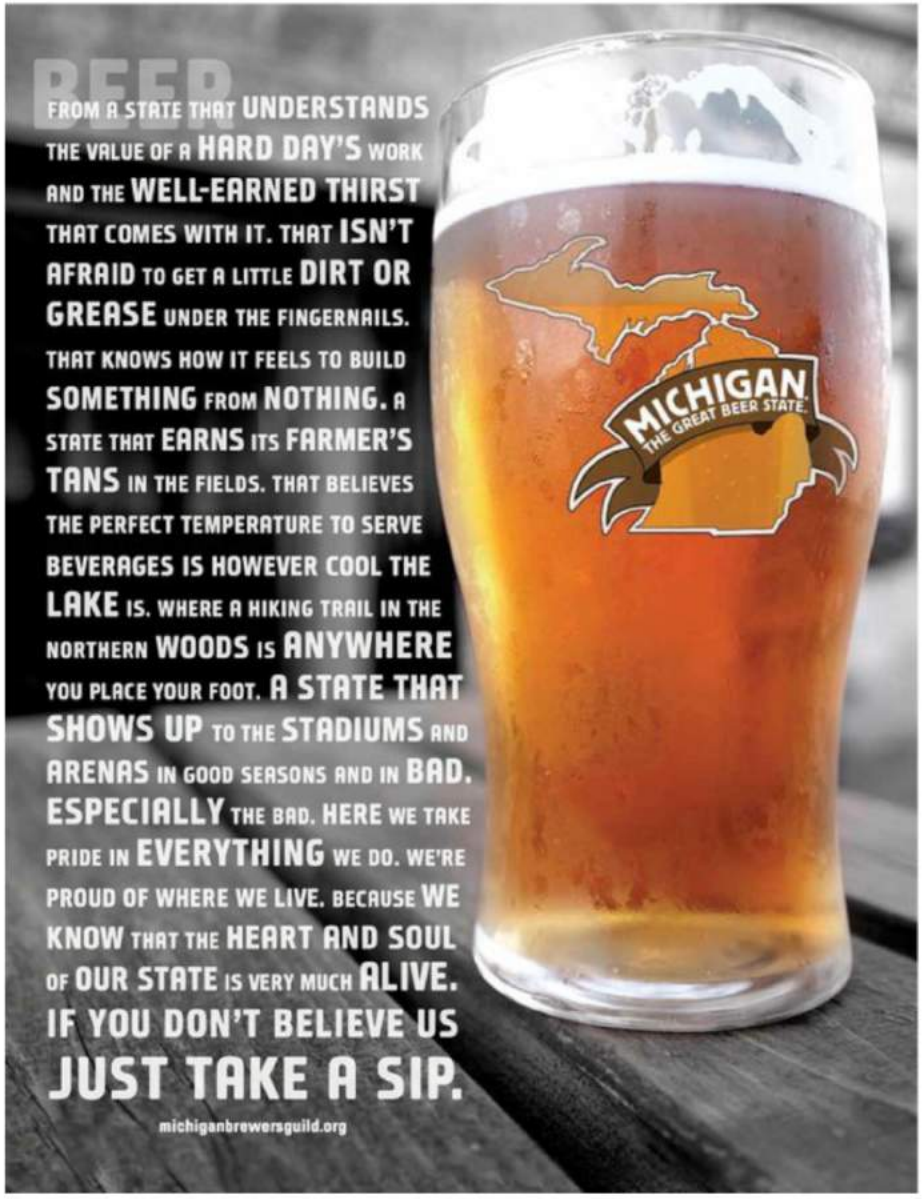
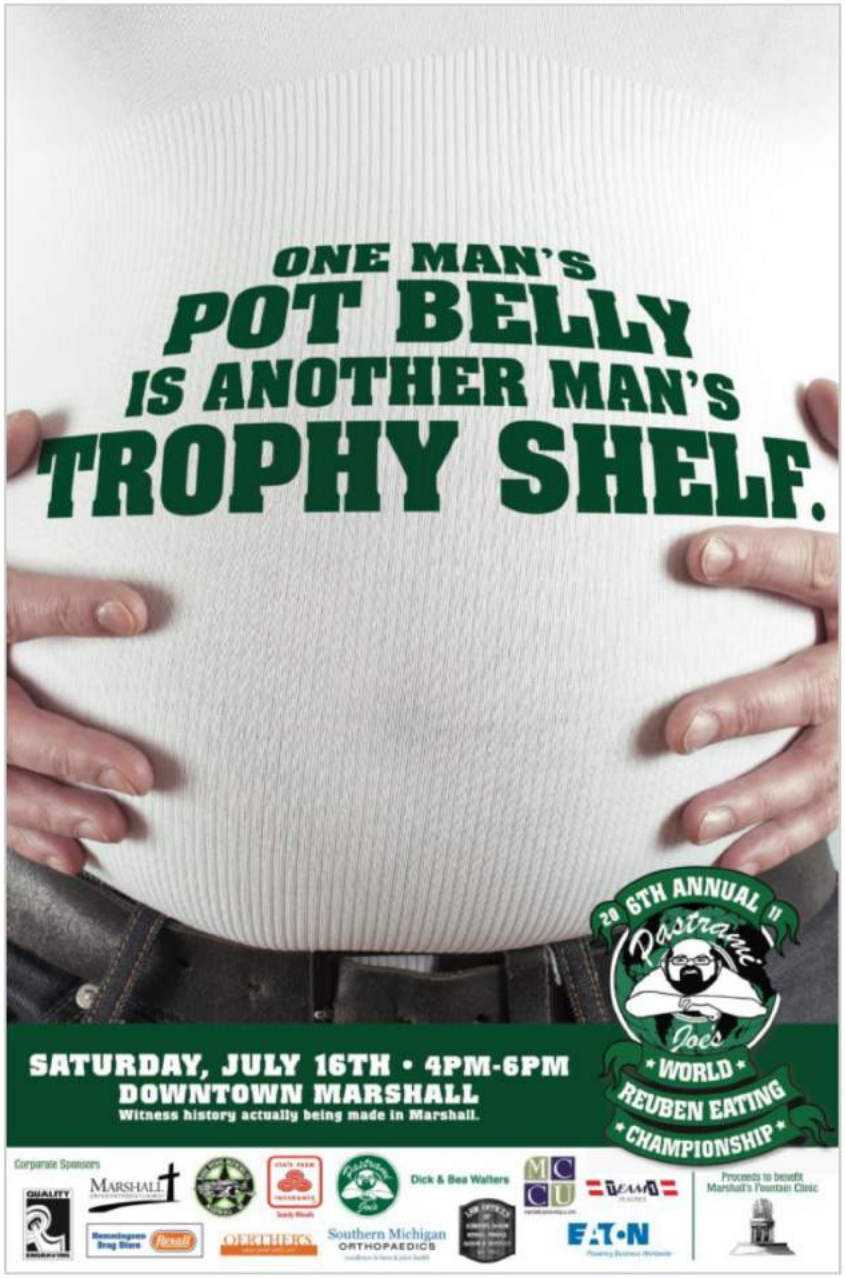


Michigan Brewers Guild looking for ad for Beer Connoisseur Magazine. Great opportunity to talk about Michigan beer and a few of the reasons it's so gosh darn good.

Michigan Brewers Guild's
annual summer festival poster.
Lucky to work with great designers
who can interpret a parenthetical that reads:
(beer popsicle)



Reuben Eating World Championships need a publicity poster.
Contestants need some antacids.

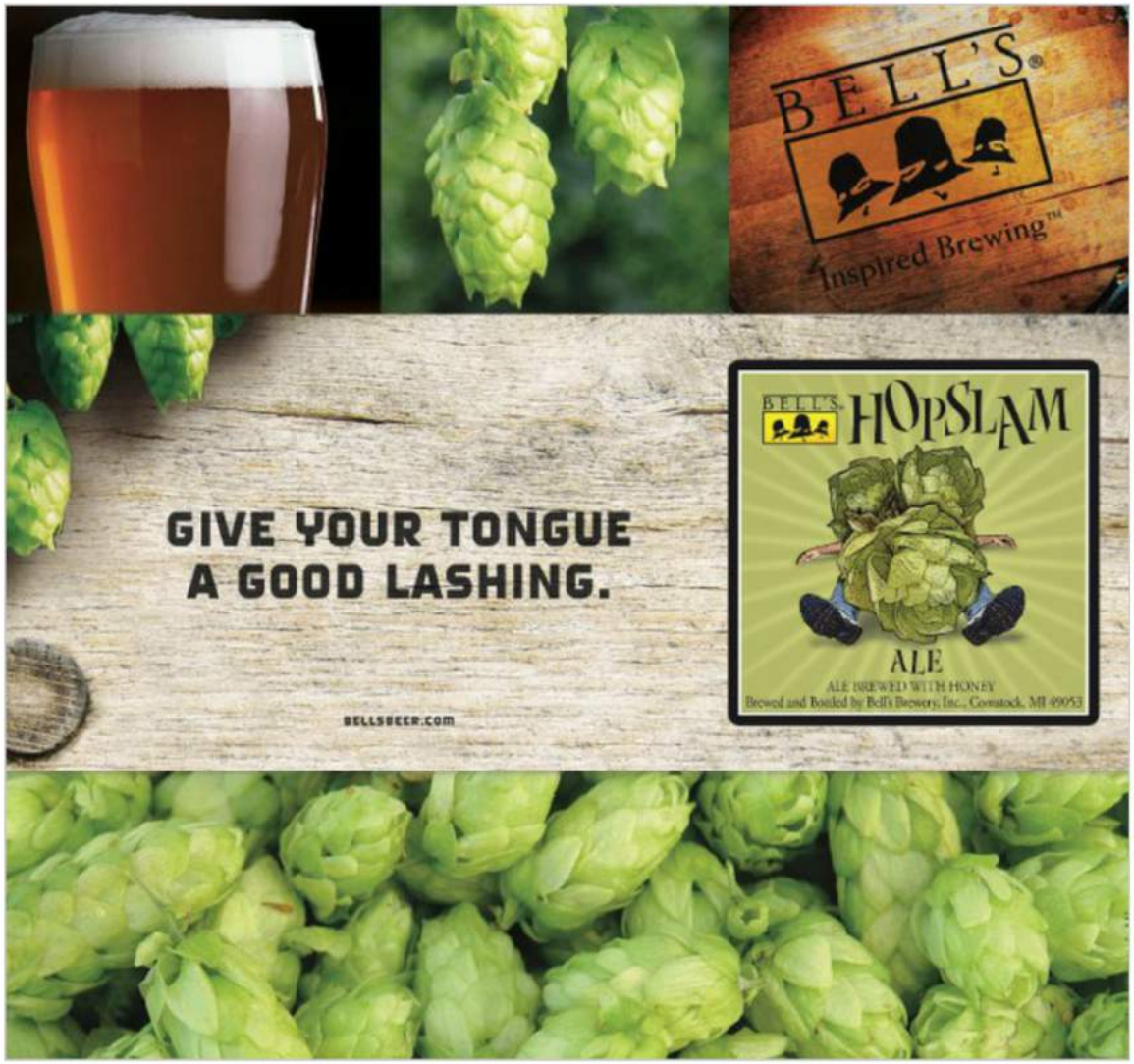
BELL'S®

Kalamazoo Brewing Company, Inc.

Brewery's seasonal ale release poster reminiscent of summer music festivals and featuring the best bits of the season

.

Word is – they've sold more of this poster than all their other posters combined. But you know, no big deal.



BELL'S
Kalamazoo Brewing Company, Inc.

Brewery's homage to the double IPA packs a
wallop of hoppy flavor
and leaves the consumer begging
for another beating.

BELL'S

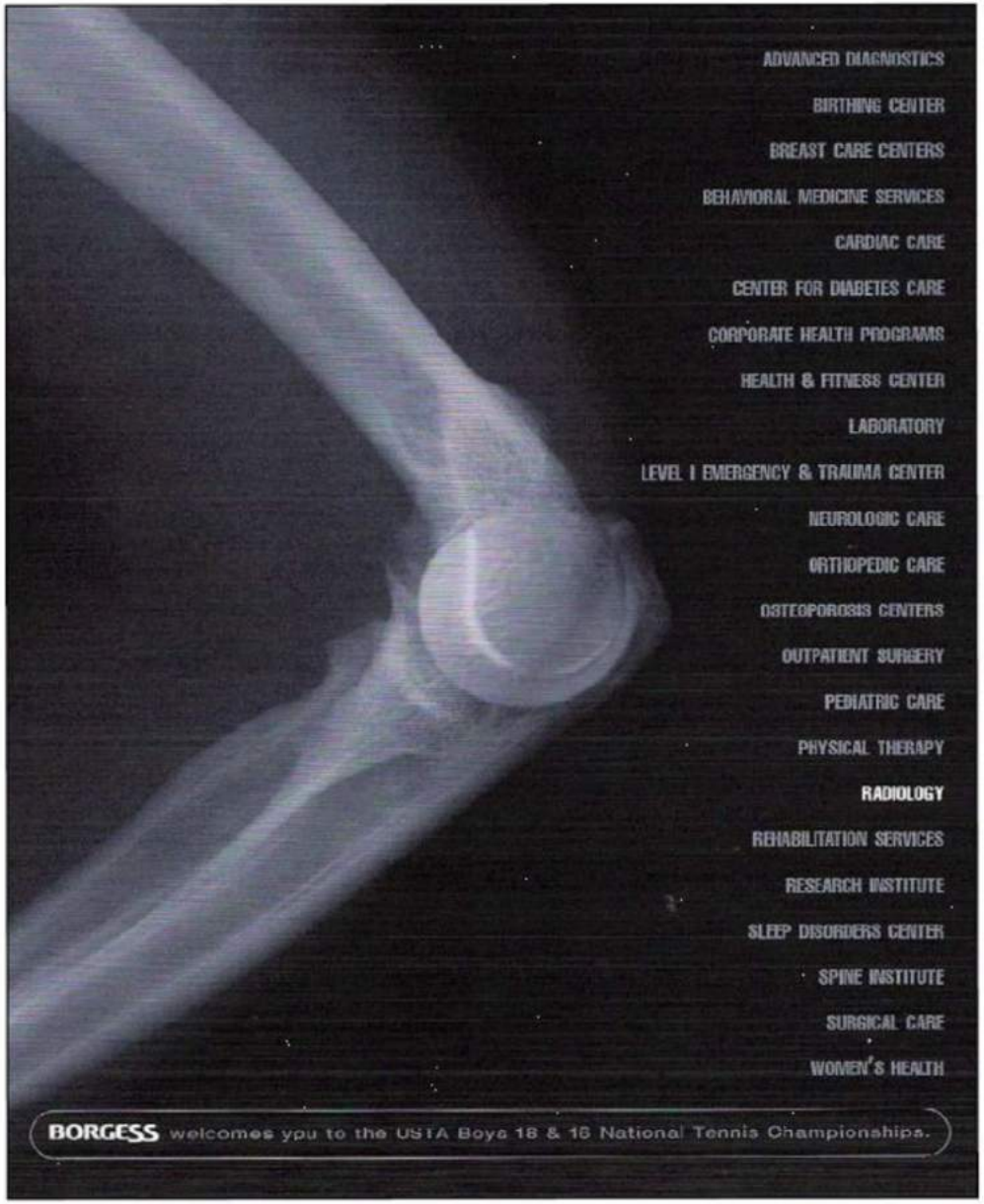
Kalamazoo Brewing Company, Inc.

Brewery is sponsor of North Carolina baseball team and needs some signage for the ballpark.

Beer and baseball?
Where to start...

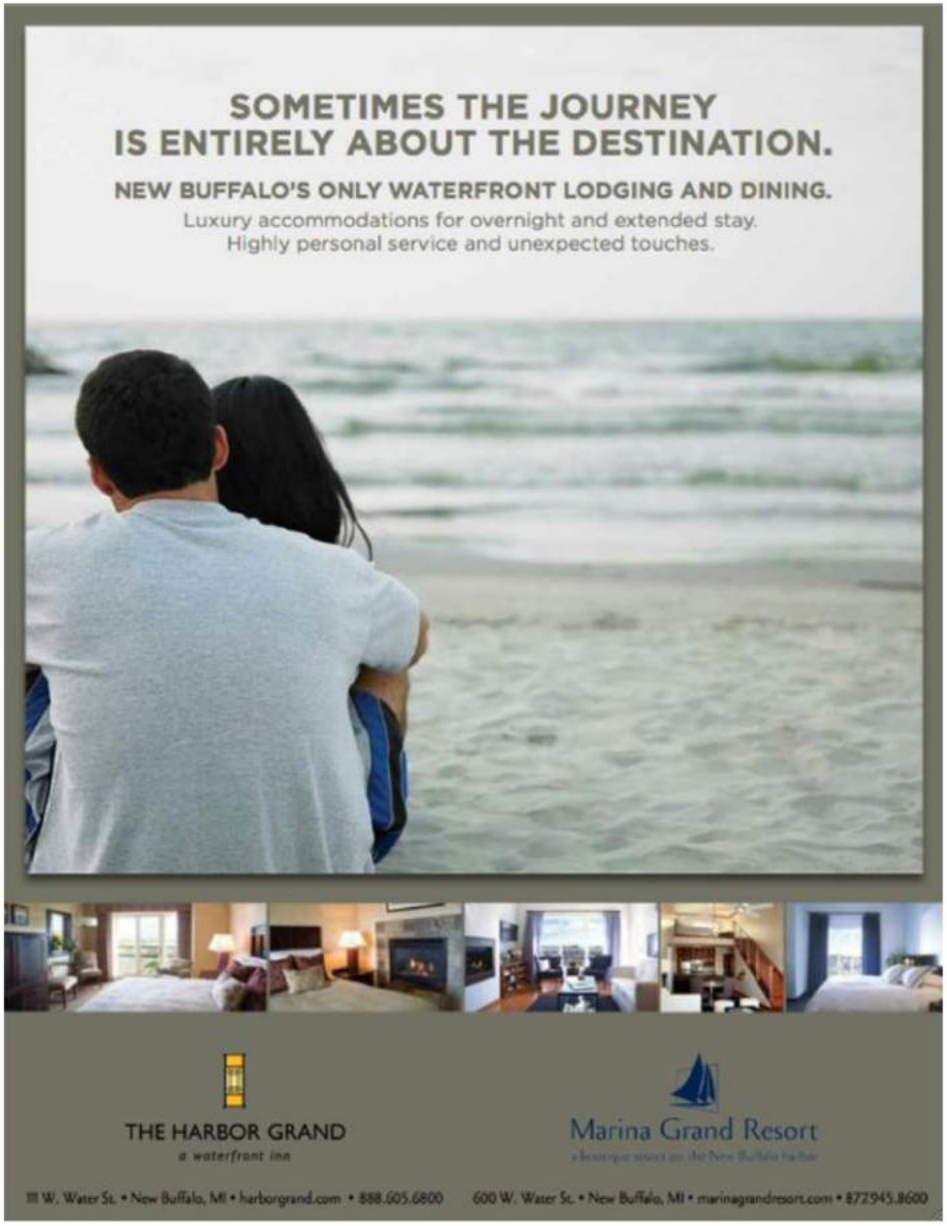
Accident Fund®
INSURANCE COMPANY OF AMERICA

Workers compensation company requests billboard series to talk about workplace injury. Apparently less worried about potentially causing car accidents.



BORGESS

Boy's tennis tournament hosted by local hospital.
Visual pun too good to pass up.



toast
HOTEL GROUP

Boutique hotel group on Lake Michigan offers all the amenities including a view that can't be beat.

Tell someone you love to get lost.

RECEIVE A $25 VOUCHER
WITH EVERY $100 GIFT CERTIFICATE PURCHASE

There is nothing impersonal about giving a gift certificate. Especially if it redeems a mouthwatering meal or cozy suite. Give your friends and family more than a gift this year. Give them an experience.

To purchase, just call one of the numbers below.

THE HARBOR GRAND
888.605.6800

Marina Grand Resort
877.945.8600

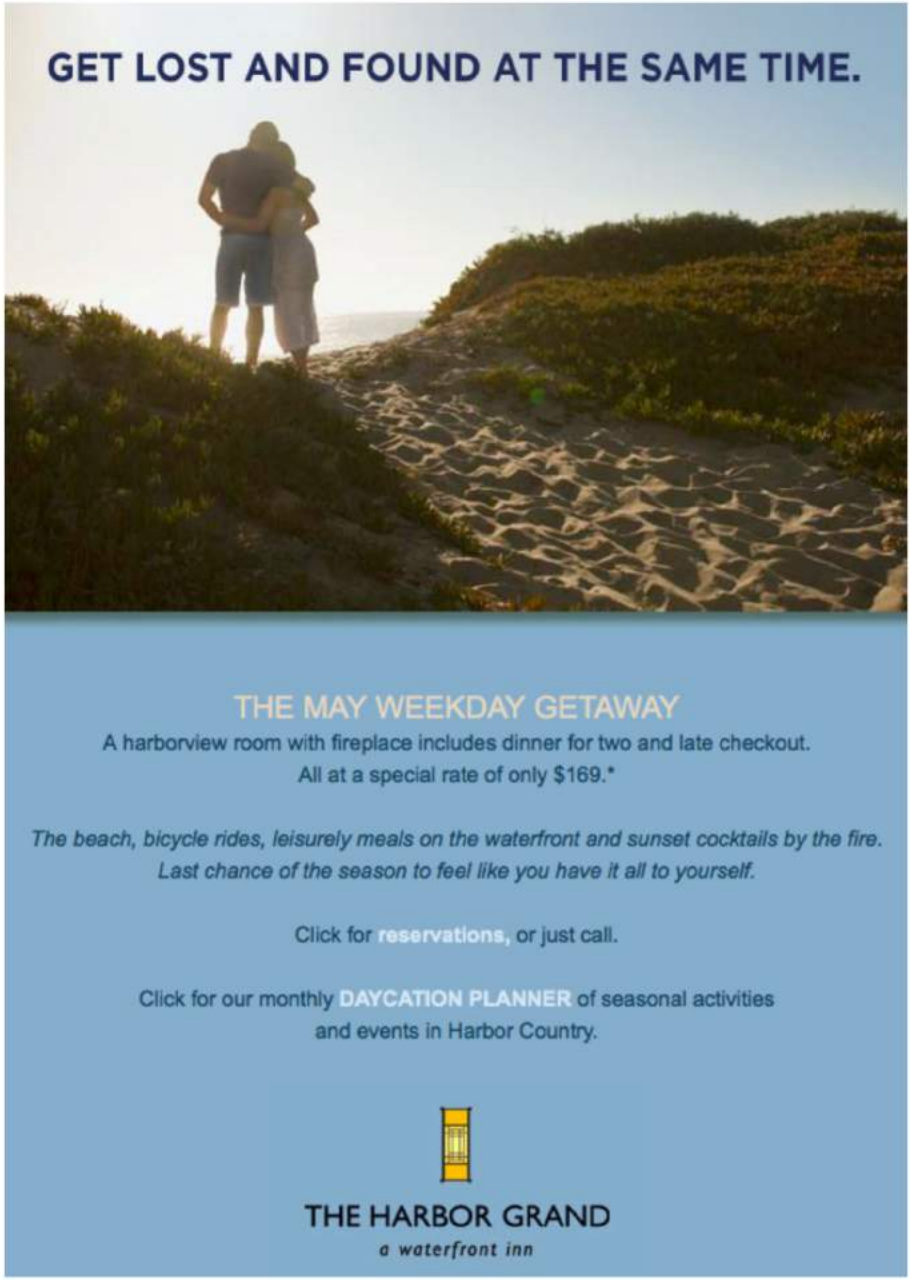
TERRACE ROOM
fireside rustic Italian

joe
a coffee market

BENTWOOD TAVERN
artisan comfort cuisine

toast
HOTEL GROUP

Boutique hotel group on Lake Michigan offers great gift certificate promotion that begs you to tell your friends and family where to go.

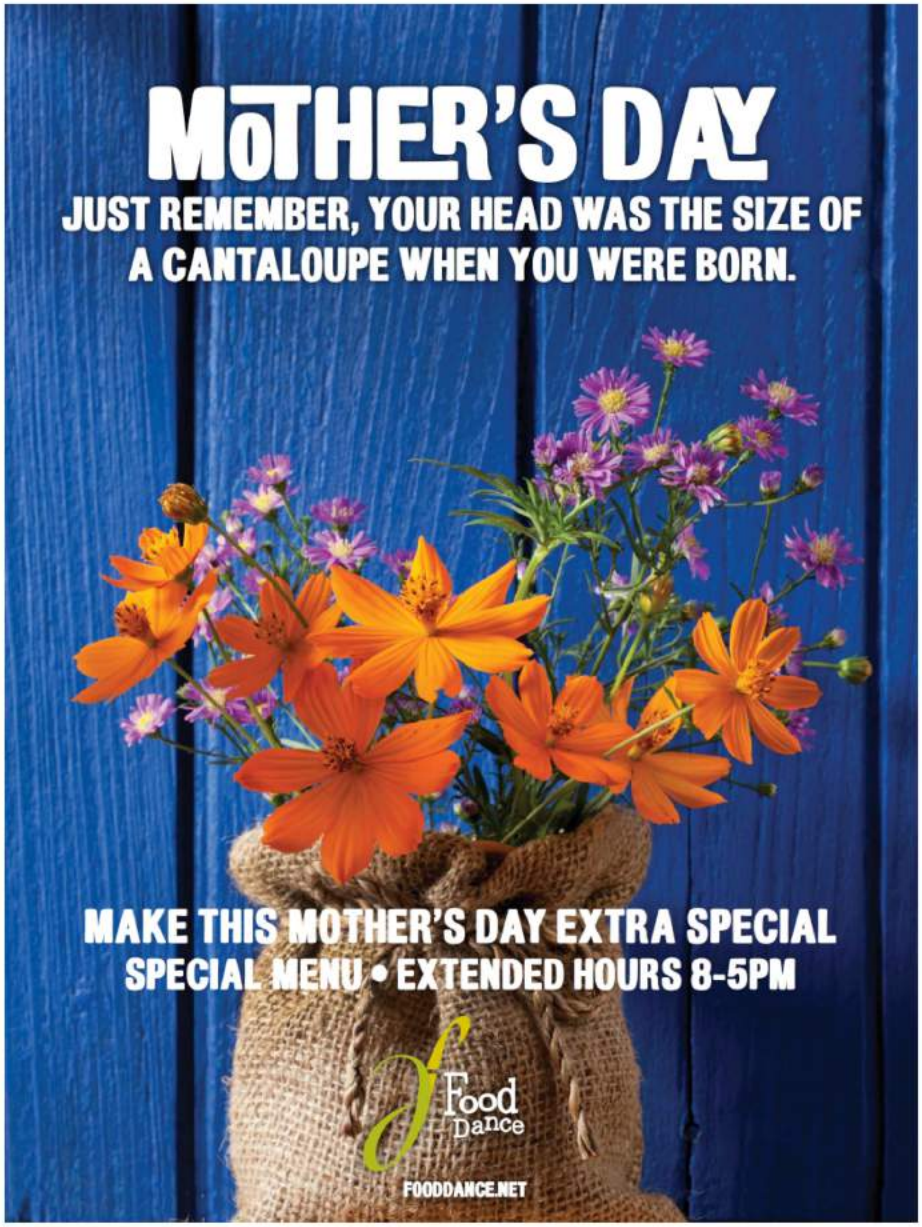


toast
HOTEL GROUP

Boutique hotel group on Lake Michigan does monthly specials in the off season touting the art of doing nothing.

Food Dance

Farm-to-fork restaurant delivers a New Year's menu that might encourage patrons to get a little frisky...with the chef.



Food Dance

Farm-to-fork restaurant offers extra special Mother's Day menu and hours and reminds patrons that their mommies are totally worth the effort.

SoundOff Signal®

Emergency light manufacturer branches out into the fire market with a campaign that understands the needs and respects the sacrifice.

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Emergency light manufacturer branches out into the fire market with a campaign that understands the needs and respects the sacrifice.

SoundOff Signal®

Emergency light manufacturer branches out into the fire market with a campaign that understands the needs and respects the sacrifice.

The most beautiful things are

allowed to be who they are.

kara JEWELRY daniel

karadanieljewelry.com

We strongly support Kalamazoo Pride and are offering a 5% discount on custom designs through 2012 when you mention this ad.

kara JEWELRY daniel

Jewelers known for their use of raw diamonds and old school blacksmithing methods needs an ad for local Pride festival.

A statement about who they are as artists and how they see the world.

Set to stun.

kara JEWELRY daniel

karadanieljewelry.com

We strongly support Kalamazoo Pride and are offering a 5% discount on custom designs through 2014 when you mention this ad.

kara JEWELRY daniel

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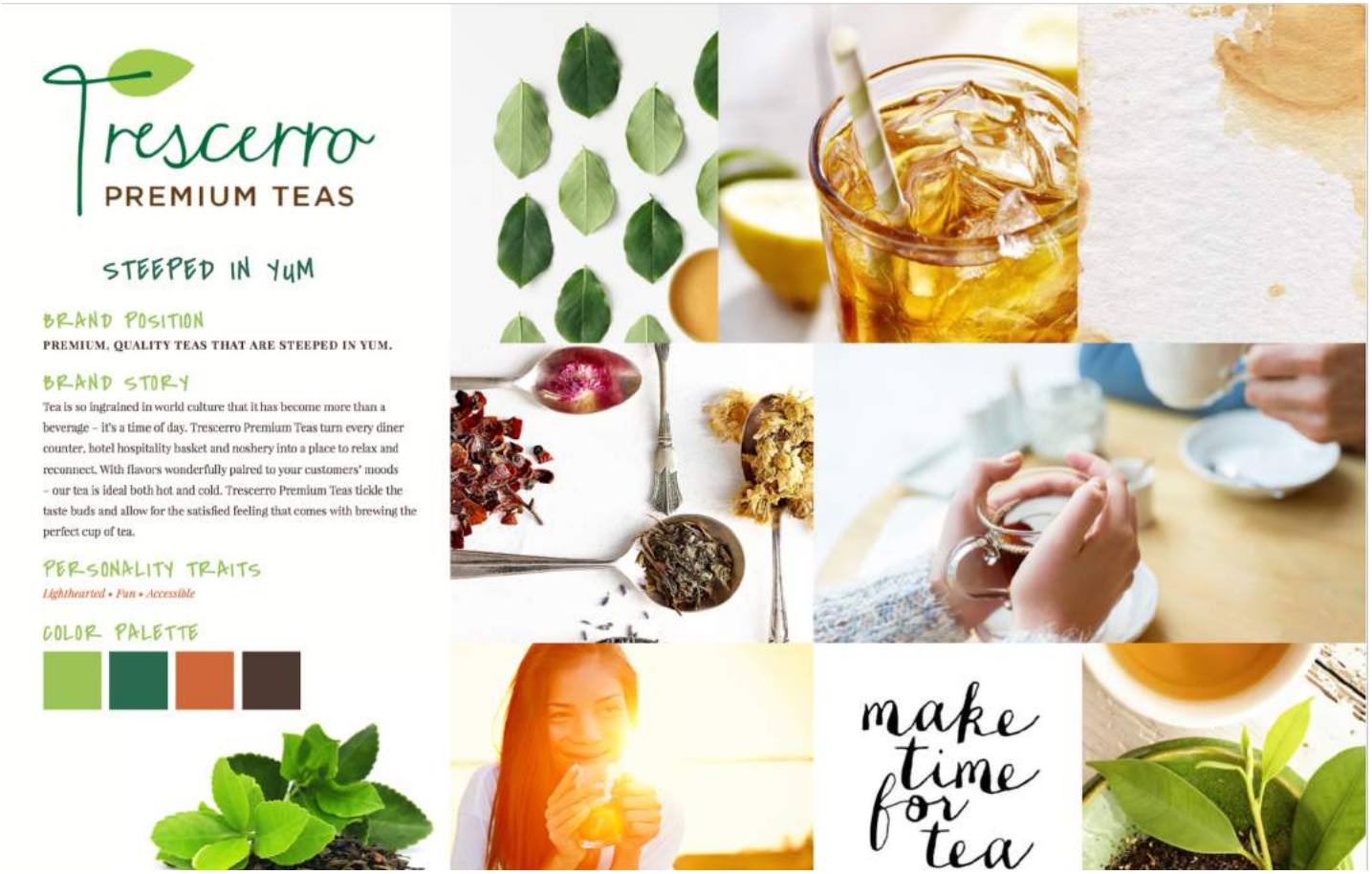
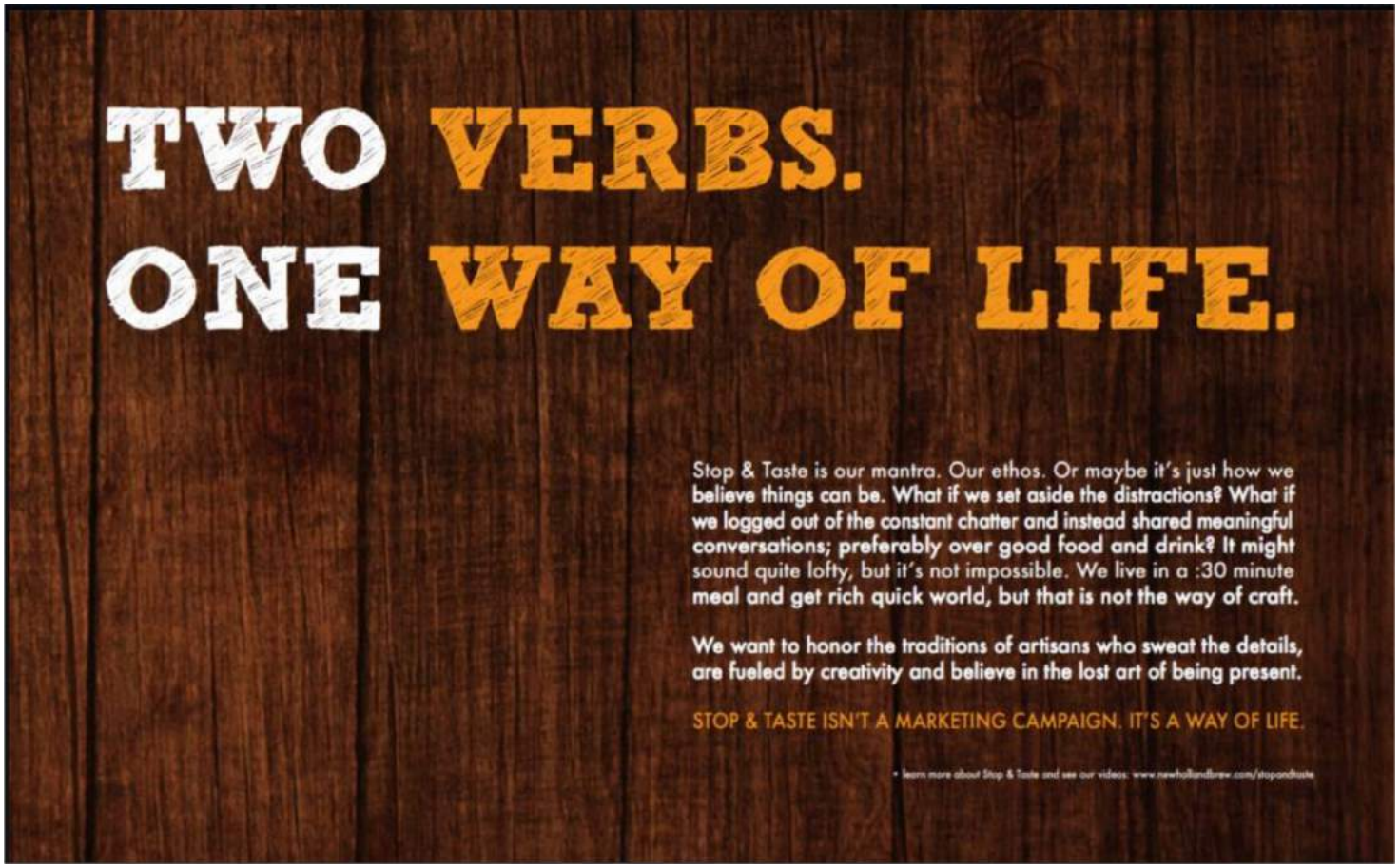


Trescerro
PREMIUM TEAS

New company needs a fresh tagline and brand story that lures customers in.

Brand book for Michigan beer with lower ABV% - allows for more socializing and less slurring.



NEW HOLLAND BREWING

Brand book for Michigan brewery's ethos – Stop & Taste – an effort at the lost art of being present.

NEW HOLLAND BREWING

Brand book for Michigan brewery that takes craft seriously…or as seriously as any brewery takes itself.

EACH BEER
IS TELLING A STORY

And what is the story of a sour beer? Perhaps one of a mischievous imp stirring things up. Maybe it's the story of a character being so bad, that by the end they are good. In our sour aging room, The House of Funk, the story is ultimately an experiment in balancing wild bacteria with wild results. Our Funk & Sour program grows each year, providing us with some of our most interesting and alluring brews that have some unique stories to tell your palate.

YOU JUST HAVE TO
LISTEN.

NEW HOLLAND BREWING

Brand book for Michigan brewery. Equal parts malty beverage and straight up science.

Voices on the Margins

Nobel Peace Laureate

RIGOBERTA MENCHÚ TUM

She found power in words.
With words she builds peace.

Voices on the Margins

A PUBLIC ADDRESS
by 1992 Nobel Peace Laureate, Rigoberta Menchú Tum

Friday, April 20th, 7:30PM
WMU Bernhard Center • East Ballroom
$20 suggested donation at the door
($15 for students, $10 for groups of 10 or more)
Stay for her book-signing afteward.

All proceeds benefit Great Lakes PeaceJam.
Tickets available at **www.GreatLakesPeaceJam.org**
or by calling **269.492.7750.**

Great Lakes PeaceJam 10th ANNIVERSARY
a Program of Seeding Change.

Great Lakes PeaceJam is a program of Seeding Change and is funded by W.K. Kellogg Foundation, Kalamazoo Community Foundation, Irving S. Gilmore Foundation and people like you. **For more information, call 269-492-7750** or email info@greatlakespeacejam.org.

SAF Student Assessment Fee

Celebrating 10 Years of Great Lakes PeaceJam.

Great Lakes PeaceJam
a Program of Seeding Change

Non-profit organization brings in Nobel Peace Prize recipients to inspire a new generation of peacemakers.

Kidnapped, imprisoned and tortured for coordinating non-violent movements. Upon his release — he went right back to work.

ADOLFO PÉREZ ESQUIVEL

THE GRAND REVOLUTION IS PEACE
A public address by 1980 Nobel Peace Laureate, Adolfo Pérez Esquivel

Friday, April 1st, 7:30PM
WMU Bernhard Center • East Ballroom
$10 suggested donation at the door ($5 for students)

THE NOBEL LAUREATE RECEPTION
with Adolfo Pérez Esquivel

Friday, April 1st, 5:30PM
WMU Bernhard Center • Room 105
$50 per person. Includes hors d'oeuvres, entry to the reception and the public address.

All proceeds benefit Great Lakes PeaceJam.
Tickets available at **www.GreatLakesPeaceJam.org** or by calling **269.492.7750.**

Great Lakes PeaceJam

Great Lakes PeaceJam is a program of Seeding Change and is funded by W.K. Kellogg Foundation, Kalamazoo Community Foundation, Irving S. Gilmore Foundation and people like you. **For more information, call 269-492-7750,** or email info@greatlakespeacejam.org.

SAF Student Assessment Fee

JOIN US TO LEARN MORE ABOUT STRUGGLES FOR JUSTICE IN ARGENTINA AND AROUND THE WORLD.

THE FILM: Sunday, March 27th, 3PM
The Official Story - winner of the 1985 Oscar for Best Foreign Film, this film depicts one mother's search for the truth about her adopted daughter, bringing a harsh political reality very close to home during the midst of Argentina's 'Dirty War'. Free public event!
Kalamazoo College, Dewing Hall Theater

THE PANEL DISCUSSION: Tuesday, March 29th, 7PM
Popular Uprising NOW! Exploring the Building Blocks for Sweeping Social Change Free public event!
KVCC Arcadia Commons Campus
Anna Whitten Hall, Room 128

Great Lakes PeaceJam
a Program of Seeding Change

Non-profit organization brings in Nobel Peace Prize recipients to inspire a new generation of peacemakers.