

Advantage Chiropractic is committed to the community as well as providing chiropractic care to Fort Collins and Loveland. Dr. Alex Kallio is available for onsite speaking engagements on good work habits and keeping your body in shape while at work. Mantooth clients may take advantage of first day services including history/consultation, examination, sEMG, and written report of findings for \$25.00 (normal value of \$210.00). Call 267-9600 or visit www.AdvantageChiroWC.com

Bisetti's Italian Restaurant offers a daily Business Express Lunch Special which includes the entrée plus soda or tea for just \$8. And while there, ask about the Parties To Go – great for small or large gatherings and the football tailgating season. Call 493-0086 or visit www.bisettis.com for a full menu.

Big O Tires of Fort Collins, Loveland, Greeley, Estes Park and Cheyenne is a huge supporter of 'Alex's Lemonade Stand,' a non-profit organization which raises funds to fight childhood cancer. Count on Big O to deliver the best service and tires from a caring staff, regardless of location.

Client Updates

Campus West Shops located just west of Moby Gym at CSU invites you to take a walk on the west side of town. Over 30 businesses make up Campus West and many have been there for years. In fact, if you went to CSU you may have shopped there quite a bit. Come back and see what's happening at Shields and West Elizabeth.

Cooper & Cooper announce the addition of Chris Martin and Sarah Ikard to the staff, bringing fresh, creative design talent to the thirty year old fine jeweler. Come meet Chris and Sarah at Cooper & Cooper's Old Town Square location. Call 221-0303 or visit www.cooperandcooper.com

Europa Spa & Salon was voted The Best Spa and Salon in Fort Collins again. Just visit the elegant spa in the Opera Galleria downtown Fort Collins and you will see why. Our personal recommendation: a deep tissue massage. Once you have one at Europa, you won't go anywhere else. 407-8223 or www.europaspaandsalon.com

Gib's Bagels Voted Best in Fort Collins for so many years, they've almost stopped counting. Announcing the new Loveland location located on the South side of town next to King Soopers (and for those of you in Loveland – it's across from HP).

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 has never closed its doors since 1952...can you imagine? Serving the World Famous Cinnamon Roll and named the Best Truckstop Restaurant by Food Network a few years ago, Johnson's Corner now ships their cinnamon rolls all over the U.S. If you feel you need a JC fix, stop by a Schrader's Country Store which now sells the fresh baked cinnamon rolls. You can't miss Johnson's Corner at I-25 and Exit 254. Breaking News: Channel 4 News videotaped a segment at Johnson's Corner and their incredible cinnamon rolls. View it at <http://cbs4denver.com/video> and type in Johnson's Corner in the search bar. What a treat!

Fiona's Deli & Catering is all settled in its new, expanded location at Harmony and Lemay. Featuring prepared foods that you can take home and serve for dinner and hear your guests say, "This tastes just like Fiona's." The deli offers great sandwiches on a daily basis for lunch and dinner as well as meats, salads and desserts (all made fresh daily). Call 530-2120 or visit www.fionas.com

Integrated Computer Consulting is a locally-owned full-service IT company offering a wide variety of services for small businesses and techno-savvy homeowners alike. Managed services, data backup, network solutions and telecommunications are just a few of their offerings. Call 416-0602 or visit www.iccusa.net

Perennial Gardener in downtown Fort Collins invites you to the holiday Krinkle Kickoff event October 19 – 20. Do you Krinkle? Come in and find out! Visit the shop at 160 North College and be delighted by fine home furnishings, exclusive bed and bath supplies, unique artwork and much more. 472-2640

Norlarco Credit Union with six branches in Fort Collins, one in Loveland and one in Windsor, offers a full range of personal and business services. Norlarco: financial relationships for life. www.norlarco.com

Sense of Place is next door and offers an incredible array of planters, birdhouses, fine tools, books and gifts for the gardener in your life. Our favorites: the fountains you won't find anywhere else in Fort Collins. 154 North College, downtown. 224-3987

Tynan's Nissan Kia is located south of Fort Collins (look for the flag) makes shopping for a vehicle easy these days. Shop 24/7 at www.tynans.com. The Tynan's SAAB location on Troutman (behind Michael's) has the best selection of new SAABs and Certified Pre-Owned SAABs in northern Colorado and southern Wyoming.

Go confidently in the direction of your dreams! Live the life you've imagined.
– Henry David Thoreau

 THE MANTOOTH COMPANY

Imagination

Creative Solutions
and Ideas for Clients
of the Mantooth
Company

September 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.



Mantooth Raises Over \$400,000 for Local Non-Profits

Mantooth Company's event division is a source of quiet pride and we are delighted to announce that it has assisted in raising over \$406,000 for regional non-profits so far this year.

We choose events based upon the organization, the timeframe of the event and if the financial goals fit Mantooth's core values. Connie Hanrahan, owner of Mantooth, attained event experience from years of coordinating the Colorado Brewer's Festival, NewWestFest and many other large-scale events in northern Colorado, elevating Mantooth as the premier event marketing company in the Fort Collins area.

In 2007, Mantooth has organized eight golf tournaments, two 5K races and five special events to benefit local non-profits. The popular Lagoon Summer Concert Series featuring five outdoor concerts, held at CSU each summer, is owned by The Mantooth Company and it is managed like a non-profit where all funds raised are returned to the series.

"Follow your passion and success will follow" is a concept Mantooth embraces and those who know Connie know that a good round of golf is truly her passion. It was natural for her to begin to coordinate golf tournaments to benefit non-profits and this year, Mantooth Company produced eight highly successful tournaments which have raised funds for Easter Seals Colorado, CSU Athletics and RAMSTRONG among others.

You can always see the tournament schedules on www.Mantoothcompany.com and sign up for a tournament or two. It's a great way to play golf...and play it forward by helping out a worthy cause. In addition to golf tournaments, Mantooth's event repertoire includes grand openings, invitational galas, walks and runs, and darn good parties for individuals and non-profits alike.

The Mantooth staff appreciates the contributions of those who have attended, golfed, run and walked to make a difference and raise valuable funds for deserving organizations.

Power of a Simple Thank You Note: A True Story

By Kathy Bauer, Mantooth Staff

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Every holiday started and ended with, "You may play with your gift only after you have written your thank you note."

"Awww, Moooooooom!" my brother and I would whine.

But it stuck. I typically write over a thousand thank you notes each year: Thank you for contacting us, Thank you for referring a new customer, Thank you for your loyalty – we appreciate you. You get the idea.

And guess what: email doesn't count. My brother, a creative director for an advertising agency, was invited to judge a prestigious competition in Cannes, France, last year. After the glorious experience, Peter hand-wrote thank you notes to each and every person who enabled him to achieve the rock-star status of a judge. Secretaries who made arrangements, concierges at the hotels and sponsoring executives each received a note.

Fast forward to the following spring, when Peter received a phone call from an executive who received a note.

"Peter," the exec began, "You were the only judge to take the time to write the note – that's really quite something. As I recall, you are a golfer, correct?"

"I do enjoy the game," Pete replied.

"That's good – if you can be in New York on this date, we'd love you to be our guest at the Master's this year. Our corporate jet will be at the airport..."

The return of rock star treatment, all because of a simple thank you note.

The moral of the story: Personalize your communication and you will reap the results. Take the time, make it personal, see what happens. You just never know.

MANTOOTH'S WEBMASTER

W Mantooth has contracted with Old Town Media to provide its clients with the best in web design. Old Town Media owner Vallene Mros has designed and developed sites for many types of businesses both locally and nationally. Val's team of designers has the creative talent to appeal to a client's sense of style, the training and knowledge of current web standards and practices and the ability to turn your idea into a successful reality.

From basic 'web presence' sites to secure, online shopping carts, Old Town Media can do it all. To reach Val, visit www.oldtownmediainc.com or call 232-5243.

What Val has to say for the month of September:

"We are now in the 21st century and make sure that your website is as well. Always make sure that your site design is up-to-date and that it accurately represents your company. An up-to-date design includes visually stimulating graphics that intrigue your viewers and pull them into your site. Visuals are the first thing people register when looking at a website, so make sure yours are stunning!" Val Mros, Old Town Media

■ The Value of a Well-Written Press Release

When your company does something newsworthy, let the world know. Utilizing print media enables you to place your name in front of readers in one of the most effective components of a well-crafted marketing campaign.

- A press release should never exceed one page.
- Content must be newsworthy with good, compelling content that an editor will snatch up and print.
- Don't bother with empty, vapid content – you won't get published.
- The first paragraph should contain the important details: who, what, when, where and why.
- Include contact information: phone, email, website and a name.

When your press release makes it into print, the perceived value is different from an advertisement. It becomes news, elevating your company's visibility and prestige. The Mantooth Company staff is always available to discuss a public relations campaign with you ... you never know who will pick up your story. If we can be of assistance, please let us know.

Have you met any of the Mantooth Interns?

By Ashlee Anderson, Mantooth Staff

Most of us remember being a senior in college, freaking out that semester before graduation thinking, "Oh no - I have to go out into the real world soon and I don't know a single thing!" The Mantooth staff realizes that students don't necessarily learn the hands-on of what it takes to be in the marketing and event planning field by just taking classes. This is one of the reasons we strongly believe in our intern program.

Mantooth has hosted an intern program for the past 12 years ranging from one to five interns during any one semester. We are proud that the Mantooth internship program is so widely known and desired by students as well as highly recommended by the faculty. Each semester we receive over 50 student résumés.

We work with the CSU and UNC marketing and public relations departments to find the 'cream of the crop' when it comes to interns. We are up-front with each applicant, telling her that this is a working internship - very strenuous, but also fun. We also tell each student interviewed that taking an internship that is anything less of strenuous and

intense will not teach her anything about the 'real world.'

Our interns are given many opportunities so they can experience all aspects of marketing and event planning. Our interns write press releases, attend client meetings, write marketing plans, compile research campaigns, write sponsor letters, plan and execute events, write Journey articles, and the list goes on and on. All in all, we have had so many great interns and we are proud to say that the current group of interns is the best yet. Our goal is to teach the students not only what the "real world" is like, but to succeed in it.

The opportunities place our interns leaps and bounds ahead of their fellow graduates so they get the very best first job and to go on to lead successful and fulfilling lives. Mantooth interns have secured positions as the Director of Events for the Cherry Creek Country Club, Media Buyer for Frontier Airlines, account executives with ad agencies and owners of their own businesses.

Thank you for your part in educating these amazing young women.

Our goal is to teach the students not only what the "real world" is like, but to succeed in it.

JOURNEY MAGAZINE

J A year ago, Mantooth owner Connie Hanrahan and Carmen Ruyle Hardy, lead graphic designer for Mantooth, started Journey, a magazine created with the everyday woman in northern Colorado in mind. Journey is beautiful, filled with poignant stories, fascinating profiles, great ideas...and is wildly successful.

We are proud to have just celebrated our first anniversary and are thrilled that it has exceeded our expectations and goals proving that Fort Collins was in need of such a publication. Journey now has over 300 subscribers (the goal was 100 in the first year) and over 50 business locations as distribution points.

We are most impressed with our 'gaggle,' our group of local women, each from a different walk of life, who delivers magazines to neighbors, friends, co-workers, kids' activities and churches. We thank these women because they help Journey get into the hands of women all over town.

We also thank many of our clients for their financial and distribution support of Journey. We know at first perhaps you bought an ad to support 'us' – we now thank you for deciding to make Journey as part of your media mix.

The September/October issue is now out and we encourage recommendations of women to profile or story ideas you feel we should know about – tell us! We want to know. For more information on Journey, please go to www.journeyonline.info.