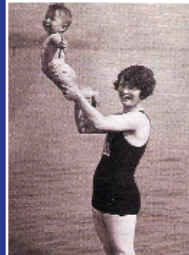


- News
- News
- News
- News
- News
- TV Listings

PMG TODAY

THE UNUSUAL NEWSLETTER FROM THE USUAL PHOLKS AT PHOENIX



Charlie and Jean spend the holidays in the tropics playing Jean's favorite game, "I'm Bigger Than You and I'll Drop You In the Ocean If I Feel Like It."

DECEMBER, 2005
CHRISTMAS HOLIDAY SEASONAL ISSUE

NOT IN THIS ISSUE:

INDUSTRY TALK
Public Relations vs. Private - Where Do YOU Stand?

ENTERTAINMENT
"The Family Circus" - Still Crazy After All These Years

HEADLINES
High-Definition Radio

Secret Santa Photos

(Story on page 3)

"TIP TO CLIP"

DIGITAL PHOTOGRAPHY - SOMETHING TO THINK ABOUT

The digital world continues to amaze us on an almost daily basis. Digital cameras, both for home use and professional use, offer us convenience, cost savings and immediate results. But, as with any digital (pixel-ized) image, it's important to remember what you're looking for in an end product. Consider all the possibilities, size-wise, of your image. A digital image doesn't enlarge well, so always remember to shoot it at the largest possible dimensional size, and at a high resolution. You can always reduce the image in size and resolution, but not always the other way around.

A Thought For the Day:

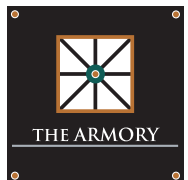
Plan to be
spontaneous
tomorrow.

FUN THINGS TO DO THIS WINTER!

Cross-country skiing is great if you live in a small country.

"Armory" Very Well Armed

When Mick Gilbertson opens The Armory in Janesville for New Year's Eve, he'll be very well armed. The Opening Party will be the kick-off for "Miss Saigon," running February 9 - April 9, and the 2006 season. The Armory offers the finest dining in Janesville, a sophisticated atmosphere, 230 seats in the theatre where you can eat and enjoy the show, complete with a live orchestra.



an elegant, professional musical dinner theatre. Bunker Lounge carries a modern, casual atmosphere featuring lunch and dinner. And Lieutenants Restaurant features contemporary sophisticated dining. The Armory hired Phoenix and McGlinchey & Associates to develop their marketing plan, and advertising and PR campaign. Look for ads and features throughout Janesville, Madison, Rockford and the Midwest.

Pentair Water Goes to the Mat for its Customers

After creating a new brand look and messaging for Pentair Water/Fleck Controls, Pat Dupies asked Phoenix to adapt the ad campaign to a desk mat with ad inserts to remind their customers - dealers and OEMs - of their lab-tested, time-tested water treatment products and services.



Phoenix was hired to create an integrated advertising campaign, media buy and collateral program promoting the most durable, long-lasting product in the industry. Pentair Water is a global provider of pump systems, filtration and purification, and pool and spa products.

C.R.G. and C.B.P. - E.R.G. Guys With B.I.G. Ideas

Jean has been an active member of Executive Resource Group (ERG) since 2002, a network of experienced business service providers, committed to sharing expertise and leveraging the synergy of a virtual consulting organization to enhance professional development and service to clients.

Two of ERG's key members, Bob Horvat, founder of ERG and president of The Compensation Resources Group (CRG), and Paul Lamarre, president of Creative Benefit Plans, have asked Phoenix Marketing Group, Inc. to develop a qualified lead program for them. As part of that process, Phoenix interviews their customers to

identify behaviors, perceptions, values, motivations and needs, and then applies that information to a marketing communications campaign that includes sales letters, website development and a call center. With PMG at the helm, there's no doubt that CRG and CBP will be enjoying their ROI ASAP.

CLIENT OF THE MONTH

This month's award goes to Erik Madisen of "Madisen Architects" for trusting his wife and brother-in-law just enough to agree to "only look at a few" agencies before choosing one to do client research and develop a new website for them. In exchange, we promised to make believe we weren't related when other people were around until after the holidays.

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.

* * * HOROSCOPE * * *

CAPRICORN (December 22 thru January 19) Until I was 8 years old, I thought "Capricorn" was some sort of weird vegetable. Turns out I was right. Have you ever met a Capricorn? I rest my case. Famous Capricorns include Debra Winger.



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