

# EUREKAVILLE

ADVERTISING & DESIGN

**EUREKAVILLE.** 110 miles north of Madison Avenue at the intersection of Paradigm and Shift. A bustling hotspot of creative energy, populated by artists, innovators and explorers.

Eurekaville replaces the tiered and layered redundancy of standard agency structure with fast-moving networks of award-winning pros – all top specialists.

That means when the meter's running, our clients aren't paying to ride around the block twice. Every dollar is tied to a real deliverable; not some account exec's expense account.

Like every great city, Eurekaville has a pulse, a crisp vibe that permeates through the streets. Smart, to-the-point and sassy when we need to be, every idea that's born and raised here leaves the city limits walking tall and getting things done.

**ADVERTISING HAS A NEW HOMETOWN.**

# Marketing Collateral

Workhorse Diesel Motor Home Chassis

A whole new angle.



It's all about a fresh approach. Beyond flame-hardened steel, polished aluminum and advanced engineering. It's about what YOU want in a motor home.



Workhorse R Series Launch Brochure



Whirlpool AccuBake Duo Oven, Consumer Take-Away Brochure

**EFFECTIVE CLAIMS MANAGEMENT IMPACTS YOUR COSTS, INSURABILITY, AND PEACE OF MIND.**



**C**laims management is one of the most important components for a comprehensive risk management program. At Gibson Insurance Group, we have a group of dedicated professionals who provide solutions to manage the costs and impact of your claims.

A claim can have a substantial effect on your costs and profitability. However, you can have a sense of control when you reach a claim by promptly identifying all losses, as well as ensuring the definition, value, and all other aspects of your claim which significantly affect your ability to manage associated programs. In addition to providing claims services which benefit all of your clients, we designed a claim team and claims management program that specialized in such:

*"Gibson's Claims Management has given us all reasons to better understand our underlying claims and to get claims closed more quickly."  
—Alan Connell, CFO, H&M Plastic, Inc.*

with our claim teams and processes, creating custom solutions for these problems, and providing guidance on the life cycle. The successful identification of all claims, proper classification, analysis, and resolution enables the best practice to be identified in your company.

It all boils down to the strength of your claim and the way we manage it. We become your partner. This allows us to have your strategy on your business, which allows us to implement your strategy through our claims.

When it comes to your claims, we can provide you with a claims management approach and the specialized services to help you manage the impact of your claims and minimize the financial impact of your risk.

**WHEN YOU HOLD PARAMOUNT THE SAFETY AND HEALTH OF PEOPLE AND THE PROTECTION OF PROPERTY, YOU ENCOURAGE A PRODUCTIVE ENVIRONMENT AND BUILD A LASTING WORK FORCE.**

**A** comprehensive risk management program is an essential element of a loss prevention program. Just as your claims program, these programs are designed to prevent losses. By focusing a prevention program on your specific business, loss prevention, hazard control, and insurance your business, Gibson Risk Management Services, LLC, can help you reduce your loss prevention costs and increase your productivity.

**Working with Gibson's Loss Prevention Division is always a wonderful experience. With their guidance, we have reduced injury rates and maintained a safe and productive workplace.**  
*—Raymond Rouse, Safety Director, Massachusetts Integrated Services Corp.*

There is a wide range of loss prevention programs and specialized services to help you identify and control the likelihood of loss. Our services are designed to help you identify and control your loss prevention costs and

profitability. We look for ways to reduce or prevent the losses in the workplace that can contribute to worker illness, injury, job disruption, and costly program disruption. Our qualified, experienced, and highly trained specialists identify safety programs and provide loss prevention services.

As your loss prevention partner, we work to understand your business to identify areas and potential loss opportunities. We help you set safety, compliance, and other goals. We also provide the management procedures and materials needed for prevention in your business.

Along the way, we supply extensive technical assistance, management and loss prevention training, and work measurements to evaluate your program. A loss prevention program made by professional experts is subject to annual audits, providing you with national Standards Institute (SI)™



certification program offers a tool to demonstrate a commitment to safety and compliance. By demonstrating such a commitment, you are demonstrating your commitment to the safety and health of your employees and your business. Gibson's Loss Prevention Division provides a variety of services, including a loss prevention program, providing you with national Standards Institute (SI)™

**Loss Prevention**

**GIBSON**  
INSURANCE GROUP  
Strength  
against  
Risk™



Gibson Insurance Group, Corporate Brochure



HANSEN-RICE CONSTRUCTION

## A LEADER AND A PARTNER

Hansen-Rice, Inc. is a nationwide general contractor specializing in both Design-Build construction services and self-performance of steel supply and erection. Since 1981, we have constructed more than 38 million square feet of facility for a variety of industries across the world – all while maintaining a 75 percent repeat business rate.

In our industry, we are a leader. In our clients, we are a partner. When you build with Hansen-Rice, service is on time, quality is guaranteed, schedule, budget is quality sacrificed for nothing, and your promise to come on on time and on budget is our promise to give you the building you need in the most efficient and enjoyable building process.

Hansen-Rice is proud to offer a wide array of services as part of our single-source approach.

- Master Planning
- Design
- Engineering
- Construction
- Post-Construction



MASTER PLANNING DESIGN ENGINEERING CONSTRUCTION

"The most important factor in choosing Hansen-Rice as a partner is knowing they will get the job done on time and on budget for what we pay."  
— Dan O'Neil, Project Manager, American Iron

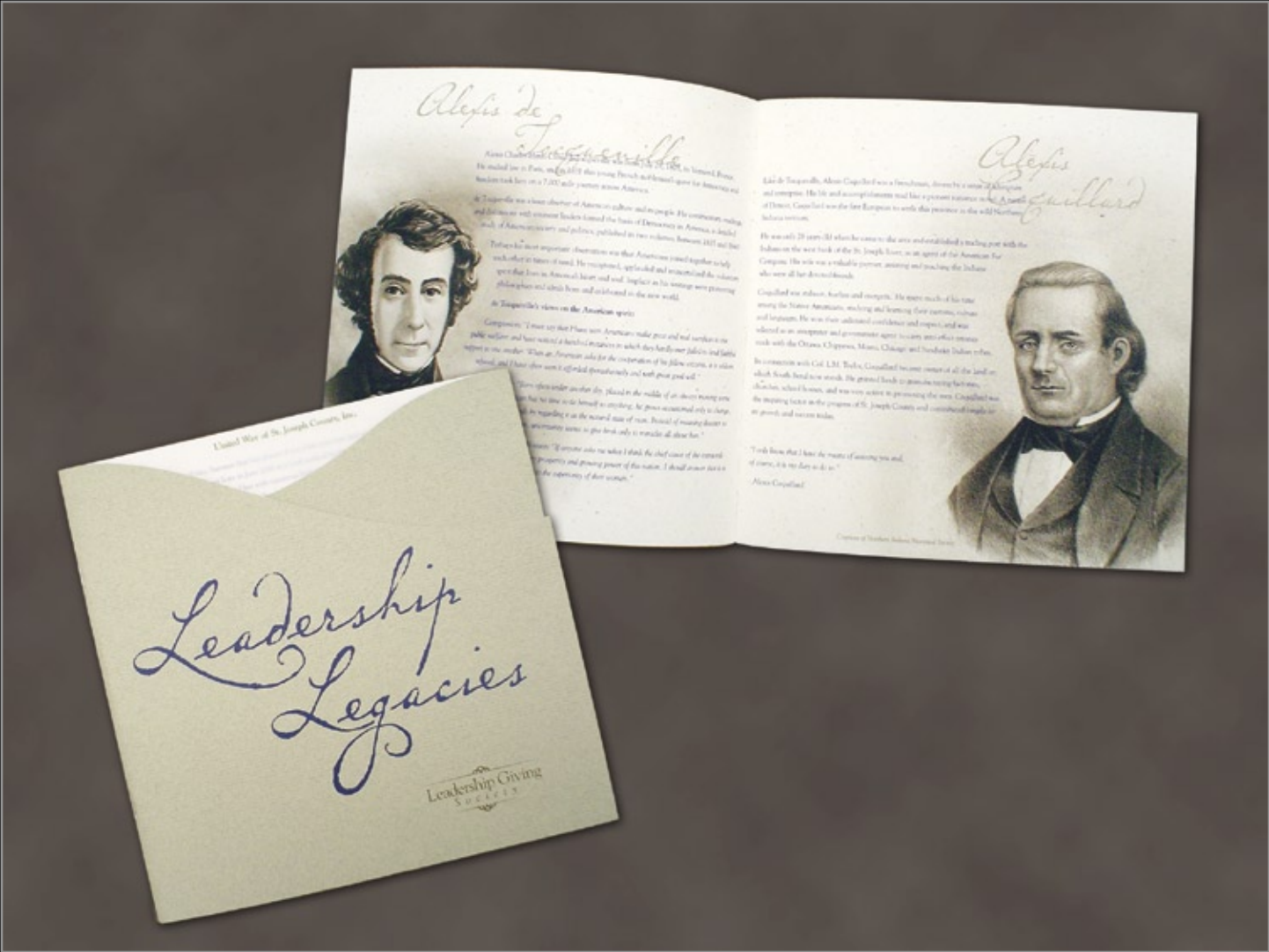
[hansen-rice.com](http://hansen-rice.com)

Hansen-Rice Construction Corporate Brochure





TaigMarks Name Change/New Office Direct Mailer



United Way Leadership Giving Recognition Booklet





Workhorse VIP Dinner Invitation



“Interactions”, Recruiting Magazine For The University Of Notre Dame Physics Department




Milieu Design Rustique Collection Furniture Catalog

# Branding & Logos



Q Dimension Logo



The logo for Vidoozle features the word "VIDOOZLE" in a bold, blue, sans-serif font. The two 'O's are replaced by yellow-green play button icons. Below the 'OO' is a faint, semi-transparent reflection of the play button icons. The entire logo is centered within a white rectangular box.

VIDOOZLE

Vidoozle Online Video Directory Logo

splendidly  
*gourmet*

Splendidly Gourmet Logo



Truck Toybox Masthead Logo



Lake Michigan Credit Union Logo



Red Horse Publishing Logo





Visionary Homes Logo



Arthritis Awareness Logo

# Web Design



**TaigMarks Inc.**  
Advertising and Public Relations

The TaigMarks gang has been found guilty beyond a shadow of a doubt of first degree service and marketing creativity. The TM gang is serving extensive time in a maximum service capacity, applying their misbegotten talents on behalf of clients. Assembled here is more than enough evidence to convict them.

**GUILTY**

OF MARKETING  
IN THE FIRST DEGREE

**NEW AT THE SLAMMER**  
TM gang opens 2nd hideout in Savannah, Ga. Feds investigating.

M.O.



EVIDENCE



[Home Page](#) | © 2003

### Lineup

This is the demented pack of marketing villains who operate the full-service advertising and public relations firm, TaigMarks. All are considered to be armed with ideas and dangerously creative.



Principals  
Creative  
Account Management  
Public Relations  
Support  
Savanna Satellite

M.O.



EVIDENCE



LINEUP



ACCESSORIES



SUMMONS



THE SLAMMER



[Home Page](#) | © 2003 TaigMarks, Inc. | 574.294.8844 [tm@taigmarks.com](mailto:tm@taigmarks.com)

TaigMarks Advertising website

# three rivers public library

SEARCH FOR BOOKS

BEST SELLERS

EVENTS

CHILDREN'S LIBRARY

TEEN'S CORNER

SERVICES & POLICIES

## Welcome to the Three Rivers Public Library

The mission statement of the Three Rivers Public Library is to provide all library users with resources for reading, viewing, and listening which are entertaining and enlightening. All library services will be facilitated by an informed and courteous staff.

Our library provides the following services:

*Specialized fiction collections:*  
western, science fiction, mysteries, young adult  
Current magazines and newspapers  
Newspapers on microfilm  
Bestsellers, new fiction  
Videos and DVDs  
Large print books  
Books on tape  
Reference materials  
Internet access  
Microfilm reader/printers  
Interlibrary loan

[Search for Books](#) | [Best Sellers](#) | [Events](#)

Three Rivers Public Library 920 West Michigan Avenue  
Library Hours Monday: Friday 10:00am - 5:00pm

# three rivers public library

SEARCH FOR BOOKS

BEST SELLERS

EVENTS

CHILDREN'S LIBRARY

TEEN'S CORNER

SERVICES & POLICIES

## search for books

The Three Rivers Public Library offers three ways to find books online.

**Online Card Catalog** - [Click here](#) to find all the books in our library

**InterLibrary Loan** - [Click here](#) to search for books through the Woodlans Library Cooperative

**Michigan Electronic Library** - [Click here](#) to use this online resource of information from all of Michigan's libraries

[Search for Books](#) | [Best Sellers](#) | [Events](#) | [Children's Library](#) | [Teen's Corner](#) | [Services & Policies](#)

Three Rivers Public Library 920 West Michigan Avenue, Three Rivers, MI 49083 • (269) 273-8888  
Library Hours Monday: Friday 10:00am - 9:00pm Saturday and Sunday 10:00am - 5:00pm

Three Rivers Community Library Website



**EXISS**

LEAVE YOUR MARK

[▶ WHY EXISS](#)
[▶ PRODUCTS](#)
[▶ LIFESTYLE](#)
[▶ RESOURCE CENTER](#)
[▶ MEDIA CENTER](#)
[▶ CONTACT](#)

## Horse trailer construction

Construction : [Horse](#) - [Livestock](#) - [Why Aluminum?](#) | [About Us](#) | [Warranty](#)

### TOWABILITY

**Lighter weight.** Many Exiss all-aluminum trailers are much lighter than steel trailers. With no sub frames, our trailers are constructed with all-aluminum on the outside skin and components made by Exiss.

**Smoother ride.** Radial tires and large 16-inch wheels are standard. Rubber torsion axles cushion the ride, while independent suspension allows for a smooth ride.

### Strength and Durability

#### Nose and king pin design

The king pin coupler system is unique to horse trailers and is designed to provide maximum security. The coupler tube runs through a steel plate, providing you maximum security. The coupler tube is welded to a steel plate, making it susceptible to malfunction.

**Huck bolt fasteners** are installed in the nose and other high stress areas. Huck bolts have the highest uniform clamp and vibration resistance of 6,500 pounds. Once installed, Huck fasteners cannot back out, adding peace of mind for you.

#### Side Walls

**Sidewalls.** Thick walls (1 5/8") allow for totally recessed dividers, making your trailer one of the cleanest and smoothest inside walls in the industry.

**EXISS**

LEAVE YOUR MARK

[▶ WHY EXISS](#)
[▶ PRODUCTS](#)
[▶ LIFESTYLE](#)
[▶ RESOURCE CENTER](#)
[▶ MEDIA CENTER](#)
[▶ CONTACT](#)

## Driven by passion.

Exiss understands your passion for horses or livestock and the lifestyle. That's why we offer a complete line of aluminum trailers loaded with horse- and livestock-friendly features and representing the best value for the price in the industry.

▶ [Trailer Finder](#)

**Troy Compton**  
Expert horse tips

### Exiss Dealer Finder

Zip Code:

### What's Going On

- [Sponsorships](#)
- [Events](#)

### New & Exciting

Exiss Horse Trailers Website

# I AM THE BLUES

PINETOP PERKINS  
FILM PREMIERE



FEEL THE MAGIC  
AND SUPPORT A  
MISSION"



Now you can order your exclusive videotape or DVD recording of Pinetop Perkin's 2002 "I Am The Blues" concert to support the outreach ministries of a South Bend inner city church.

On March 15, 2002, the crowd at the State Theater in downtown South Bend saw Blues legend Pinetop Perkins return to the spiritual roots of his preacher daddy with such tunes as "He's Waiting for Me" and "Precious Lord" while plinking out the boogie woogie Blues that made him a legend.

Pinetop's "I Am The Blues" performance witnessed a rare meshing of Blues crowd and church crowd to celebrate Pinetop and contribute to Broadway Christian Parish — a church "on a mission" to nurture and raise the hopes of its inner-city neighbors.

**HOME**  
**ABOUT THE CHURCH**

**ABOUT THIS SITE**

Now, the special music and special moments from that night have been brought to the screen along with exclusive interviews with the legend. Once again, all proceeds from the sale of the DVD/VHS recordings of Pinetop's special performance will benefit the mission of Broadway.

Click For



Click For



**You can order right now through our secure online order account.**

"I am the Blues" Fundraising Concert Website



## Maple City Fire Protection, Inc.

Fire Extinguisher  
Sales, Service & Inspection

Commercial

Restaurant Fire Protection  
Systems

Consultation & Design

Contact

Press Room



*Our service  
is your  
protection.*

DON'T LET YOUR FIRST CALL BE YOUR  
**LAST RESORT**

Since 1960 Maple City Fire Protection has been protecting the Michiana area from fire and the damage it creates. With Maple City Fire Protection you receive the personal and continuous service that you deserve. Simply stated, we protect you, your loved ones, employees and shareholders from the damage fire brings to homes and business every day. Our staff is thoroughly educated and certified on the latest equipment and techniques in design, installation, service and maintenance of today's fire fighting equipment. It's our ongoing dedication to education and certification that ensures our personnel carry a level of expertise and professionalism to your job and your application.

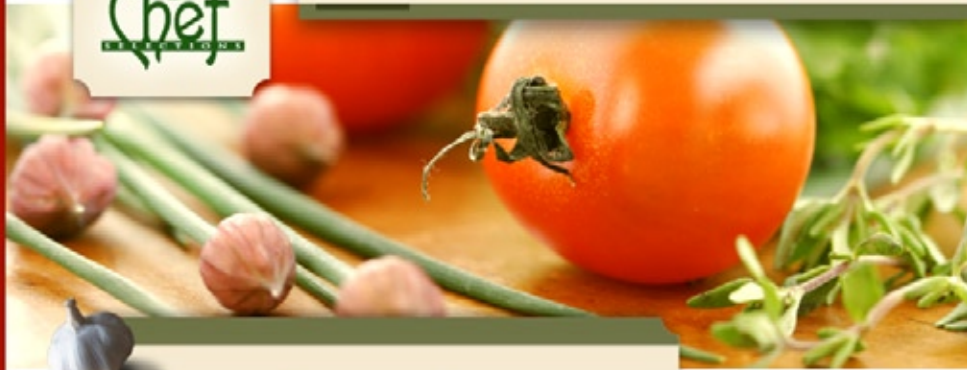
We believe that your business is a partnership with Maple City Fire Protection. We offer you the best means of protecting your assets specific to your needs. We offer services to keep you in accordance with local, state and federal mandates ensuring you the freedom to work without the worry of catastrophe.



Maple City Fire Protection website



FOOD FINDS    COMPENSATION MENU    A UNIQUE OPPORTUNITY    MARKETING & SALES



## CREATING A RECIPE FOR LIFE!

Chef Selections, is a unique company that searches out and brings to you the finest culinary treasures found anywhere.

There are thousands of small, high quality food producers creative wonderful foods around this country, many of them with stories more interesting than any creative writer could invent. It is a shame that many of America's most delicious food products are unknown outside their immediate city of state. So we seek out small producers who are passionate about their products.

We constantly travel the backroads of America, exploring small country stores, county fairs and the like so you will be able to enjoy these superb food finds with your family and friends. You can taste their passion in every bite.

The result is food with character because the people love what they do.



*I was taken back by how fresh and amazing these products are!*

*Every chef should create with them and every family will enjoy them.*

Chef Selections Website





MARC gave  
my business  
the *polished image*  
I needed to  
take it to  
the next level.



## Tools + Knowledge

### THE System for Marketing *Your Small Business.*

If you're like many small business owners, you started your own company so no one else could tell you what to do. But when it comes to marketing your business-especially online-don't you sometimes wish someone would tell you what to do? And not just what to do with your marketing, but how to do it, easily and affordably? MARC™ is the answer!

Try It | Buy It

Login: Name

Password

M.A.R.C. Website



# Print Advertising



**The right tool makes  
all the difference.** Every engineer needs one. A trusted, versatile tool ready to meet any challenge. Enter FORMSuite from Gen<sup>3</sup>. A modular, expandable system that allows you to create a software workspace that is precisely tuned for the work you do. Whether you design large scale manufacturing components or micro-hard drives, FORMSuite's flexible design modules combine together in unique ways to tackle any project. Visit [www.therighttool.com](http://www.therighttool.com) to see for yourself.



Gen3 FormSuite Software Magazine Ad

# CONSIDER US A PARTNER. ONE THAT REGARDS YOUR SUCCESS AS OUR BUSINESS.

It is no secret that a small business has unique obstacles and challenges. Compared to a large company with more resources and a specialized staff, a small business owner not only encounters the rigors of getting a job done but also juggles the additional demands of running a business.

That is why we have an entire division dedicated to you. Our Select Business Unit has a staff that specializes and focuses on your unique requirements. Basically, you get all of the knowledge, skill, and strength of an agency that provides multimillion-dollar corporations with protection, wrapped up in a risk management package to fit your needs.



You will find that your hard earned dollars are valued at Gibson Insurance Group. We strive to design the most cost-effective insurance program allowing you every advantage to succeed in your competitive market.

Not only are the advantages of investment and protection important for a small business insured through our Select Business Unit, but there is also reassurance in knowing we want to be a part of your success.

You found a niche, have the talent, and could use a partner who can advise you and offer you Strength Against Risk<sup>SM</sup>. You deserve the confidence of knowing that everything you work so hard for is protected and secure.

**GIBSON** STRENGTH  
INSURANCE GROUP AGAINST  
RISK

Gibson Insurance Newspaper Ad



**SPEED,**  
as personified by  
a leather jacket.

(or watch, polo, wallet, or keychain)



You don't drive an ordinary car... so why wear ordinary clothes? In our newest offering of genuine Corvette gear and accessories, you'll find beautifully embroidered jackets, original t-shirt designs with vibrant graphics, one-of-a-kind caps, and a collection of select Corvette branded accessories.

Request your FREE catalog online at [CorvetteC6Collection.com](http://CorvetteC6Collection.com), or call 800-653-1375.



**CorvetteC6Collection.com**  
**800-653-1375**



Corvette C6 Collection Catalog from GM Magazine Ad

Beat  
road  
noise  
and  
share  
your  
music



### Boostaroo Revolution Pocket Amps/Splitters

4x the power, 2 way splitter, stunning surround sound.

See our variety of amps, including our new 5V model.

Order at [www.boostaroo.com](http://www.boostaroo.com) or call 1-800-800-4354.



Corvette C6 Collection Catalog from GM Magazine Ad

What you play  
is just as important as  
what you play.



Born of an ancient craft in modern times, its very purpose is to clarify our covenant with music. It is the instrument through which a musician discovers the majesty and fulfillment of performance. To learn its secrets is to enkindle one's own talent and enter new realms of expression. It is a Scherl & Roth Violin, beautifully crafted to aesthetic perfection, shop tuned for clarity and precision, and destined to inspire a measure of greatness.

*Played with Confidence.*

**SCHERL  
& ROTH**

A Division of United Musical Instruments.

United Musical Instruments Magazine Ad





## The whole idea is family.

Traveling the highways of America can unite a family like no other adventure. From sharing the majesty of a spectacular ocean view to simply relaxing together over a hot pizza on a cool evening, the memories created live forever. Enjoying the bonds forged by this experience is a feeling known well to Jayco® travel trailer owners.

Knowing this, we've introduced our new Quest™ and Kiwi™

travel trailers so that every nuance of the travel/camping experience can be appreciated rather than compromised. The suspension and towability of every Jayco travel trailer provides for an exceptionally stable ride, so you don't wear out getting there. And, when you arrive, endless details in design, layout, materials, extra-comfort options, and craftsmanship combine to make your Jayco travel trailer astoundingly comfortable.

Find out about Jayco Quest and Kiwi travel trailers by visiting your nearest Jayco dealer, look us up on the web at [www.jayco.com](http://www.jayco.com), or call us at 800-RVJayco (783-2926) for an information packet.

Either way you'll soon see why no one experiences civility at the edge of civilization better than a Jayco travel trailer owner.

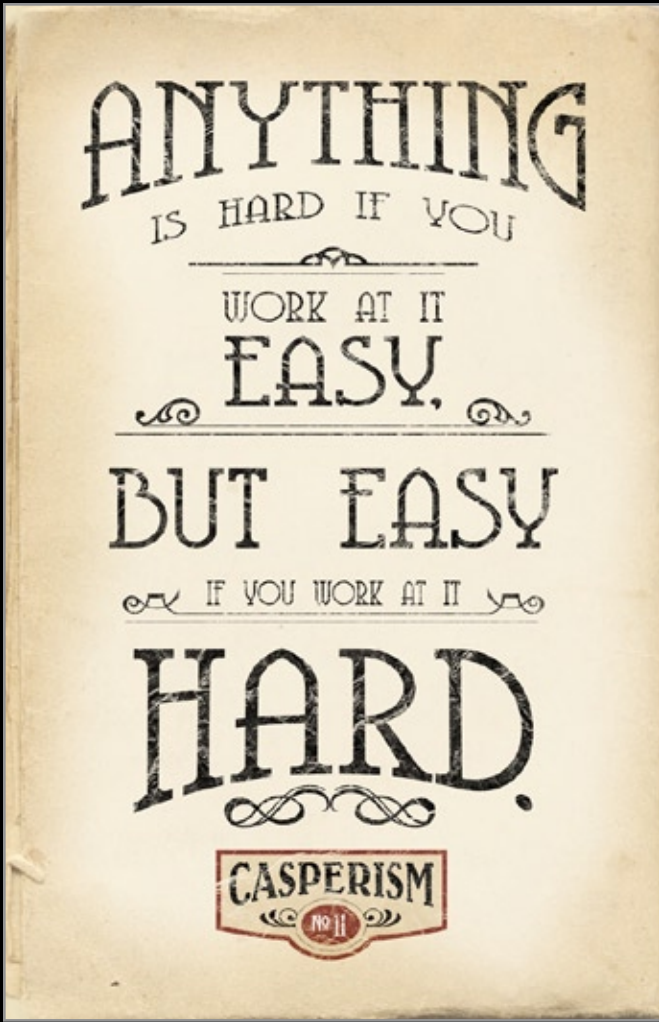


**Far and away the closest thing to home.**

Jayco Recreational Vehicles Magazine Ad

# Retail Signage





Casper's Malt Shoppe Interior Graphics

## The Hard Stuff

<p><b>Dish</b></p> <p>Not Enough \$159 Almost \$219 Just Right \$279</p>		<p><b>Cone</b></p> <p>Not Enough \$159 Almost \$219 Just Right \$279</p>																
<table border="0" style="width: 100%;"> <tr> <td style="width: 33%;">Vanilla</td> <td style="width: 33%;">Pralines n' Cream</td> <td style="width: 33%;">Cotton Candy</td> <td style="width: 33%;">Cherry Chocolate</td> </tr> <tr> <td>Chocolate</td> <td>Burnt Almond Fudge</td> <td>Caramel Cashew</td> <td>Coconut Cream Pie</td> </tr> <tr> <td>Strawberry</td> <td>Cookie Dough</td> <td>Maple Nut</td> <td>Lemon Custard</td> </tr> <tr> <td>Oreo</td> <td>Licorice</td> <td>Mint Oreo</td> <td>Peaches n' Cream</td> </tr> </table>	Vanilla	Pralines n' Cream	Cotton Candy	Cherry Chocolate	Chocolate	Burnt Almond Fudge	Caramel Cashew	Coconut Cream Pie	Strawberry	Cookie Dough	Maple Nut	Lemon Custard	Oreo	Licorice	Mint Oreo	Peaches n' Cream		
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Strawberry	Cookie Dough	Maple Nut	Lemon Custard															
Oreo	Licorice	Mint Oreo	Peaches n' Cream															

### Everydayes!

Ice Cream, 2 Toppings,  
Whipped Cream,  
Nuts & Cherry

Almost	\$319
Just Right	\$409



### Liquid Brick

Milkshake  
or Malted

\$349



### Lickety Split

Ice Cream, Banana,  
2 Toppings, Whipped Cream,  
Nuts & Cherry

Almost	\$369
Just Right	\$469



### Grand Nina

Ice Cream/Soda Float

Almost	\$209
Just Right	\$279




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### Fru Fru

Ice Cream blended  
with Soda

\$279

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### Frappa

Strawberry, Banana  
or Pineapple

\$189

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### Hot Shot

Hot Cocoa Float

Almost	\$209
Just Right	\$279




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### Soda Fountain

Pepsi Diet Pepsi Mountain Dew  
Dr. Pepper 7-Up Orange Slice

\$1.89

### Mixins & Toppings

<ul style="list-style-type: none"> <li>Almond</li> <li>Apple Toppings</li> <li>Banana</li> <li>Blackberry</li> <li>Blueberry</li> <li>Brownies</li> <li>Butterfinger</li> <li>Butterscotch</li> <li>Caramel</li> <li>Cashew</li> <li>Cheesecake</li> <li>Cherry</li> <li>Chocolate</li> <li>Chocolate Chips</li> <li>Coconut</li> <li>Cookie Dough</li> <li>Hot Caramel</li> <li>Hot Fudge</li> <li>M&amp;M's</li> </ul>	<ul style="list-style-type: none"> <li>Marshmallow</li> <li>Mint</li> <li>Mixed Berry</li> <li>Oreo</li> <li>Peach</li> <li>Peanut Butter</li> <li>Peanuts</li> <li>Pineapple</li> <li>Pralines</li> <li>Raspberry</li> <li>Reese's Peanut Butter Cup</li> <li>Reese's Pieces</li> <li>Strawberries</li> <li>Strawberries</li> <li>Strawberry</li> <li>Taffels/Heath</li> <li>Toxic</li> <li>Walnuts</li> </ul>
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### Waffle Mixins

Additional Toppings	1.39
Whipped Cream	1.59
Waffle Cone	1.79

Capser's Malt Shoppe Interior Menus

iPods • MP3 Players • Portable DVD Players • Laptops and PC's • Satellite Radio • CD or Cassette Players • FM Transmitters

Hear How  
Your **Music**  
is Supposed to **Sound!**

## **BOOSTAROO AMP & SPLITTER**

2x The Power  
3 Way Splitter

Better Sound,  
Better Volume  
from Your Players.

Battery Operated, 12" Cord  
Battery Operated, 3' Cord.  
USB/AC Powered Version



## **REVOLUTION AMP & SPLITTER**

4x The Power  
Amazing Surround Sound  
2 Way Splitter

Enhanced Field of Sound  
Improved Separation  
Dynamic Clarity & Bass

White model  
includes batteries,  
plus 4" and 7" cord

Black model  
includes batteries,  
plus 12" cord

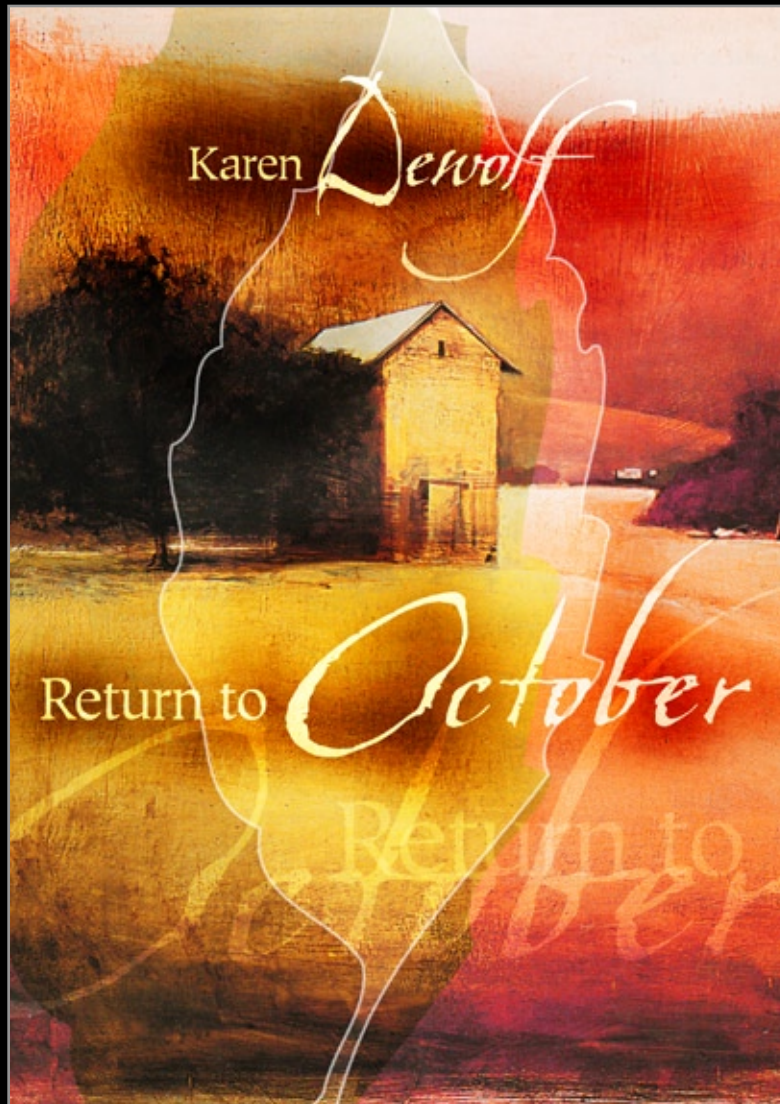


Mini Disk Players • Game Systems • NASCAR Scanners • TV's • Mini-speakers • Vehicle Systems.

UpBeat Audio Demo Display Signage

# Book Covers





"Return to October" Book Cover

# I AM THE BLUES

PineTop Perkins was born Joe Willie Perkins July 7, 1913, in the small rural town of Bolzoni, Mississippi. Perkins traveled through the south and then north to St. Louis and Chicago playing both piano and guitar behind such blues performers as Muddy Waters, Big Joe Williams, Robert Nighthawk, John Lee "Sonny Boy" Williamson and others. The legend himself tells his life's story as only a true bluesman can, as raw and real as you can get.

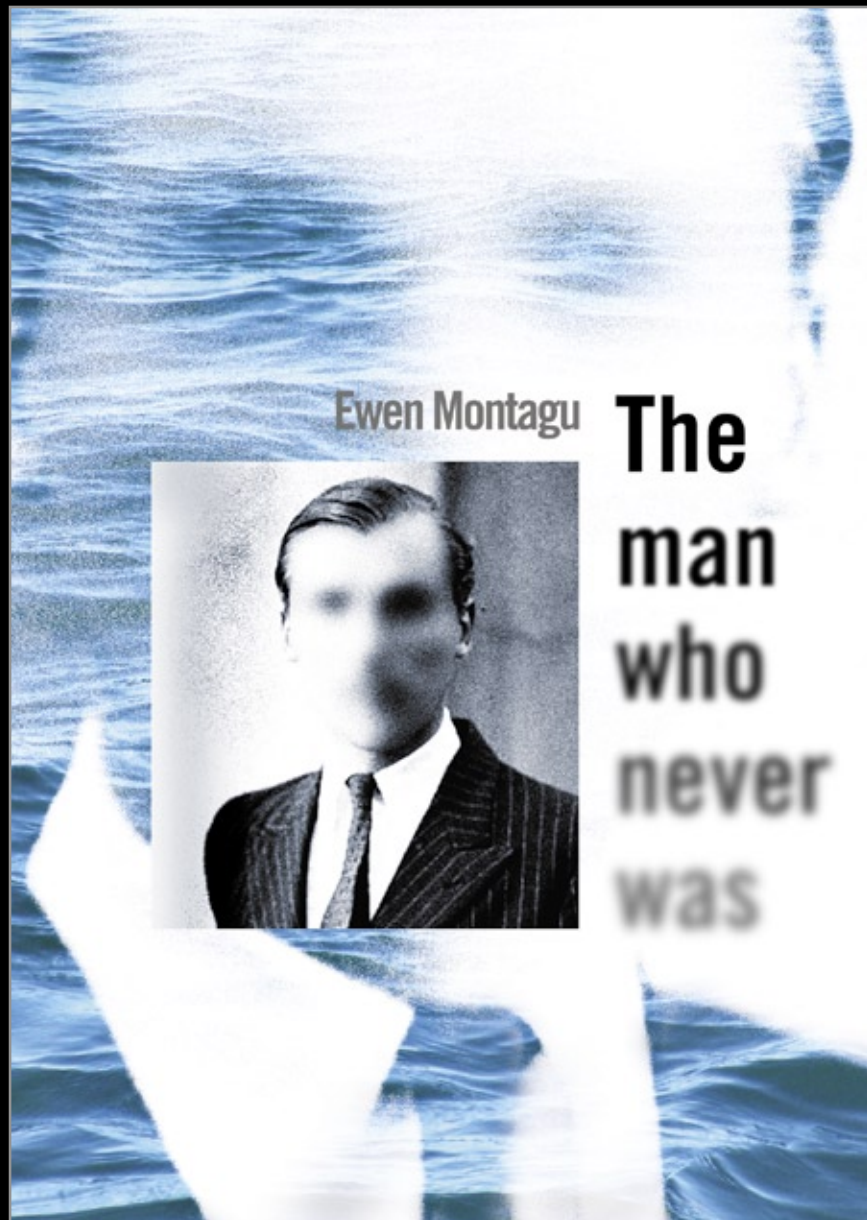
I AM THE  
BLUES A 71 YEAR JOURNEY OF THE BLUES  
BY PINETOP PERKINS

A 71 YEAR JOURNEY OF THE BLUES  
BY PINETOP PERKINS

# I AM THE BLUES



"I am the Blues" Book Wrap



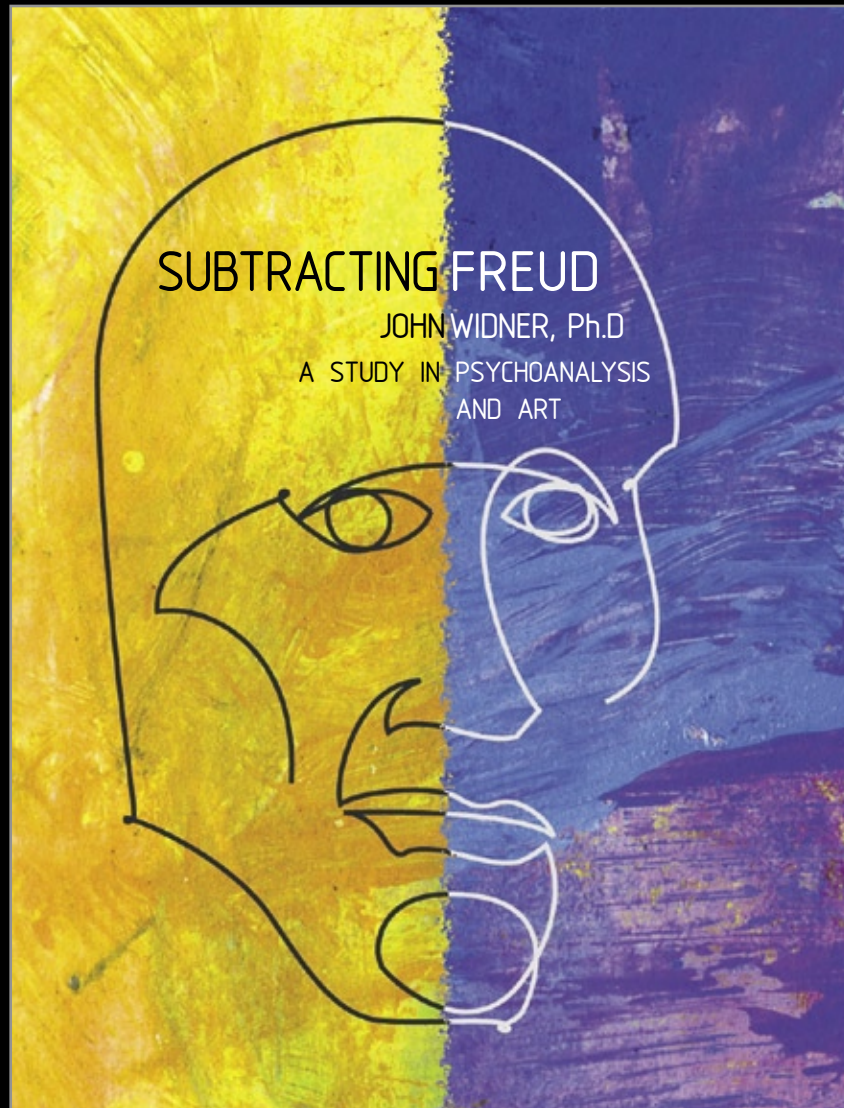
"The Man Who Never Was" Book Cover

William G. Ouchi  
THEORY Z

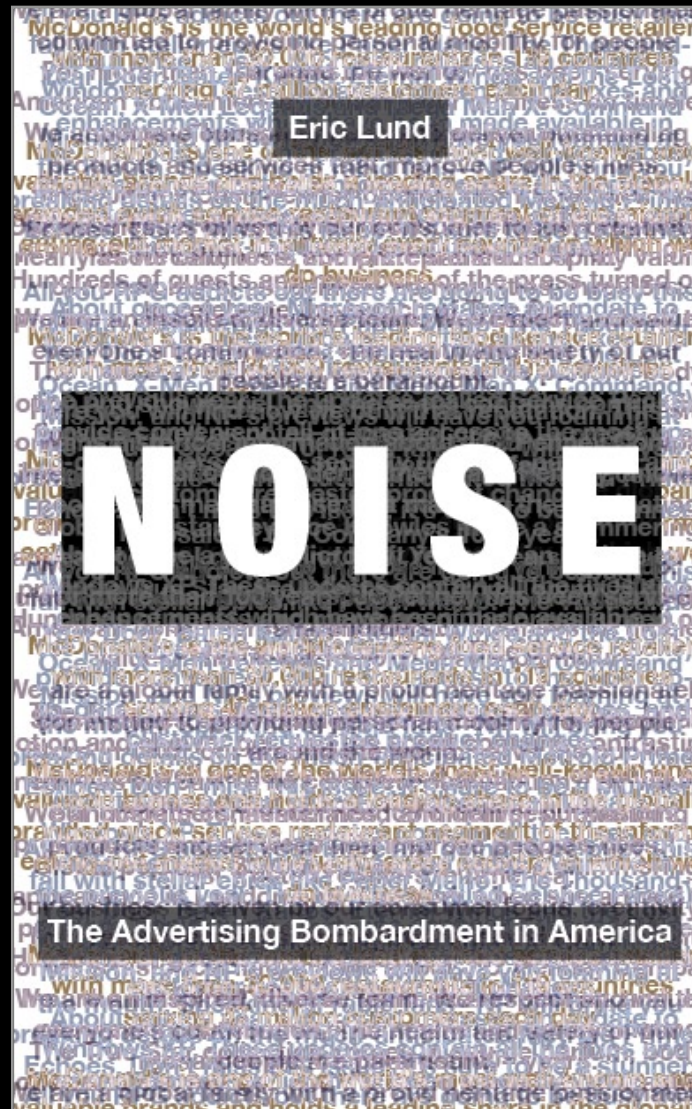
How  
American  
business  
can meet the  
Japanese  
Challenge

“Theory Z” Book Cover





“Subtracting Freud. A Study in Psychoanalysis and Art” Book Cover



“NOISE. The Advertising Bombardment in America” Book Cover