

## BREAKING NEWS

### Hare Strigenz wins top honors at April 27th Bell Awards



*Hare Strigenz Partner Juergen Strigenz and Art Director Holly Champagne*

The Business Marketing Association honored Hare Strigenz with a **BEST IN CATEGORY** Bell award and runner up **BEST IN SHOW** for a direct marketing campaign created for the World of Wood titled: "Five Elements of Superior Architectural Woodwork."

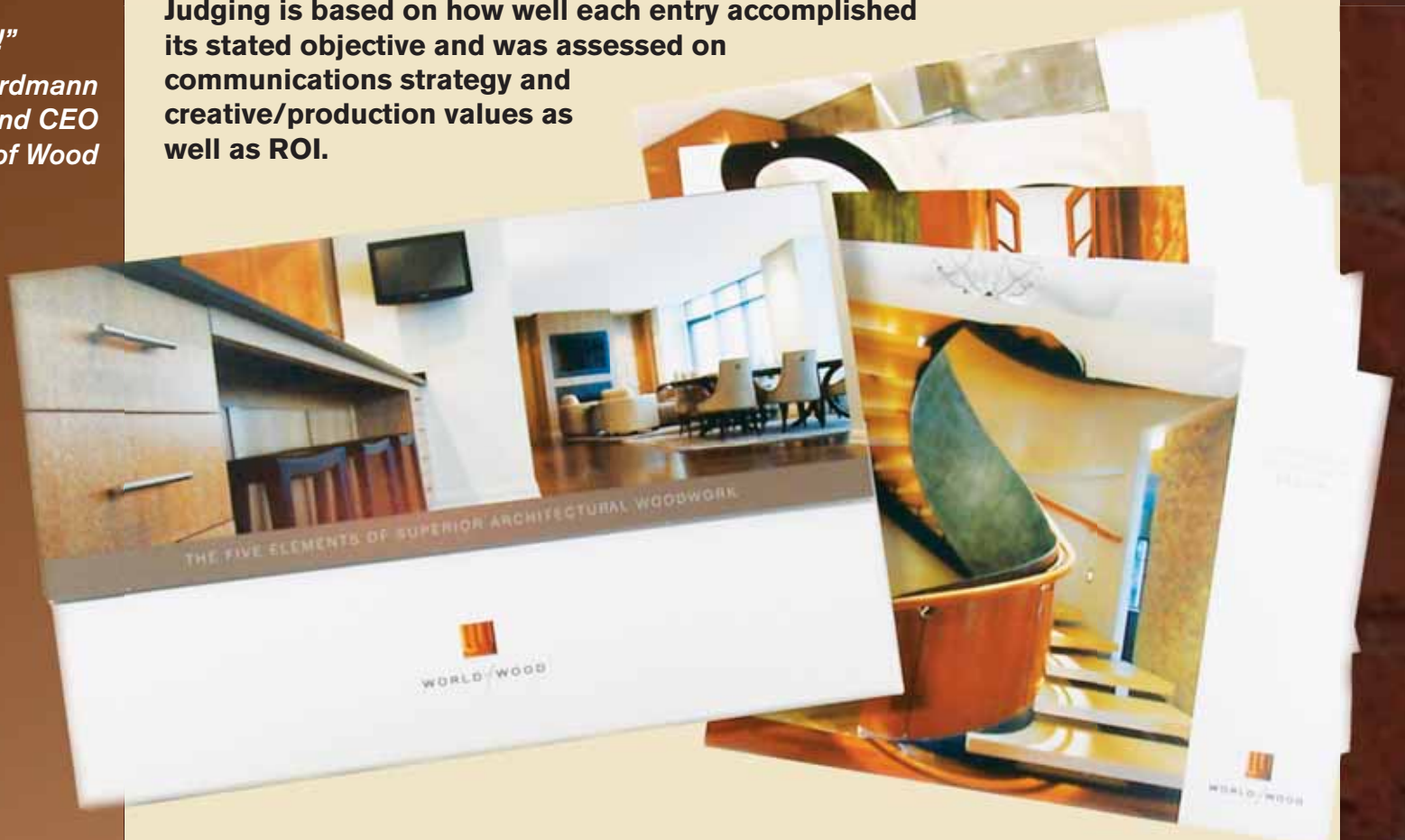
The World of Wood Direct Mail campaign was designed by Holly Champagne, Art Director and Juergen Strigenz, Creative Director

The BMA Awards are the oldest, largest and most prestigious business-to-business communications award program. Ranked as one of the world's top business to business advertising award programs, the Bell Awards were judged by a panel of impartial judges from corporate advertising management, academia, and agencies around the country.

**Judging is based on how well each entry accomplished its stated objective and was assessed on communications strategy and creative/production values as well as ROI.**

*"We were thrilled to have won not only a prestigious Bell award and runner up to best of show out of hundreds of entries; but also that the panel of judges recognized our piece as a stand-out high-level piece when compared to everything submitted. Congratulations to Hare Strigenz on this prestigious achievement!"*

*Bob Erdmann  
President and CEO  
World of Wood*



Judges included:

**Michael Brandt** President and Owner, Marketing Resources, Ltd.  
Lakewood, Colorado

**Sam Eidson** Partner, 90octane Denver, Colorado

**Michael Flavin** Marketing and Exhibiting Consultant, Sky-Line MidAmerica  
St. Louis, Missouri

**Linda Lindsey** Marketing Consultant, Owner and CEO, Little Brown Dog  
Marketing, Atlanta, Georgia

**Jim MacLachlan** Creative Director, Tartan Marketing, Maple Grove, Minnesota

**David Marks** Creative Director, The Collaboration, Kansas City, Missouri

**Marian Robinson** Vice President of Marketing, Baxa Corporation  
Englewood, Colorado

**Dan Sheehan** Creative Director, Tartan Marketing, Maple Grove,  
Minnesota BMA Member

**Michael Silvia** Senior Vice President and Creative Director, Evins Communications  
New York, New York

**Bill Tyler** Professor of Communications, St. Louis University, St. Louis, Missouri

**Dan Sprague** Partner, The Groove, St. Louis, Missouri

**Bob Taber** Sr. Vice President of Account Planning, Gyro HSR Denver  
Denver, Colorado BMA Member

To become a new client, or for more information about our firm, or our firehouse, please call 414.272.0072 or email:

[paula@hsdesignlab.com](mailto:paula@hsdesignlab.com) or [juergen@hsdesignlab.com](mailto:juergen@hsdesignlab.com)

Hare Strigenz Design is a strategic communications and graphic design firm specializing in the development of brand identity systems, packaging, and marketing materials for a variety of businesses and organizations throughout the United States.

