today. I called a client that handles Hole in One insurance to see if it would be possible to insure a cash giveaway based on sending out a mystery key to people living within a two-mile radius (a real 1/1,200th shot of winning) of the new store. Once the details



were worked out, we presented the concept. Wells Fargo was on board with the idea so we designed, printed and mailed. The response far exceeded even what we anticipated it to be. The project became a Wells Fargo best practice and was used around the country for grand openings.

We also did a job for KOA that was memorable. Mark told me that Jim felt it was time to breathe new life into the KOA brand. KOA and their agency had fallen into the tired marketing trap in which every photo shoot looked like it was the perfect family with newly pressed clothes and a fishing rod that has never seen the water. So we went into Jeffrey Dow Photography's studio with my wife, kids, friends and neighbors and shot photos of real-life scenarios and real campers. Through visuals and Mark's copy, we created real camping for real campers. Messy, fun and always an adventure.

In regards to other projects, I've dangled off the side of a building, worked with boa constrictors (I fear snakes), and traveled across the country staying in everything from five-star hotels to places where the remote was screwed to the table. I've worked 36 straight hours and was once pulled over in a Tijuana back alley. I've worked with many clothed people and from time to time unclothed people. I've laughed my ass off more times than I can remember, as well as thrown a fit or two in my time. That's advertising.



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

"Nitro Circus." We're a bunch of strong-willed creatives willing to do what ever it takes to get the job done. We've had plenty bumps and bruises along the way, but at the end of the day, it just works.

G When it comes to generating great ideas, what fuels the creative process? What do you and

your team draw your inspiration from?

I believe a good designer needs to be able to design for a suit-and-tie client, as well as an urban client and everyone in between. I am always a student. I take everything in everywhere I go. I use all my senses at all times. I believe inspiration comes in many forms, not just when you're at the office. One of my favorite things to do is visit a city like San Francisco and just take everything in, from the architecture to the graffiti. Music is one of the original forms of creative expression. The later the night, the louder the music becomes, fueling my



Q What most recent technological advancement has drastically changed the way you do business?

The World Wide Web has changed my business drastically. At one time, the majority of my work was held in your hand in the form of a brochure or some other printed piece. Now, things are produced in a digital form and disseminated through the web.

Q Design is a very subjective thing and clients' tastes aren't necessarily your own. How much of the job is giving in? How much of it is standing your ground?

Boost is not a one-size-fits-all agency. I find out who my client is, who they're trying to become and who they want to attract. Before I present creative, I research what competitors are doing. Then I work with my creative team to come up with ideas. I always produce multiple campaign options, making sure that the ideas are very different from one another. I always provide the client with sound reasoning for my ideas.

Of course, from time to time, a client doesn't agree with what I've presented. I always listen to their reasoning and then try to see if I can make adjustments that make sense for the idea, as well adjustments that please the client. Good design will always be give and take.

Because Boost is a small design firm, if a relationship isn't a good fit, I can move on. Boost isn't a fit for everyone, but when it works it really works.

creative juices. Over the last two years, I've read every rock band autobiography I could get my hands on. I love the idea of exploring someone's life in my own terms.

I've designed office furniture, which was built by a good friend Mark Levrett. I can't stand cookie cutter cubicles, but realize they do have a function in this world. So I took the cubicle idea and made it fluid in shape, mixing wood and metal for a variation in texture. The result was awesome. Every new person that walks into my office comments on the furniture. I think of it as art.

I've also been blessed to work with great writers, bouncing ideas off one another and mixing words and images.

CONTACT: BOOST CREATIVE SERVICES
boostusa.com + ronnie@boostusa.com

AIGA

the professional association for design

2011 speakers and moderators include:

Kurt Andersen, "Pivot" moderator, author

and host of *Studio 360*

Julie Beeler, Second Story

Gaby Brink, Tomorrow

Monica Bueno, Continuum

Liz Danzico, School of Visual Arts

Meredith Davis, North Carolina State University

Hugh Dubberly, Dubberly Design Office

Andy Epstein, AIGA Initiative

Phil Hamlett, Academy of Art University

Jon Kolko, Thinktiv

Debbie Millman, Sterling Brands

Doug Powell, Schwartz Powell

Nathan Shedroff, California College of the Arts

Alice Twemlow, School of Visual Arts

...and more!

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AQUENT



Big shifts in education, technology, society and business have led design to a critical inflection point, and now is the time to confront what's around the bend. Join the global design community at "Pivot" for three days of inspiring speakers, practical advice and thought leadership. You'll walk away prepared for the complexities of the future and ready to make design a force for change.

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PHOTOGRAPHY | ROBERT D. JONES

PUBLICATION printers

Denver printer blazes new trails with launch of marketing services group

**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.



(Left to right) Jill Atchison, Eric Berkow, Kerri Rosenberg-Hallet and Matt Davies.

It used to be that a printer's only job was to print, while a marketing firm's only job was to market. Looks like those days are over.

In an effort to offer new solutions to its clients, Colorado-based Publication Printers has launched its Publication Printers Marketing Group (PPMG), a new and innovative division focused on helping clients grow their advertising revenue, as well as their subscription revenue and base.

But first, a little history. Publication Printers started in 1979 by brothers Gary and I.V.

Rosenberg, who started a web print shop to accommodate the needs of the region. Thirty-two years later, the family business continues under the helm of Gary and his three children, Kerri Ann, Zach and Josh. With a focus on high-end publications, the company serves nationally recognized clients who print periodicals, magazines, brochures, wedding guides, visitor guides, direct mail pieces and newspaper inserts.

"We've been working with publication clients for 32 years," says Matt Davies, Cross Media Manager. "It's our core business. That's what the organization understands and that's what we focus on."

That focus, however, has shifted slightly with the launch of PPMG.

"The idea is to also focus on new solutions for existing clients. Our goal is to help our publishing clients increase their revenue and response through customized and relevant marketing," says Davies, who has an extensive background in printing. He was a designer, broker and worked in digital printing. He joined Publication Printers as a consultant last October and officially joined the team in November.

The group's services are based on designing a marketing plan customized to the client's needs. From there, services such as variable data printing, personalized URLs and e-mail blasts help complete the package.

"What we really want to do is let our clients know we have ideas to help them generate a higher return on their marketing investment," says Davies. "In this market, we can take relevancy and personalization to the next level."

Using the latest technology in variable data printing, PPMG is able to customize client collateral down to each individual mail piece or e-mail. They can even change words and images based on what the client knows about their customer. For example, in an auto campaign, an image of a minivan can be used for a mother, or a sports car for a single man.

To help track response, the group can create a customized website, or a personalized URL, that has the same information used in the printed piece. Designed to capture the customer's attention, the website gathers client information and then can redirect customers to the client's established website or directly provide them with information. Every action taken on this website is then tracked in a database, with dashboard reporting providing live results.

And although the technology is state-of-the-art, Davies says it's the information the technology provides that's key.

"We're not focusing directly on the technology. Rather, we're focusing on what we can do with it and the benefits it provides," he says. "In the end, our ultimate goal is to let your clients generate a higher return on their marketing investment."

CONTACT: PUBLICATION PRINTERS
888-824-0303 + publicationprinters.com

Publication Printers Marketing Group Services

+ Marketing Campaign Development – Partner with expert campaign designers to help create a campaign that supports the client's marketing objectives.

+ Simple + Complex Variable Data Printing – Using data to do everything from simple variable data (such as name and company personalization), to complex VDP (such as changing the imaging, offers and messaging based on multiple data points).

+ E-mail Communications – E-mail communications that include relevant personalization using the same concepts as VDP offerings.

+ SMS Text Messages – Distribute marketing messages through such avenues as personalized URLs and smart phone applications.

+ Personalized URLs – Create and manage personalized URLs as a response method for campaigns and for tracking campaign results.

+ Image Personalization – Advanced personalization of images using image elements as variable type.

+ Campaign Reporting – Advanced dashboard reporting of live campaigns that provide real-time information, including responses, response rates, completion rates and ROI.

+ Short Run Digital Printing – Digital printing services help offset expensive storage costs and replacement of obsolete materials.

+ Complete Mailing Services – Includes maximized postal sort for the best postage rates possible and onsite USPS representatives.

+ Specialty Digital Products – Includes ID cards integrated into letter-sized documents, window decals, crack and peel labels, self-mailers with built-in in reply envelope, and magnets.

+ Specialty Finishing – In-house bindery options includes UV coating, scoring, folding, saddle-stitching and perfect binding, as well as customized tabs, spiral binding, die-cutting, foil stamping, embossing and laminating.



ADCD One Show

In the tradition of recognizing true creative concepts across all media—including print, TV, design and interactive advertising—the Art Directors Club of Denver held its annual Student Show on Jan. 20. An illustrious group of judges from all over the world gave careful consideration to almost 17,000 individual entries, with Gold, Silver and Bronze Pencils going to some of the top national and international brands.

Kevin Swanepoel, president of the New York City-based One Club, presented the nation's top award-winning print and video work from this past year to the Denver community. Designed to champion and promote excellence in advertising and design, the One Club hosts the One Show, which showcases the world's best work by students and professionals alike. Winners of this year's Denver Student Show are:

Best of Show Category

Diane Perry / Photography

Community College of Denver
Abandon - Light Room

Kevin Davis / Poster - Public

Metropolitan State College of Denver
Responsible Gun Use

Joshua Dick and Marton Wessel / Print Advertising

University of Colorado
Google Voice Campaign

Greg Jesse / Graphic Design

Metropolitan State College of Denver
I've Got Wood

Sergey Grigoryan / Packaging

Fort Hays State University
Vitale Dog Food

Trey Wayne R. Morgan III / Video and Sound

Fort Hays State University
Cognitive Distortion

Judges Choice

Sergey Grigoryan, Vitale Dog Food

Greg Jesse, I've Got Wood

Trey Wayne R. Morgan III, Cognitive Distortion

Best of Show

Sergey Grigoryan, Vitale Dog Food



Denver Fifty Award Show



On Jan. 27, the New Denver Ad Club celebrated the 50 top advertising ideas to come from the Colorado creative community at its annual Denver Fifty Award Show. Held at the Exdo Event Center in downtown Denver, attendees got the opportunity to see the array of winning entries, including Amelie Advertising & PR's motorcycle safety campaign for the Colorado Department of Transportation and Juice Communications colorful and comprehensive self-promotion campaign.

This year's judges were a roster of well-known and highly-respected ad professionals, including Carolyn Hadlock, executive creative director and principal of Young & Laramore; Edward Boches, chief innovation officer at Mullen; Michael Tabtabai, creative director of Saatchi & Saatchi LA; and Richard C. Lent, founder and CEO of AgencyNet.

The party continued at the after party held at the Walnut Room. Hosted by Ad2, guests kept the party going and enjoyed specialty drinks and gourmet offerings.



AAF Tucson ADDY Awards

It was an evening of glitz and glamour at the 30th Annual AAF Tucson ADDY Awards, held Feb. 19 at the historic Fox Tucson Theatre. More than 560 guests—the largest in the history of the Tucson awards—attended this year's program, which celebrated Tucson's best in advertising in all media, from sales promotion and direct marketing, to radio, newspaper and TV.

Guests received the red carpet treatment complete with paparazzi as they entered the historic downtown theater. The Tucson Model "A" Club provided an array of vintage cars parked outside the theater, while the Tucson Jazz Institute performed during the cocktail reception and winner's gallery. ART.IF.ACT, a local dance troupe, also performed.

A total of 477 entries competed in 128 categories, with 193 Gold, Silver and Bronze awards received. In addition to the ADDY Awards, AAF Tucson also recognized five local media professionals with special recognition awards. David Slavin received the AAF Silver Medal, Richard Rose was named the Advertising Professional of the Year, Dorothy Finley was honored with the Phyllis Ehlinger Women of Excellence Award, Mary Swiergol received the Golden Pen Award and Bill Buckmaster took home the Golden Mic Award.

Scholarships were also awarded to students from the four Tucson student Ad Fed clubs at the University of Arizona, Pima Community College, Art Center Design College and Art Institute of Tucson.







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: aafutucson.org

Ad 2

Premier organization in the Valley for young professionals in advertising, marketing and communication. Phoenix: ad2phoenix.com Tucson: ad2tucson.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. aaflasvegas.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: prsareno.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

Helps 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. prsasdic.org

UTAH

AAF

Encourages 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. slcaiga.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)

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

PRSA

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

Specialty Graphic Imaging Association (SGIA)

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



Regional Events: *the local update*



AAF Metro Phoenix ADDY Judging

During the weekend of Jan. 14-15, AAF Metro Phoenix held the local judging round for the 26th annual ADDY Award competition at the Art Institute of Phoenix. The esteemed panel of industry judges included Cameron Gale, an advertising consultant from New York; Dwight Douthit, president and COO of Douthit Design in Houston; and Kuimars "Q" Gourk, founder and creative director of Animal Creative in San Diego. Board member and district ADDY coordinator Gil Mejia worked hard to facilitate the event, which included students from the Phoenix Art Institute, who volunteered their assistance throughout the weekend to help with the ADDY judging process.



upcoming events

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

MARCH 13-16 Vision 3 Summit

Leadership conference for graphic communications executives. JW Marriott Desert Springs, 74-55 Country Club Drive, Palm Desert. \$1,095 members, \$1,195 non-members. vision-3summit.org

MARCH 15 Ad 2sday Networking Event

Monthly networking event with AAFMP and Ad2 Phoenix. 5th & Wine, 7051 E. 5th Ave., Scottsdale. 6 p.m. aafmetrophenix.com

MARCH 15 AAF Tucson Event

AAF Tucson monthly gathering. Westin La Paloma Resort, 3800 E. Sunrise Dr., Tucson. Contact for time and price. aaftucson.org

MARCH 16 Colorado AMA Content Marketing Conference

Learn how content how attract and retain customers. Grand Hyatt Denver, 1750 Welton St. 8 a.m. \$195 members, \$245 non-members. coloradoama.com

MARCH 16 2011 Cause Conference

Find ways to engage clients and attract new audiences. Joan B. Kroc Institute for Peace and Justice, 5998 Alcalá Park, San Diego. 7:30 a.m. Contact for price. sdama.org

MARCH 16 Creating Engaging Communications Videos Like Disney

Featuring speaker Christopher Swan. Contact for location, time and price. sandiego.iabc.com

MARCH 17 St. Patrick's Day Lunch

Lunch event for AAF Metro Phoenix members. Arrogant Butcher, 2 E. Jefferson, Phoenix. 11:30 a.m. Reservations required. aafmetrophenix.com

MARCH 17 Social Media Case Studies

Part of New Mexico AMA's Web Success Series. Hotel Albuquerque, 800 Rio Grande Blvd. Contact for time and price. nmama.org

MARCH 17 March Mingle

Networking event hosted by AAF Utah. Contact for location, time and price. utahadfed.com

MARCH 23 Only Vegas

Breakfast program presented by R&R Partners. Atlantis Casino Resort Spa, 3800 S. Virginia St., Reno. 7:30 a.m. Contact for price. prsreno.org



Regional Events: *the local update*

Party on the Green

The 20th annual PIAZ/NM golf outing, Party on the Green, was held last September at Las Sendas Golf Club in Mesa. In true Arizona golf fashion, the day was perfect, the course in excellent condition and the players were in fine form.

Bringing home the trophy was one of the teams from Courier Graphics, made up of John Myers, Rodger Myers, Dale Good (Ink Systems Inc.) and David Thompson. Rounding out the winner's circle were Team xpedx—made up of Don DeGracie, Tim Brown, Josh Foshie and Troy Wicker—who finished in second place; and Team Prisma Graphic—made up of Kyle Cardinal, Tara Bateman, Stu Wolk and AJ Blusiewicz—pulling a third place finish. Other awards for the day went to David Fay for the Longest Putt; Spencer Whiting for the Longest Drive (Men); Steve Williams for Closest to the Pin; and Tara Bateman for Longest Drive (Women).

Peggy Deal, who chairs GCEF, and her team raised nearly \$500 for the scholarship fund thanks to the generous golfers on the "Move Up Hole." gift certificates to several local dining hot spots.



upcoming events

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

MARCH 24

ADCD 7th Annual Paper Fashion Show

See wearable art in motion. City Hall, 1144 Broadway, Denver. 6 p.m. Contact for price. adcd.com or paperfashionshow.com

MARCH 25-26

Y16 Conference

Two-day conference hosted by AIGA San Diego. Joan B. Kroc Institute for Peace and Justice, 5998 Alcala Park, San Diego. \$150 to \$450. sandiego.aiga.org or y-conference.com/y16

APRIL

Consulting 101 Professional Development

Monthly event hosted by IABC Tucson. Contact for date, location, time and price. iabctucson.com

APRIL 5

APR Spring Orientation

Designed for those interested in a career in public relations. ASU Biodesign Institute, Terrace and Rural roads, Tempe. 5:30 p.m. phoenixprsa.org

APRIL 6

Disney's Approach to Quality Service

Presented by New Mexico PRSA. Contact for location, time and price. nmprsa.com

APRIL 7

AAFMP Member Lunch

Monthly lunch event hosted by AAF Metro Phoenix. Contact for location. 11:30 a.m. aafmetrophoenix.com

APRIL 7

BMA Colorado Meet-Up

Networking event hosted by BMA Colorado. Contact for location and time. Free for members, \$5 non-members. bmacolorado.org

APRIL 7

Mobile Marketing: It's Just a Fad...(Like the Internet)

Featuring speaker Jeff Arnold, owner of Pocket Promo. Cili Bali Hai Golf Club, 5160 Las Vegas Blvd. South, Las Vegas.

11:30 a.m. \$35 members, \$40 non-members. amalasvegas.com

APRIL 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

EXCEEDS EXPECTATIONS

With more than 150 new features, Adobe® Creative Suite® 5 Design Premium software gives designers the productivity and speed enhancements they expect, and the unprecedented ability to create interactive content without writing code.

Download a free trial at adobe.com/go/trydesignpremium





Regional Events: *the local update*



Ad2sday at Armitage

Ad2 Tucson's monthly Ad2sday mixers are becoming increasingly popular. In fact, networking may as well be its middle name.

The Ad2sday series is set up for the very purpose of bringing young professionals together for an opportunity to network and spark connections. On Nov. 2, the organization hosted nearly 30 up-and-coming advertising and marketing aces, including students, recent graduates and some mentor AAF members at Armitage Wine Lounge & Cafe in Tucson's swanky La Encantada shopping center.

Armitage is known for its selection of fine wines, exquisite hors d'oeuvres, and intimate Old World ambiance. So in true fashion, the evening began with the unveiling of a Happy Hour wine list and extensive spreads of cheese, dips, and other appetizers. It set the mood for a lovely evening of mixing and mingling. And if spirits weren't jovial enough, the night concluded with a round of drawings for gift certificates to several local dining hot spots.



APRIL 13 **BMA Keynote Meeting**

Speaker to be announced. Denver Athletic Club, 1325 Glenarm Place, Denver. Contact for time and price. bmacolorado.org

APRIL 14 **Colorado AMA Luncheon**

Speaker to be announced. Kevin Taylor's at the Opera House, 14th and Curtis streets, Denver. 11:30 a.m. \$40 members, \$55 non-members. coloradoama.com

APRIL 14 **AMA Las Vegas Mixer**

Membership orientation and networking event. House of Blues, 3950 Las Vegas Blvd. 5:30 p.m. \$15 members, \$20 non-members. amalasvegas.com

APRIL 14 **22nd Annual Marketer of the Year Awards**

Showcase of New Mexico's top marketing campaigns. Hotel Albuquerque, 800 Rio Grande Blvd. 6:30 p.m. Contact for price. nmama.org

APRIL 19 **AAF Tucson Event**

AAF Tucson monthly gathering. Westin La Paloma Resort, 3800 E. Sunrise Dr., Tucson. Contact for time and price. aafucson.org

APRIL 20 **Your Way to New Business: How to Rise Above the Crowd**

Featuring speaker Hank Blank of Blank and Associates. Contact for location, time and price. sandiego.iabc.com

APRIL 22 **BMA Colorado Gold Key Awards**

Showcasing the best B2B work in Colorado. The Wildlife Experience, 10035 S. Peoria, Parker. Contact for time and price. bmacolorado.org

APRIL 27 **APR**

Lunch program featuring speaker Frankie Vigil. Atlantis Casino Resort Spa, 3800 S. Virginia St., Reno. 11 a.m. Contact for price. prsareno.org

APRIL 27-29 **PRSA 2011 Western District Conference**

This year's theme is "PR Renaissance: A Revival of Intellectual and Artistic Public Relations." Venetian Resort & Casino, 3355 S. Las Vegas Blvd., Las Vegas. \$225 members, \$255 non-members. prsalasvegas.com



the professional association for design

WHAT IS OUR MISSION?

**TO ADVANCE DESIGNING AS A PROFESSIONAL CRAFT,
STRATEGIC TOOL & VITAL CULTURAL FORCE**

WHAT ARE OUR GOALS?

*Empower designers
through information,
inspirations, education,
recognition & advocacy*

*Energize organizations
with strategic thinking,
creative collaboration &
design excellence*

*Enrich society by infusing
people's lives with clarity,
delight, meaning & value*

HOW WILL WE GET THERE?

*Publish information
about design & the
designing process*

*Promote designing
as a strategic
organizational competency*

*Clarify complexity
to make the world more
understandable*

*Organize events that
inspire thinking, learning &
the exchange of ideas*

*Facilitate collaboration
among all professionals
engaged in designing*

*Bring aesthetic
delight to everyday objects
& experiences*

*Support education across
the arc of designers' careers*

*Foster exceptional talent
to address the full range of
design roles*

*Add meaning by
communication with clarity,
depth & compassion*

*Give recognition
to those who further
design excellence*

*Create value by doing
valuable things*

*Advance designing
to business, government
& the public*

WHY DOES IT MATTER?

*By increasing the influence
of design we can improve the
human experience*

www.arizona.aiga.org



Regional Events: *the local update*

The Faction Fifth

Faction Media, a full-service digitally led B2B marketing communications and advertising agency in Denver, celebrated their five-year anniversary on Dec. 2 with the Faction Fifth, a fun-filled celebration held at the Corner Office Restaurant & Martini Bar located in the heart of downtown. More than 300 clients, friends and employees gathered for an evening of festivities to celebrate with owners Aaron Batte, Dave Greves and Steve Riegel, who partnered to create Faction Media five years ago.

Faction Media leaders and collaborators are committed to performance accountability, technology and creative innovation, which has defined them as leaders in business-to-business communications and marketing. Due to rapid growth and expansion of service offerings they have opened an office in Phoenix, as well as continue to cater to clients outside the U.S.



“View from the Corner Office”

Last Oct. 14, Printing Industries of Colorado hosted “View from the Corner Office,” a rooftop party at the Denver Athletic Club. Featuring Printing Industries of America President and CEO Michael Makin moderating a panel discussion, the evening blended the fun of networking and noshing with a lively conversation about what four printers from all over the country are doing to remain profitable and relevant to their respective clients. The panelists—Janet Green of Greens Printing Inc. in Los Angeles; Tim Burton of Burton Mayer in Wisconsin; Deb Simpson of Multi-Craft Litho Inc. in Kentucky; and Curt Kreisler of Gold Star Printing in Florida—shared their unique solutions to the challenges they face in today’s business environment.



upcoming events

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

APRIL 28

Maximizing ROI: The Importance of Data in Delivering

Monthly BMA Colorado breakfast roundtable. Contact for location, time and price. bmacolorado.org

APRIL 30

The Review

Students meet with pros that will review their portfolios. Tivoli Student Center, 900 Auraria Parkway. Contact for time and price. adcd.com

MAY

Extreme Makeover: Communications Edition

Monthly event hosted by IABC Tucson. Contact for date, location, time and price. iabctucson.com

MAY 3

Cumbre Awards

New Mexico PRSA's annual awards program. Hotel Andaluz, 125 2nd St. NW, Albuquerque. Contact for time and price. nmprsa.com

MAY 10

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

MAY 12

Colorado AMA Luncheon

Speaker to be announced. Kevin Taylor's at the Opera House, 14th and Curtis streets, Denver. 11:30 a.m. \$40

members, \$55 non-members. coloradoama.com

MAY 17

AAF Tucson Event

AAF Tucson monthly gathering. Westin La Paloma Resort, 3800 E. Sunrise Dr., Tucson. Contact for time and price. aauftucson.org

MAY 19

Building Thought Leadership Through Social Media

Part of New Mexico AMA's Web Success Series. Hotel Albuquerque, 800 Rio Grande

Bldv. Contact for time and price. nmama.org

MAY 25

IMC/Publicist

Lunch program featuring the Nevada IMC team. Atlantis Casino Resort Spa, 3800 S. Virginia St., Reno. 11 a.m. Contact for price. prsareno.org

MAY 26

Smart Meetings: 10 Trade Secrets for Designing Easy and Profitable Events

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6 p.m. creativeconnect.org

Events subject to change.



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Regional Events: *the local update*

“Conversations That Matter”

A joint December holiday event of the Business Marketing Association-Colorado, DU Marketing Roundtable and Society for Marketing Professional Services brought together more than 100 marketers to hear Kristin Salada speak on “Conversations That Matter.” The attendees enjoyed a lavish holiday buffet, networking with professionals across the associations, and an engaging and interactive presentation. The BMA Young Professionals Group also collected coats, hats, mittens and gloves for Urban Peak, a homeless shelter for Denver teenagers.





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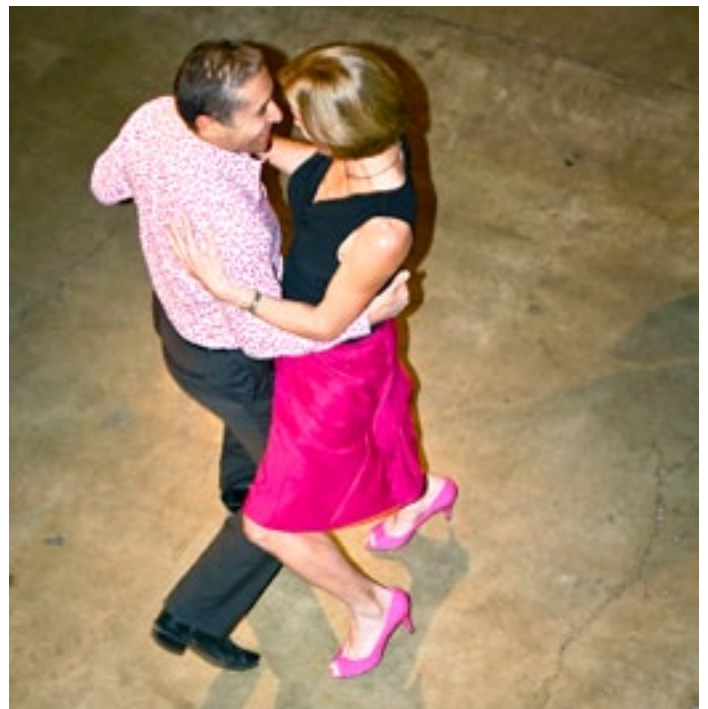


Regional Events: *the local update*



BMA Colorado “Dancing with the Stars”

Nearly 200 people enjoyed BMA Colorado’s annual fundraising event B2BSeen, held last November at the Tivoili Student Union at Auraria Campus. The theme, “Dancing with Denver’s Stars” was a huge hit with the attendees voting on their mobile phones for the top dancing teams of the evening. The team of TV news anchor Natalie Tysdal and her 11-year-old dancing partner Seamus, won first place, with their winnings going to the charity of their choice, the Center for Cowboy Ethics. More than 150 auction items were available, including an exciting trip to Paris.





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Regional Events: *the local update*

Battle of the Ads III

In January, Ad2 Tucson battled it out against Tucson's reputable full-service marketing agency BolchalkFrey, taking a surprise assignment for a local nonprofit and, with a mere 24 hours, producing an awe-inspiring campaign. Ad2 members James Patrick, Trish Winter-Hunt, Danielle Leines, Jenny Wendt, Julie Rustad, Amber Kurtz, Gaby Flemming and Evi Loveres were tasked with developing a campaign for DIRECT Center for Independence Inc., a consumer-directed, community-based advocacy organization that promotes independent living.

On Jan. 25, at the monthly AAF luncheon, attendees got the chance to see the competition in action as the teams shared their road maps of brilliance and how they arrived at their final designs. Their hard work wowed the crowd. Ad2 Tucson took home the awards for "Most Comprehensive Storytelling" and "Above and Beyond," while BolchalkFrey, who created a campaign for Our Family Services, was awarded "Best of Show."

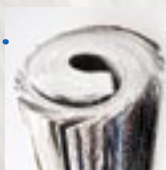


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Regional News: *the local update*



AAF Tucson celebrated its annual ADDY Awards on Feb. 19. In addition to recognizing the year's outstanding projects and campaigns, special members of the area's advertising community were honored. They are:

1 Ray Depa, Advertising Hall of Fame – Depa served as news director at KGUN-TV in the late 1970s until 1981, again in the mid '80s until the early '90s, and once again from 2000 to 2006 as vice president and general manager. He served as AAF Tucson president in 2003-2004, and received the 2005 Advertising Person of the Year Award and the AAF Silver Medal in 2002.

2 Jack Jacobson, Advertising Hall of Fame – Jacobson, who passed away in 2009 at the age of 87, had a long career in broadcasting, which garnered him many awards and accomplishments. The former

president of the Metropolitan Phoenix Broadcasters was inducted into the Arizona Broadcasters Hall of Fame in 1997 and the Silver Circle Society of the Rocky Mountain Chapter of the National Academy of Television Arts & Sciences in 2001. He also received the AAF Silver Medal in 1988.

3 Richard Rose, Advertising Professional of the Year – Presented in memory of Warren F. Olson, an outstanding Tucson radio sales manager, the award recognizes Rose's professional leadership in the field of advertising.

4 Bill Buckmaster, Golden Mic Award – For 23 years, Buckmaster has been managing editor and anchor for "Arizona Illustrated" on KUAT-TV PBS 6. He recently launched his new broadcast venture "Buckmaster," a live, daily radio talk show on KJLL Radio.

5 David Slavin, Silver Medal Award – An

account executive for Clear Channel Radio, Slavin was recognized for his outstanding contributions to advertising and his work in furthering the industry's standards, creative excellence and responsibility in areas of social concern.

6 Mary Swiergol, Golden Pen Award – Swiergol, the publisher of *The DesertLeaf*, was honored for her contribution to advertising and the Tucson community through the use of words or drawings.

7 Dorothy Finley, Phyllis Ehlinger Women of Excellence Award – In memory of Tucson's "First Lady of Broadcasting," Finley, the former owner of Finley Distributing Company Inc. is this year's recipient.

In other Printing Industries news, the **Printing Industries Association of San Diego (PIA/SD)** hosted its annual Harvest Food Drive last year, raising much needed food and donations for low-income families, senior citizens and individuals in San Diego County. PIA/SD teamed up Precision Litho Staff, Xpedx, L + L Printers, Atlas Lithographers, Graphic Business Solutions and Marilyn Anderson in this much-needed and successful event.



Design agency **The Taka Group** has moved to a new location in the Scottsdale Airpark. A large part of their business has been creating retail window displays for some of the largest national and international fashion brands. Complete with an expanded warehouse, the new location houses new large-format printers and gives them the ability to oversee the quality control for their clientele. The Taka Group is also planning to expand their creative and merchandising team later this year.

Prisma Graphic expanded its operations after recently acquiring the Arizona division of World Marketing, based in Tempe, Ariz. The Arizona facility currently produces more than 3 million pieces of mail and 80,000 fulfillment packages each month for local, national and Fortune 1,000 companies.

Their current data services—from analytics that which provide high-value prospects, to cleansing of existing customer databases to reduce waste—were a strong selling point for Prisma.

World Marketing also offers a full range of strategic, production and mailing services, which Prisma plans to incorporate into its current mailing and fulfillment lineup.

"When we considered the talents and expertise of World Marketing's staff, along with their years of experience in security for highly critical data, this acquisition just made sense," says Robert Anderson, president of Prisma Graphic. "Our company has been in marketing supply chain management for some time and their services compliment the future of our business and direction of our industry in general."

In February, Prisma moved their operations into their newly 112,000-square-foot facility in Phoenix.



Regional News: *the local update*

Colorado paper merchant **Spicers Paper** has joined the **Printing Industries of Colorado**. The company represents such brands as Domtar, Sappi Fine Papers, Neenah and MeadWestvaco.

"All companies need the best trade representation possible when trying to compete in a global economy. This kind of representation can only happen through an association that understands its local members and brings the education, power

and influence of Printing Industries of America," says Sandi Neuman, Printing Industries of Colorado president and CEO.

Shane Johnson, regional manager of Spicers agrees. "We joined Printing Industries of Colorado precisely because of their understanding of the local market and the benefits provided by the Printing Industries of America to the printing community in Colorado."

Canyon Communications, a Mesa, Ariz.-based business-to-business (B2B) marketing communications agency, has named **Rob Stevenson** as director of public relations. Prior to joining the agency, he earned a bachelor's degree in English from the University of Alberta in Edmonton and spent more than 16 years in Canada working in the public relations field in a variety of industries, including healthcare and military operations.

In his position, Stevenson is responsible for managing Canyon's public relations department and providing public relations counsel for all the agency's clients. His duties include developing and implementing strategic public relations plans and campaigns, client management, media relations, content development, event management, crisis communications and media training.

After two years with Canyon, **Matt Hensler** was promoted to director of marketing strategy and is responsible for strategy development for new clients and assisting the account service staff with strategic planning initiatives for the firm's current clients. Matt has more than nine years of experience in account service after earning an advertising degree from Marquette University in Milwaukee.

In addition, the agency has added two new members to its team: **Dara Schulenberg** as digital and web strategy manager and **Bernie Ko** as accounting operations manager.

"Our B2B clients' marketing needs continue to increase," says Nancy Landl, president, Canyon Communications, adding

that the expansion allows the company to continue to meet their clients marketing needs.

With a Bachelor of Science degree in marketing from the University of Phoenix, College of Business, Schulenberg works directly on web projects and programs, both tactically and strategically. Ko's responsibilities include overseeing all accounting processes for the agency and handling office operations. He has more than 10 years of experience in accounting and holds a bachelor's degree in accounting from Loyola Marymount University in Los Angeles.



Rob Stevenson



Margie Dana, founder of **Print Buyers International**, has published her second book, "Print Buying Made Simple." The 138-page "roadmap" is filled tips and practical advice for professionals who work with the printing industry.

Dana's book is a handpicked selection of 38 different articles, culled from the author's collection of her "Print Tips" e-newsletter, written weekly since 1999. Several of the articles have never been published before.

"New print customers can benefit from basic how-to insights about working with the print industry," Dana says. "My goal with this book is to give newcomers—including new buyers, print designers and print sales reps—an excellent resource that will help them 'hit the ground running.'"

The book, also available in an e-book format, can be purchased at Lulu.com.



Patrick Coyne

On Feb. 10, **AIGA Reno Tahoe** presented "50 Years of Creative Excellence." Hosted by *Communication Arts* editor and designer **Patrick Coyne**, the presentation showcased award-winning design and advertising projects

produced on limited budgets.

Coyne has guest lectured at numerous creative clubs and universities. The recipient of numerous awards for his design and art direction, including a silver medal from the Society of Illustrators, he received the 2004 Design Leadership Award from the American Institute of Graphic Arts.

Denver-based digital marketing agency **Location3 Media** was recently recognized at the Denver 50, an awards program presented by the New Denver Ad Club, for a proprietary tool for its Local Search Traffic division. Created by the firm's technology department, the software includes two programs—Position Agent and Accuracy Agent—that shortcut hours of tedious work and provide more accurate local map listings for clients.

Local Search Traffic manages local map listings for franchise clients with thousands of locations. In order to supply clients with listing ranking and ensure accuracy, employees manually performed endless Google searches. The new software can now scan the web for pertinent location-specific information, and then return data through a web-based retrieval system, reducing project time from weeks to minutes. These programs compile data for up to 5,000 locations at once, freeing employees to spend more time interacting with clients and creating innovative solutions.

The team responsible for coming up with the idea and developing the technology include **Rob Richardson**, principal software engineer; **Michael Charrier**, software developer; **Brandi Vandegriff**, technology program manager; **Chris Wiederspan**, vice president of technology; **Alex Porter**, president; and **Erik Whaley**, director, Local Search Traffic.



Regional News: *the local update*

Owned and operated by Eileen Rogers and Ted Raymond, **Allegra in Scottsdale** has added marketing specialist **Sharon Moore** to its team. Moore joined Allegra last July, while completing her Bachelor of Science degree in Graphic Information Technology. She has been instrumental in leading marketing campaigns, which include direct mailings and new media technologies.



Sharon Moore

"Sharon has a lot to bring to the table in the arena of marketing and graphic communications services," says Rogers. "She understands business and seeks out opportunities to develop creative solutions

for our clients so they can meet their business objectives."

Moore graduated from Arizona State University last December and was the recipient of the Outstanding Senior Award for the College of Technology and Innovation, an award presented to one individual who demonstrates exceptional academic performance, skillful attention to meaningful extracurricular activities and service to the college.



Anita Rezvani

Before joining Allegra, she worked at ASU's Print & Imaging Lab. Prior to her career in graphic communications, Moore was the Director of Physician Practices for a large multi-

specialty physician group in New Jersey.

Allegra Scottsdale has also welcomed production manager **Anita Rezvani** to the team. Rezvani earned her Bachelor of Science degree in Business Administration and is currently pursuing her Masters in Accounting from the University of Phoenix.

Before joining Allegra, Rezvani held positions at American Express and Corporate Enhancement Group, where she worked in the printing facility handling foiling, embossing, variable data, offset printing, full-color printing and mailing services. In her new role, she will be responsible for streamlining production workflow as well as planning, coordinating and controlling manufacturing processes for both digital and offset printing.



Brittany Richardson

Brittany Richardson has joined **HMA Public Relations** as account coordinator.

Her primary responsibilities include assisting with the development and implementation of

media relations and digital communications programs for the agency's client base and providing support to HMA's account teams.

"We are pleased to welcome Brittany to



Cramer-Krasselt (C-K)

has named **Kristin Bloomquist** Senior Vice President/Marketing Strategy. She succeeds Executive Vice President/

General Manager John Melamed—who retired after 30 years in the industry, including 20 with Cramer-Krasselt—as head of the Phoenix office.

Prior to C-K, Bloomquist worked at search firm SelectResources International (SRI), where she led new business reviews and managed client consulting projects as senior partner. Before joining SRI in 2004, she spent 10 years with Deutsch Inc., where she opened Deutsch's Los Angeles office and helped to grow it into a 300-person agency, and led their client services group as partner/director of account management overseeing brands such as Coors, Expedia, TGI Fridays, Burger King and DIRECTV. Prior to Deutsch, she was with Jordan McGrath (now Arnold) as senior vice president/management supervisor, running the Nestle USA business and opening the agency's first satellite office in California. Bloomquist started her career as an assistant account executive with DDB/ New York and also spent time at J. Walter Thompson/Chicago.

"I am honored to be part of this incredible company and to step into the role of general manager in Phoenix. This office has a fantastic team of talented and smart people who are energized to do great work for our clients – work that has the power to 'change the conversation' and importantly, deliver results."

the team and we look forward to her future endeavors with the company," says Abbie S. Fink, vice president/general manager of HMA Public Relations.

Before her appointment, Richardson served as an intern for the firm. While working on her undergraduate degree, she completed two public relations internships and went on to do three more while living in Southern California last year. Richardson received her Bachelor of Arts degree in Communication from Arizona State University in 2009.



Ashlee Cain

Ashlee Cain has joined Phoenix-based advertising and graphic design agency **Davidson & Belluso** as the company's account coordinator.

A graduate of the University of Arizona School of Journalism, Cain contributed to the campus community by holding a marketing intern position with the UA Parking and Transportation Services, acting as editor-in-chief of the student-run publication, *Border Beat*, and contributing to local publications such as the *Northwest Explorer*. As vice president of the Society of Professional Journalists UA chapter, Ashlee led the organization in hosting the first student-run regional conference in the nation. She also worked as an intern at Eda Kalkay Public Relations in New York City, where she was able to assist in client branding, marketing and promotion.

Her role with Davidson & Belluso includes assisting the account management staff, including owner Rob Davidson, with client and project management.

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- 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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Regional News: *the local update*



Also at **HMA Public Relations**, the Phoenix member of Public Relations Global Network (PRGN), has added two new PRGN members in India and China. Joining the ranks are Perfect Relations in India, and CROS Public Relations and Public Affairs in Moscow, expanding the network's global reach and

capabilities in two of the world's fastest growing economies.

"We are thrilled to welcome Perfect Relations and CROS into our fold," says Scott Hanson of HMA Public Relations. "The primary beneficiaries of our new agencies in India and Russia are our clients who have ready access to the wealth of resources, specialized skills, and local connections our PRGN members provide."

The PRGN members approved the new agencies at its semi-annual meeting in Mexico this month. The worldwide network now

numbers 40 independently owned public relations agencies on six continents.

"Our focus next year will be to market our regional scope and make it convenient for companies to work with us whether they are looking for representation in one country or one continent," said PRGN president Patricia Pérez of VPE Public Relations. "Another priority is to make sure PRGN members are on the cutting edge of technology and adaptability as social networks reach their markets. While social media proliferation varies by country, its influence is clear."

Davidson & Belluso has been selected by Graphic Design USA as a winner in this year's American Package Design Awards for the work the agency produced for Kind Vines wine products. More than 1,500 entries were in contention for the packaging awards competition sponsored by Graphic Design USA. Only the top 15 percent of all entries were recognized, and Davidson & Belluso's was among that top tier.



The award-winning package is a 100 percent reusable wine bottle produced for Kind Vines, a new Arizona wine brand, which promotes sustainability and "zero waste" through redeemable and refillable glass bottles. The screen-printed label designed by

Davidson & Belluso and printed by Bergin Glass Impressions eliminates traditional paper-and-glue labeling and includes a QR code that routes eco-imbibers' mobile web browsers to the company's website.

The collaboration with Kind Vines is in concert with Davidson & Belluso's Green commitment, which involves an on-site recycling program at its office suite, Green printing options for clients, and e-marketing campaigns that encourage sustainability and environmental responsibility by saving paper and other resources.

Davidson & Belluso was also selected as the winner of five Service Industry Advertising Awards (SIAA), which serves to "recognize the creativity and communication accomplishments of the service industry."

The eighth annual competition awarded Davidson & Belluso with three gold awards for: a Scottsdale Culinary Festival direct mail sponsorship packet, complete with a salt and pepper shaker set; a logo for a local start-up cookie enterprise, **Goosebumps Cookies**;



and an awards ceremony invitation for the Arts & Business Council of Greater Phoenix.

The Phoenix-based agency also took home a silver award for the artwork they designed for Kind Vines' wine label

and a bronze award for the design and development of the **Archie's Deli** website.

A national panel of judges evaluated and rated entries in 12 groups and 27 categories. The agency was in competition with "more than 400 advertising agencies and 1,000 institutions," said Jan Michael Lok, Executive Director of the SIAA.

The agency attributes their success to the many opportunities their broad mix of clientele has afforded them.

"As we're celebrating our 10th year in the industry, we feel lucky to have so many wonderful clients who've provided us the opportunity to produce award-winning work," says Michela Belluso, co-owner and creative director of Davidson & Belluso. "We're looking forward bringing home even more awards in the next 10 years."



The PRSA Western District Conference will be held in at the Venetian Resort Hotel Casino in Las Vegas, from April 27-29. Entitled "PR Renaissance: A Revival of Intellectual and Artistic Public Relations," the conference will focus on the core principles that make public relations about relationships, multi-directional communications, solid tactical skills, ethical and legal considerations, and more. The year's lineup of speakers includes: + Ken Rudin, political editor, NPR + Richard Laermer, author of "Punk Marketing and Full Frontal PR" and

editor of the Bad Pitch Blog (badpitch.blogspot.com)

+ Donovan Robertson, lead brand evangelist, Zappos.com
+ Karen Wickre, senior manager of corporate communications, Google
+ Randy Snow, chief strategic officer, R&R Partners
+ Cathy Tull, senior vice president of marketing, Las Vegas Convention and Visitors Authority

Early registration is available through March 25. For a full conference schedule and pricing, visit prsaslasvegas.com.



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Regional News: *the local update*

The **Phoenix Chapter of the Public Relations Society of America (PRSA)** announced its 2011 executive committee and board members:

+ Executive Committee President:

Alan Bunnell, Pinnacle West Capital Corporation/APS

+ President-Elect:

Christie Silverstein, APR, Valley Forward Association

+ Vice President, Communications & Reputation

Management: **Amy**



Alan Bunnell

O'Hara, Allison & Partners Public Relations
+ Treasurer: **Susan de Queljoe**, Society of St. Vincent de Paul
+ Secretary: **Julie Kurth**, APR, Biodesign Institute at ASU
+ Immediate Past President: **Abbie S. Fink**, HMA Public Relations
+ Board members include **Andrea Aker**; **Virginia Anderson** (alternate: non-voting member); **Beth Cochran**; **Bridget Daly**; **Linda Gorman**, APR; **Kari Mather**; **Michelle Olson**, APR (Western District Representative: non-voting member); **Liam O'Mahony**, APR; **Marina Renneke**, APR; **Charlotte Shaff**.

Marketing firm **Addison Clark** has added three new clients to its roster.



They are **Stanley Convergent**

Security Systems Solutions in Chicago; **St. Vincent Charity Medical Center** in Cleveland, Ohio; and **Wallace, Plese + Dreher LLP** in Tempe, Ariz.

"New clients always give us an opportunity to bring a fresh perspective to the table," says Dan O'Connor, principal at Addison Clark. "Our team enjoys the diversity of our client base and with the addition of these three new partners everyone is looking forward to making an impact."

A part of Stanley Black & Decker, Stanley Convergent Security Solutions Inc. designs, installs, monitors and services security systems for industrial, government, commercial, residential and national account customers. Addison Clark will produce general advertising and marketing materials to increase brand awareness and name recognition nationwide.

St. Vincent Charity Medical Center is Cleveland's faith-based, high-quality healthcare provider. It is home to the renowned Spine and Orthopedic Institute and the Center for Bariatric Surgery. Addison Clark will design and implement an integrated branding campaign as part of the medical center's \$150 million capital improvement project.

Founded in 1996, Wallace, Plese + Dreher LLP is one the Southwest's most respected public accounting and advisory firms. Addison Clark will rebrand the firm including its web site and marketing collateral.

On March 25-26, **AIGA San Diego** will host the **Y-Conference**. The theme of this year's conference is "**spark**."

"Our industry is powered by new ideas," says Adam Rowe, chair of the Y-Conference. "The focus of the 2011 event is to undercover new ways to spark creativity, new ideas, and new ways to bring these concepts to life."

Speakers include Aaron Draplin of Draplin Design Company; Chris Dooley, founder and creative director of National Television; and graphic designer Frank Chimero. The conference will also offer hands on Thinkshops during both days of the conference.



To register, visit y-conference/y16.

In February, **American Wholesale Thermographers (AWT)** relocated their operations to a new location in Phoenix.

"We had been outgrowing our previous location for a few years. It feels great to have more space, better configured for our operations," says owner Laura Nelson. "With more space, we will now be better equipped to expand our product line, including our specialty thermography and four-color products, as well as have a more efficient production flow. This a great move for us and our customers."

AWT has been serving the printing and graphics community in Arizona and the southwest since 1983. Their territory was recently expanded to include California.

Dave Cutty was presented with the Tempe Chamber of Commerce's "Spirit of Tempe" Award at the 14th Annual Breakfast for Chamber Champions on Feb. 18. The award recognizes lifetime achievements of service, dedication and contribution to the community and honors hard work and strong commitment to improving the quality of life in Tempe.

More than 40 years ago, Cutty was a college student who found himself touched by the friendship he developed with a young man with a serious disability. It was at that time that he dedicated his life to making a difference in the lives of individuals with disabilities. He has never wavered from that commitment. He has led The Centers for Habilitation (TCH) over the years, and under his direction TCH has grown to become one of the premier organizations in the nation providing services to individuals with disabilities.

Along that journey he never forgot his role as a citizen of the Tempe community. Cutty has served on many boards and commissions and was a member of Tempe Leadership Class I, later serving on its board of directors and helping blaze a trail for one of the most successful leadership programs in the Valley. In addition, he has received the Don Carlos Humanitarian Award, the City of Tempe Pride of the City Award and the National Council of Work Centers Management Excellence Award, just to name a few.

But most importantly, he has helped to show thousands of individuals with disabilities how to become productive and active members within their community. He has done this with a solid display of humanity, ethics and humor.

"Dave Cutty's work has literally changed the lives of thousands of people. Dave has great business sense and gets involved throughout the community. He not only lives his passion, he instills that passion in others," says Mary Ann Miller, president and CEO of the Tempe Chamber of Commerce.

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10 Questions

Ben Bonnan

Art Director, Cramer-Krasselt / Screenprint Artist

What's your philosophy when it comes to your art?

Making the process just as important as the subject matter. Happy accidents such as misalignment of color and uneven ink coverage are really what make the work a thing of beauty.

Do you find you draw from the same creative influences in your work as an art director for an advertising firm and your work as an artist?

As an art director, I'm influenced by great ideas that bring products and brands to life, whether it's through social media, video, photography, or illustration. For

creative influences, I look to such sites as ffffound.com and dropular.net. These sites, which update constantly, scavenge the web for the best of everything creative.

Who or what inspires you?

There are a handful of artists that I look to for inspiration: Egon Schiele, Edward Hopper, and Mark Rothko, to name a few. There are also illustrators that inspire me, like Ralph Steadman and Natalie Ascencios. My work is a study of color theory, so I'm also inspired by textiles and patterns. My characters all start off with an accessory in mind, so I'm always inspired by a piece of clothing or accessory that the character can own.

In your professional life, what is the one thing you cannot live without? In your creative life?

In my professional life, I'd have to say coffee. Creative life, also coffee.

If you could trade places with anyone for a day, it would be...

Anthony Bourdain during a shoot of "No Reservations." Traveling the world and eating exotic food sounds awesome.

What's your idea of a perfect day?

Wake up early. Walk down to the local coffee shop for some breakfast and some sketching, followed by some afternoon screenprinting. Later ride down to the local wine bistro for a couple of bottles with good friends. End up at a small venue to see an amazing band perform. All this, mind you, in my robe.

Name one thing on your bucket list.

Haven't made one yet... so I'd say, create a bucket list?

What's your guilty pleasure?

As mentioned above, wine, and my robe.

What's on your iPod?

The Tallest Man on Earth, Deertick, Girls, Frank Black, Spoon, Ezra Furman.

The content of a person's refrigerator says a lot about them. What would we find in yours?

I share it with my girlfriend, so half of it is extremely healthy, carrots, lettuce, etc. The other half is cheese and summer sausage. It's all about balance.

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