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# PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



We check in with a progress report on Jean's facelift.

**NOVEMBER, 2004**  
**CLINTON LIBRARY ISSUE**

- NOT IN THIS ISSUE:**
- INDUSTRY TALK  
Apple merges with McDonald's, produces "Big iMac"
  - ENTERTAINMENT  
Bill Gates crashes
  - HEADLINES  
SPAM recipes now downloadable via Internet

**Some Local Photographers Get "Pixelated" at Digital Tradeshow After-Party**

(Story on page 3)

## "TIP TO CLIP"

### PR ASAP

Phoenix has recently added online PR management services. We're now able to develop media lists online from international dBases, including print, broadcast and online media – consumer, trade and business. Contact information, editorial calendars, PR asset distribution and media relations can now be managed more easily than ever.

*A Thought For the Day:*

Any man who says he can see through a woman is missing a lot.

### TRUE FACTS

*Boy, those French...they have a word for everything!*

### P&H Catches A Cab

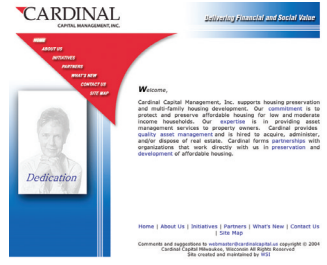
P&H introduced a new, high-tech cab and control center for its mining shovels this last quarter and asked Phoenix to help in its promotion. The result was a very progressive design that still remained within already-established standards. The brochure ended up as a six-page story that explained the many virtues of the new cab – from its easier-to-use controls to its many comfort and safety upgrades to its efficiency and subsequent production increase capabilities. The cover graphic was used in a trade video, too.



## Cardinal Rules On-Line

Cardinal Capital Management, Inc. supports housing preservation and affordable multi-family housing development. With the help of Phoenix, it's story is now available at the click of a mouse. Cardinal's new web site should be up and running by the end of November. You're encouraged to visit at [www.cardinalcapital.us](http://www.cardinalcapital.us) and see what they've been up to.

Cardinal's message comes across in crystal digital clarity. Their commitment is to protect and preserve affordable housing for low- and moderate-income households. Cardinal's expertise is in providing quality asset management services to property owners, and developing, acquiring, administering and/or disposing of real estate.



The site was developed to better acquaint the market with its people and services.

## "Wonderbox" is in the Mailbox

Wonderbox Technologies, a client for whom Phoenix named and supplied with a new corporate ID, enlisted us to design and produce a direct marketing campaign to promote their services. Wonderbox Technologies provides software and services for dental benefits administration companies and is owned and operated by the same people who founded and grew Doral Dental USA and who added substantial, valuable industry expertise to the



managed care industry. Each of four mail pieces spotlights a current user of the Wonderbox software in a testimonial-based format, highlighting one of its many amazing capabilities. The integrated campaign includes print design and production, mail, Business Reply Card and website response mechanisms, CD and telemarketing follow-up for tracking and measurement.

## Client of the Month

This month's coveted "Client of the Month" award goes to Joe Zons and the gang at Wonderbox Technologies for their unwavering faith in Phoenix in the development of an extensive direct marketing program. We're very proud of the work and of a client who cares enough to have it done right.

### Want to contact us?

Phoenix Marketing Group, Inc. is open Monday through Friday from 8:00 AM to 5:00 PM. For information, contact Jean Radtke by phone at 414/771-1044, extension 112. Jean can also be contacted via e-mail at [jradtke@phoenixmgi.com](mailto:jradtke@phoenixmgi.com).



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\* \* \* HOROSCOPE \* \* \*

**SAGITTARIUS (November 22 through December 21)** Man, is it time for Sagittarius again? Seems we can never ditch these people, which as you know is a lifelong chore if you've gotten close to one. Pushy, pushy, pushy. Getting rid of one is as difficult as trying to push Roseanne Barr upstream to spawn. Famous Sagittarians include Anna Nicole Smith and Debra Winger.