

Advantage Chiropractic
Dr. Alex Kallio and staff invite Mantooth clients to call for a reduced-fee consultation of just \$25.00 (a \$210.00 value) which includes evaluation, examination, sEMG and written report. Advantage Chiropractic just celebrated its second anniversary in Fort Collins and is available to provide educational workshops for your group or organization about the importance of spinal health. Call 267-9600 or learn more at www.AdvantageChiroWC.Com

Client Updates

Bisetti's Italian Restaurante
The warm setting, the fantastic menu, the cozy bar...you can't go wrong by choosing Bisetti's for an intimate dinner or company party. Call quickly to book your holiday reservations (493-0086) and visit the Web site for the full menu - www.bisettis.com

Big O Tires
Winter is quickly approaching... how are your tires? It's time for the experts at Big O Tire Stores to check that tread and make sure your vehicle is safe and winterized. Don't forget wiper blades. Visit a location in Fort Collins, Loveland, Greeley, Estes Park and Cheyenne.

Campus West Shops
Campus West is a proud supporting neighbor of CSU athletics. Not just shopping for students, Campus West is host to over 30 businesses from restaurant to retail. Discover something for everyone at Campus West, Shields and West Elizabeth in Fort Collins.

Cooper & Cooper
Hint, hint...the holidays are rapidly approaching and if you're looking for a custom piece of jewelry for a special someone, now is the time to consult with Chris and Sarah, the new designers and owners. They have fresh ideas about new designs and invite you to stop in to meet them soon. Still in its Old Town Square location, Cooper & Cooper can be reached at 221-0303 or www.cooperandcooper.com

Gib's NY Bagels
Gib's has donated over 6500 bagels to various nonprofit events throughout northern Colorado so far this year. Gib's is a proud supporter of our community and Mantooth applauds the donation of all those bagels to worthy causes. Visit Gib's new Loveland location across from Hewlett-Packard.

Fiona's Deli & Catering
Book that holiday gathering now and be sure your party is the best ever. Fiona's Catering is simply the best but their calendar is filling quickly. Don't miss out - please call now to discuss your holiday planning needs. Call 530-2120 or visit www.fionas.com to see Fiona's distinctively classy catering.

Integrated Computer Consulting
Is your data safe? Is your backup secure? Are you sure? The experts at ICC will assist with your offsite backup and storage solutions to ensure that your company's data is as safe as it needs to be. Be prepared for the inevitable and call ICC's technicians now for a thorough evaluation. Locally-owned Integrated Computer Consulting can be reached at 416-0602 or www.iccusa.net to learn more.

Norlarco Credit Union
Discover a staff which treasures financial relationships for life at Norlarco. Personalized, compassionate concerns for your financial well-being at six locations in northern Colorado provide personal and business services. To discover a branch near you, visit www.norlarco.com

If you have an update you'd like to share, please let us know - send Kathy a note at kmb8804@yahoo.com or call 980-1114.

Johnson's Corner
As a community contribution, Johnson's Corner is again sponsoring its Blades for Grades promotion in conjunction with the Colorado Eagles hockey team. Regional school kids are treated to a home-style cooked dinner in the Johnson's Corner banquet room followed by box seats at an Eagles' game. Surprises are in store and kids are delighted when their school's name is broadcast during the games. A big salute to Johnson's Corner, which just celebrated its 55th anniversary. Three miles south of Loveland off I-25, exit 254, 667-2069, www.johnsonscorner.com

Perennial Gardener
Hurry in to stock up on a winter favorite now in stock, but sure to go quickly. Fragrant paperwhite narcissus bulbs may be forced indoors throughout winter by placing them on pebbles in a sunny window and with just a little water, you'll be rewarded with white flowers filling your home with their hope-of-spring scent. Find these and so much more at the Perennial Gardner, 160 North College Ave., Downtown, 472-2640.

Europa Spa & Salon
Looking for the perfect birthday, wedding party or any other special occasion treat? Ask about Europa's Spa...Arty! for a night of food, drinks and fun while being pampered with spa treatments with your closest friends and family. Europa, downtown Fort Collins in the Opera Galleria, 407-8223.

Sense of Place
You can feel the buzz as you walk into Sense of Place in Downtown Fort Collins: the holidays are just around the corner and owners Ellen and Ted Zibell have once again hit the markets for an amazing array of ornaments and gifts. Watch Lincoln Center for their signature Hall of Trees display and mark your calendars for the Holiday Event, November 15 - 18. Sense of Place, 154 North College Ave., 224-3987.

Tynan's Nissan Kia
There's a new Rogue in town and you'll find it at Nissan's Nissan Kia. The 2008 Nissan Rogue, a whole new crossover vehicle perfectly suited for our northern Colorado lifestyle. City driving, country driving, mountain driving: be prepared and safe with the Rogue. Check it out now at Tynan's, south of Fort Collins on Highway 287... just look for the big flag.

"Dreams come true; without that possibility, nature would not incite us to have them." - John Updike

 THE MANTOOTH COMPANY

Imagination

Creative Solutions and Ideas for Clients of the Mantooth Company

November 2007

INTRODUCTION

Welcome to Imagination, our new Mantooth monthly newsletter: watch your mailbox. The idea is to share marketing and promotional ideas with our clients and also for our clients to share information with each other. All of us at Mantooth truly believe that we are best represented by those we represent. We know our clients are the best and we want you to get to know each other. Please feel free to provide us information to include about an honor your company has earned, an employee promotion, special offers, new services and important changes. Just send an email to Kathy Bauer at kmb8804@yahoo.com or call her at 980-1114. And let us know what you think about Imagination - we are eager to hear your input.



Team Mantooth: Who We Are and What We Do

By Ashlee Anderson, Mantooth Staff

All of us at Mantooth truly believe that we are best represented by those we represent... our clients. We are proud of the fact that our clients are the best in their industry, the best at giving back to our community and have the best morals and work ethic. So, it's no surprise that the Mantooth staff is the best, too. The Mantooth staff is top-notch at what we do, who we are and what we bring to each of our clients.

Connie Hanrahan has been in the marketing business in northern Colorado for decades, so she knows Fort Collins and its people inside and out.

Kathy Bauer brings over 25 years of marketing, graphic design, public relations and copywriting experience having worked with a wide variety of businesses and nonprofits.

Sabrina Missimer has exceptional organizational, administrative and planning skills that are utilized to complete projects ranging from co-op requests to donation solicitation to event logistics to sponsor acquisition.

Ashlee Anderson has been with Mantooth since 2004; in addition to working on client projects and events, she manages the fabulous intern program.

Each of us have a strong personal work ethic - whatever the client project is; preparing corporate material, designing a new campaign, organizing a new media buy or getting your press release published, we put forth 100 percent of our effort to gather, organize and execute the project. We exhaust all of our resources so we can provide you, our clients, with the best project outcome. Mantooth's motto since the beginning has been To Play Hard One Must Work Hard - daily we think of this in regards to your projects so that one day we can be on a beach with drink in hand.

Mantooth only contracts with the best graphic designers in our area. Carmen, Ann Marie and Patrick are three fantastic designers each with a different approach to design. This helps Mantooth to provide the look necessary to match your business. Each designer puts his and her utmost creativity, effort and time into your project so the outcome is superior to your competition.

Mantooth also contracts with Val Mros of Old Town Media to provide our clients with the best Web design.

From creation of exciting graphic design to far-reaching public relations campaigns to community involvement, our goal is for you to be exceptionally ahead of your competition.

Although Mantooth is indeed a full service marketing company, Mantooth does not market itself. It has grown solely by referrals: we gain new clients from word-of-mouth. The next time you hear of someone looking for a marketing company that will bring superior creativity, design, organization and diligence to the marketing plan, we are sure you will think of Mantooth. Feel free to recommend us to them.

Call Kathy Bauer at 980-1114 or email her at kmb8804@yahoo.com with your suggestions. Thank you!

New Fort Collins Restaurant Opens With a Big Heart

By Kathy Bauer, Mantooth Staff

Northern Colorado newcomer Todd Crossin's goal was to create a restaurant unlike any other in town as well as introduce it to the community in a unique way by holding his 'soft opening' as a fundraiser for Project Self-Sufficiency. The Rustic Oven, located in the Opera Galleria downtown Fort Collins, is the culmination of Todd's extensive restaurant experience and a dream come true. Having opened and managed restaurants from Washington, DC to California and everywhere in between, Todd's vision was an American Bistro with an Italian flare and the October opening was a successful start.

The result: over \$4300 was raised during lunch and dinner on Friday, Oct. 5. Servers donated their tips and all liquor sales went toward benefiting Project Self-Sufficiency, a United Way agency that Todd felt a closeness to the moment it was suggested to raise funds for the organization.

"My mom raised all four of us on her own," explains Todd, "and I wanted to give back to such a worthy organization."

Executive director Mary Carraher stated, "On behalf of everyone associated with Project Self-Sufficiency, I am delighted to accept this generous donation of \$4,330 from the Rustic Oven. We are pleased to be selected for this gift. It is very touching to know that the owner, Todd Crisson, has experienced first-hand what it is like to be a child in a single parent household. He knows the challenges that single parents face as they struggle to support their children on their own. At Project Self-Sufficiency we understand the importance of assisting single parents set and reach career goals that result in living wage employment. I hope the community will continue to support the Rustic Oven by enjoying their wonderful cuisine as often as possible."

The goal of Project Self-Sufficiency is to help single parents realize their dreams for financial independence. Their focus is on creating an improved quality of life for parents and their children. Ultimately, it is about contributing to the workforce, positively impacting the economy and realizing that change begins one person at a time.

To learn more, visit www.ps-s.org. Visit the Rustic Oven at 123 North College in the Opera Galleria 482-6500. www.therusticoven.com

The holidays are upon us!



It is that time again: are your holiday plans in order? Now is the time to make sure all your advertising and promotional campaigns are in place. Perhaps this will give you a few ideas...

- Schedule holiday advertising now: get a big calendar or white board and write in dates and deadlines
- Choose items you will promote
- Make sure you use all your co-op funds if available
- Make sure all product and location photography is done and ready
- Solidify your direct mail campaign
- Clean your mailing list
- Design and order postcards
- Coordinate dates with mailing house if you are using one
- Not using a mailing service? Make sure you have labels and postage ready to go
- Be prepared for gift certificate season by making sure you have enough printed
- Counter cards, point-of-purchase promotions and package inserts should be ready now to promote gift certificates and other holiday tie-ins (like cut-off dates for special orders, custom work and shipping deadlines)

To our restaurateurs:

- Now is the time to book those holiday parties. Contact all companies and individuals who you served last year, the year before and even the year before that. Call, send out notes, but get the message of urgency out there.
- Still have openings? Promote with table tents and handouts to guests when servers present the tab.
- Contact new businesses in town and introduce your wonderful holiday party menu to them.

If you need help, don't hesitate to call The Mantooth Company for media buying and coordination, design, postcards and package inserts. But please...don't wait!



Latest Event: Lily Bug

By Ashlee Anderson, Mantooth Staff

Imagine having a 4-year-old who can't swallow, who has to take eight medications per day and who is disabled for life. And this could have been avoided if the child was tested at birth for the disorder and now is in need of a wheelchair-adaptive vehicle to be transported to and from doctors' appointments and hospital visits.

Meet four-year-old Fort Collins resident Lily Rodrigues.

As a baby, Lily developed normally and was healthy, except for occasional bouts of vomiting. But a week before her first birthday, she became very ill and weak. Severe vomiting left her dehydrated and Lily was admitted to the hospital where she suffered a seizure.

Initially, doctors thought Lily was a victim of Shaken Baby Syndrome. Sarah, Lily's mother, was even interviewed by Colorado Child Protective Services.

But when Lily was transferred to Children's Hospital in Denver, she was diagnosed with Glutaric Aciduria Type 1. The unbalance of enzymes and glutaric acid in her system caused the seizure, which resulted in brain damage.



Mantooth coordinated the event and is proud to be a partner in helping to raise over \$32,000 for Lily.

Currently, Sarah must pack Lily's wheelchair in and out of the trunk of her car and carefully lift Lily every time she needs to be transported.

The Lily Bug event was held Saturday, Oct. 27 at the Sunset Event Center to raise funds for Sarah so she may purchase the wheelchair-adaptive vehicle. Houska Automotive was the main sponsor.

To learn more about Lily and her disorder, visit www.thelilyfoundation.org or e-mail Sarah at sarah@thelilyfoundation.org. If you would like to send a donation, please call The Mantooth Company at 482-7644 and we'd be happy to assist.

JOURNEY MAGAZINE

By Ashlee Anderson, Mantooth Staff

October was a busy month in the Journey world. The September/October issue was asked to be distributed at many events in northern Colorado including the WomenGive Luncheon, MS Women's Luncheon, CSU Homecoming Parade, BIXPO (northern Colorado business exposition) and Girls' Night Out.

Journey was also given to each woman who attended the Heart Center of the Rockies sponsored event, Menopause and Beyond, Embracing the Vast Possibilities of Midlife, featuring Dr. Christiane Northrup, author of two New York Times bestsellers.

We are proud that Journey, the women profiled and our advertisers are represented in so many various events around town and to the many different women who attend those events. This is why we believe that Journey is so successful: it truly reaches the local, everyday woman.

Currently, we're working on the January/February issue which highlights women who create: creating companies, products, collections and art. There are so many amazing women in Fort Collins and so many wonderful, inspirational stories.

Look for the November/December issue due out the first week in November. This holiday issue my personal favorite, with a fabulous cover, terrific stories about giving and receiving and all those yummy holiday recipes. Visit www.journeyonline.info to find a complete list of distribution locations.