




Bushnell Sports Optics Worldwide


- After the company experienced eight flat sales years I completely revamped their marketing, advertising and sales, leading them to three record-breaking years and market leadership.
- Created the first television advertising in their category.
- Developed a joint sponsorship with the National Park System (see above ad from National Parks brochure).
- Developed an alternate use for laser rangefinders as a golf aid that created an entirely new category for the product and became their best seller.
- Structured a new sales program to sell-in products to major retailers (e.g. Target, Wal-Mart) with co-op advertising programs greatly increasing overall sales.
- Revamped the look and style of the company's advertising.
- Developed a program to sell outdated or slow moving inventory through the company website.



In 1946 Norma Jean Baker became
Marilyn Monroe.

TM/©2002 Marlon Monroe LLC by CMG Worldwide Inc. www.MarilynMonroe.com

In 2002 the Wholesale Division of Ameriquest Mortgage CompanySM
will become



ARGENT
MORTGAGE COMPANY^{LLC}

A new name is sometimes the first step to success.

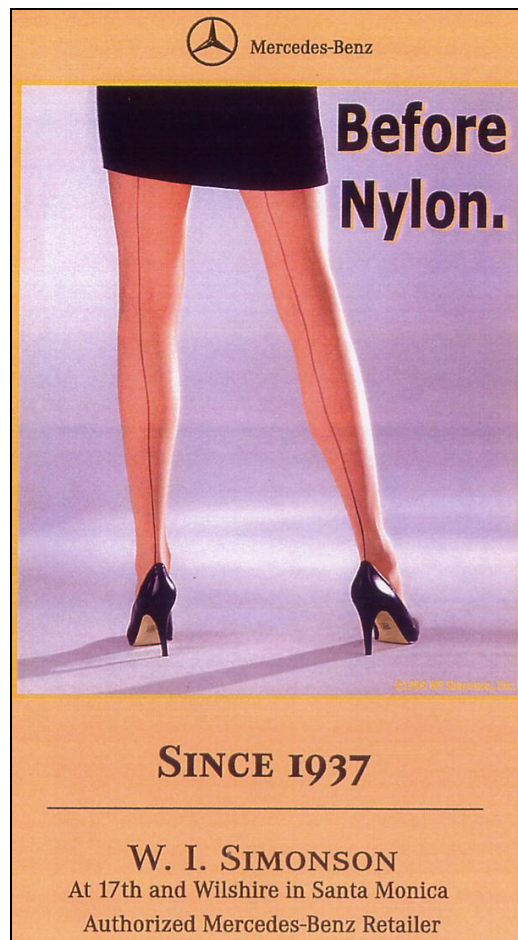
For 24 hour approvals and GUARANTEED service

1-800-506-3254

www.amcwholesale.com

Argent Mortgage Company

- Within one year of launching their new company (formerly the wholesale division of Ameriquest), the strategic marketing plan I devised coupled with unique advertising campaigns propelled them to the position of fastest growing mortgage company in America with more than \$1 billion in monthly sales.
- To position their change of name in a positive way I created an advertising and promotion program utilizing famous people who have changed their name and gone on to great success.
- Developed/produced multi-media sales meetings and events.
- The second ad campaign included sponsorship of a F2 race car driven by the Bobby Raynal team promoting the speed Argent approves loans.



Mercedes-Benz

- This campaign was developed for W.I. Simonson, one of the ten oldest Mercedes-Benz dealers in America, to creatively show how long the dealership had been in business—it's older than nylons, television, freeways and rock and roll. The campaign included TV, radio, print, outdoor, P.O.P. and PR.

The campaign helped them dramatically increase sales—from 1050 new cars in 2000 to more than double that figure by 2002, the highest percentage increase in their history. The campaign was named Retail Campaign of the Year by Mercedes-Benz.

- The campaign was featured in the annual Mercedes-Benz Retail Communication Kit and made dealers across the U.S.
- This campaign won more than a dozen major awards for creativity.



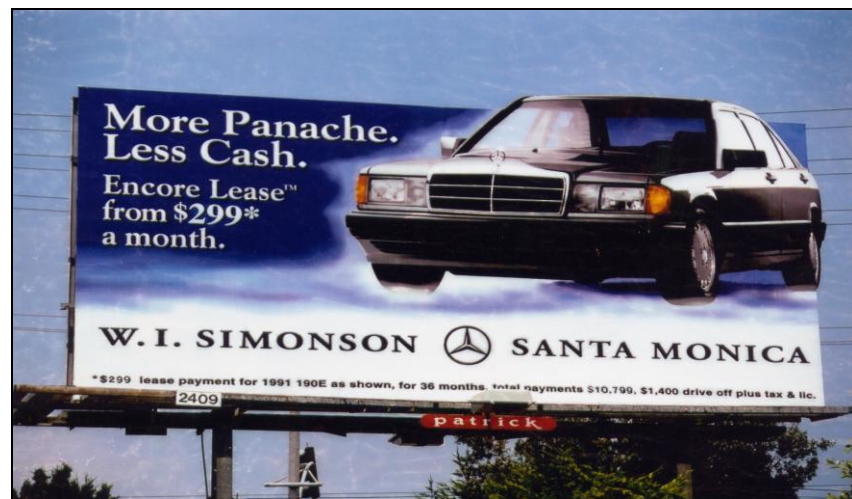
Volvo of North America

- Hired to reverse the decline in Volvo sales in the Western Region, the strategic marketing direction and multi-media advertising campaign I developed was so successful that it was adopted as the national creative campaign.
- To counter strong SUV sales by other carmakers I developed the **Smart Utility Vehicle**, a standard Volvo wagon made to look like a sport utility vehicle. It was highly successful and became the prototype for the factory produced Cross Country version of the wagon.
- Developed the taglines for Volvo: Volvo. The safe choice. and Volvo. For Life.
- Created and produced major cross-promotions for Volvo with Ralph's Supermarkets, Pillsbury and Bear Mountain Ski Resort, among others.



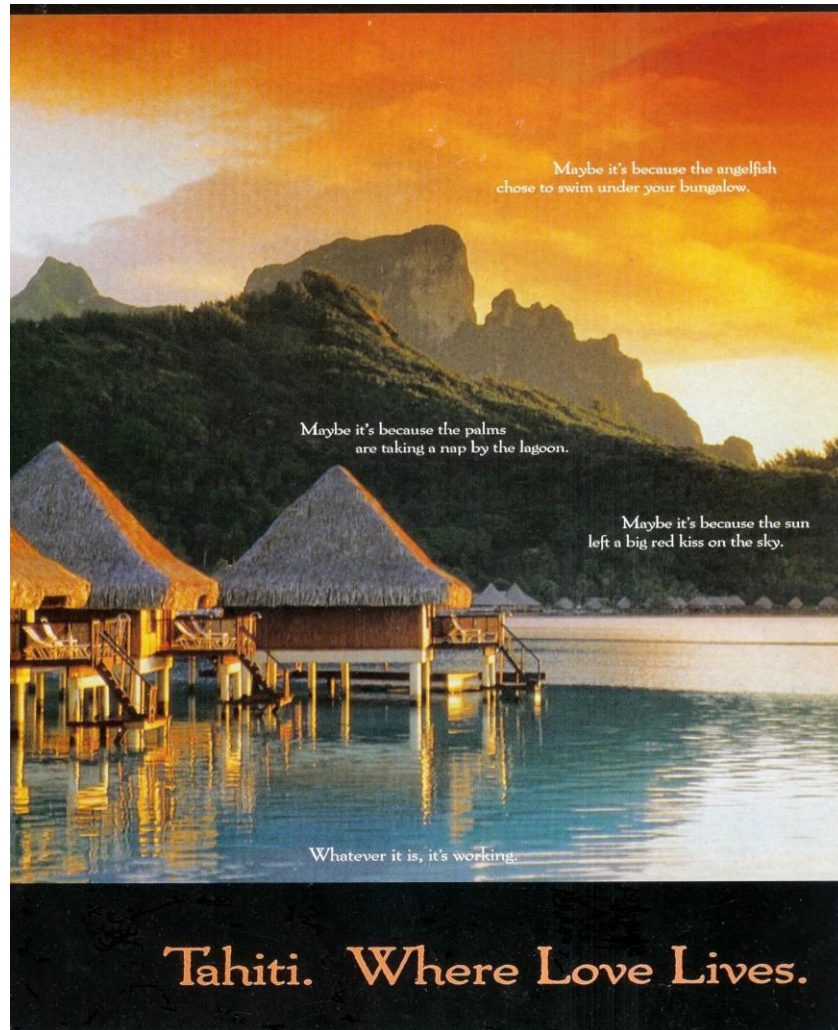
Mercedes-Benz (Regional Corporate Campaign)

- In cooperation with Mercedes-Benz corporate marketing I developed a regional test campaign to position the automaker as a lifestyle choice. I created the theme-line "A way of Life" as a dual consumer message: Mercedes-Benz is associated with a successful lifestyle and it is engineered to be a safe automobile.
- Research indicated that the campaign was viewed positively by more than 95% of consumers.
- The campaign is available for use to individual dealers as well as dealer advertising groups.



Mercedes-Benz (retail)

- I created retail advertising for Mercedes-Benz for more than ten years. Many of the ads are still being used today.
- The “Peace. Peace of Mind.” outdoor ad shown above is run every holiday season by Mercedes-Benz.
- The “More Panache. Less Cash.” creative concept has been in continual use for ten years to promote Mercedes-Benz pre-owned leasing.



Tahiti Tourism Bureau

- The number of travelers to Tahiti had declined for three years and the account was in review at The Phelps Group. After reviewing the available research on visitors to Tahiti I uncovered the fact that most were couples going on their first or second honeymoon or with a fiancée or loved one. I created the theme "Tahiti. Where Love Lives." that led to increased tourism business and saved the account for the agency. The client liked the campaign so much they increased their advertising budget
- The theme engendered many creative interpretations including an award-winning print campaign and the client's first foray into television.

Volvo has always been known for safety.
Sexy will take getting used to.

Introducing the incredible Volvo C70 coupe.
The sexy new Volvo C70 coupe is a strikingly unique synthesis of beautiful styling, passenger safety and power. It's at once a luxuriously equipped car with classically pure lines and a performance sports coupe that delivers a distinctly aggressive driving experience.
With its 236 hp intercooled, turbocharged aluminum engine, the C70 will move you in ways Volvo never has before.

And because it's a Volvo, each occupant is surrounded by a totally integrated, advanced safety system, including a high-strength steel safety cage, our patented Side Impact Protection System and side air bags.
Volvo protects you in other ways too, with a 4-year / 50,000 mile new car warranty and Volvo On Call roadside assistance. It's the new C70. Now at your local Volvo Dealer.
Volvo. Drive safely.

VOLVO
www.volvocars.com

See the new Volvo C70 coupe at your local Volvo Dealer

CARLSBAD
Carlsbad Volvo 6830 Avenida Encinas
(760) 931-7100

NATIONAL CITY National City Mile of Cars
Westcott Volvo 2940 National City Blvd.
(619) 474-5581

SAN DIEGO CarLand Kearny Mesa
San Diego Volvo 5316 Kearny Mesa Rd.
(619) 279-9700

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Volvo

- Volvo has always had a reputation for safe, solid (and boring) cars. Upon the introduction of the new, more aerodynamic models I developed a campaign to begin reversing this image. This ad promotes the sexier image without abandoning Volvo's core safety message. The headline "Volvo has always been known for safety. Sexy will take getting used to." kicked off a campaign to help make Volvo seem more hip without losing current customers who value safety and engineering.
- This campaign ran initially in the Western Region. Sales increased 17% the first year and post analysis revealed that potential customers were beginning to think of Volvo as being more "with it." Many of the elements of this campaign were incorporated into future national advertising.

Not an Option.

Diagram illustrating the chassis and suspension components of the Volvo 460, showing the front and rear suspension systems, steering knuckles, and various structural members.

See your San Diego area Volvo Dealer today for a great lease rate on a great car. And be sure to stop by and see our unique display at the San Diego International Auto Show.

The Safe Choice.



★ CARLSBAD
Carlsbad Volvo
6830 Avenida Encina
(619) 931-7100

★ **NATIONAL CITY**
Westcott Volvo
2940 National City Blvd
(619) 474-5581

★ **SAN DIEGO**
San Diego Volvo
5316 Kearny Mesa Road
(619) 279-9700

<http://www.volvocars.com>

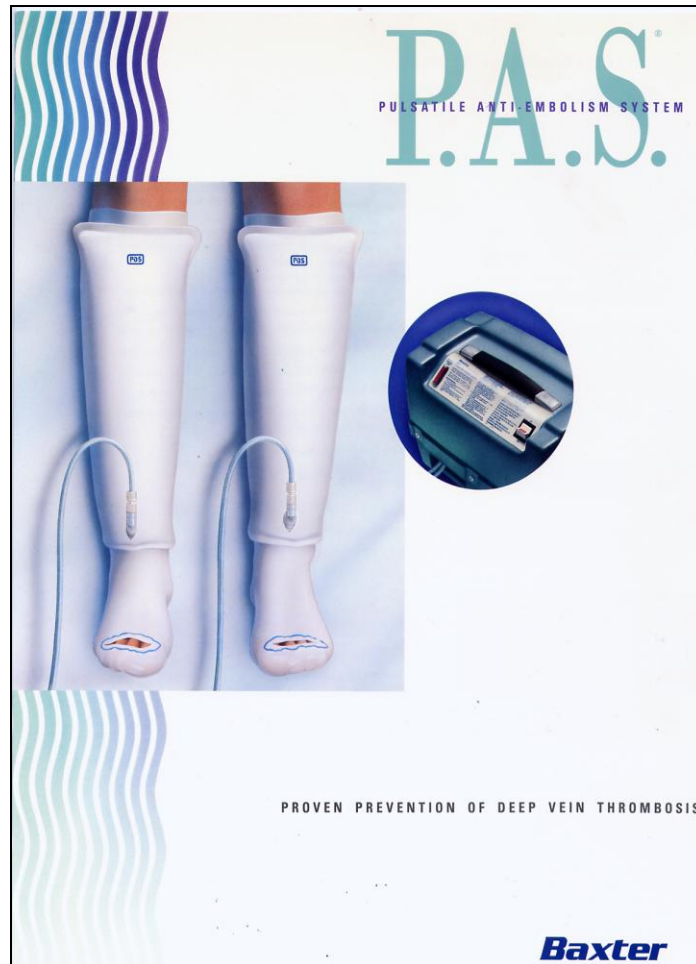
Offered by Volvo Car Finance Inc. through participating Southern California Volvo dealers through December 31, 2005. Subject to credit approval. Certain restrictions apply. See your dealer for details.
 Finance Program: 3.90% financing is available for 24 to 48 months on 1998 model-year Volvo cars. Dealer sets price. 2005 model-year Volvo cars available from existing dealer inventory. Delivery by January 8, 1998 required. Retailer prices will vary and affect customer cost. \$399 Lease Program: Payment based on a 36-month closed-end lease and a 1998 Volvo 940 Sedan with Maclean-Volvo Leasing at MSRP (1998 Volvo 940 Sedan). Different options, vehicle price and lease will affect monthly payments. \$399 FOR 36 MONTHS. BASED ON A CUSTOMER GOOD CREDIT RATING OF 630-650. Customer responsible for signing for the capitalized cost reduction, first monthly payment, 5000 Acquisition Fee and \$350 Voluntary Safety Deposit, including \$350 plus INSURANCE, license, title and registration fees. See your dealer for details concerning program options, mileage limitations, wear and tear charges and disposition fees. © 1998 Volvo Car Finance Inc. Always remember to wear your safety belt.
 1. Wherever common to local market. See your authorized Volvo dealer for details of program and limited warranty.
 2. On Call® is offered in coordination with Acura Motor Club, Volvo Motor Club, Volvo Car Finance, Inc.

- This ad emphasizes Volvo's leadership in safety engineering and makes it clear that these innovations aren't add-on, optional items but standard features on every model.
- Volvo National abandoned safety as a selling point in their 1997 campaign in order to be more "hip" and contemporary. We showed them that safety was still important to Volvo buyers. The national campaign fared poorly and they incorporated many of our regional advertising positioning points in the next national campaign.



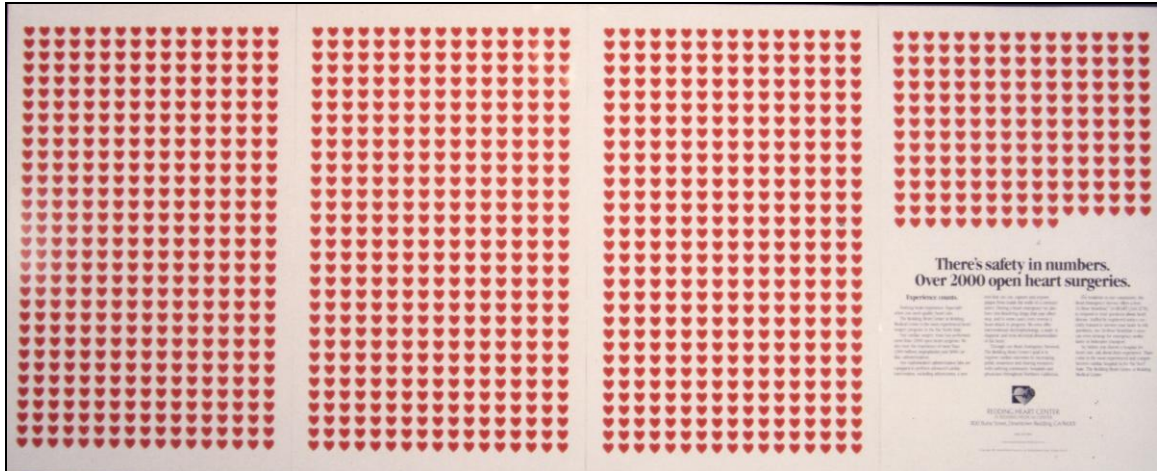
Saab (regional retail)

- Research showed clearly that Saab drivers think of themselves as “different” from other car-buyers. Using this important finding I developed a campaign using oddball “art” cars as examples of “Different Bad.” Saab was positioned as “Different Good.”
- Both awareness and sales of Saab in Southern California increased dramatically. The campaign was featured in a media column in The Los Angeles Times.



Baxter Healthcare Corporation

- After using institutional sales literature for decades, Baxter Healthcare Corporation hired me to revamp and modernize their sales and promotional brochures, packaging, and advertising. Several new products were successfully introduced with the literature and senior executives at Baxter attributed the new look to helping them increase their leadership position in health care.
- Because of the positive response to our initial project efforts in their behalf, Baxter Healthcare Corporation consolidated all their advertising and promotional literature with Wentworth Advertising & Public Relations.
- I helped Baxter introduce more than twenty new products with advertising, literature, sales films, P.O.P and public relations.



Tenant Healthcare

- I was responsible for developing all of the promotional programs for Tenant's many specialty programs. These programs were then rolled out nationally at their member medical facilities.

This unusual four-page color newspaper ad was part of a campaign that won the Medical Marketing Association's top creative award. It consisted of more than two thousand red hearts, each representing an open heart surgery performed by the local Tenant medical center. It dramatically depicted the breadth of experience of the facility compared with its local competitor. Its success positioned Redding Medical Center as the heart care leader in Northern California.

- This multi-media campaign won the MMA's "In Awe" gold award, two gold LULU's, a Silver Award in the New York Festivals, a Telly, a Best in the West and was named the year's best PR Program by the national Healthcare Public Relations Association.



LIKE A ROCK



LIKE A ROCKET



Chevrolet Dealers (Southern California)

- My freelance work for the Southern California Chevrolet Dealers included the creation of the long-running retail campaign theme "Make Your Money Count." I also created outdoor for Chevrolet including the two-board concept shown above. The truck board would be positioned on the street about a block before the Corvette ad.



**THIS WOMAN
JUST MISSED
THE CANCER THAT
WILL KILL HER.**

Stage 0 breast cancer can't be detected by a normal self-examination. That's too bad. Because the 10-year cure rate for Stage 0 cancer is 97%.

The same cure rate for Stage 2 breast cancer, which you can often feel, is only 38%. Obviously it's important to detect breast cancer early at Stage 0.

Maybe you can't feel Stage 0 breast cancer—but it can be seen. At the Mammography Center in Ontario Community Hospital, sophisticated X-ray and ultrasound equipment can detect Stage 0 cancer.

Since 1 in 10 women will develop breast cancer, you owe it to yourself and your family to have regular, thorough mammograms. So why not do it

at the Mammography Center, where a state-of-the-art examination will be conducted in a relaxed, private atmosphere.

At the Center you will be shown the proper techniques for self-examination. And you will be scheduled for future examinations.

Ask your doctor or call us at 714-988-3819. We accept all forms of insurance.

The Mammography Center
Ontario Community Hospital
 550 North Monterey Avenue
 Ontario, California 91764

**The Mammography Center
Ontario Community Hospital**

- Ontario Community Hospital needed to get the word out about their state-of-the-art Mammography Center. The multi-million dollar facility was infrequently utilized. This hard-hitting, informational ad ran in local newspapers. Within a week the center had fully booked their appointment schedule for a month in advance.

Last year we helped hospitals save millions of these people.



It wasn't easy. After all, when illness strikes, no one looks at the price tag. We all want the very best care money can buy. Regardless of cost. At Baxter, we believe it's possible to reduce health care costs without sacrificing quality. And we're making believers of everyone.

We're working with hospitals and other health care providers to improve productivity. To eliminate waste. To identify areas of inefficiency. And together, we're finding innovative ways of delivering quality care more efficiently and cost effectively than ever before.

Our hospital cost management programs have produced dramatic results—average first-year savings per hospital in excess of \$1 million.

In addition, our Health Data Institute is working with corporations to help them control employee health and disability costs.

The goal is simple. To ensure that patients receive a level of care commensurate with high standards of medical practice. And to help our clients become more knowledgeable purchasers of health care.

Baxter's broad-based experience in health care, coupled with HDI's unique medically-based services, technologies and unmatched data base, have helped corporate clients avoid millions of dollars in unnecessary medical expenses.

As the world's largest supplier of health care products, services and systems, Baxter is helping save lives. And money. Baxter Healthcare Corporation, One Baxter Parkway, Deerfield, Illinois 60015. Phone 312.948.2000.

Baxter

Baxter Healthcare Corporation Corporate

- Besides designing and writing their literature, P.O.P, sales videos and direct mail, I created much of the corporate advertising for Baxter Healthcare Corporation beginning in 1992 until they moved their operations to the headquarters office in Illinois six years later. This ad, which I designed and wrote, graphically illustrates how Baxter products and services can save hospitals money—their primary concern after patient care.

We couldn't have said it better ourselves!

Come see what everyone's talking about. (from our guestbook)

Wonderful place - most beautiful & friendly
coffee house in S.B. - from a downtown local.

Best lattes in town! Finally a
really good coffee place in S.B.!

This is the best place!
Thank you for opening!

Fabulous ambiance, incredible coffee and
great people - wow! Lauren + Patrick

Gorgeous environment and
best-tasting coffee in town.
As a college professor, I appreciate
the study-friendly vibe, too.

Lovely atmosphere, and charming employees...
something this town needed, and will embrace.
good luck! Lilymona Becker

The Girls here
are all beautiful!!

-Steve F.



Now I'm spoiled!

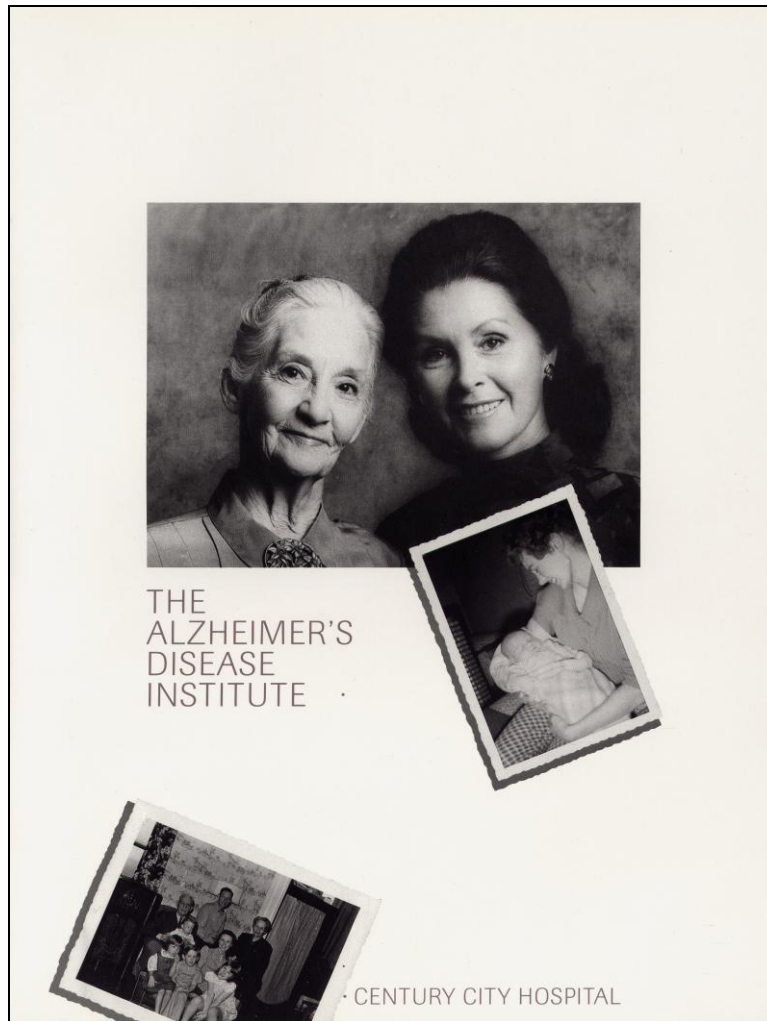
— SANTA BARBARA —

918 State Street
805-965-5593 • www.northstarcoffee.com

BOOK SIGNING: Local authors Jimmy and Leslie Caplan will be signing their book "Ready for Romance" from 7pm-9pm on Thursday, February 12. Pick up a great Valentine gift and sample their Passion Café aphrodisiac.

Northstar Coffee Company

- I created, designed, built and ran the Northstar Coffee Company. It immediately became the most popular coffeehouse in Santa Barbara.
- Created all marketing, sponsorship and promotional activities.
- Selected all operational systems, including an advanced point-of-sales and inventory control program.
- Designed the entire business layout, created the interior design and developed the menu.
- Hired and trained the employees.
- Developed and conducted all vendor relationships.



Extensive Healthcare Experience

My experience in health care is extensive and includes:

The Alzheimer's Disease Institute
Baxter Healthcare Corporation
National Medical Enterprises
Den-Mat (professional dental products)
West Coast Spine Institute
Staar Surgical Corporation
Los Alamitos Medical Center
Health Net
Alpha Therapeutics
Coopervision

Karl Storz Endoscopy
Tenant Healthcare
Dentsply (dental implants)
Century City Hospital
American Antec
American Heart Association
Redding Medical Center
Mentor Corporation
Abbott Laboratories
One Lambda Corporation

And VP/Chief Creative Officer of 1Healthcomm, a health care marketing communications agency.



Extensive Automotive Experience

I have worked on more automotive accounts (in both management and creative roles) than anyone in the United States. My experience includes:

Nissan Motor Corporation (national/dealers)	O'Gara Coach Company
Toyota Motor Company (national/dealers)	International Ferrari
Mercedes-Benz (local/regional/national)	Vista Ford/Lexus/Isuzu
Jeep Dealers of California	Paul Newman Racing
Southern California Chevrolet Dealer Assn.	American Isuzu Motors
Mazda Motors of America (national)	BMW Dealers
Hess & Eisenhardt armored vehicles	Chevrolet Dealers

- I also founded International Motor Tours, the first specialty travel company to take automotive enthusiasts to Europe on V.I.P. tours of factories, museums, Grand Prix races and private collections.
- I was part of the team (with advertising legend Jerry Della Femina) that pitched for and won the American Isuzu account. Then we rolled it out nationwide. I also created and ran 23 Isuzu dealer ad groups.

European Motorsport Tours

Close your eyes for a moment. Imagine craftsmen at work creating a Ferrari—the shell of an F40 being fitted with interior appointments, a Testarossa getting its refined underpinnings. A technician meticulously prepares an engine nearby. Your mind's eye roves outside to a holding area, where a red sea of supercars is prepped for shipment. Faraway destinations are marked cryptically on their windshields.

Now segue to another time and place, where the high-pitched, almost frenzied engine sounds of Formula One cars pierce the air. Banners wave as 200,000 fans delight in a colorful spectacle of speed and sound. You can taste the excitement as Senna and Prost flash past the start/finish grid in a blur. You recognize the colorful banners and sponsor signs on the stands as hauntingly familiar, but you can't make out the words. No, it isn't your vision. The huge monitor facing the grandstands proclaims, "Campionato del Mondo F1 della F.I.A." Welcome to the Italian Grand Prix.

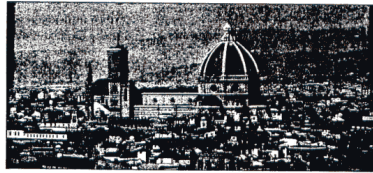
A fanciful daydream? Not for an excited group of Americans enjoying the show at Italy's Monza Autodrome. **Positioned ideally high in the central grandstands across from start/finish, the group is part of a unique tour hosted by Gerhard Widtmann and Eric Wentworth, innovators who've assembled specialty European tours for the Formula One enthusiast.** Under the auspices of Widtmann's STI, USA (8619 Reseda Blvd., Suite 103, Northridge, CA 91324, 800/525-0525 or 818/886-0633), the company's International Motor Tours program is built around venues like the Monaco, Italian, British, and French grands prix. For many, these tours represent the ultimate in merg-

Grand Prix touring exemplified: the spray of victory champagne amid tens of thousands of frenetic fans on the straightaway at Monza, Italy.

MIXING FUN AND FANTASY IN FERRARILAND

by Ron Cogan

PHOTOGRAPHY BY SHEREE GARDNER



ing fun with fantasy—a sporting gambit into the midst of auto exotica.

While the thought of watching the meticulous construction of a Lamborghini or Ferrari may be tantalizing, this is nearly impossible to pull off unless you're a serious, well-moneyed potential buyer. Regularly scheduled public tours are not the norm for most exotic auto makers. This is but one of the reasons why international motorsport tours fill an important niche. **Tour operators like Widtmann and Wentworth are able to get their throttle foot in the door for everyday car buffs, because they have the credibility and the means to make such visits happen. They also have an uncanny ability to understand the things that really spark the interest of hardcore automotive enthusiasts—and then provide them in a seemingly unending series of memorable events.**

It's this reputation that brought STI's International Motor Tours to mind for a closer look. We joined their Italian Grand Prix Tour mid-

way through its 15-day schedule, arriving via an Alitalia 747 in Milan, Italy. After meeting up with the group, we found that flexibility seems built in, and our arrival late in the program was not such an unusual occurrence. Although the tour had begun in Munich, a number of others had also joined the group in Milan. A few planned to depart prior to the end so they could pursue their own extended European itinerary. One participant even arrived from Switzerland driving his own Testarossa, preferring this mode of travel to the tour's more conventional motor-coach transport. Regardless of various personal deviations to the tour proper, not a one of us would miss the core of this adventure, which included visits to the Lamborghini, Ferrari, and Maserati factories and attendance at the Italian Grand Prix.

The tour offered an interesting cross section of auto enthusiasts. There were a number of Ferrari owners on hand, of course, along with a doctor, a lawyer, and an industrialist. But there was also the grandmother from Texas, a diehard F1 fan who wanted to follow her favorite sport while pursuing a European holiday. A retired couple, primarily interested in British motorcars but open to expanding their horizons, chose to take their first foreign vacation by joining this expedition and surrounding themselves in an Italian supercar milieu. Then there was the college student from North Carolina who simply wanted to experience the tour and further his education while he had the relatively free time of youth, a summer break, and a VISA card.

And what an education this is. Motorsport tour itineraries include an array of experiences nearly impossible to duplicate elsewhere. Prowling around the Ferrari factory and then crossing the street to dine at Enzo's favorite restaurant, the Cavallino, rates up there as a favorite with participants. But then, so does watching

MOTOR TREND JULY 1991 97

Extensive Travel Industry Experience

I have extensive experience in the travel and hospitality industry, including:

Tahiti Tourism Bureau
Jules Habitat Undersea Hotel
Holiday Inn of Southern California
Konocti Harbor Resort
Tahiti Nua Airlines
Palm Springs Racquet Club Hotel

Tahiti Beachcomber Resort
Renaissance Hotels
Marina Beach Hotel
Hollywood Roosevelt Hotel
Tucson National Resort & Spa
The Adolphus Hotel

- I created and ran International Motor Tours for six years. Motor Trend Magazine, in an article about the company (see above), said the tours were "everything a car nut could want." The article described me as an "innovator" in the travel industry. Our company was the first (and only) tour company ever to be permitted to tour Ferrari.



Retail Experience

I designed, created and operated the most popular coffeehouse in Santa Barbara—Northstar Coffee Company and Sausalito, Northpoint Coffee.

- The Business Plan for Northstar won Second Place and a cash prize in a national business plan contest featuring hundreds of entries.
- Northstar exceeded \$40,000 in revenues the first month of operation (making it the top selling coffeehouse in Santa Barbara County) even though it has five competitors within three blocks, including Starbucks, Coffee Bean & Tea Leaf and Santa Barbara Roasters.
- The Santa Barbara News-Press named Northstar as the Best Coffeehouse in town in 2004.
- In addition to owning my own retail business, I have worked with literally dozens of retail companies of all kinds—from clothing stores to health clubs to auto dealers—to help them increase sales through effective marketing and advertising.

