

TODAY IN "PMG TODAY"

In preparation for yet another vacation, Jean and her husband try to find someone who can teach them how to speak "Central American."

APRIL 2008  
END-OF-THE-YEAR BLOWOUT ISSUE

**POLICE BLOTTER**  
Grandmother of eight makes hole in one

**LIFE**  
Expert to talk about sex with newspaper editors

**HEADLINES**  
Man yells "Movie!" in crowded firehouse

**Blind woman gets new kidney from dad she hasn't seen in years**

(Story on page 3)

**HOROSCOPE**

**ARIES (March 21st thru April 19th)**

The symbol for Aries is a goat. The only thing lamer than that is having fish or virgins represent you. Why not have a hamster or a pair of underpants as your sign? At least then you'd have an excuse for that person in the bar turning down going home with you. Famous Aries people include Weird Al Yankovic and Debra Winger.

*Charlie's Thought For the Day:*

*Last night, I laid in bed looking up at the stars in the sky and thought to myself, "Where the heck is the ceiling?"*

**PMG TODAY'S "PERSPECTIVE CORNER"**

**All generalizations are bad.**

**Happy Anniversary to us**

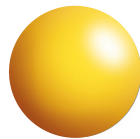
Not to toot our own horns, but April 11th was our 29th anniversary in the advertising business.

Yes, it was April 11, 1979 (yikes!) when we started Phoenix Advertising in our parents' basement, emerging slowly but surely as our success began to spread. Today, 29 years later, it's mainly Charlie's gut and Jean's butt that are spreading, but we're still enjoying the success

and the satisfaction our clients receive from us. Our

commitment continues to be "To rise above all competition in our creative approach to marketing communications." We truly give our heartfelt thanks to all of the clients and

partners we've rubbed elbows with over these many, many moons, and we share a toast to each and every one of you!



**Not to worry...they were just on standby**

Phoenix Marketing Group proudly welcomes back GENERAC Power Systems as a client. We are extremely happy to again be working with them on their new air-cooled standby generator line, the campaign theme for which is "The best just got better."

Our first new project for GENERAC was to design and produce two brochures for the new air-cooled line. Feedback from the client and the field has been terrific, as have sales.

Our next project will be to produce a new, multi-page brochure touting their "Builder Program" to the residential and commercial builders market – new home builders, contractors, retail buyers, dealers and wholesalers.

Phoenix looks forward to another long and happy relationship with the folks at GENERAC, and will do everything within its power (hee-hee) to avoid being put on...well, standby.



**GENERAC POWER SYSTEMS**

**It's a major award! Actually, THREE major awards!**

Phoenix has had the pleasure of working with Perlick Corporation, commercial division, a leading manufacturer of innovative total package bar and beverage systems for over a year now. It is an all-too-rare opportunity when you enjoy everything about a client you work with – the people themselves, an outstanding product and a true team spirit. We enjoy all of these things with our friends at Perlick.

It is with this spirit that great things can happen. We are proud to announce three awards that we won on April 10, 2008 at the annual "Business Marketing Association Bell Awards" event at the Italian Community Center:  
• "Excellence Award" - Advertising

campaigns in which production and media costs were \$200,000 or less during a 12-month period.

• "Bell Award" (Best of Category) - Total business-to-business campaigns for which production and media costs were less than \$200,000 during a 12-month period.



• "People's Choice Award" – Total Business-to-Business Campaign – "Perlick. Always raising the bar." This was a brand new element added to

the show. Everyone attending was given a ballot as they entered, onto which they voted for what they considered to be the best entry of the night. Needless to say, we were quite surprised and extremely honored.

If you would like to view Phoenix Marketing Group, Inc.'s Perlick winning entries, visit <http://www.bma-milwaukee.org/bell/winners.asp> and click on Division 3 and Division 5.

Then, to view the creative, click on "View PDF Here" under "Perlick. Always Raising the Bar."

Many thanks to Perlick and, especially, Scott Schloerke, Marketing Manager. We look forward to doing it again and again!

**MICROSOFT:**

*You've got questions.  
We've got dancing paper clips.*

**Want to contact us?**

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



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