

A PREFERRED PARTNER OF



Matt Schaser - Art Director
ONE SOURCE. EVERY STEP OF THE WAY.

Thank you downloading and reviewing a portion of my over 25 year portfolio. Call me directly at **608-886-7776** to find out more about me and how I can help you.

BBDO SanFrancisco
1989 - 1991

Concept, Art Direction,
 Typography, Graphic Design

San Francisco

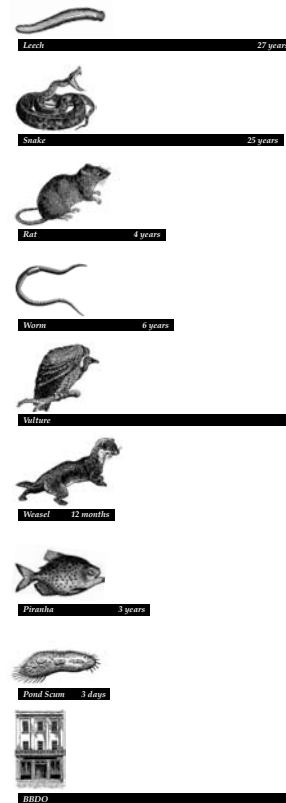


- 1
Eyebrow reweaver
- 2
Gas-powered hairbrush
- 3
Ravioli pump
- 4
Potato juicer
- 5
Electric spoon
- 6
Wind-up crock pot
- 7
Answering machine
- 8
Dog massager
- 9
Self-cleaning dishwasher
- 10
Navel vacuum

One down, nine to go.

Wasn't technology supposed to make life simpler? Well, in the case of The Message Center, it actually does. This remarkable Pacific Bell service eliminates the answering machine by letting your touch tone phone—all by itself—do more than any machine. The Message Center takes complete voice messages even when you're on another call. With your own security code, you can listen to your messages from almost any touch tone phone in the world. You can save some messages and erase others. You can hear the exact day and time each call came in. You can even get separate, private Extension mailboxes for everyone in your home. And it's all as easy as pressing the buttons on your phone. At just \$5.95 a month (plus a start-up charge, and a small monthly charge for Extension mailboxes), The Message Center is easy to afford, too. To sign up, or to get your questions answered, call us at 1-800-427-7715. **The Message Center** PACIFIC BELL.

Purchase and use of The Message Center constitutes agreement with The Message Center service plan. The full Terms and Conditions are listed in a welcome letter you'll receive at the time of your order. Available only to Pacific Bell customers in most portions of the 213, 310, 408, 415, 510, 714, 818 and parts of the 317 and 805 area codes. Available only for residential class of service. Not available to CTE residential customers. \$10.00 start-up charge apply. © 1992 Pacific Bell. A Pacific Telesis company.



If there's a secret to longevity in the advertising business, it probably has to do with defying the stereotypes.

Madison WI
1992 - 2009

Concept, Art Direction,
Typography, Graphic Design

3.99% APR*
auto loan



100% bliss



*APR as of 2/1/04 and could change. Rate based on credit history and qualifying checking account.

Create. Innovate. Finance.

A second loan on life.



"Remaking one's self is akin to remodeling one's home. In both cases, it starts from the inside out." Anonymous



All yours. All the time.

INTRODUCING A NEW INDUSTRY STANDARD
HAIGHT Universal Pumps

Master of Change

Changeable, quick, agile, and incredibly tough. We're talking about a pump with a triple advantage. First, the Universal Pump gives you the tried and rugged "gear within a gear" internal gear configuration. Add to that the flexibility of a lock-on integral relief valve assembly. Then top it with a significant advance in gear pump design - our Universal shaft seal configuration. Now get ready to count the ways you'll save time and maintenance expenses - once you own the Master of Change.



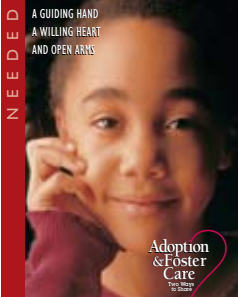
SO ADAPTABLE, THERE'S NOTHING ELSE LIKE IT.



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NEEDED

A GUIDING HAND
A WILLING HEART
AND OPEN ARMS



Adoption & Foster Care
Two Ways to Share



Adoption & Foster Care

Two Ways to Share

It's just business as usual.

I am a bar server. And I'm in the business of protecting kids' health. The last place they should be is in my bar. It gives them access to tobacco and alcohol. That's why I don't let kids under 18 smoke by me. I keep an eye on my cigarette vending machine, and make sure my employees know the law.

I am helping kids steer clear of tobacco.

To learn more about the law restricting tobacco sales to kids, visit wisconsinwins.com or call your local health department or the enforcement agency.

In Wisconsin, we don't sell tobacco to minors (18-24). We don't.

LIFE INSURANCE



BUCKLE UP!

It can be a wild ride out there. Anything can happen, at anytime. So protect yourself. **BUCKLE UP!** After all, it's your ride. Make it a safe one.

Why Risk It?

OK... So Your Kids Can't Ride It



But it will work like a horse to save you money!

It's a washer with an ENERGY STAR® label. The label tells you this appliance has been quality built and tested to meet strict efficiency standards. A washer with an ENERGY STAR label uses up to 50% less water, causes less wear and tear on your clothes, and needs less drying time.

An appliance with the ENERGY STAR label saves energy, saves money and saves the environment. In fact, it might even save enough to give your kids riding lessons... on a real horse.

When you're shopping for the brands you trust, ask for the ENERGY STAR label.



Sponsored by Wisconsin State Energy

THE PERFORMER

43



LEGEND

MARK YOUR LANDMARK LEGEND

- STATE OF WISCONSIN
- WISCONSIN DEPARTMENT OF TRANSPORTATION
- WISCONSIN DEPARTMENT OF REVENUE
- WISCONSIN DEPARTMENT OF NATURAL RESOURCES
- WISCONSIN DEPARTMENT OF WORKERS COMPENSATION
- WISCONSIN DEPARTMENT OF SAFETY
- WISCONSIN DEPARTMENT OF HEALTH SERVICES
- WISCONSIN DEPARTMENT OF CORRECTIONS
- WISCONSIN DEPARTMENT OF EDUCATION
- WISCONSIN DEPARTMENT OF AGRICULTURE
- WISCONSIN DEPARTMENT OF SOCIAL SERVICES
- WISCONSIN DEPARTMENT OF CHILDREN, YOUTH & FAMILIES
- WISCONSIN DEPARTMENT OF INSURANCE
- WISCONSIN DEPARTMENT OF REVENUE
- WISCONSIN DEPARTMENT OF WORKERS COMPENSATION
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- WISCONSIN DEPARTMENT OF INSURANCE

Madison WI
1992 - 2009

Concept, Art Direction,
Typography, Graphic Design

BIALY BROWN'S

• 564 STATE STREET •

DELICATESSEN

BIALY BROWN'S
• STATE STREET •
DELICATESSEN

Bialy (pronounced bee-olly)

SANDWICHES SO BIG THEY'RE LUNCH AND DINNER.

564 State Street, Madison, WI
Open daily from 11 a.m. - 8 p.m.
663-8806

BEST VARIETY • HIGHEST QUALITY • CHOICE MEATS

Penda support is making some noise.



We'll crank up your sales volume with our Jim Rome sponsorship and more.

This year's Penda "Making Some Noise" support program features direct-to-consumer national advertising. We're blasting the Pendaliner^{SR} SKID RESISTOR^{SR} premium protection message to more than two million Jim Rome>Show listeners. Some himself will be telling his truck loving "dones" to buy Penda. We'll be making noise with consumer promotions, TV advertising and co-op, too. Then we'll help seal the deal with sales training, in-store sales tools, and premium selling programs. We're making big noise so you make big money. Partner with Penda today.

WWW.PENDACORP.COM • 1-866-PENDA-99



PENDALINER^{SR}
SKID RESISTOR^{SR}
PENDA
Truck Accessories

#?%*!

HAPPENS

TO SPRAY-ON BEDLINERS



PENDALINER^{SR}
SKID RESISTOR^{SR}



KEEPS IT FROM HAPPENING TO YOUR TRUCKBED

Madison WI
1992 - 2009

Concept, Art Direction,
Typography, Graphic Design

3 3 3

Three Thirty Three
M E D I A

WPS BANK

WPS
PREVEA
HEALTH PLAN
UNDERWRITTEN BY WPS HEALTH PLAN, INC.

tmj & SLEEP CENTER
The TMJ Center for Craniofacial Pain, S.C.

SAVE up to 60% on auto paint repairs* **AutoColor, Inc.**
Same Day Cosmetic Repairs
Small damage, small repair, small price.

Auto Color's services will protect your car's value, keep it looking like new, and allow you to hang onto your money. Our innovative repair solutions and detailing services can save you hundreds of dollars over traditional body shop work — most of repair work ranges from \$90 - \$200.

AUTO PAINT REPAIRS Stone Chips Key scratches Door Dings Scuffed Bumpers and more	MINOR BODY REPAIRS Cracked bumpers Deformed bumpers Rust repairs Alloy wheel repair Paintless Dent Removal	COMPLETE AUTO DETAILING Interiors Exteriors Swirl removal Odor removal Buffing/Polishing	AUTO APPEARANCE SERVICES 3M Clear Bra 24K Gold Plating Pinstripping Headlight Restoration Leather Repair
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We fix plastic bumpers! SAME DAY REPAIRS

\$20 OFF purchase of \$90 or more AutoColor paint repair service 831-9554 • 2610 Parmenter, Middleton Subject to restrictions. Expires 6/30/09	\$199 Spring Detail Interior & Exterior 831-9554 • 2610 Parmenter, Middleton Subject to restrictions. Expires 6/30/09	\$99 Mini Detail 831-9554 2610 Parmenter, Middleton Subject to restrictions. Expires 6/30/09
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831-9554
2610 Parmenter, Middleton
(next to The Bruce Co.)

*versus conventional body shops

The More Things Change,
The More They Stay The Same.



INTRODUCING WPS Prevea Health Plan.

WPS
PREVEA
HEALTH PLAN
UNDERWRITTEN BY WPS HEALTH PLAN, INC.

Recently, WPS Health Plan, Inc., a wholly owned HMO subsidiary of Wisconsin Physicians Service Insurance Corporation (WPS Health Insurance) purchased the assets of Prevea Health Plan, a local health maintenance organization. The new company is called WPS Prevea Health Plan.

If you are a Prevea Health Plan member, this transition will be seamless. You will stay on your current health plan and receive the same outstanding customer service you have come to expect. You also will see the same physician, go to the same hospital and clinic, and call the same phone number for customer services. Your claims will continue to be paid out of the WPS Prevea Health Plan office in Green Bay.

For nearly a decade, Prevea Health Plan has provided world-class health care coverage and customer service. Although our name has changed, the residents of Northeastern Wisconsin will see us continue to build on this standard of excellence.

Please note: This purchase does not include or affect the current ownership or operations of Prevea Health Services, Prevea Health Network or Prevea Clinic.

For more information visit www.preveahealthplan.com or call WPS Prevea Health Plan customer service at (920) 490-6900 or toll free at (888) 711-1444.

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Drive-up Hours: Mon. - Fri.: 7:30 a.m. - 6:00 p.m. • Saturday: 9 a.m. - Noon

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HELPFUL

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Where People Make the Difference
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HATCH
BUILDING SUPPLY



SMARTER

business solutions
using multiple applications.



BETTER

ways to help companies create
better performing cultures.



FASTER

systems to create new levels of engagement
with current and future customers.



CUSTOMER DEVELOPMENT SERVICES:

Sales Process Analysis • Sales Training

Sales and Marketing Collateral • Executive and Sales Coaching

Web Design and Development • Business Intelligence/IT

Graphic Design and Logo Development

Public Relations and Newsletters • Media Creative and Placement

ONE SOURCE. EVERY STEP OF THE WAY.

We're expert professionals who work with you to deliver a complete customer development system to increase your sales and profits. We can help you position your company to make sure the public receives the messages you want consistent with your brand and corporate goals. We will strengthen existing websites to improve your company communications and increase sales. Our team has the knowledge, experience and passion to get things done for you. It's all under 'The Business Source' umbrella.