

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing,” ~John D. Rockefeller



Imagination

Creative Solutions
and Ideas for Clients
of the Mantooth
Company

October 2009

New Client News!



live life juiced™

We are proud to announce our newest client, Juice It Up! “We hired Mantooth due to a referral from another local business owner,” owner Trina Mills said. “We are hoping to reach a new set of customers that haven’t discovered Juice It Up! I spend so much time running the store and the business I am hoping to bring some new creative ideas into building my customer base, which Mantooth will spearhead.”

Bill and Trina Mills have owned Juice It Up! since 2007. Juice It Up! promotes the “healthy way” juice concept that is literally “squeezing” fresh juice back into the juice bar. Featuring smart sipping selections and great tasting, energizing food options that actually

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— Trina Mills, owner

supports healthy, active lifestyles; the “healthy way” fresh squeezed juices are also the perfect, painless and convenient way to get your recommended “5 a day” servings of fruits and veggies.

Celebrating 50 years!



The Fort Collins Country Club (FCCC) is proud to celebrate 50 years serving the northern Colorado community. Founded in 1959, the Fort Collins Country Club provides its members with an excellent golf and dining experience and a variety of other family activities. In fact, the Club’s golf course is the highest rated course in northern Colorado.

The Club is different than that of other country clubs in that it is a place for families to enjoy recreation, dining and various activities together; the Club’s youth and family programs are rated the best in northern Colorado; there are nearly 500 children within Club families, many of whom participate in junior golf, tennis, swimming, summer day camp and holiday entertainment programs.

Speaking of holiday programs, did you know that the Country Club is available to the public for private events? It is! Imagine walking into a holiday wonderland of décor...dripping with magical holiday sights, sounds and smells... If this piques your interest, then hosting your holiday get-together (whether large or small) at the Country Club is perfect for you. We at Mantooth have held our holiday staff luncheon at FCCC for the past few years – what an escape it is to be consumed with holiday cheer all

How is Juice It Up! different from other juice stores in northern Colorado? **For one, Juice It Up! is local.** Your fruit smoothie not only energizes your body, but also “energizes” our local economy by way of employing over a dozen people, spending locally and supporting local nonprofits and charities. **Juice It Up! uses higher quality ingredients,** compared to other competitive fruit smoothie stores, which results in the best tasting and most nutritious smoothie on the market today!

Juice It Up! also offers a wide variety of products other than fruit smoothies such as frozen yogurt, cookies, hot oatmeal, bagels, teas, hot pretzels, chips... if you need a mid-morning pick-me-up, stop in for a bagel and a “Super C” smoothie with an added shot of vitamin C. Just finished your work out? Swing by for a high-protein “Power Shake” and add a shot of wheatgrass. Your kid just aced his/her test - treat them to a low-fat frozen yogurt topped with fresh fruit and sprinkles.

Stop in today to give Juice It Up! a try. Located right next to Five Guys Burgers & Fries in the Front Range Village shops, Harmony and Ziegler Roads in Fort Collins. www.juiceitup.com.



while eating fabulous food and enjoying the company of our co-workers.

The Fort Collins Country Club is a full-service venue that includes catered food and beverages; menu choices range from hors d'oeuvres to sumptuous buffets to gracious seated dinners. The Club also offers a variety of brunch and lunch menus.

For more information about FCCC or to inquire about hosting your holiday event at the Club, visit www.fcgolf.org, call 970-482-1336 or contact Sunie Liley at sunie@fcgolf.org.



The Fossil Ridge Golf Tourney – A success! Taking place on Saturday, September 19 at Highland Meadows Golf Course in Windsor, the Fossil Ridge Golf Tournament raised \$12,089 for both boys’ and girls’ basketball programs at Fossil Ridge High School. This tournament wouldn’t have been possible without each of our sponsors! A BIG thank you to the tournament’s **Major Sponsors:** Tynan’s Nissan Kia and Roberts Heating and Air Conditioning. Thank you to our **Green Sponsors:** Holmes Family Dental PC, VEI Global Inc., Retirement and Estate Advisors, Poudre Valley Hospital. Thank you to the following **Corporate Sponsors:** Heath Construction, Anderson Consulting and Palmer Flowers. Thank you to our **Hole Sponsors:** Cornerstone Publishing Group, INC, Boardwalk Dental, Farmers Insurance–Craig Campbell, Play It again Sports, Songways Service.

W MANTOOTH'S EBMASTER

By Vallene Mrs Mantooth Webmaster

RSS Feeds:

RSS feeds are standardized formats used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a “feed,” contains either a summary of content or the full text. But why would you use RSS feeds? RSS makes it easier to keep up with multiple Web sites without manually visiting each site. By using software such as Google Reader, you can add multiple blogs to your reader and read all of them from there. Here are some good ways a feed can help your business grow. One, RSS feeds allow you to deliver your message directly to your user while bypassing e-mail so you do not have to worry about getting caught as spam. Two, you can create multiple RSS feeds centered around targeted keywords and submit them to news feeds to gain traffic to your Web site. Three, RSS fees give you a wider spectrum of subscribers that you otherwise would not have gotten. Lastly, podcasting is the latest application to RSS feeds. With a webcast/ podcasts your potential customer can listen to your message even without being at the computer!

Mantooth's Rock star Intern



STEPHANIE KERR ●●●●●●●●

Since Connie, Sabrina and Ashlee all went to CSU, we are very proud of our student internship program with CSU. We understand that many students do not learn what's needed to jump into the workforce upon graduation, so we have built our Mantooth intern program to give student-interns first-hand experience in marketing, advertising, public relations and event planning. And, we are proud to get the "cream of the crop," as we like to call it, with regards to interns.

You may have worked with our current rock star intern, Stephanie Kerr, on various projects or perhaps seen her at the Fort Collins Country Club – in addition to working as a Mantooth intern, she also works at the FCCC golf course as the Supervisor of the Outside Services – she is one busy gal!

Stephanie is from Parker and is a senior at CSU studying Business Marketing. She has been thrown into various projects from slogan brainstorming to writing press releases to helping with events – and everything in between!

When Stephanie is not working, she enjoys volleyball, working out, traveling and baking. We are thrilled to have such a fabulous, hardworking marketing intern this semester – we are going to hate to see her leave!

CONGRATULATIONS!

to Mary Carraher

Project Self-Sufficiency's Executive Director

ON 20 YEARS OF SERVICE!

Mary's Roaring 20th
Saturday, October 3rd 7-10pm
Fort Collins Senior Center

Details:

hors d'ouvres, cash bar,
2 bands with dancing, silent auction,
and lots of other surprises

Attire:

Come dressed for fun (casual),
and don't forget your dancing shoes!
Mary LOVES to dance!

Cost:

There is no charge and in lieu of gifts,
Mary requests donations for the
PS-S Scholarship Fund.
Suggested amount is \$20. Less is fine,
more is even MORE fine!

RSVP:

to Mariah at 635-5912 or mariah@ps-s.org

EVENT UPDATE!



give hope! event

The annual Give Hope Fall Fest to benefit the Namaqua Center was held Friday, September 18 at the Osborn Farm in Loveland – The event was a huge success! Over 200 people attended and the night raised over \$40,000 that will directly "give hope" to children across northern Colorado that are dealing with the effects of abuse and neglect.

Did you know that the Child Care Contribution Tax Credit is an awesome tax credit you can take advantage of if you donate to The Namaqua Center? By supporting Namaqua's residential treatment program you may be eligible, under the FYI Income 35 – Child Care Contribution Tax Credit, to claim a state income tax credit of 50 percent of your donation for this year, in addition to regular state and federal income tax contribution deductions. For example, if you are in the 35 percent tax bracket, after

all the tax savings a \$1000 gift would total \$897 in tax savings, meaning the net cost of your gift would be \$103.

A big "thank you" goes out to the following Give Hope Fall Fest sponsors/donors: Realities for Children, K-99, Tynan's, Johnson's Corner, Alpha-grapics, Medical Center of the Rockies Foundation, Liquor Max, High Country Beverage, Preuss Family Foundation, Shirazi & Associates, Foothills Service League, Loveland Ready-Mix Concrete, Rich & Cartmill Insurance, Loveland Luncheon Optimists, Home State Bank, Clear Choice Coaching and Meditation, Lis and Earl Sethre, Loveland Rotary Club, Wells Fargo, Dechairo Construction, Orthopaedic Center of the Rockies, The Group – Loveland Office, Kathy Boeding – The Group, Quick Print Shop Rowe's Flowers and Gifts.

Drink Beer and save a Dog!

at the FALL HARVEST BREWFEST



Drink beer and save a dog...?! Yep, you heard that right! The first annual Fall Harvest Brewfest will be held October 17, 4 p.m. – 8 p.m. at the Sunset Event Center in Fort Collins to benefit The Animal House; this no-kill dog shelter helps save dogs slated for euthanasia due to pet overpopulation and to give them a second chance at life.

This is not an event that Mantooth helps to execute; as avid supporters (and lovers!) of dogs, we want to spread the word about this worthy nonprofit. What a fun way to raise money for animals...I think I can drink a beer for that!

This indoor beer tasting event will showcase 16 different breweries; each festival attendee will receive a commemorative tasting glass for sampling hand-crafted brews while listening to local musicians Steve Murray as well as Elvis & Jesus. Food and a raffle will be available.

Tickets can be purchased for \$25 in advance at www.fallharvestbrewfest.com or in person at the Animal House. Tickets can also be purchased for \$30 at the door the night of the event (if available).

Fall Harvest Brewfest... bringing you beer with pedigree.

For more information, visit www.fallharvestbrewfest.com or call 970-213-0009.

Drink beer, save a dog!



FALL HARVEST BREWFEST

SATURDAY, OCT. 17, 2009

Sunset Event Center, Fort Collins, 4-8 p.m.

a benefit for Animal House Rescue



more info and tickets at: fallharvestbrewfest.com

with help from:



Tickets: \$25 in advance, \$30 at the door

Musical guests to include: Steve Murray and Elvis & Jesus