

“Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph; a beginning, a struggle and a victory.”

~Ghandi



Imagination

Creative Solutions
and Ideas for Clients
of the Mantooth
Company

February 2009

New Client Update!

By Ashlee Anderson

Mantooth is proud to announce a long time event client has joined our marketing side! We've been fortunate enough to work with Rustic Oven since the owner, Todd Crisson, came to town – Todd hired Mantooth to execute both his grand openings, both of which were nothing short of successful – The two invite-only grand opening events raised more than \$10,000 for Fort Collins' nonprofit Project Self-Sufficiency as well as acquainted hundreds of community members with this exciting new concept.

Rustic Oven offers a twist on traditional and non-traditional dishes at affordable prices in a casually-sophisticated atmosphere. Locally-owned and operated since 2007, Rustic Oven offers off-site catering, large party catering as well as various private rooms available for large parties or banquets.

Mantooth has so much in common with Todd and his business principles especially with respect to community involvement. Todd and Rustic Oven has been a proud supporter of the community by way of donating to and catering numerous nonprofit events throughout town. Rustic Oven even offers a special catering discount for all nonprofit catering.

Ashlee Hille will serve as the Account Manager for Rustic Oven and will work closely with the owner to develop and implement an effective and targeted marketing campaign in 2009.

For more information about Rustic Oven, visit www.therusticoven.com or call 970-482-6500 (Downtown location) or 970-226-2300 (Harmony location).



We are proud to announce The Mantooth Company ranked 11th place on the list of **Largest Advertising and PR Firms in Northern Colorado!**

Information from The Northern Colorado Business Report – originally published Dec. 19, 2008.



Is there a difference between Advertising and Public Relations? YES!!!

By Connie Hanrahan

I'm writing about this topic this month because we've had a few clients comment on why some of our clients always seem to "get press" while others don't. Getting press isn't always the easiest item to accomplish in today's market – we've got newspapers shrinking in size, trade journals are changing from monthly to quarterly publications making it harder for the timing issue – let's just say the job gets harder and harder but there are still ways to get your news out there in front of your customers.

It's important to explain right away that these two industries are very different even though they're commonly confused as being one and the same. I've listed a few comparisons below for you that will just scratch the surface.

1. PAID SPACE OR FREE COVERAGE

- **Advertising:** You, our client pays for ad space. You know exactly when that ad will be published.

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Is there a difference... continued from front cover:

- **Public Relations:** Mantooth's job is to get free publicity for your company. From news conferences to press releases, we focused on getting free media exposure our many clients and their products/services.

2. CREATIVE CONTROL VS. NO CONTROL

- **Advertising:** Since you're paying for the space, you have creative control on what goes into that ad.

- **Public Relations:** You have no control over how the media presents your information, if they decide to use your info at all. The media is not obligated to cover your event or publish your press release just because you sent something to them and you think it is newsworthy.

3. SHELF LIFE

- **Advertising:** Since you pay for the space, you can run your ads over and over for as long as your budget allows. An ad generally has a longer shelf life than one press release.

- **Public Relations:** You only submit a press release about a new product once. You only submit a press release about a news conference once. The PR exposure you receive is only circulated once. An editor won't publish your same press release three or four times in their magazine.

4. CREATIVITY OR A NOSE FOR NEWS

- **Advertising:** In advertising, you get to exercise your creativity in creating new ad campaigns and materials.

- **Public Relations:** In public relations, you have to have a nose for news and be able to generate buzz through that news. You exercise your creativity, to an extent, in the way you search for new news to release to the media.

5. TARGET AUDIENCE OR HOOKED EDITOR

- **Advertising:** We place ads to target your audience and advertise accordingly. You wouldn't advertise a women's clothing store in a male-oriented sports magazine.

- **Public Relations:** You must have an angle and hook editors to get them to use info for an article, to run a press release or to cover your event.

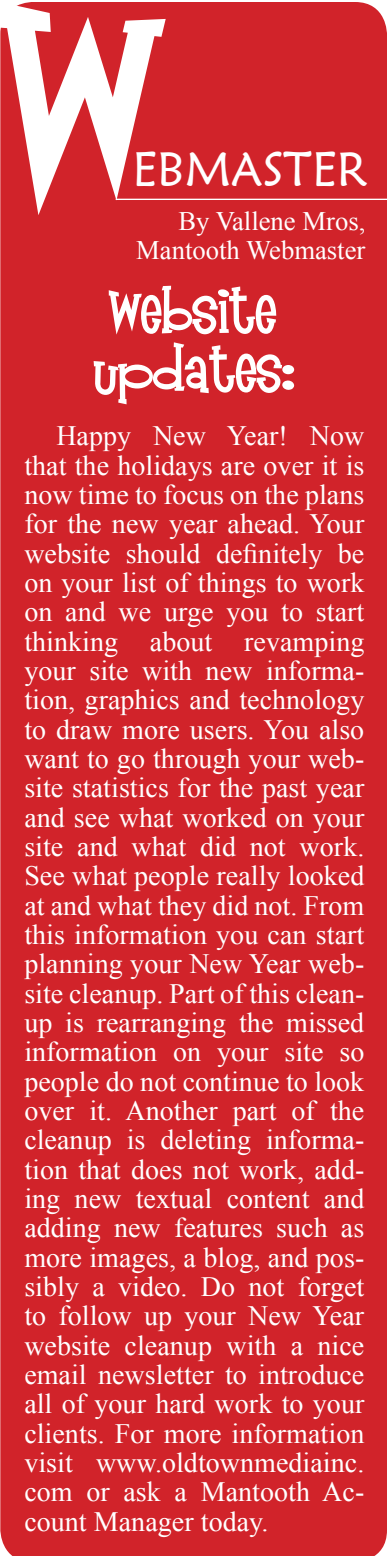
6. SPECIAL EVENTS

- **Advertising:** If your company sponsors an event, you wouldn't want to take out an ad giving yourself a pat on the back for being such a great company. This is where Mantooth steps in.

- **Public Relations:** If you're sponsoring an event, we can send out a press release and the media might pick it up. They may publish the information or cover the event.

7. KEEP IN MIND

If you want to see your company "get press" and "free press at that" then your company needs to be doing something that is newsworthy – otherwise we will recommend the spending of budget dollars to place ads to get your name in front of potential customers. Mantooth has always had very good luck with getting press releases printed in our area newspapers – every week there's at least one press release about a Mantooth client - Talk to your Account Manager today about what you have going on at your business that is newsworthy!!



WEBMASTER

By Vallene Mros,
Mantooth Webmaster

Website updates:

Happy New Year! Now that the holidays are over it is now time to focus on the plans for the new year ahead. Your website should definitely be on your list of things to work on and we urge you to start thinking about revamping your site with new information, graphics and technology to draw more users. You also want to go through your website statistics for the past year and see what worked on your site and what did not work. See what people really looked at and what they did not. From this information you can start planning your New Year website cleanup. Part of this cleanup is rearranging the missed information on your site so people do not continue to look over it. Another part of the cleanup is deleting information that does not work, adding new textual content and adding new features such as more images, a blog, and possibly a video. Do not forget to follow up your New Year website cleanup with a nice email newsletter to introduce all of your hard work to your clients. For more information visit www.oldtownmediainc.com or ask a Mantooth Account Manager today.



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AlphaGraphics is your full service printing partner. Our professionals will work with you every step of the way — from helping you come up with initial design concepts to choosing the right words, from printing your project to sending it out in the most timely and cost-efficient manner. We can even help you store and archive everything for your own peace of mind — easily and efficiently.



15% discount
for new customers
when you bring
in this newsletter!

Cool Client Perks!

Comcast Cable Advertising Discounts for Mantooth clients: In 2009, budgets are at the upmost of each of our minds. How to get your message to potential clients with the least amount spent. You might be thinking that cable television ads are too expensive and cannot work into your budget – think again! Mantooth is proud of our long-standing relationships with media outlets, vendors and production companies – due to our relationship with these mediums, we receive special agency rates that are passed along to our clients which is yet another benefit of being a Mantooth client. Comcast is giving Mantooth clients an additional 15 percent discount on top of their already discounted agency rates, so maybe it is time to think about cable advertising and how it could work into your creative and proactive marketing campaign for 2009. Ask your Mantooth Account Manager for more details.

Maximum Boutique plans to stick around

Many of you have been following the story of the Lautzenheiser family, and their emotional journey with six year-old Max. On December 12, 2008, Max passed away, the result of a rare genetic syndrome with which he was diagnosed at birth. An inspiration to everyone he met, and even those he never had, Max will be remembered for his infectious smile and uplifting personality. With Max's recent passing, many people have wondered if Maximum Boutique, the boutique owned by Max's mother Marci Lautzenheiser in memory of her son, will remain in business. "The biggest reason all along for doing this was to keep his memory alive," said Marci. "So unless they kick me out, I plan on being here a long time!"

Marci's goal is to pass on one of Max's special gifts – his appreciation for the little things in life and the sentiment those things can carry. Her boutique features a variety of stylish accessories for women and kids, each one with a special connection to Max and the Lautzenheiser's life with him – from the popular Trollbeads, to Vera Bradley handbags, children's watches and "Smencils" – gourmet scented pencils (what the kids call "friend finders").

Visit Maximum Boutique at the Promenade Shops at Centerra, the perfect place to find gifts for the kids and family for Valentine's Day! Located in the main plaza next to Build-a-Bear Workshop and Bent Fork. For more information, contact Marci Lautzenheiser at Maximum Boutique at 970-203-0602.



Mantooth Hired by Community Foundation of Northern Colorado to Plan Spring Event

The Community Foundation of Northern Colorado has hired the Event Side of The Mantooth Company to execute their annual celebration. For a number of years, the Community Foundation has hosted an annual event that focuses on a simple concept: celebrating the generosity of Northern Colorado citizens. In recent years, this Annual Luncheon has experienced exciting growth. Roxanne Fry, Chief Operating Officer of the Foundation commented, "We are grateful for the positive response we receive for both our sponsorship opportunities and ticket sales, and find it rewarding to organize a gathering of those who care so much about our region." This year the Community Foundation is excited to announce some pretty big changes in store for this year's celebration.

First and foremost the 2009 event will be held on Thursday, May 14th at the Hilton Fort Collins. This venue will allow the event to expand the celebration and accommodate more attendees. The event will begin with a pre-event reception after work hours, continue with a program and keynote speaker, and conclude with a post-event reception.

For sponsorship or table reservations at the May event, please visit www.CommunityFoundationNC.org

simply red

Friday, February 13th

**AN EVENT
THAT BENEFITS
TEAM
FORT COLLINS**

For ticket information:
contact –
ashlee@mantoothcompany.com

Bent Fork the grill

Warm up this winter with one of our signature entrees – from steaks and seafood to salads and signature sandwiches, sure to please anyone in the family! Fresh. Casual. Sophisticated. Exceptional. Bent Fork the grill. Visit the location at Centerra or if you're in the Denver area, visit the location off Iliff Avenue. Call 970-613-9333 (Centerra location) or visit www.bentforkgrill.com.

Sonny Lubick Steakhouse

Now serving Lunch! Located at 115 S. College Avenue join us for Happy Hour Monday through Friday from 4 – 7 p.m. Featuring nine state-of-the-art flat screen TVs, our bar is the perfect place to catch your favorite sporting events. www.sonnylubicksteakhouse.com.

Engaging Loveland

Shop at Centerra thru February 11th and enter to win a hot air balloon ride at Sportsman Warehouse to be used during the Sweetheart Balloon Rally February 14 & 15th at the Ranch. Visit www.engaginglovelandinc.org.

Hilton Fort Collins

New! Kids welcome to the High tea. Make reservations today for the Hilton tea February 21st, 1pm-4pm. Come enjoy this special moment with your kids. To make reservations, call 494-2971.

Hog Wild BBQ

Warm up with something smoking these cold months and visit us at 223 S. Link Lane in Fort Collins, and if you're in the Denver area, at 2103 S. Broadway. www.hogwildcolorado.com.

Big O Tires

A Season of Savings on tires at any Big O Tire location in Fort Collins, Loveland, Greeley or Cheyenne and this is the time to stop in for a winter check up – if you need Snow Tires, we've got them. www.bigotires.com.

Client Updates

Snowfly

Struggling to keep your employees motivated? Consider Snowfly's new software system: Capstone, an innovative Web-based software system that is a catalyst for sustainable, substantial and documented improvements in workforce performance and morale. Capstone enables any organization to create and implement a complete motivation, reward and recognition system. To learn more, visit the Web site at www.snowfly.com.

Tynan's Nissan Kia & Saab

Get a sneak peek at the innovative new 2010 Kia Soul Turbo X. Currently reserved for viewing only in the Tynan's showroom at 5811 S. College Avenue in Fort Collins, the 2010 Soul is said to be Kia's edgiest model yet. Visit us online at www.tynans.com.

Robert's Heating & Air

Carbon Dioxide poisoning can occur if your heating system is not functioning correctly. Contact us today to help keep your system safe. We are here when you need us. Visit us online at www.robertsheatingandair.com or call us at (90) 897-2337.

Rustic Oven

With beautiful, spacious large-party rooms, Rustic Oven can provide great food, service and fun for your party, meeting, rehearsal dinner or get-together. Rustic Oven also offers off-site catering as well as large party catering. Ask about the nonprofit discount catering rate. Call for more information: 970-482-6500 (downtown), 970-226-2300 (Harmony). www.therusticoven.com.

Bisetti's Italian Ristorante

Bisetti's has been serving our community for 30 years - Dine in or take home some of Bisetti's legendary Italian food today! 970-493-0086, www.bisettis.com.

Johnson's Corner

You can now get the World famous cinnamon rolls at your local 7-11, Schraders, and Walgreen locations. Home style meals served daily 24 hrs a day. Daily dinner specials available. www.johnsonscorner.com.

Campus West Shops

Leasing ...contact: Jared Goodman, Sperry Van Ness, 970-690-4227 www.campuswestshops.com.

Maximum Boutique

Located at the Promenade Shops at Centerra, next to Bent Fork and Build-a-Bear Workshop. We carry the latest styles in watches, handbags, jewelry and more – including Vera Bradley and Trollbeads! Perfect for Valentine's Day gifts.

Clays' Ace Hardware

Located at the corner of Harmony and Lemay—February is a perfect time to paint the walls. Drop by Clays' Ace Hardware. We have what you need. www.acehardware.com

Forma Furniture

Purchase any stressless recliner and you can choose the accessory that fits you. Visit us online at www.formafurniture.com. Located at 2834 S College Ave (970) 224-9700.

North College Grease Monkey

Safety first – remember every 3,000 miles to get your oil changed. This is the perfect time of season to also replace your oil filter and have all of your fluids checked. Located on North College next to Big O Tires.

Western Heritage

Custom cast items and embroidery, we also carry a variety of products for the home. www.westernheritage.com.

Cooper & Cooper Fine Jewelry Designers

Valentine's Day is made easy at Cooper & Cooper. For details, call 970-221-0303 or visit us at www.cooperfinejewelers.com.

Fiona's Deli & Catering

Special occasion coming up that needs catering? Call Fiona's at 530-2120.

If you have an update you'd like to share, please let us know – send Ashlee a note at ashlee@mantoothcompany.com or call 482-7644.

Gib's NY Bagels

Think Gib's catering for your parties and business meetings! Stop by today to either Gib's location for more information or to place your order - Drake & Shields or Harmony & Lemay. www.gibsbagels.com.