



It's the last newsletter before the big 99 Show. Do you know where your nuts are?

WHAT A RIDE.

I usually try to address things in this column that have significance to the advertising and design community. This month will be no different. Just more personal.

As a current employee of Laughlin Constable, I've been getting lots of questions from Adworker members about L/C's recent acquisition of Kohnke Hanneken. Most are very positive, like, "Why didn't you do this years ago?" "Are you excited about painting on a larger canvas?" "Can I send you my resume?" Others aren't so nice. Whatever.

Like any great ad, the company started with a great concept. One born between Steve Koeneke, a marvelous writer who currently runs STIR, and Rich and Denise Kohnke -- two common denominators who for 16 years did their very best to raise the bar in town and get clients to understand that a solid strategy and cutting-edge creative can happily co-exist. I was fortunate to be a part of this concept and further champion this point of view for the past ten years.

By no means am I suggesting that KH was or is the only shop that cares. There are plenty of other local players who also live by the same fundamental truths. People like Steve Laughlin.

Steve Eichenbaum. Tom Jordan. Ken Hansen. Gary Mueller. Bill Eisner. Wells Culver. Mark Catterson. Tom Dixon. Steven Wold. The list goes on.

I can rest easy knowing that we worked our tails off and gave 110 percent everyday (and many nights). Some have asked me if our unyielding efforts to fight for the best creative led us to lose accounts and not win others. That's a tough one to answer. Sometimes you have to do the right thing even if it means doing the wrong thing for the bottom line. This business is changing. It's getting more expensive to pitch business and keep business. The one thing I know for sure is we invested in our people.

At our peak we had nearly 30 of the best, most talented employees I've ever had the pleasure of working with. Most were big agency refugees. People with real world perspectives. People who brought their dogs to work every day and worked hard all year long. People who believed so much in what we were trying to accomplish they'd cancel vacations if asked; or after enjoying dinner with their families or coaching Little League teams, commonly return to work and stay until 3 AM. These people were smart, laughed often and understood

the value of creative leverage.

While the rumors of our demise were greatly exaggerated, it was no secret that during these past few months we were bleeding. Anyone in this business knows that regardless of the reason -- a new marketing director comes in, budget cuts happen or there's a "change in direction" -- you can't lose multiple accounts at the same time and keep the ship straight. Could we have made additional staff cuts and stayed the course? Sure. But when Steve Laughlin suggested recently that we combine our creative horsepower and strong strategic skill sets with his great staff, awesome client roster and built-in critical mass, it was pretty hard to say no.

While the daily newspaper recently wrote about the negative side of this acquisition, there's so much more to the story. Never mind that over the years we built a reputation that helped further Milwaukee as a place that produces great work. In the process, we employed people who bought houses and cars, raised families, paid taxes and contributed to the local economy. At what point did the paper forget that last year alone their media portfolio made millions of dollars off the very industry it ignores and makes no

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(Ride - continued from page 1)

real effort to understand? Oh well, that's a gripe for another day.

Despite the exciting opportunity with L/C, there are still some regrets. If a genie could grant me three wishes, I would first ask that we would have been able to pay all our bills. It's tough to tell people you know, many who are friends and almost all of whom you respect that there's simply not enough money in the coffers. Although we're still doing what we can to close the gap, it's humbling and sucks big-time.

Secondly, while most of KH's staff is currently at L/C, along with a half dozen of our accounts, I further wish that everyone could be with us. If any of you want contact information for some really talented people, call me. I won't rest easy until each and every one of them is getting a steady paycheck.

My third wish is not about the past, but for the future. I wish that, moving forward, the former KH guard can keep making a difference wherever they go and that they continue to put the spotlight on Milwaukee as a creative hub. And this wish extends to everyone out there who wants to make a difference. Whether you know it or not, strong creative still matters. It matters not only to move and

motivate consumers, it matters when you want to attract out-of-town accounts and out-of-town employees. Never forget, when one of us wins, we all win. When one of us loses, we all lose.

KH will one day be but a distant memory. But don't think for a second that fighting for great work isn't worth it. On the contrary, it's more important than ever. So keep up the good fight. I know I will, regardless of where I call home.

Thanks for the memories. Here's to the future.

Prez Hanneken

AND NOW FOR AN IRONIC (BUT HAPPY) TWIST OF FATE...

The softball playoff results are in. Game 1 saw BVK and KH finish off their semifinal game with KH fighting out a win in the 7th to advance to the final round... Brand X versus KH. It was a defensive battle through 5 innings. A pitchers duel, a defensive showcase....or a lot of fly balls. In the end KH emerged victorious, 3-2 and captured the coveted trophy and can now place a new name on the plaque. Congrats to KH on a season sweep.

In the final frame, the All Star game pitted the Keyliners vs. the Typesetters vs. the mosquitoes. It took the Keyliners an extra frame to put away the Typesetters. 16-11. Winning team included all stars from Stir, CK, HY, BVK.

Thanks to everyone for another fun and successful season.

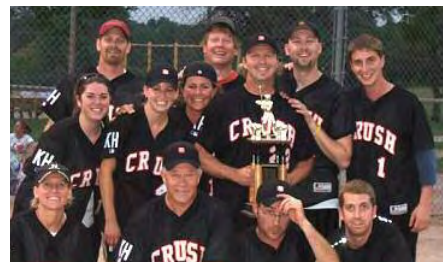
We'll see you for spring ball in Florida.
Commish Dugan

THERE'S A TRICK TO LEARNING HOW TO SELL GOOD WORK TO TOUGH CLIENTS.

BOB MOORE TELLS YOU HOW ON OCTOBER 18

[Click here for a poster.](#)

CONGRATS TO CK ON WINNING THE SOFTBALL CHAMPIONSHIP.





WHY JUST GIVE BLOOD WHEN YOU CAN ALSO GIVE SWEAT AND TEARS... NOT TO MENTION SOME SWEET BODY COPY.

Looking for an outlet for your creativity? Interested in giving back to the community? Trying to build a better book? If so, here's another installation of the Adworkers Give Back Program. Just Read on for this month's non-profit that is desperately in need of volunteers to help them develop provocative advertising, public relations, websites and general marketing programs. You contact them directly. Decide whether it's a good fit. And then donate your time and talents. You get the opportunity to do great work. Causes get a stronger voice. And it all helps to give us Adworkers a good name in the community.

Four Corners School of Outdoor Education

Four Corners School of Outdoor Education (FCS) was founded in 1984 with the vision to build a diverse community of people committed to conserving the natural and cultural treasures of the Colorado Plateau. Based in Monticello, Utah, Four Corners School works on the Colorado Plateau located in Arizona, Colorado, New Mexico, and Utah.

The mission of Four Corners School of Outdoor Education is to create lifelong learning experiences about the Colorado Plateau bioregion for people of all ages and backgrounds through education, service, adventure, and conservation programs. FCS has served over 29,000 participants ages 6 to 90. In addition, The School has provided over 39,000 hours service on public lands and 287,000 hours of education.

The School's programs are successful, but not well known. FCS would like to let current and potential funders, customers and the general public know of their programs and mission through multiple media and marketing venues. The primary objective is to build greater brand identity, awareness and interest in the organization.

Contact Janet Ross
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THERE WERE A RECORD NUMBER OF ENTRANTS. LET'S SHOOT FOR A RECORD NUMBER OF ATTENDEES.

Don't forget. The big Milwaukee 99 Award Show is coming. Oh and yes, reservations are recommended. Here's the skinny.

The Milwaukee 99.
Thursday, September 20th
Bradley Pavilion
929 N. Water Street
3rd Floor

[Click here to hear the ad.](#)

[Click here to download a reservation form.](#)

Cocktails: 6:00pm
Program: 7:30pm



**LOCAL PHOTOGRAPHER FOCUSES ON SAVING A NATION.
COME HELP HIM OUT**

Haitian Drumming and Dance

**A performance to benefit
St. Joseph's
home for Boys, Haiti**

Club Garibaldi

**2501 S. Superior, Bayview, WI
Saturday, September 15th, 2007
Doors open at 7:00 pm
\$10 donation**



Proceeds go to help establish a bakery that will not only teach our boys a valuable trade, but provide much needed food for our community.

**For more information,
please call Brian Malloy, 414-313-0644**



HELP MAKE HEALTHCARE MARKETING HEALTHIER.

Don't miss Quest for Finesse. The 2007 Wisconsin Healthcare Public Relations and Marketing Society Conference at the Kalahari Resort in the Wisconsin Dells September 12-14.

The potential's in the details, and the finest healthcare marketing and public relations professionals continuously strive to find the minutia that can make communications magic. Join other kindred spirits as you discover new opportunities to enhance professional and personal effectiveness. Put the flair back in your work and reinvigorate your career with inspiring speakers, stimulating sessions, enlightening workshops, thought-provoking discussions and engaging social and networking events.

The conference and the organization is relevant to both individuals in healthcare organizations as well as persons in advertising agencies with a healthcare book of business.

Topics include:

- 7 Keys to Personal Success and Happiness in a Healthcare Communications Job
- Creative Re-charge
- Recruitment, Retention and the Brand
- Transformation: From Events Planner to Strategic Partner
- Do-It-Yourself Lobotomy
- Relationships and the Delivery of the Brand ... How to Make Staff, Physicians and Managers Ambassadors of the Brand
- Community Relations: Building Relationships and Reputation in Your Community
- Flash Flood Brainstorming
- CPR: How to Crisis Proof Your Hospital
- Let's Take This Outside- Clear Channel Outdoor
- A View From the Top
- Are You Still Working at the Hospital?
- The Hottest Job in Healthcare...Let's Practice Together

WHPRMS is the premier organization for professionals in Wisconsin's health care marketing industry. With over 240 members, WHPRMS offers exceptional educational opportunities and the annual Communications Review Awards- the focus of the Conference's Thursday evening gala event.

Be sure to reserve your rooms soon. To make reservations, call 877-253-5466 and ask for the Wisconsin Healthcare Public Relations and Marketing Society room block.

A conference brochure can be found at: <http://www.whprms.org/WHPRMS07ConfB.pdf>

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CK'S REIN OF TERROR IS OVER ON THE SOFTBALL FIELD. BUT IS JANE KRAMER'S JUST BEGINNING AT THE BOWLING ALLEY?