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PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Charlie presents a new area on our web site: "How To Be Taken Seriously in Today's Business World."

JUNE, 2003
FREE BALANCE TRANSFER ISSUE
NOT IN THIS ISSUE:
 INDUSTRY TALK
 TIFFs with Jean and Charlie
 ENTERTAINMENT
 Dixie Chicks ashamed of Tracey
 HEADLINES
 IRAQ: Often-heard phrase when shooting pool with Jean

How to write good.

"TIP TO CLIP"
VECTOR VS. RASTER

One of the great things about graphics created in Adobe Illustrator is that it works in the "vector" world. For all intents and purposes, this means non-pixelated. Once an image gets scanned (or is produced with a digital camera), its tonal variations require it to be broken down into pixels, or "rasterized." If you're creating imagery that is made up of solid colors, however, you may be able to take advantage of Adobe Illustrator, which works with more of a "line art" approach. Logos, especially, are often created in Illustrator, as they are usually made up of text and other solid-color graphic elements. An Illustrator EPS file can be blown up almost endlessly without showing the telltale signs of pixels having been enlarged – that saw-toothed, "stepped" look.

(Story on page 3)

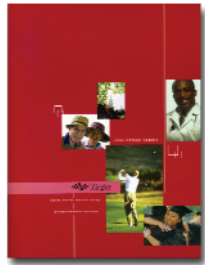
A Thought For the Day:

Whose cruel idea was it for the word "lisp" to have an "s" in it?

H-M-M-M-M...
 Why is the alphabet in that order? Is it because of that song?

Ziegler Annual Report #2 for PMG

For the second year in a row, the Ziegler Companies, Inc. has awarded Phoenix Marketing the design and production of its Annual Report. This year's theme spoke to Ziegler's focus on clients and its 100th year of service to individual and institutional investors. Ziegler advances health,



Ziegler 2002 Annual Report

wealth and well-being through tailored financial solutions.

PMG TODAY Gets BMA Award

Proving yet again that there's no accounting for taste, Phoenix Marketing walked away (rather quickly, before the judges came to their senses) with an Excellence Award at this year's Business Marketing Association award show for PMG TODAY. Judges found the series informative, yet entertaining. Jean found the bathroom, often.

Seriously, PMG TODAY has also proven to be quite a hit with all of you who receive it. We've actually been asked "Where the heck is it???" by various clients and/or vendors when



it's come out late! That's quite a testimony to the newsletter's success, as well as to your apparently less-than-fulfilling lives. We're kidding. Thanks to the BMA judges and thanks to all of you for your kind words.

Phoenix Lands Chortek & Gottschalk, LLP

Phoenix is also very proud to introduce its latest new client, Chortek and Gottschalk, LLP, an accounting and advisory firm in Waukesha. Besides offering accounting advice, their sister firm, C&G Consulting, provides the latest in technology services, including accounting software, and computer network and

Internet solutions. Phoenix was commissioned to give the firms a whole new corporate branding facelift, and then apply it to all facets of its forms, self-promotional literature and web sites. Phoenix incorporated a "plus" sign into the initials C and G, and coined the phrase "The Plus

in Maximizing Your Success" as their new positioning statement.



CHORTEK & GOTTSCHALK, LLP
 CPAS AND BUSINESS ADVISORS
 New C&G Logo

Client of the Month
 Much thanks to Chortek & Gottschalk, LLP (see left) for giving us their entire new branding program and its application to forms, print promotion, PR, signage and the Internet. We look forward to a long and happy relationship, "on account" of the fact that we love you!

Want to contact us?
 Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM. Contact Ben Baker, Public Relations Director, by phone at 414/223-4848, X114. Ben can also be contacted via e-mail at bbaker@phoenixmgi.com.

HOROSCOPE

GEMINI (May 21st to June 20th) Gemini is the sign of the twins, which I'm pretty sure originated in Minnesota. Geminis tend to be a little schizophrenic, meaning they're twice as annoying as any other sign. Except Virgos. Famous Geminis include the Olsen twins, Tweedledum and Tweedledee, and Debra Winger and Satan.



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