

**T H E**  
**BIG**  
**B O O K**

**2 0 0 1 - 2 0 0 3**

2164 NORTH CLAREMONT • CHICAGO, IL 60647  
773.394.1251 • 773.343.3208 • WWW.BIGAD.TV

**BIGAD**  
**A G E N C Y**

MARKET  
PHOTOGRAPHY  
WEB  
DESIGN  
VIVID

**BIGAD**  
A G E N C Y



# Our Mission

Hmmm.

What'll we call ourselves?

Borde Gronert Advertising?  
Uh-uh, too obvious.

BG Advertising? Not quite. Too generic.

B / G Ad? Close.  
But still not there.

Hmmm.

How 'bout BIGAD?

Yeah, that works.

BIGAD Agency. That's huge.

Since opening our doors in 2001, BIGAD has built an impressive body of work for clients in both industry and government.

Chronicling our agency's growth since its inception, the BIGBOOK provides a comprehensive catalog of our work to date. We've designed it for you, the client, so you may easily peruse our portfolio and get a quick sense of what we do.

Producing top quality work is only part of the equation. When choosing a marketing team to create and deliver your message, we know you have a myriad of concerns to deal with. BIGAD offers a contemporary approach to the traditional client / agency relationship. By providing all services in house, your input is assured throughout the creative process.

Listening to and thoroughly understanding your communication needs is key to achieving your goals, and every effort we undertake is done without losing sight of that fundamental philosophy. Bottom line results require top-shelf execution, and a cohesive course of action that can be sustained until your target audience has been reached.

Without question, a BIGAD gets noticed.

**BIGAD**  
A G E N C Y



# Kyle Gronert

Kyle brings a strong promotional and marketing background to BIGAD, and his graphic design talents are the perfect complement to his partner's. Aside from his superior layout skills, his logo creations are memorable, quick to establish the client's identity, and maintain high visibility. An early stint as creative director for Chicago agency Spevcek and Assoc. coincided with writing and performing Chicago Gangster Mysteries, a whodunit dinner party business he started. Prior to moving to Chicago to pursue his advertising career, Kyle helped build and manage a large entertainment venue in southern Wisconsin named The Trax Complex, where he served on the Board of Directors. He is a founding member of Midwest Volleyball Professionals, and an alumnus of the University of Wisconsin, where he played goaltender for the national champion Badgers hockey team. When he is not sitting in front of his gonzo size flat panel Mac screen, he is head coach of the De Paul Blue Demons hockey team. Kyle hails from Janesville, Wisconsin.



**BIGAD**

A G E N C Y







**BIG AD**  
A G E N C Y

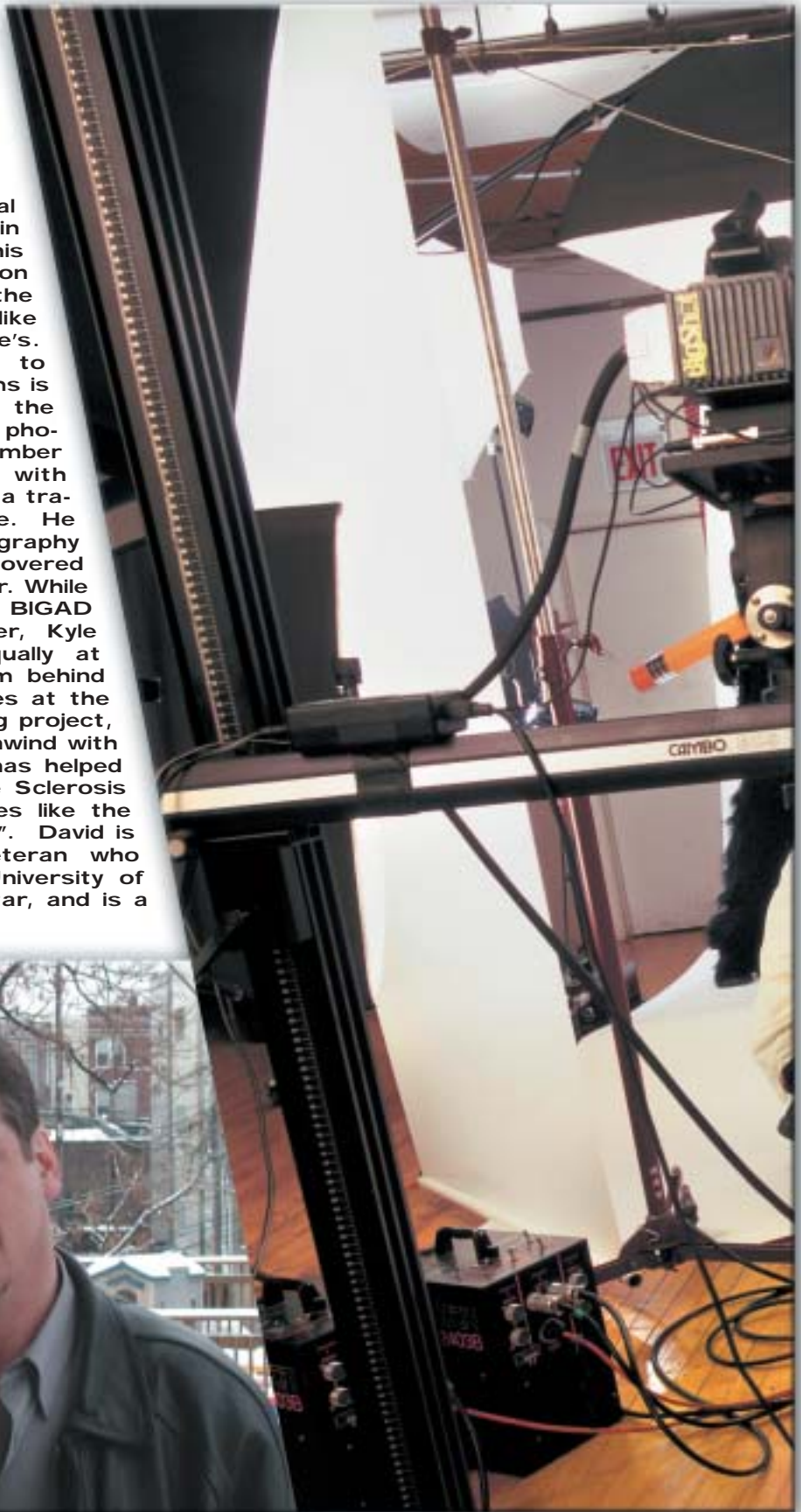


# David Borde

David is a consummate visual artist with a host of skills in his toolbox. Early on in his career he could be found on the set, making magic for the camera and for clients like McDonald's and Reese's. Developing quick solutions to challenging technical problems is what separates David from the pack. After running his own photography business for a number of years, he signed on with Campaign Communications, a traditional print media house. He launched their digital photography division and in so doing, discovered his passion for the computer. While there, he met his future BIGAD partner and fellow designer, Kyle Gronert. Today, he is equally at home framing subjects from behind the lens, or tweaking images at the monitor. After finishing a big project, David has been known to unwind with a really long bike ride. He has helped raise funds for the Multiple Sclerosis Society on charity bike rides like the MS 150 "Ride to The Rock". David is a twenty-year industry veteran who majored in music at the University of Michigan, plays a mean guitar, and is a native of Chicago, Illinois.



**BIGAD**  
A G E N C Y





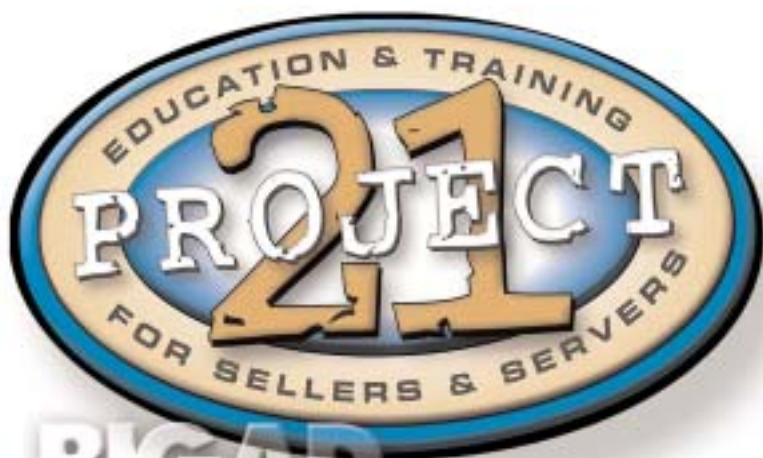


**BIGAD**  
A G E N C Y





**ILLINOIS  
LIQUOR  
CONTROL  
COMMISSION**



**BIG AD**  
PROJECT





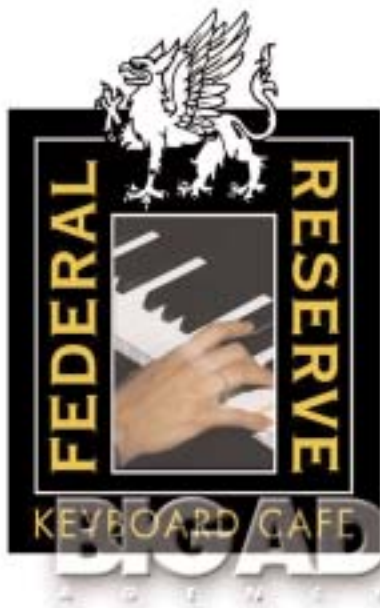
**EVIL ⊕ N ICE**



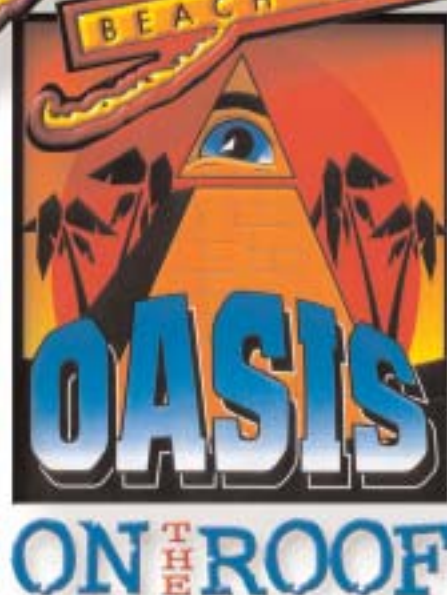
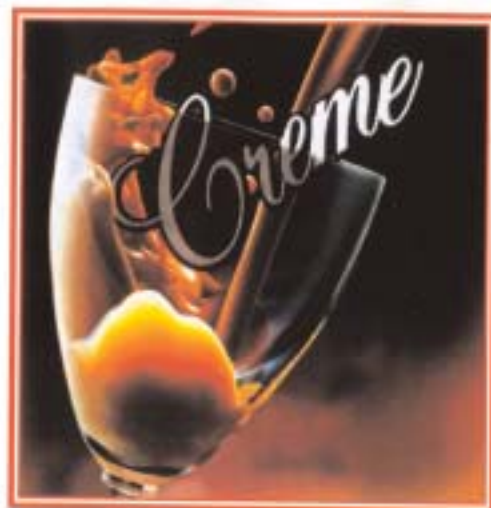




REGENCY  
CATERERS  
BY HYATT









PERFORMANCE INSIGHTS



MARKWELL  
HOSPITALITY MANAGEMENT



VEECO

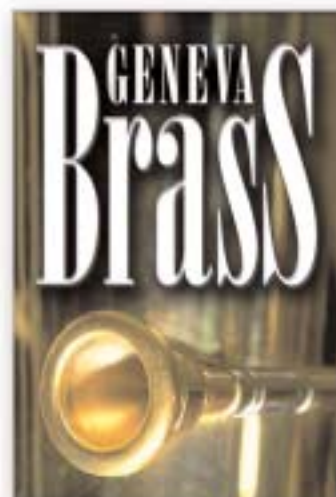
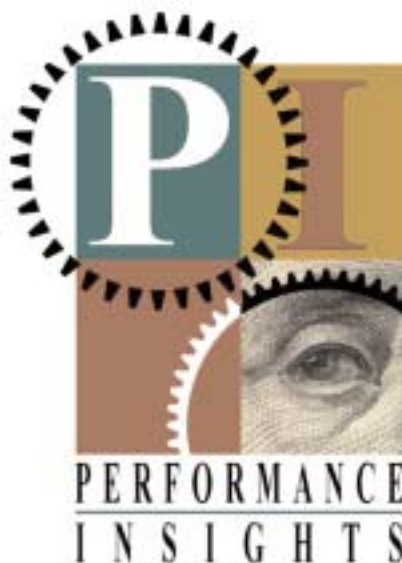
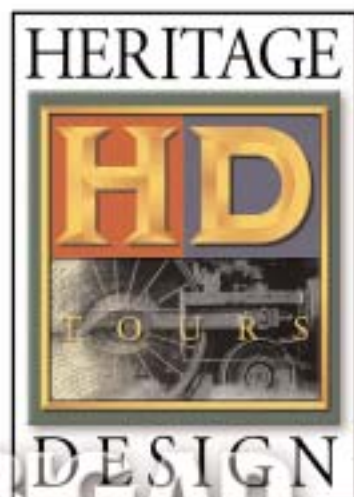
SALON DESIGN AND MANUFACTURING



CAMPAIGN  
COMMUNICATIONS

LANguages  
IMPLEMENTING TECHNOLOGY FOR YOUR BUSINESS

Taylor  
INSTITUTE







**PMN**  
Patient Media Networks, Inc.

Interactive Entertainment & Information Services

401 NORTH MICHIGAN AVENUE, SUITE 1200 • CHICAGO, IL 60611 USA  
TEL: 312-840-8278 • FAX: 312-840-8201 • DIRECT: 312-274-1170  
E-MAIL: dday@PMNetworks.net • WEBSITE: www.PMNetworks.net

Patient Media Networks, Inc.

Interactive Entertainment & Information Services

DANIEL O. DAY  
Chief Financial Officer

**DIGITAL**  
A D I S T R I B U T I O N

# HYATT



Hyatt rings in Christmas 2000 with playful giant snowmen, nutcrackers, and penguins playing beneath the spacious atrium of the Hyatt Regency Wacker, Chicago

**BIGAD**  
A G E N C Y



This national newsletter for Hyatt has a trendy upbeat design that motivates and inspires their national sales force.



The Hyatt Regency Chicago Quarterly issue which highlights the calendar of events for the upcoming year.

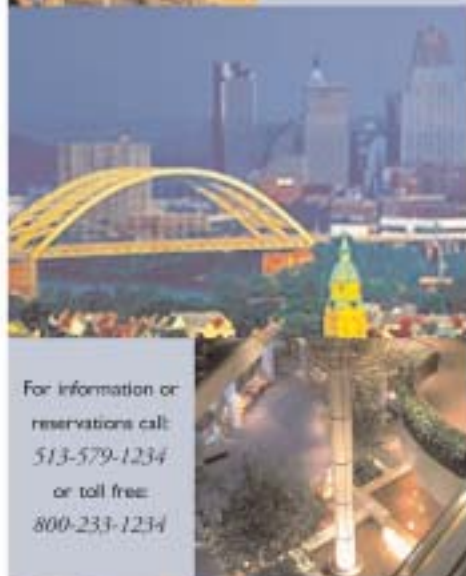
**BIGAD**  
A G E N C Y



## DISCOVER CINCINNATI



There's a world of shopping, exciting cultural attractions, special events and entertainment waiting to be discovered just beyond our front doors.



For information or  
reservations call:  
513-579-1234  
or toll free:  
800-233-1234



**HYATT**  
REGENCY  
CINCINNATI

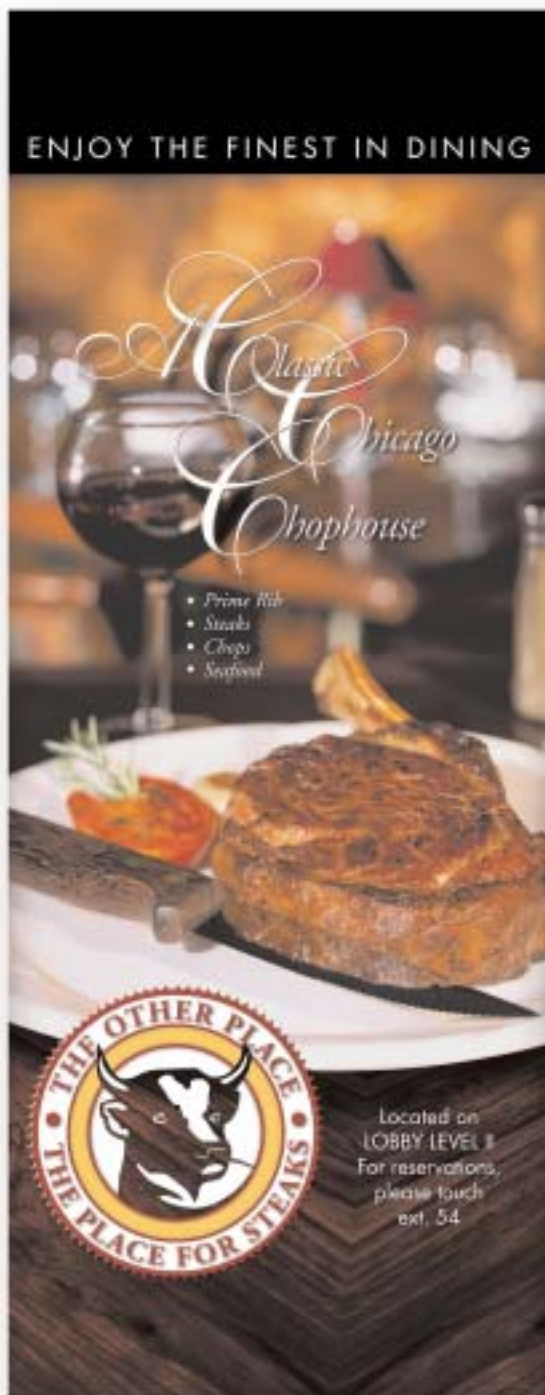
100 WEST WASHINGTON AVENUE, CINCINNATI, OH 45202

WWW.CINCINNATI.HYATT.COM

**BIGAD**  
AGENCY







Designing signage for the breathtaking lobby of the Hyatt Regency O'Hare was a labor of love. "Ventanas" and "The Other Place" featured BIGAD's succulent food photography in giant display throughout the hotel.

**BIGAD**  
A G R A P H Y

## SPECIAL OCCASIONS



## GRANDE AFFAIRS



## EVENT PLANNING & CONCIERGE SERVICE



## KOSHER GATHERINGS



## CUSTOM CULINARY CREATIONS



**LET THE CITY BE YOUR BALLROOM**

EXCEED THE GAZE OF  
TREMPTON ALLEGORY  
IN THE MIST OF  
CLARE TOWNSHIP  
AMONG THE DISTANCE OF  
BEAUTIFUL SCENES  
REVEALS A GOLDEN  
TUNNEL OVER  
ANYWHERE THE CAR TRIP

EVENT PLANNING & CONCIERGE SERVICE

GRANDE AFFAIRS

SPECIAL OCCASIONS

KOSHER GATHERINGS

CUSTOM CULINARY CREATIONS

*Since 1976, Hyatt's service has been*  
*representing the best of the best*  
*throughout the Chicago area.*

Hyatt's service is supported by world-renowned  
duty-free stores, dedicated guest room managers,  
concierge to professional staff and this is needed to  
serve to working the most exciting of markets.

Hyatt's service has earned a high reputation in  
Chicago's premier, sophisticated business scene. The  
duty-free staff at the Hyatt is known for its ability to  
provide the best of the best. For more information, contact  
Hyatt's service at 1-800-456-7890.





REGENCY  
CATERERS  
A HYATT

HYATT REGENCY CHICAGO  
ON THE RIVER WALK  
151 EAST Wacker Drive  
CHICAGO, IL 60601  
PHONE: 312-658-6961  
FAX: 312-616-6994  
E-MAIL: [regency@hyatt.com](mailto:regency@hyatt.com)  
WWW: [www.chicago.hyatt.com](http://www.chicago.hyatt.com)



REGENCY  
CATERERS  
A HYATT



LET THE CITY  
BE YOUR BALLROOM

UNDER THE GAZE OF  
TRUMPETING ELEPHANTS  
ON THE MIST OF  
GRANDE FOUNTAINS  
AMONG THE BLOSSOMS OF  
BEAUTIFUL FLOWERS  
BENEATH A GILDED  
TIFFANY DOME  
ANYWHERE YOU CAN IMAGINE



REGENCY CATERERS  
BRINGS THE HYATT  
& CHICAGO TO YOU

WEDDINGS • THE BLUE AMERICAN  
THE MUSEUM OF SCIENCE & INDUSTRY  
LEGION HALL • CARNEGIE MUSEUM  
MUSEUM OF ART • MICHIGAN AVENUE  
THE SHEDD WASHINGTON LIBRARY  
MILWAUKEE PLACE • WORLD MUSEUM  
GREAT BARS • MICHIGAN AVENUE  
OVERLOOK YOU CAN IMAGINE



LET THE CITY  
BE YOUR BALLROOM

UNDER THE GAZE OF  
TRUMPETING ELEPHANTS  
ON THE MIST OF  
GRANDE FOUNTAINS  
AMONG THE BLOSSOMS OF  
BEAUTIFUL FLOWERS  
BENEATH A GILDED  
TIFFANY DOME  
ANYWHERE YOU CAN IMAGINE



REGENCY CATERERS  
BRINGS THE HYATT  
& CHICAGO TO YOU



Since 1985, Regency Caterers has been  
representing the best Hyatt has to offer  
throughout the Chicago's great venues.

Regency Caterers is supported by world-renowned  
cuisine, party venues, dedicated special events managers,  
eventing & professional staff that is second to  
none in creating the most exciting of occasions.

Regency Caterers has earned a high reputation as  
Chicago's premier all-inclusive service. From the  
Grand Hall at the Field Museum to the rolling waves  
of beautiful Lake Michigan, let us show you how  
Regency Caterers can bring the Hyatt experience to you.

HYATT



REGENCY  
CATERERS  
A HYATT

BIGAD  
A G T N C Y



Mother's Day fare (top) and menu design (right) for Hyatt Regency Prairie, Printer's Row in Chicago's South Loop.





# BIGAD

HE KNOWS THE PLANS YOU'RE MAKING  
TO ENJOY THE HOLIDAY BREAK.  
HE KNOWS A PLACE IN PRINTERS ROW.  
GO TO THE HYATT FOR GOODNESS SAKE!

**CHRISTMAS  
DINNER**  
\$36  
per person

**NEW YEAR'S EVE**  
Room Packages Start at  
\$89  
per person

**Dinner Packages**  
\$45  
per person



For information and reservations  
call Hyatt on Printer's Row  
at 312.986.1234  
or visit [www.hyatt.com](http://www.hyatt.com)

CHAMPAGNE WILL BE POPPING  
AS THE PARTY GETS HOPPING  
ON NEW YEAR'S EVE AT  
HYATT ON PRINTER'S ROW

**NEW YEAR'S EVE**  
Room Packages Start at  
\$99  
per person

**Dinner Packages**  
\$45  
per person



For information and reservations  
call Hyatt on Printer's Row  
at 312.986.1234  
or visit [www.hyatt.com](http://www.hyatt.com)

EASTER'S ON IT'S WAY  
AND THE BUNNY TRAIL LEADS  
TO HYATT ON PRINTERS ROW

**EASTER BRUNCH**  
Sunday, March 31  
11 am to 3 pm

**EASTER WEEKEND**  
Room Rates  
\$89  
per night



For information and reservations  
call Hyatt on Printer's Row  
at 312.986.1234  
or visit [www.hyatt.com](http://www.hyatt.com)

HE KNOWS THE  
PLANS YOU'RE MAKING  
TO ENJOY THE  
HOLIDAY BREAK.  
HE KNOWS A PLACE  
IN PRINTERS ROW.  
GO TO THE HYATT  
FOR GOODNESS SAKE!

**HOLIDAY  
DINNER**

THE EAGLES HAVE  
LANDED IN CHICAGO.  
FANS NESTLE IN AT  
HYATT ON PRINTER'S ROW.

Just blocks away from  
Soldier Field, Hyatt on  
Printer's Row offers deluxe  
accommodations for the  
perfect football weekend.  
Enjoy the award-winning  
restaurant, "Piano," for  
a wonderful pregame  
brunch that week across  
Grant Park to Soldier Field  
for the Eagles game.



**EAGLES VS BEARS**  
Sunday, January 28, 2002  
SOLDIER FIELD, CHICAGO  
Rooms at Hyatt from  
\$139  
per night



For information and reservations call Hyatt on  
Printer's Row at 312.986.1234 or visit [www.hyatt.com](http://www.hyatt.com)

SAY  
THANKS MOM!  
ON MOTHER'S DAY  
AT HYATT ON PRINTER'S ROW

**MOTHER'S DAY  
BRUNCH**  
Sunday, May 12  
11 am to 3 pm

**Room Rates**  
\$89  
per night



For information and reservations  
call Hyatt on Printer's Row  
at 312.986.1234  
or visit [www.hyatt.com](http://www.hyatt.com)

**BIG AD HYATT**  
AGENCY







W

# 2003 DISTINGUISHED LEADERSHIP AWARD RECIPIENT

William A. Osborn is chairman, chief executive officer and director of Northern Trust Corporation and its principal subsidiary, The Northern Trust Company. He joined Northern Trust in 1979 and subsequently held leadership positions in the commercial banking and personal financial services business units. He was named president and chief operating officer in 1993 and became chairman and chief executive officer in 1995.

Mr. Osborn serves as a director of Caterpillar Inc., Visa Inc. and the Federal Reserve Bank of Chicago. He is co-chair of the Mayoral Task Force on Employment of People with Disabilities. He is a member of the board of trustees of the University of Chicago and the Chicago Symphony Orchestra. He serves on the board of Northwestern University.



**WILLIAM A. OSBORN**

A native of Calumet, Illinois, Mr. Osborn holds a bachelor's degree and a master's degree from Northwestern University.



Invitation and program design for the Chicagoland Chamber of Commerce award dinner honoring William A. Osborn. Mr. Osborn was awarded beautifully framed prints of artwork from the invitation.

2003 DANIEL H. BURNHAM AWARD DINNER  
Wednesday, November 13, 2002

Honoring the Distinguished Leadership Award Recipient  
**WILLIAM A. OSBORN**  
Chairman & CEO, Northern Trust Corporation

HEUTE, REGISTRY CHICAGO  
Crystal Ballroom  
201 East Wacker Drive

**A MAN WITH BIG PLANS**

The 12th Annual  
**DANIEL H. BURNHAM AWARD DINNER**  
Honoring the 2003 Distinguished  
Leadership Award Recipient  
**WILLIAM A. OSBORN**



...with vision for Chicagoland  
...with vision for Chicagoland  
...with vision for Chicagoland

**GOING HIGH IN HOPE**

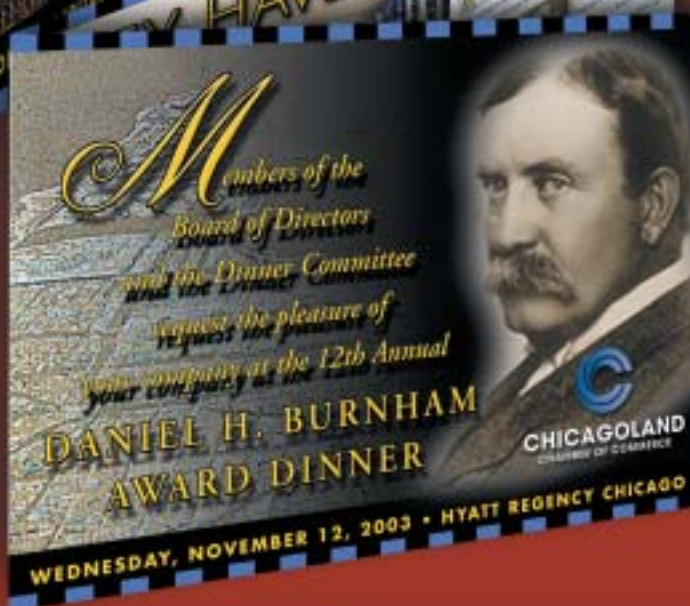
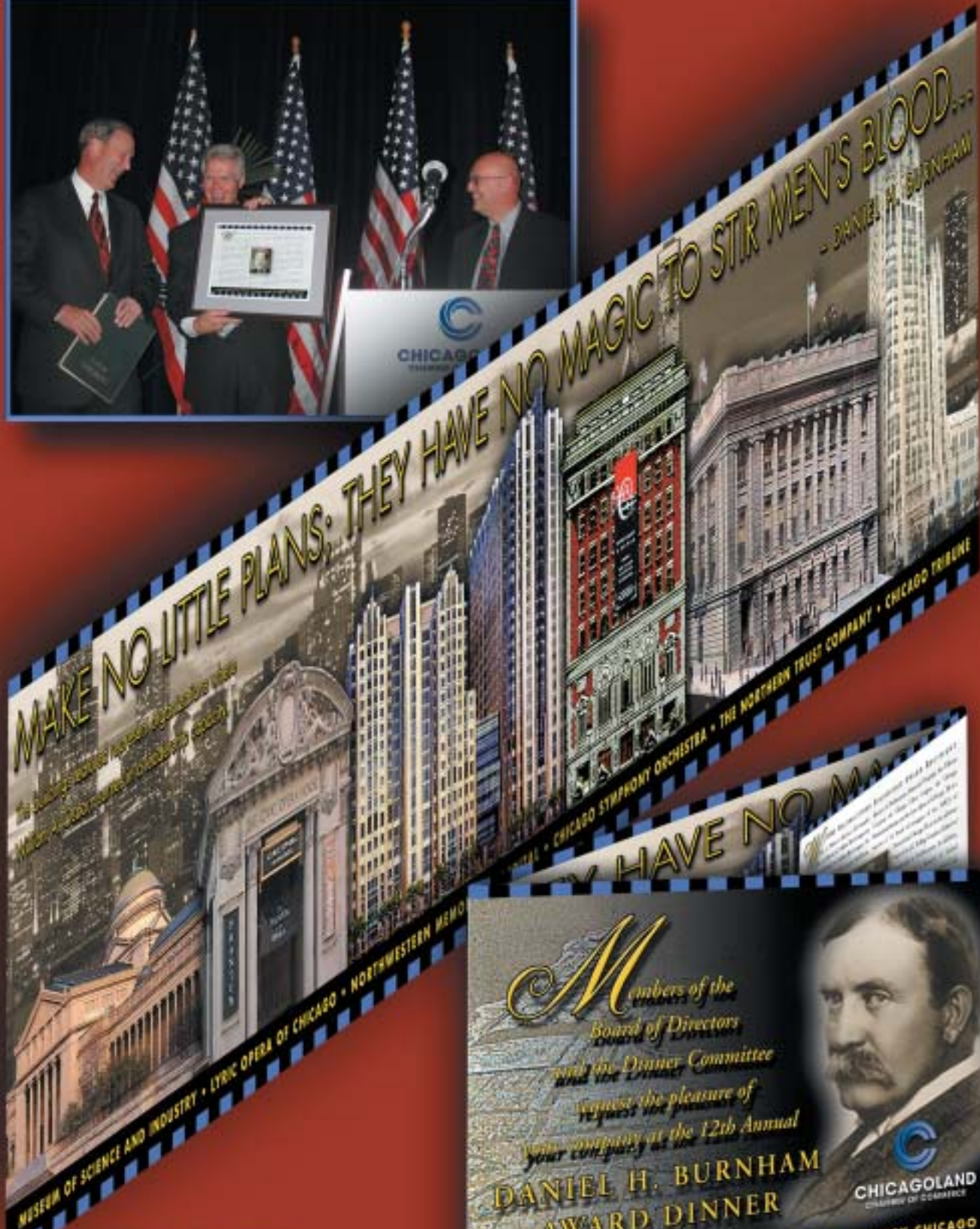
**2003 DANIEL H. BURNHAM AWARD  
DINNER COMMITTEE**

- Chairman: William A. Osborn
- Vice Chairman: [Name]
- Honorary Chairman: [Name]
- Committee Members: [List of names]



**BIGAD**  
AGENCY





**BIGAD**  
AGENCY





These five pole banners were designed for an America's Byways exhibit at the Illinois State Fair.

**BIGAD**  
A G E N C Y





Ohio  
River  
Scenic Byway



EXPLORE  
*the*  
Beautiful  
Byways  
*of*  
ILLINOIS

AMERICA'S  
BYWAYS



Illinois  
Great  
River  
Road  
National Scenic Byway

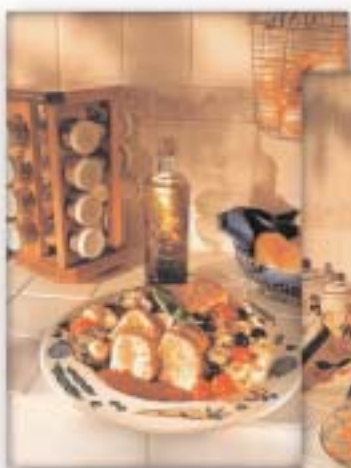
EXPLORE  
*the*  
Beautiful  
Byways  
*of*  
ILLINOIS

AMERICA'S  
BYWAYS

BIGAD  
AGENCY

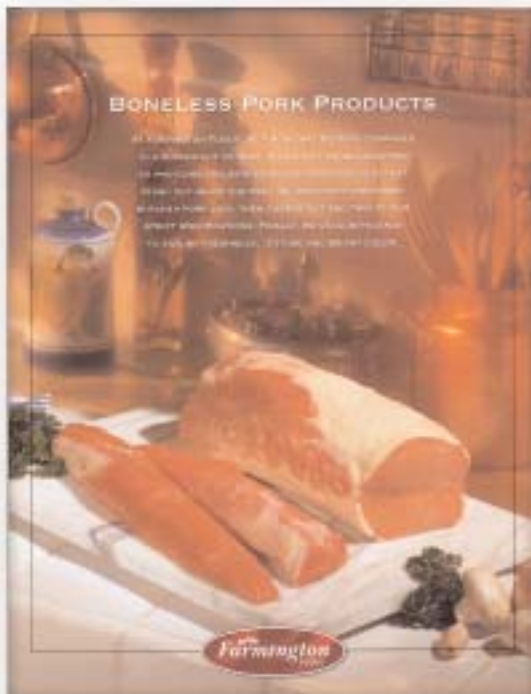


Farmington Foods launches a new product line marketed at Jewel Food Stores™. The nine entrees presented here were for the packaging containing these various pork dishes.

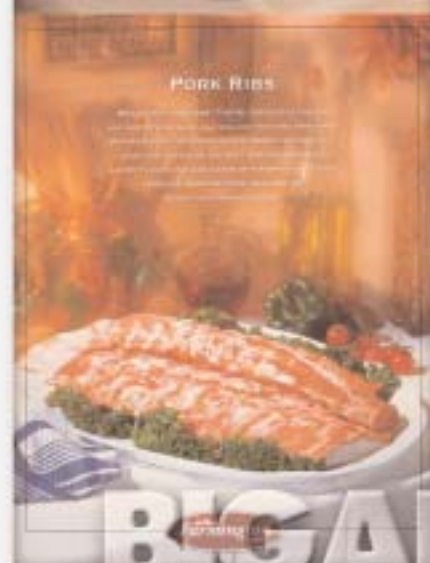
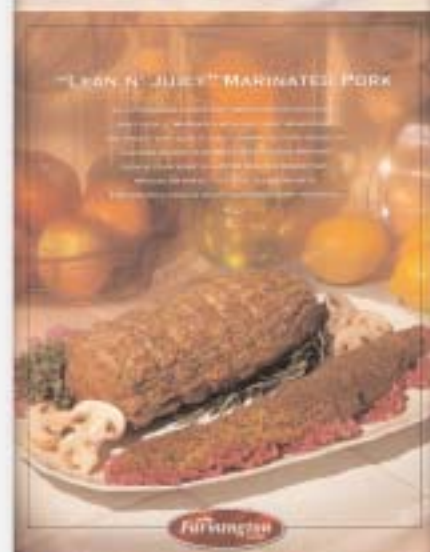
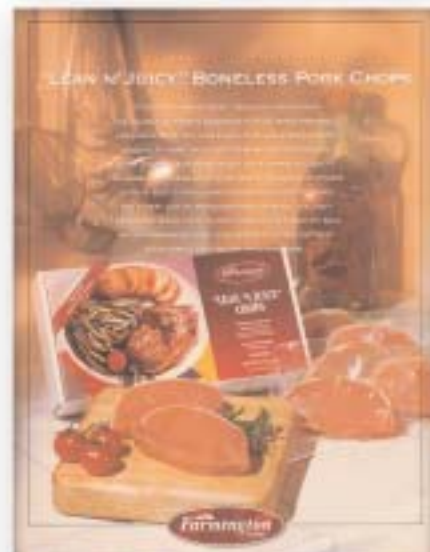
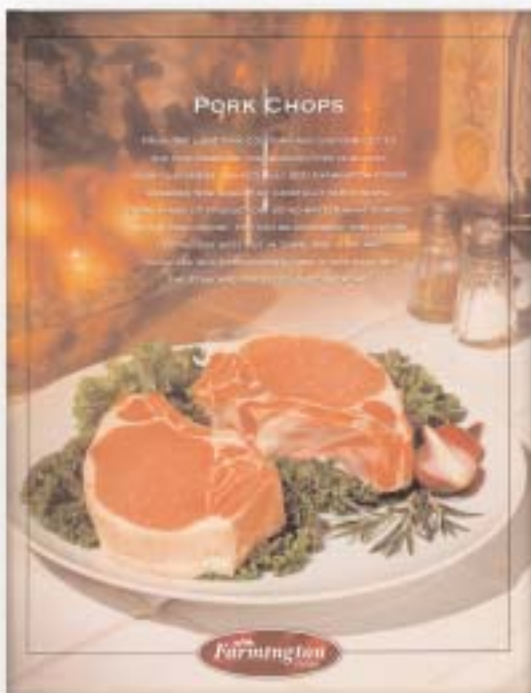


**BIGAD**  
A G E N C Y





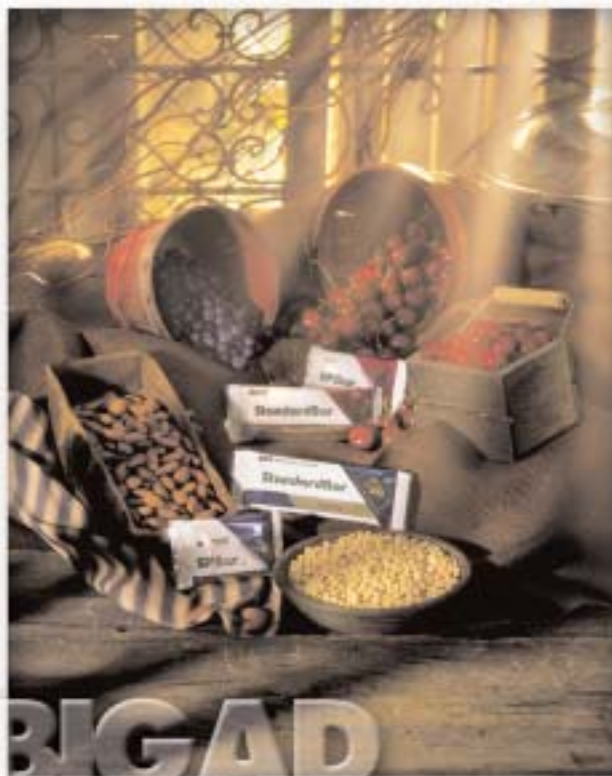
As the top supplier to the best restaurants and hotels, Farmington Foods has a complete line of gourmet pork products available. This catalog is the standard for the Forest Park based company.



**BIG AD**  
A D E N C Y

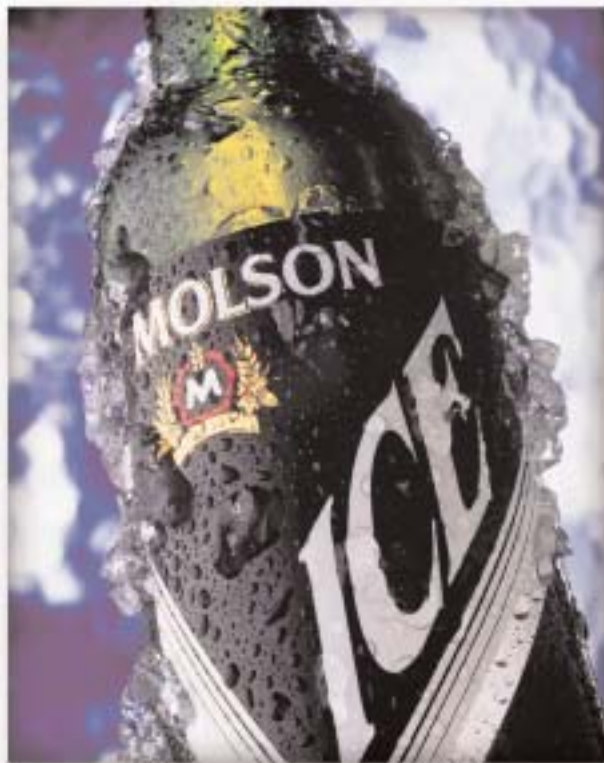


We Love



**BIGAD**  
A G E N C Y





Tabletop

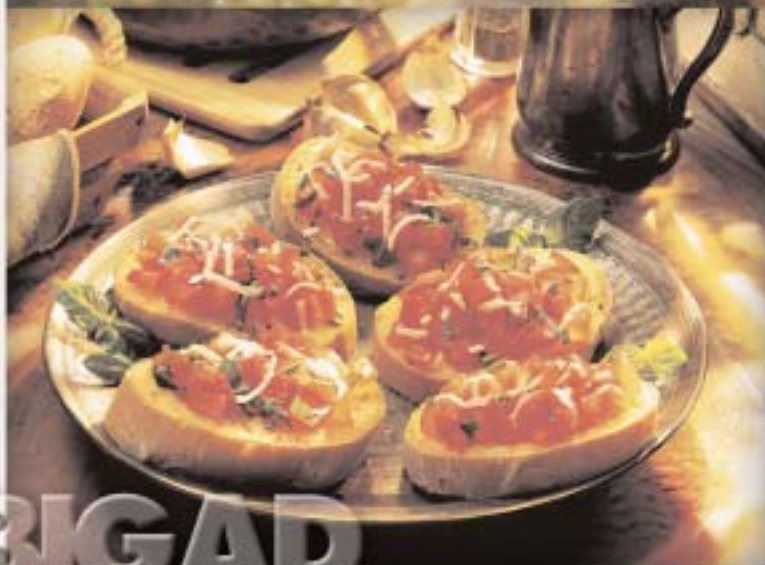




One of our specialties is this atmospheric effect created in the the kiss of light emanating from outside the barn.



National Restaurant Association magazine cover.



One of a series four 16 x 20 prints for the show "Holiday Foods of the World" which were commissioned by the Chicago Botanical Gardens, Highland Park, Illinois

*Bruschetta*



Confetti of color propels this  
Chilean Sea Bass to new heights.  
Served at Ventanas, high atop  
the Hyatt Regency O'Hare.



Succulent Steak



Delectable Peach Pie





**Precision Service Equipment**  
PSE™ is a company in the business of designing machinery that fills many kinds of liquids and beverages into many kinds of containers.



**BIGAD has the resources for your DVD authoring needs.**



**Experience and musicianship has ensured BIGAD's commitment to the perfect soundtrack for many multimedia projects.**



One of the thousands of Swatch™ designs is at home in a kaleidoscopic puzzle.



With no ceiling on possibility, creative expression is why we do this.



Being seen is one rule that the company, *Conspicuity™* takes very seriously.



**BIGAD**  
A G E N C Y

## PORTRAITURE, SPORTS, EDITORIAL, FASHION PHOTOGRAPHY



Paying homage to the great master Norman Rockwell, this self-portrait looks into the life of Graphic Designer Nesho Dimov scanning a print of himself, circa 1999.



Master Printer Bob from Campaign Communications creates the perfect color mix for the Heidelberg Press.



Devoted and driven, the sales team from Campaign Communications forges on.



Applying "out of the box" tools and techniques is our style of what we refer to as "Guerrilla Marketing" — assembling the right resources for the job.



Kris Gronert, in touch and on the go.



A winning attitude, unmistakably.



**BIGAD**  
AGENCY



## *The Tempel Lipizzans & Tempel Farms*

One of the many features of the the Tempel Lipizzan performances is the Carriage Tradition section. This small booklet highlights that history with beautiful photography.

This coffee table book takes us through the entire lineage of the Lipizzan breed. Most of the photography was taken at scenic Tempel Farms in Wadsworth, Illinois.





## the Tempel Lipizzans

The performance program to the immediate right is handed to all who come to the Tempel Lipizzan Shows. The two ads on the far right were for the Lake County Convention Bureau.



A rack brochure for the Tempel Lipizzans sent to convention and tourism bureaus and businesses.

**BIGAD**  
A G E N C Y

# The Tempel Lipizzans of Tempel Farms



**BIGAD**  
A B I G A D







# The Tempel Lipizzans of Tempel Farms







**Tempel Farms**

Tempel Farms  
1700 Wadsworth Road  
Wadsworth, Illinois 60093  
847-244-5330

---

### Show Dates

Ticket prices are: \$16 for adults, \$9 for child (4-14), and \$14 for seniors (65+).  
Group rates (15 or more) are: \$13 for adults or seniors, and \$8 for child (4-14).  
Reservations are required to qualify for group rates. Please call 847-244-5330.

[Off-Season Tour Information](#)

#### Facility Information

- Performing in the beauty of this country farm setting, our shows last 70 minutes and are followed by a self-guided stable tour.
- Our performances show the Lipizzans in all levels of training from the foals to the highest levels of dressage all performed to classical music.
- Visit our Tent Café and Souvenir Stand. Our caterer is also able to do box lunches for groups.
- Most areas are handicap accessible and some distance walking is involved.
- We have general bleacher seating, some chair seating and handicap designated seating.
- Performances are held outdoors and indoors during inclement weather. (Not air-conditioned).
- Portable restroom facilities are located next to the arena.
- We have free motor coach parking; Two complimentary tickets per group booking (15+).
- At Tempel Farms, you're in close proximity to many great sites in Lake County.

**2003 Tempel Lipizzan Performance Season**

June 2003						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

July 2003						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

August 2003						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**OFF-SEASON TOUR INFORMATION**

Reservations required. Please check in at Farm Office Monday - Friday (except for holidays) 9:00 AM - 12:00 PM

	ADULT / SENIOR
GUIDED TOUR (1 Hour)	\$5
SELF-GUIDED TOUR	\$5

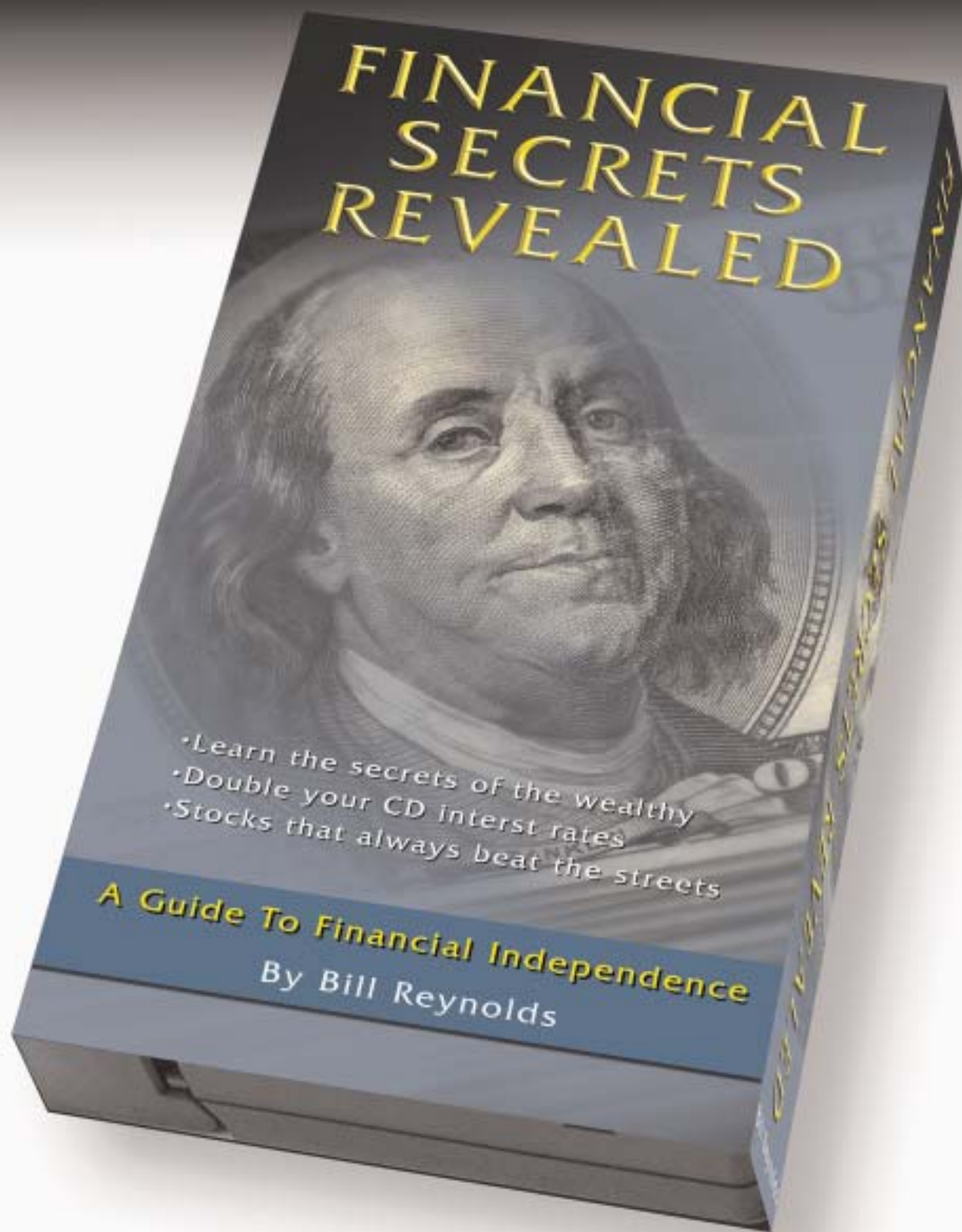
[Home](#) / [History](#) / [Photo Gallery](#) / [Contact](#)

**BIG AD AGENCY**

# BIGAD







**BIGAD**  
A G E N C Y

VHS Package Design





## Planning for business success?

*American Chartered  
Bank is the financial  
partner you need now.*

### Specializing in small and mid-size businesses...

Unlike the mega banks and the latest startups, American Chartered Bank has been dedicated to the financial needs of the small and mid-size business owner for over 15 years. As one of Illinois' top banks with assets in excess of \$1 billion, we offer all the right resources to support business success. From flexible funding at competitive rates, to sophisticated cash management, to great leasing options.

Ready for a banking Partner that is truly invested in your business success?

*Contact American Chartered, today!*

AMERICAN  
CHARTERED  
BANK

*"Pursuing Superior Service"*

## Charting the Course to Success

*American Chartered  
Bank is the financial  
partner you need now.*



**BIGAD**  
A G E N C Y

Captain Jim Lovell of Apollo 13 and his son Jay own and operate this popular Lake Forest establishment.



Prairie Bluff public golf course and banquet facility are a treasured part of the Lockport Township Park District in Illinois.



**BIG AD**





This african-american owned communications company produces some of the most original artwork in Chicago.

This upscale cigar bar along the Magnificent Mile in Chicago is home to many celebrities including Michael Jordan and Scottie Pippen.



Silent Partner Films - *Virtual Tour* of their production facility at 1130 W. Monroe, Chicago





Conference Room, Stage & Second Floor, Client Areas





Enter the Hotel Florence lobby, check in and begin an immersive experience. The



Before leaving, spend some time just sitting in the parlor admiring the comforts of





**The historic landmark, Hotel Florence: Exterior, Lobby and George Pullman's Suite**



ease of this virtual navigation system encourages site visitors to explore the hotel.



a bygone era. Or take a virtual walk down the hall and visit other historic rooms.









*Virtual Tour of the annual Around the Coyote Arts Festival in Wicker Park, Chicago*



The ultra hip Flat Iron building anchors the Wicker Park arts fest.



Heading out, but where to? Restaurant, bar, gallery? BIGAD's Virtual Tour



**BIGAD**  
A G I D A S



*Virtual Tour of the annual Around the Coyote Arts Festival in Wicker Park, Chicago*



*Dana Toft paints a portrait for black history month in his 3rd Floor corner studio*



*From the Vestibule in the Flat Iron Building, galleries spoke out in every direction.*





'Round the Coyote, and out with friends.



of the festival let's the viewer decide where to go next.



**BIGAD**  
A D E N C I





in the Flat Iron Arts building on the corner of Milwaukee, Damen and North Ave.



Local Wicker Park artist's open their doors to the public for 4 days every August.



**BIGAD**  
AUGUST



This tour highlights local music scene. Dance floor divas pause for web exposure...



Event sponsor banner hangs prominently on venue wall...





This club is host to many up and coming rock bands and Salsa Night on Thursdays.



...and even in cyberspace some guys still look lost.

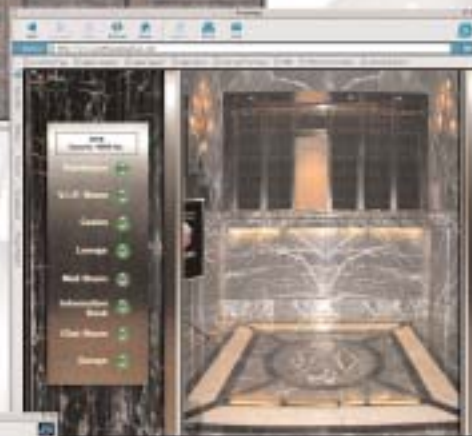


...but the real party's over here!





The Complete Picture  
flash  
animation



WEB  
DESIGN



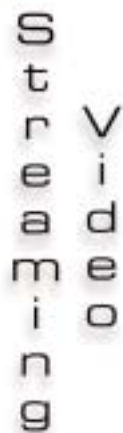
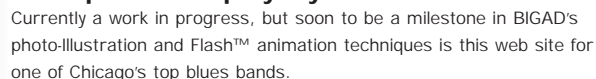
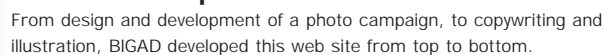
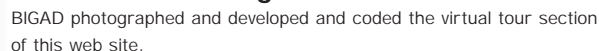
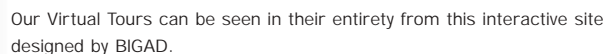
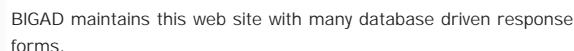
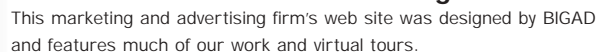
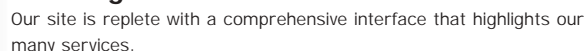
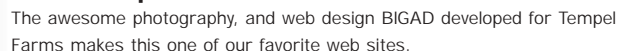
Interactive  
Animation



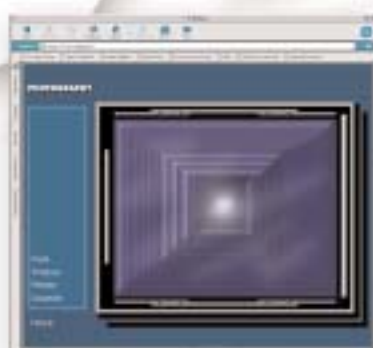
Virtual  
Tours

BIGAD  
A G E N C Y





# Flash Design



**BIGAD**  
A G I T A T I O N



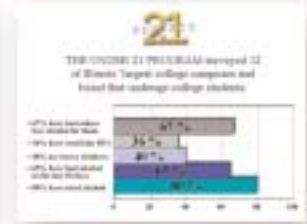
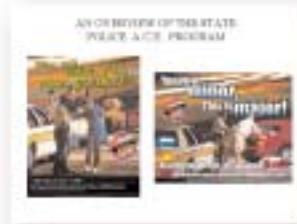
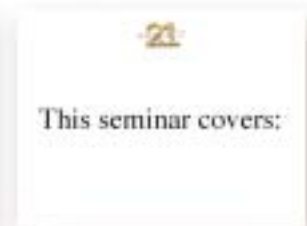


**BIGAD**  
A G E N C Y

# The Illinois Liquor Control Commission POWER POINT PRESENTATION 2001



Clever animations and prompts elevate this powerpoint presentation to an immersive experience.





# The Illinois Liquor Control Commission

# In 2002



## STATE LAWS AND PENALTIES FOR SERVING ALCOHOL TO A MINOR

**1** No one may sell or serve alcohol to any person under the age of 21.

## STATE LAWS AND PENALTIES FOR SERVING ALCOHOL TO A MINOR

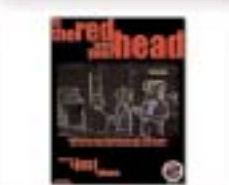
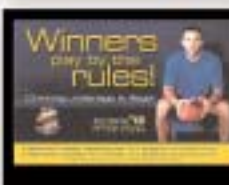
**2** No one may purchase or provide alcohol to anyone under the age of 21.

## STATE LAWS AND PENALTIES FOR SERVING ALCOHOL TO A MINOR

**3** It is unlawful to sell, give or deliver alcohol to an intoxicated person.

## STATE LAWS AND PENALTIES FOR SERVING ALCOHOL TO A MINOR

**1** No one may sell or serve alcohol to any person under the age of 21.  
**2** No one may purchase or provide alcohol to anyone under the age of 21.  
**3** It is unlawful to sell, give or deliver alcohol to an intoxicated person.



# BIGAD

AGENCY

# VEECO

SALON DESIGN AND MANUFACTURING

## *the* POWER POINT PRESENTATION

Creative animations and a gripping soundtrack make this presentation a favorite among Veeco sales reps and distributors.



**BIGAD**  
A D E N C I F









Look for this year's ad campaign. It has really been  
**Turning Some Heads.**

VEECCO  
SALON DESIGN AND MANUFACTURING  
Follow us  
into the  
future!  
WWW.VEECOMANUFACTURING.COM • Call today for the sample of a  
"Select Veeco 1 Salon" • 312.664.0710 • 312.664.0711 • 312.664.0712



Changing the way you look at salon furniture

March

VEECCO  
SALON DESIGN AND MANUFACTURING  
Follow us  
into the  
future!  
THE CONCEPT  
COLLECTION  
"Concept Salon" by  
David S. Day  
WWW.VEECOMANUFACTURING.COM • Call today for the sample of a  
"Select Veeco 1 Salon" • 312.664.0710 • 312.664.0711 • 312.664.0712



Changing the way you look at salon furniture

February

VEECCO  
SALON DESIGN AND MANUFACTURING  
Follow us  
into the  
future!  
WWW.VEECOMANUFACTURING.COM • Call today for the sample of a  
"Select Veeco 1 Salon" • 312.664.0710 • 312.664.0711 • 312.664.0712



Changing the way you look at salon furniture

**BIGAD**

January

# Putting together THE PERFECT FIT FOR 58 YEARS

Our family-owned, Chicago, Illinois-based company has been designing and producing furniture for beauty salons for over 58 years. Orders, design and manufacturing are all integrated into one facility, allowing each job to be effectively monitored from beginning to end. Whether you choose a model from our catalog or choose to have us draw a custom design, you will be able to follow the progress of your salon from beginning to end.

Working directly with the owners, design team, sales associates, and office staff enables the creation of a unique salon, spa or educational facility and gives you the service you have come to deserve and expect. When you work with VEECO, you become part of our family.

Our combined Chicago factory, offices and showroom offer you all three of the components necessary to build a quality product: Design, Engineering and Manufacturing.

Our responsiveness to your vision is what sets us apart from every other manufacturer in the marketplace today.

Whether it is one piece or an entire custom salon, VEECO's designers and craftsmen assure quality and satisfaction.

From concept to design to construction, you'll find there's value in VEECO.

VEECO

SALON DESIGN AND MANUFACTURING

**BIGAD**  
Advertising and  
Marketing Agency since 1945  
A G E N C Y

Veeco Manufacturing, Inc.  
1217 West Washington Boulevard  
Chicago, IL 60607  
Phone: 312-666-0900  
Toll Free: 800-635-3772  
Fax: 312-666-7945



# Whether it's just one piece or an entire salon...



VATA SALON • CHICAGO



DL7916



VN7718



ACB-R

MTH



CP8808  
from the 2003  
CONCEPT COLLECTION



ST9716



ML9917

ML9916



PR3960

## ...VEECO always assures Quality & Satisfaction

VEECO  
SALON DESIGN AND MANUFACTURING

BIGAD

WWW.VEECOMANUFACTURING.COM  
1217 West Washington Boulevard • Chicago, IL 60607 • 312.666.0900 phone • 312.666.7945 fax • 1.800.635.3772 toll free











The image displays several overlapping catalogs from Veeco. The top catalog, titled "MANICURE & PEDICURE STATIONS", features a large image of a woman's face and the slogan "Your vision is our focus." Below this, it shows various manicure and pedicure stations. The middle catalog, titled "VEECO", also features the slogan "Your vision is our focus." and shows various salon furniture. The bottom catalog, titled "Salons Furnished in 10 days", shows various salon furniture and equipment. The bottom right corner of the image features the logo for "BIGAD AGENCY".

MANICURE & PEDICURE STATIONS

YOUR VISION IS OUR FOCUS.

MANICURE & PEDICURE STATIONS

VEECO

YOUR VISION IS OUR FOCUS.

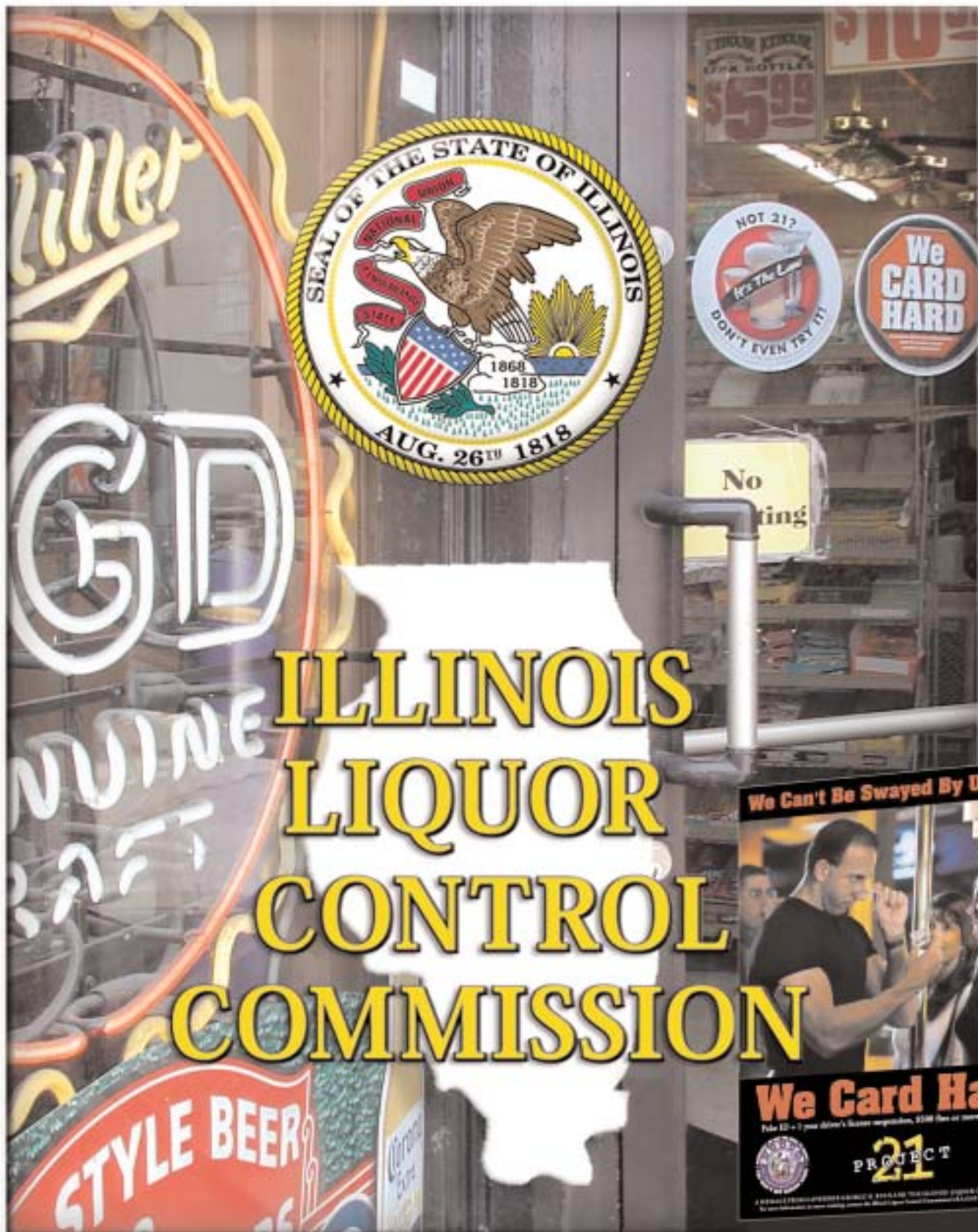
Salon furniture

VEECO Express

Salons Furnished in 10 days

VEECO always assures Quality & Satisfaction

**BIGAD**  
A G E N C Y



# ILLINOIS LIQUOR CONTROL COMMISSION

**BIGAD**  
BOTTLED IN GUINNESS

BIGAD has joined forces with the Governor and the Illinois Liquor Control Commission to curtail underage drinking.



# We Can't Be Swayed By Underage!



# We Card Hard!

Fake ID = 1 year driver's license suspension, \$500 fine or more, possible jail time.



## PROJECT 21



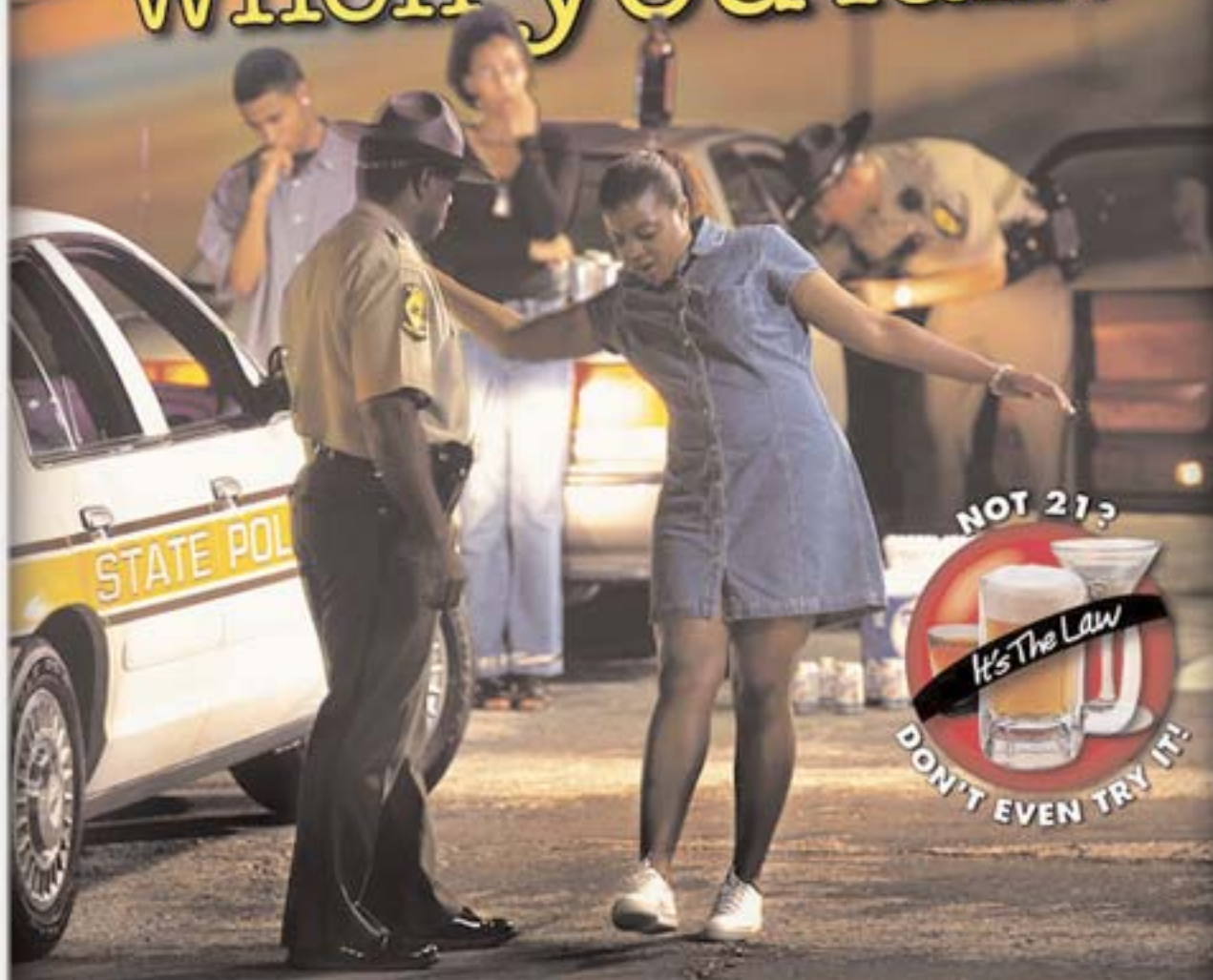
A MESSAGE FROM GOVERNOR GEORGE H. RYAN AND THE ILLINOIS LIQUOR CONTROL COMMISSION  
For more information on server training, contact the Illinois Liquor Control Commission's B.A.S.S.E.T. program at 312-814-0773.

An intern working for Liquor Commission came up with "We card Hard!" The photo was shot at Cordozzo's restaurant in the Loop.

# BIG AD

2012

# Who will catch you when you fall?



**A DUI will cost about \$11,000** (lawyer's fees, high risk insurance, fines, classes, loss of work)

**Serving an intoxicated person is a Class A Misdemeanor**

You'll be arrested, fined up to \$2,800, and could face a lawsuit.

A MESSAGE FROM GOVERNOR GEORGE H. RYAN AND THE ILLINOIS LIQUOR CONTROL COMMISSION

Funded by the National Highway Traffic Safety Administration - Illinois Department of Transportation, Division of Traffic Safety

**BIGAD**  
AGENCY

Staff and interns for the Liquor Commission along with State Police made very good models for many of our posters. Shot at the O'Hare Oasis on I-294.



# They Booze, You Lose!

Serving alcohol to a minor is a Class A misdemeanor.  
You'll be fined up to \$2,500 and could face jail time.



A MESSAGE FROM GOVERNOR GEORGE H. RYAN  
AND THE ILLINOIS LIQUOR CONTROL COMMISSION

For more information on B.A.S.S.E.T. Server Training call, 312-814-0773

Funded by the National Highway Traffic Safety Administration - Illinois Department of Transportation, Division of Traffic Safety



Photo Shot at Excalibur night club in Chicago.

# BIG AD

A D E N T

You're a  
**minor,**  
This is **major!**



An underage DUI will cost you about **\$9,000!**  
**PLUS** you lose your driver's license for a minimum of 2 years!  
(fines, high risk insurance, attorney fees, classes ...)

A MESSAGE FROM GOVERNOR GEORGE H. RYAN AND THE ILLINOIS LIQUOR CONTROL COMMISSION  
Funded by the National Highway Traffic Safety Administration and the Illinois Department of Transportation - Division of Traffic Safety

**BIG AD**  
A G E N C Y



# BEAR DOWN

**Tony Parrish #37**  
**CHICAGO BEARS**



**Underage Alcohol Consumption**  
= up to \$2,500 Fine and  
Possible Jail Time

**Providing Alcohol to a Minor**  
= up to \$2,500 Fine, Possible Loss  
of Liquor License and Jail Time

## ON UNDERAGE DRINKING!

A MESSAGE FROM GOVERNOR GEORGE W. RYAN AND THE ILLINOIS LIQUOR CONTROL COMMISSION  
Enforced by the Illinois State Police, County Sheriffs, and the Illinois Department of Transportation - Division of Traffic Safety

A series of photos were shot in the Bears weight room with safety Tony Parrish.

**BIGAD**  
A P E M C I

# Bear Down

## Bears Safety works with Governor Ryan, Liquor Commission to help get word out

This fall Bears Safety Tony Parrish, an alcohol abstainer, joined forces with Governor George H. Ryan and the Illinois Liquor Control Commission in a combined effort to crackdown on underage drinking and alcohol sales to minors. The "get tough" campaign began with a photo shoot at Halas Hall for some power photos. Parrish posed for shots that have been used in print materials which spell out the consequences and laws regarding underage drinking.

The "in your face" photos will get in front of faces all over the state. A poster has been sent to all liquor licensees to remind staff to cut down on underage sales. Parrish is featured on the WBBM trailer outside Soldier Field at Bears home games and he is also in a program guide for "Project 21", a statewide program for cracking down on underage sales.

Tony tells the reasons he has decided to abstain from alcohol in a pamphlet sent to Illinois college students which informs minors of the laws regarding underage drinking. His story follows.

## Tony's Story Why I chose not to drink

The decision not to drink was one I made during my freshman year of high school. One of my friends had an older brother who was a senior at our school. Whenever their parents left for the weekend his older brother would throw a party. I felt privileged to be

invited because only a select group of upper classmen were allowed to attend. So, while trying to be down and fit in with the upper classmen, I was faced with one of my life's most defining decisions: to drink or not to drink. A question we've all asked ourselves at some point. I was amazed at how much alcohol was at the party, especially since we were all in high school. It seemed like everyone was drinking, including my friends. I wondered if they drank because they liked it or they were trying to fit in. When I was younger, I snuck a sip of my grandfather's beer and the same of a wine cooler at a family picnic and they were both nasty to me. Since then, I've heard people say that alcohol is an acquired taste. And, until this day, I do not understand why anyone who does choose to drink would drink anything that doesn't taste good.

Of course, it was only a matter of time before someone would offer me a drink. At this point, my mind was made up. If I couldn't be down without drinking, that was just something I was going to have to deal with. Besides that the health risks and impairment of your senses that come along with drinking are not for me. Call me a control freak, if you

**BEAR DOWN**

TONY PARRISH, 201  
CHICAGO BEARS

BEARS SAFETY  
ALCOHOL ABSTAINER

**BIG AD**

**ON UNDERAGE SALES!**

**Success and Sobriety.  
A Powerful Combination**

**Professional**

...the Bears...

**College**

...the Bears...

**High School**

...the Bears...

**PEER PRESSURE IS A POWERFUL FORCE. AFTER YOU SAY NO, THE NEXT TIME, IT'S EASIER TO KEEP ON SAYING NO.**

ILLINOIS LIQUOR CONTROL COMMISSION

**RAISE the BARS**

TONY PARRISH, 201  
CHICAGO BEARS

**Be In Control**

of who you are and where you're going!



# ON Underage Drinking

will, but the thought of not being in total control makes me uneasy. When the moment of truth was upon me, I was able to say "NO", but I must admit it was harder than I imagined. Peer pressure is a powerful force!

Since then, it has become easier and easier to say "NO". An answer aided through seeing countless numbers of drunken friends and classmates. From guys who got drunk and fought, to girls who passed out in the street while their girlfriends tried to help! Now that certainly is not attractive to me. Throughout high school and college, I know girls who have been sexually assaulted, even raped, in situations where alcohol was involved. I have friends who have been in alcohol-related car accidents, a couple even died.

In writing this I am not trying to be holier than thou or condemn anyone. I am just saying that underage drinking can be problematic and the laws against underage drinking are in place for a reason.

Take care!

*Tony Parrish*  
37  
**Tony Parrish, #37**  
CHICAGO BEARS

To find out more on the laws regarding underage drinking visit the Illinois Liquor Control Commission's website at [www.state.il.us/lcc](http://www.state.il.us/lcc).

## Laws & Penalties Regarding Alcohol and Minors

**POSSESSION OF ALCOHOL BY A MINOR, OPENED OR UNOPENED CONTAINER**  
PENALTY: maximum \$500 fine and a six-month jail term.

**CONSUMPTION OF ALCOHOL BY A MINOR**  
PENALTY: up to \$2,500 fine and possible jail time.

**ILLEGAL TRANSPORTATION OF ALCOHOL BY A MINOR**  
PENALTY: Driver's license suspension for one year for first offense. Revocation of driver's license for subsequent offenses. Maximum \$1,300 fine.

**PROVIDING ALCOHOL TO A MINOR**  
PENALTY: Maximum \$2,500 fine and a one-year prison term.

## Penalties for Underage Drinking and Driving

### ZERO TOLERANCE

1st OFFENSE	Three-month suspension of driver's license.
1st OFFENSE with refusal of testing	Six-month suspension of driver's license.
2nd OFFENSE	One-year suspension of driver's license.
2nd OFFENSE with refusal of testing	Two-year minimum suspension of driver's license.

### DUI CONVICTION

1st OFFENSE	Two-year minimum revocation of driver's license.
2nd OFFENSE	Revocation of driver's license for a minimum of five years or until age 21, whichever is longer. Possible prison term of one year and a maximum fine of \$2,500.
3rd OFFENSE	Revocation of full driving privileges for a minimum of 10 years. Possible prison term of one to three years and a maximum fine of \$25,000.

**Card Hard!**

BEAKING DOWN ON UNDERAGE SALES

LAW & PENALTIES FOR SERVING A MINOR

A TEAM EFFORT

DRAM & PERSONAL LIABILITY LAWS

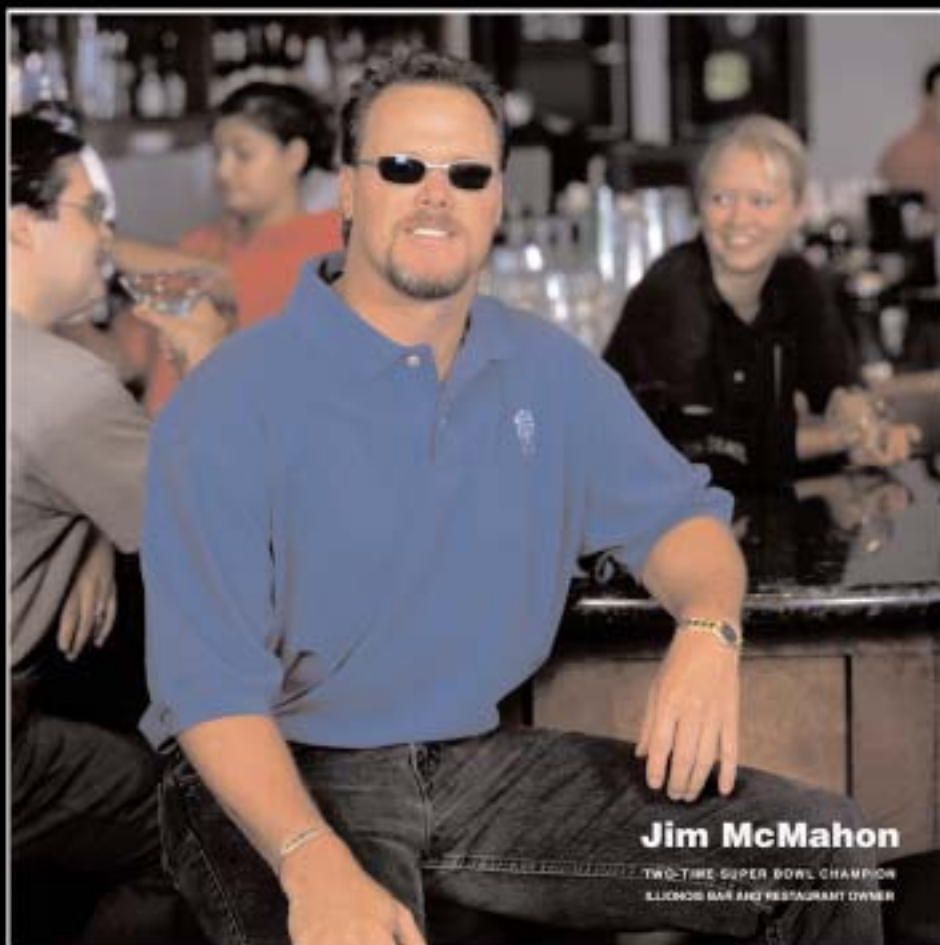
21

**BEAR DOWN ON UNDERAGE DRINKING**

Minors caught drinking could face up to a \$2,500 fine and possible jail time!

A FEATURE FILM ABOUT THE ILLINOIS LIQUOR CONTROL COMMISSION

DON'T BE A PUNK  
AND GET DRUNK



**Jim McMahon**

TWO-TIME SUPER BOWL CHAMPION  
ILLINOIS BAR AND RESTAURANT OWNER

OUR SERVERS SERVE RESPONSIBLY

Serving an intoxicated individual is a Class A misdemeanor.  
You'll be fined up to \$2,500 and could face jail time.



A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

**BIGAD**  
ADVERTISING

Shot at McMahon's new sports bar



# Think before you Drink...

...drinking under age is illegal



**Jerry Azumah '23**  
CHICAGO BEARS

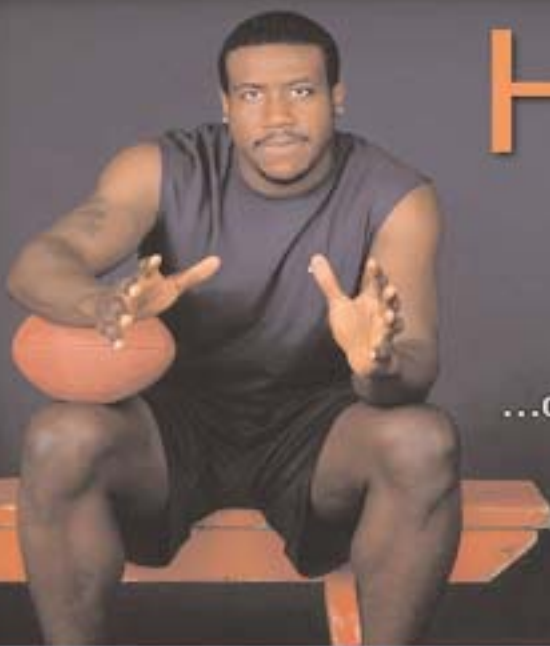


- ▶ UNDERAGE ALCOHOL CONSUMPTION = up to \$2,500 fine and possible jail time
- ▶ PROVIDING ALCOHOL TO A MINOR = up to \$2,500 fine and possible jail time

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

# Here's the Deal...

...drinking underage is illegal



**Marty Booker '86**  
CHICAGO BEARS



- ▶ UNDERAGE ALCOHOL CONSUMPTION = up to \$2,500 fine and possible jail time
- ▶ PROVIDING ALCOHOL TO A MINOR = up to \$2,500 fine and possible jail time

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

Shot 2 days before the Bears' training camp

**BIGAD**  
A G E N C Y

# THE ILLINOIS LIQUOR CONTROL COMMISSION

These three posters for the Illinois Liquor Control Commission tackle the problem of underage drinking with the endorsement of top sports figures. Adam Timmerman of the St. Louis Rams, and Rusty Wallace and Sterling Marlin NASCAR Drivers offer some sound advice to kids. These posters are to be displayed throughout all Illinois' Liquor serving establishments.



## MAKE THE RIGHT PLAY

**BLOCK  
OUT  
UNDERAGE  
DRINKING**



UNDERAGE DRINKING FINE \$500 - \$2500

*"Making a smart decision is an easy call when your future is on the line. If you want to be part of a winning team, stick to the game plan and don't drink underage."*

Adam Timmerman, #62  
ST. LOUIS RAMS

**Drive Hammered...  
...Get Nailed!**

Adam Timmerman, #62



**BIGAD**

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION  
Funded by the National Highway Traffic Safety Administration - Illinois Department of Transportation, Division of Traffic Safety

AGENCY



# GET THE RACER'S EDGE CUT OUT UNDERAGE DRINKING

*Knowing exactly when to  
make your move and when  
to lay back is crucial.  
Eliminating underage  
drinking maintains your  
competitive advantage, and  
puts you in a position to win.*

#2

Bobby Wallace  
NASCAR Driver



Drive Hammered...  
...Get Nailed!

PROVIDING ALCOHOL TO A MINOR:  
equals up to a \$2500 fine

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

Funded by the National Highway Traffic Safety Administration - Illinois Department of Transportation, Division of Traffic Safety

# STEER CLEAR OF UNDERAGE DRINKING



Drive Hammered...  
...Get Nailed!

UNDERAGE DRINKING = \$500 - \$2500 FINE

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

Funded by the National Highway Traffic Safety Administration - Illinois Department of Transportation, Division of Traffic Safety

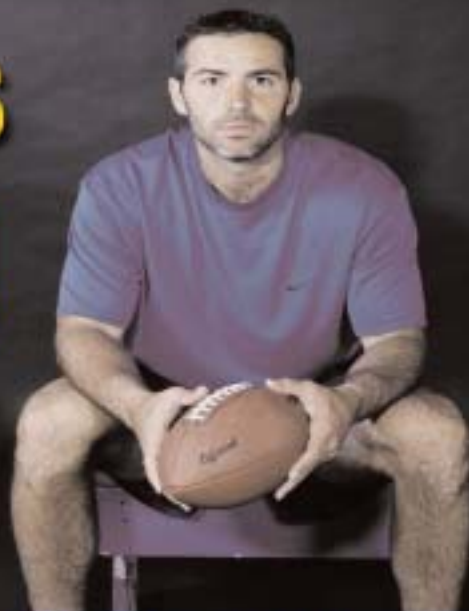
BIG AD  
A G E N C Y

# Winners play by the rules!

Drinking underage is illegal



**Kurt Warner '13**  
SUPER BOWL XXXIV MVP  
ST LOUIS RAMS

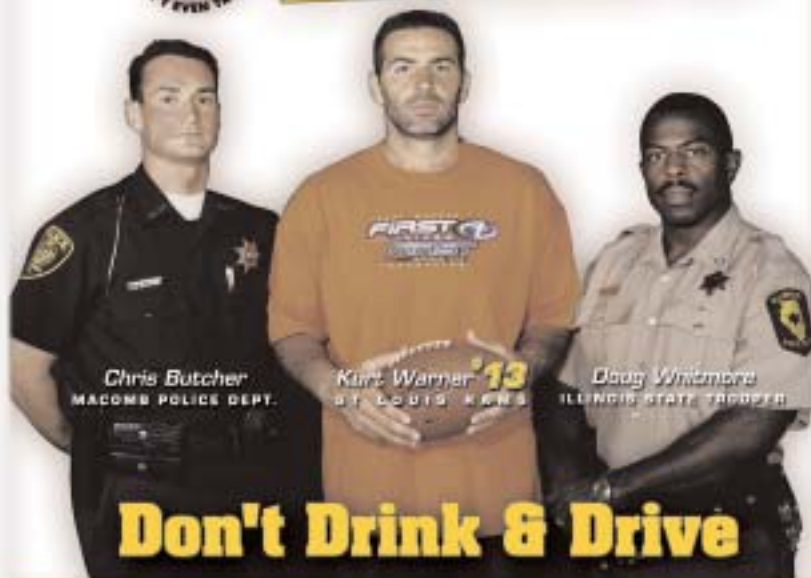


- ▶ UNDERAGE ALCOHOL CONSUMPTION = up to \$2,500 fine and possible jail time
- ▶ PROVIDING ALCOHOL TO A MINOR = up to \$2,500 fine and possible jail time

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

Kurt Warner was shot at  
the Rams' training camp.

# Play by the Rules



**Chris Butcher**  
MACOMB POLICE DEPT.

**Kurt Warner '13**  
ST LOUIS RAMS

**Doug Whitmore**  
ILLINOIS STATE TROOPER

## Don't Drink & Drive

**IT'S THE LAW!**

A MESSAGE FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

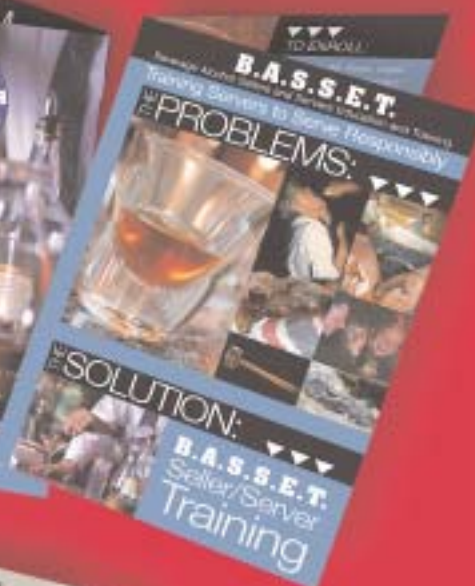
**BIGAD**  
BUREAU





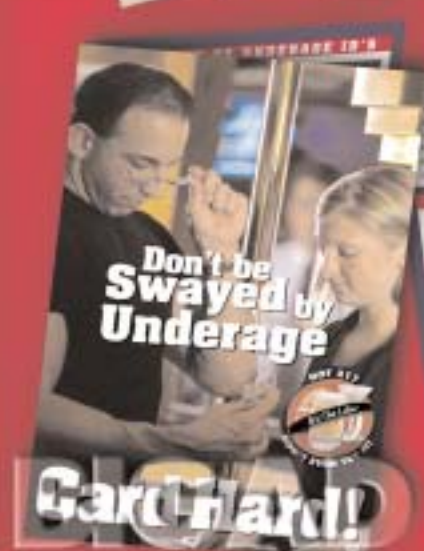
12 page brochure  
for parents of  
Illinois college  
students





4-color design for informational pamphlets

Multi-fold brochure on alcohol poisoning





## ALCOHOL CAN BE TOXIC!

**ALCO**  
By Dr. Richard L. ...  
The ...

...the drinking is a natural part of our  
lives, and is completely necessary. So, there must be no danger  
because every weekend drinker  
isn't a drunk.

Alcohol abuse (especially binge drinking) was reported by 10% of those who had been hospitalized for alcohol-related problems. And among men, 10% reported binge drinking and 10% reported alcohol-related problems. Last year, 1.1 million people were killed in alcohol-related accidents, 200,000 were injured and there were 1,000 cases reported of sexual assault in the same time. The top 15 causes of death and disease in the United States are: heart disease, cancer, stroke, chronic lung disease, diabetes, HIV/AIDS, liver disease, kidney disease, Alzheimer's disease, depression, anxiety, bipolar disorder, schizophrenia, and substance abuse. The top 15 causes of death and disease in the United States are: heart disease, cancer, stroke, chronic lung disease, diabetes, HIV/AIDS, liver disease, kidney disease, Alzheimer's disease, depression, anxiety, bipolar disorder, schizophrenia, and substance abuse.

total stress, 1.5 kN/m<sup>2</sup> and a 1000 percent water content. The results are shown in Table 1. The average values of the shear stress at failure are 1.1 kN/m<sup>2</sup> and 1.2 kN/m<sup>2</sup> at horizontal and vertical loading, respectively. The average values of the shear stress at failure are 1.1 kN/m<sup>2</sup> and 1.2 kN/m<sup>2</sup> at horizontal and vertical loading, respectively.

[illegible]

WHEN DOES ALCOHOL  
BECOME DEADLY?

The following is a list of the names of the persons who have been elected to the office of President of the American Society of Civil Engineers for the year 1900. The names are listed in alphabetical order of their surnames.

**PAY LATER**



**ALCOHOL POISONING and  
ALCOHOL'S EFFECT <sup>ON THE</sup> BODY**

**Knowing what to do  
if someone drinks too much  
could save a life.**

DRINKING OVER TIME

**Pre-Natal**  Drinking during pregnancy significantly increases the chance of delivering a baby with **Alcohol Syndrome**, a fetal head, unstable brain, damaged abdominal and pelvic, and poor muscle tone.

**Post-Natal**  **Top 5** **Alcohol Syndrome** signs and symptoms are: Abnormal growth, abnormal facial features, learning and growth delays, abnormal brain, brain to abnormal head, and abnormal brain to brain. They are also known as **Alcohol Syndrome** and **Alcohol Syndrome**.

**Alcohol Syndrome**  If a pregnant woman takes more than 12 ounces of alcohol, there is a 10% chance that they'll have a **Alcohol Syndrome** and **Alcohol Syndrome**.

**Alcohol Syndrome**  If a pregnant woman takes more than 12 ounces of alcohol, there is a 10% chance that they'll have a **Alcohol Syndrome** and **Alcohol Syndrome**.

**Passing out doesn't mean sleeping it off!**

If someone joins you, you need to act. They will have conventionalist objections as to why the description isn't up to you to get better. There is no more discussion of it.

### What to do if you suspect someone has started a fire

- Alcohol Poisoning**  
 ... This is a medical emergency!  
 ... The person will help that side on the  
 ... If you get into the wrong  
 ... The person will probably be  
 ... He may not be reached because that  
 ... Your friends'll be a real shock. And  
 ... It might be essential will have few  
 ... The first signs of the first warning signs of  
 ... A few more in a row.  
 ... In several cases, because when  
 ... Drinking, your friend could be dying.  
 ... Having a good head strong drink  
 ... After a while, when you're  
 ... It's not a bad idea to have  
 ... It's not a bad idea to have

**You may be  
called on to  
SAVE A LIFE!**

## How Alcohol Affects the Body

Cancer  
Ulcers  
Varicose Veins  
Arthritis

[illegible]

# BIGAD



# B.B.A.S.S.E.T. Bulletin

BEVERAGE ASSOCIATION SELLERS AND SERVERS EDUCATION AND TRAINING BULLETIN  
Volume 1, Issue 2  
BASSET Bulletin is a publication of the Illinois Liquor Control Commission  
Fall, 2001

## BASSET Training Goes Online

# B.B.A.S.S.E.T. Bulletin

BEVERAGE ASSOCIATION SELLERS AND SERVERS EDUCATION AND TRAINING BULLETIN  
Volume 1, Issue 3  
BASSET Bulletin is a publication of the Illinois Liquor Control Commission  
Winter, 2002



## BASSET plays big role in Project 21

David T. Baker  
Director  
Illinois Liquor Control Commission

During the last year as Executive Director, I have made it a priority of the Illinois Liquor Control Commission to provide responsible alcohol service.

Since the Beverage Alcohol Sellers and Servers Education and Training (BASSET) program was created in the Commission ten years ago, 12,000 servers and servers have been trained. Also, the number of BASSET trainees has increased from 1,000 to 141, representing the majority of all servers working throughout the state.

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

## EDUCATION VS ENFORCEMENT A Viable Option

Education vs. Enforcement: A Viable Option

The Illinois Liquor Control Commission has long been a proponent of education as a means of reducing alcohol-related problems. This is reflected in the Commission's long-standing support of the BASSET program, which provides training for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

# B.B.A.S.S.E.T. Bulletin

BEVERAGE ASSOCIATION SELLERS AND SERVERS EDUCATION AND TRAINING BULLETIN  
Volume 1, Issue 4  
BASSET Bulletin is a publication of the Illinois Liquor Control Commission  
Spring, 2002

### Legislative Update

Legislative Update

The Illinois Liquor Control Commission has been actively involved in the legislative process, working to ensure that the Commission's interests are represented in the state legislature. This includes providing input on proposed legislation and working to build consensus among stakeholders. The Commission has been successful in many of its efforts, and we look forward to continuing our work in the future.

## BASSET TRAINING for good, sound alcohol policy

BASSET TRAINING for good, sound alcohol policy

The BASSET program is a comprehensive system of training and education for servers and managers in the state. It is designed to provide servers and managers with the knowledge and skills they need to provide responsible alcohol service. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### BASSET goes big into Project 21

BASSET goes big into Project 21

The BASSET program has been a major success for the Illinois Liquor Control Commission. It has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Announcements for the Rules & Regulations

Announcements for the Rules & Regulations

The Illinois Liquor Control Commission has issued several new rules and regulations to ensure the integrity of the BASSET program. These rules and regulations are designed to provide servers and managers with the knowledge and skills they need to provide responsible alcohol service. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Also Visit

Also Visit

Visit the BASSET website for more information on the program. The website provides a comprehensive overview of the program and its goals. It also provides information on how to become a BASSET trainee. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Poster Progress

Poster Progress

The BASSET program has been successful in its efforts to promote responsible alcohol service. This is reflected in the progress of the poster campaign, which has helped to raise awareness of the program and its goals. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### New BASSET Star Award

New BASSET Star Award

The Illinois Liquor Control Commission has created a new award to recognize outstanding servers and managers who have completed the BASSET program. This award is a testament to the hard work and dedication of these individuals. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### New BASSET Curriculum

New BASSET Curriculum

The Illinois Liquor Control Commission has updated the BASSET curriculum to reflect the latest research and best practices in the field of responsible alcohol service. This new curriculum provides servers and managers with the knowledge and skills they need to provide responsible alcohol service. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### SERVICES TO GO

SERVICES TO GO

The Illinois Liquor Control Commission has created a new service to provide servers and managers with the knowledge and skills they need to provide responsible alcohol service. This service is designed to provide servers and managers with the knowledge and skills they need to provide responsible alcohol service. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Bulletin

Bulletin

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### TRAINING SERVING TO SERVE RESPONSIBLY

TRAINING SERVING TO SERVE RESPONSIBLY

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.

### Basement

Basement

The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state. The BASSET program has helped to create a comprehensive system of training and education for servers and managers in the state.



# Under 21 UPDATE

A PUBLICATION FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

## What is an Acceptable ID?

By John Stankovic - ILLC Chief Legal Counsel

If you work in a bar or restaurant or even one, chances are you've been asked whether or not to serve a person. If you take a moment to read the ILLC's new rules, you'll find that the ILLC has updated its rules on acceptable identification. All states in the U.S. require a person to be at least 21 years old to purchase or possess alcohol. The ILLC's new rules are designed to help you determine if a person is at least 21 years old.



## So, what is Acceptable Identification?

- 1) The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.
- 2) The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.
- 3) The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.
- 4) The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.
- 5) The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.

# Under 21 UPDATE

A PUBLICATION FROM THE ILLINOIS LIQUOR CONTROL COMMISSION

## New Bears Poster Unveiled

The ILLC's Under 21 Program introduced a new Chicago Bears "New Bears" poster with Bears' Vice Lady Lene Jones, Bears' Quarterback Matt Ryan, and Bears' Defensive End Markus Davenport at a press conference with ILLC Executive Director Mark Bishop and Chairman Dan Adams. The "New Bears" poster is designed to help you determine if a person is at least 21 years old.

## A review of Happy Hour Laws

1 PERSON = 1 DRINK

to: www.illc.com

Happy hour laws are designed to help you determine if a person is at least 21 years old. The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.



## ROLLS ON

The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.

**What is an Acceptable ID?**

Under 21 laws are strict. If you're under 21, you can't buy or drink alcohol. The ILLC's new rules are designed to help you determine if a person is at least 21 years old.



## Fake ID's: Where Do They Come From?

The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.

## Advice from Illinois: On How You Can Avoid Getting to Thirst

The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.

**ILLINOIS LIQUOR CONTROL COMMISSION**

Under 21 laws are strict. If you're under 21, you can't buy or drink alcohol. The ILLC's new rules are designed to help you determine if a person is at least 21 years old.

## UPDATE ON 21

The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.

## ¿HABLA ESPAÑOL?

POSTERS IN SPANISH

## Super Bowl Beer

The ILLC's new rules require that a person's identification be a valid, unexpired, and original document. A photocopy or a scan of a document is not acceptable.



**Do you Have \$9,070?**

**\$9,070.00**  
That's what it'll cost you for an Underage DUI.

**THE BOTTOM LINE**

**THE COST OF A DUI IN ILLINOIS**

Category	Cost
Base Fine	\$1,200
Attorney's Fees	\$2,500
License Suspension	\$1,000
Insurance Increase	\$4,370
<b>Total</b>	<b>\$9,070</b>

**DO NOT DRINK AND DRIVE**

**Under 21?**

**Use This, Lose This!**



**STOP! STOP! STOP!**



The State of Illinois enforces a strict "Use It and Lose It" zero tolerance law for underage drinking and driving. Under the law, drivers under the age of 21 who are even slightly intoxicated will lose their driving privileges. Even if a minor is not drinking, underage driving is a misdemeanor punishable by a fine of \$500 and/or prison up to 6 months.

**THE ILLINOIS ZERO TOLERANCE LAW**

**Thinking about tryin' a fake ID?**



**Think Again!**

**POSSESSION OR USE OF A FAKE DRIVER'S LICENSE**  
PENALTY: automatic 1 year suspension of your driver's license, a monetary fine of \$500 and up to one year in prison.

**ALTERING OR MANUFACTURING A DRIVER'S LICENSE**  
PENALTY: automatic 1 year driver's license suspension plus Class 4 felony charges of \$1-2 years in prison and up to a \$20,000 fine.

**Automatic One Year Suspension** **Possible Jail Time** **Fines Ranging from \$500 to \$20,000**



**BAC for MALES**  
BLOOD ALCOHOL CONCENTRATION CHART

ADP DRINKS PER HR.	100	125	150	175	200	225	250	275	300
0	0.00	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02
1	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02
2	0.08	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03
3	0.11	0.09	0.08	0.07	0.06	0.06	0.05	0.05	0.05
4	0.15	0.12	0.11	0.10	0.09	0.08	0.08	0.07	0.07

**BAC for FEMALES**  
BLOOD ALCOHOL CONCENTRATION CHART

ADP DRINKS PER HR.	100	125	150	175	200	225	250	275	300
0	0.00	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02
1	0.05	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02
2	0.09	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.04
3	0.14	0.11	0.10	0.08	0.08	0.07	0.06	0.06	0.06
4	0.18	0.15	0.13	0.11	0.10	0.09	0.08	0.08	0.08
5	0.23	0.19	0.16	0.14	0.13	0.11	0.10	0.09	0.09
6	0.27	0.23	0.19	0.17	0.15	0.14	0.12	0.11	0.11
7	0.32	0.27	0.23	0.20	0.18	0.16	0.14	0.13	0.13
8	0.36	0.30	0.26	0.23	0.20	0.18	0.17	0.15	0.15
9	0.41	0.34	0.29	0.26	0.23	0.20	0.19	0.17	0.17

Package handed out to Illinois college students

Brochure for Liquor Commission's Under 21 Program



# Programs for LIQUOR Licensees

The ILLC's Under 21 program has many programs available to its members about providing programs. It includes information about responsible drinking and programs that help prevent on the bars and restaurants of drinking underage, and it is PROJECT 21 program. To provide these liquor licensees with awareness and education materials and signage that work a change.

Illinois Liquor Control Commission  
Department of Transportation, State of Illinois

## OTHER PROGRAMS

The Under 21 program provides to all members of the program. It includes information about responsible drinking and programs that help prevent on the bars and restaurants of drinking underage, and it is PROJECT 21 program. To provide these liquor licensees with awareness and education materials and signage that work a change.

For more information, visit [www.illc.com](http://www.illc.com) or call 1-800-244-4444.



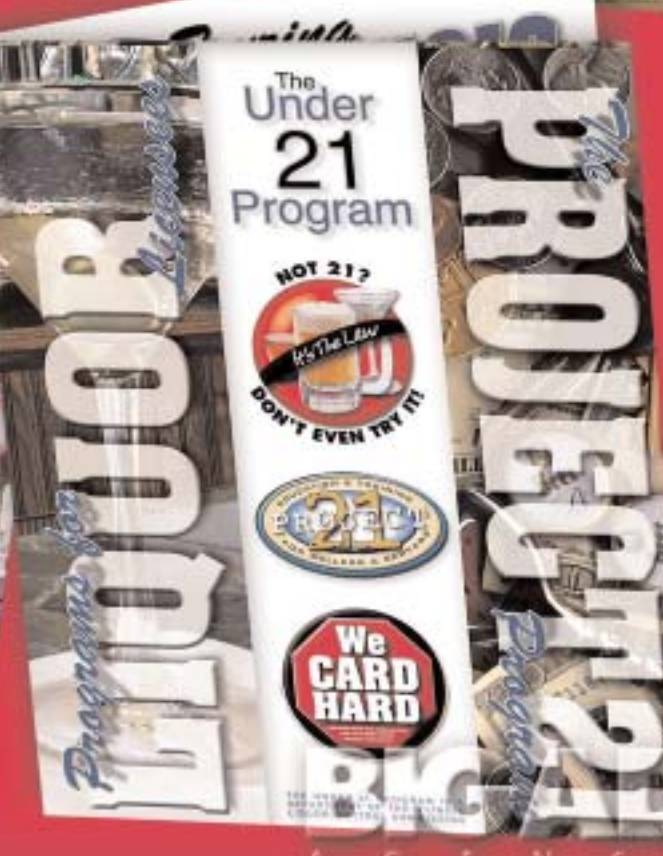
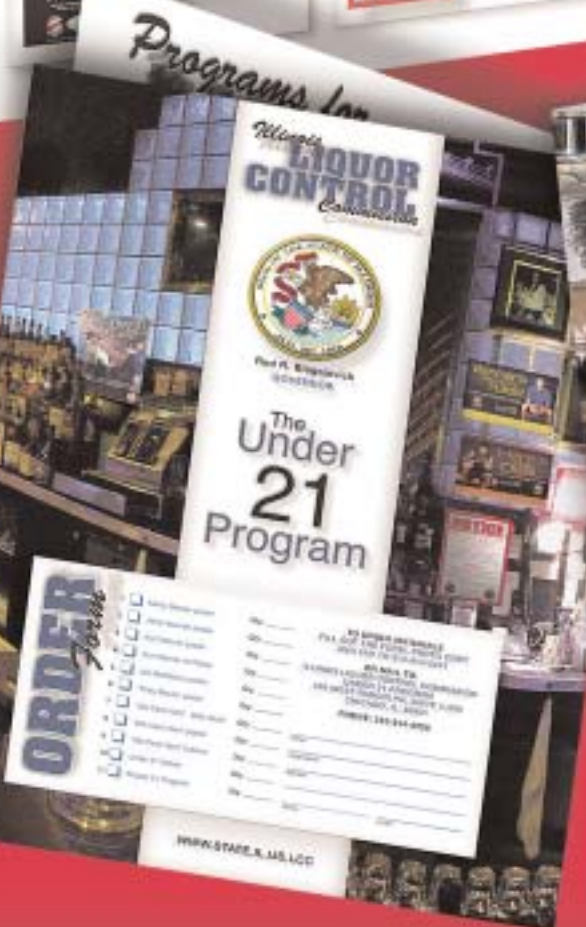
# Touring ILLINOIS

PROJECT 21 TEACHES HOW TO SERVE & SELL ALCOHOL RESPONSIBLY THROUGHOUT THE STATE

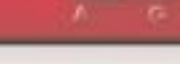
The Project 21 program is a mandatory training program for all liquor licensees in Illinois. It is designed to teach responsible drinking and prevent on the bars and restaurants of drinking underage, and it is PROJECT 21 program. To provide these liquor licensees with awareness and education materials and signage that work a change.

The Project 21 program is a mandatory training program for all liquor licensees in Illinois. It is designed to teach responsible drinking and prevent on the bars and restaurants of drinking underage, and it is PROJECT 21 program. To provide these liquor licensees with awareness and education materials and signage that work a change.

It is a mandatory training program for all liquor licensees in Illinois. It is designed to teach responsible drinking and prevent on the bars and restaurants of drinking underage, and it is PROJECT 21 program. To provide these liquor licensees with awareness and education materials and signage that work a change.



The Under 21 Program



AGENCY



# Tom Menzel



## Leadership Character Experience

**We need a voice we can count on in Springfield!**

**The Choice is Clear!**

Mayor Tom Menzel has a history of commitment to public service, fiscal responsibility and community values. He will take the lead on tough issues such as education, health care, public safety and our city's future.

**Daily Herald**  
"Menzel's vision and leadership are essential to the city's economic development plan."

**Chicago Sun-Times**  
"Menzel has provided the leadership that Springfield needs."

**PIONEER PRESS**  
"Menzel has been instrumental in changing our government for the better."

# Tom Menzel will work for US in Springfield

**THE CHOICE IS CLEAR**

**Stop the Madness!**

**As Mayor of Rolling Meadows, Tom Menzel has:**

- Reduced the local sales tax
- Reduced the city's debt
- Reduced the city's operating budget
- Reduced the city's property taxes
- Reduced the city's water rates
- Reduced the city's sewer rates
- Reduced the city's trash rates
- Reduced the city's recycling rates
- Reduced the city's recycling rates
- Reduced the city's recycling rates

**As State Senator, Tom Menzel will strive to:**

- Reduce the state's budget
- Reduce the state's debt
- Reduce the state's operating budget
- Reduce the state's property taxes
- Reduce the state's water rates
- Reduce the state's sewer rates
- Reduce the state's trash rates
- Reduce the state's recycling rates
- Reduce the state's recycling rates
- Reduce the state's recycling rates

**As State Senator, Tom Menzel will strive to:**

- Reduce the state's budget
- Reduce the state's debt
- Reduce the state's operating budget
- Reduce the state's property taxes
- Reduce the state's water rates
- Reduce the state's sewer rates
- Reduce the state's trash rates
- Reduce the state's recycling rates
- Reduce the state's recycling rates
- Reduce the state's recycling rates

**Tom Menzel**  
REPUBLICAN FOR  
STATE SENATE

# Tom Menzel

**REPUBLICAN FOR STATE SENATE**

**Tom Menzel** knows you care about the budget, state jobs, and education. He's the only one who can help you without making you pay more. Why? Because he's done it!

**LEADERSHIP**

- Led the effort to pass the Budget, state jobs, and education.
- Reduced the state's budget by \$1.2 billion.
- Reduced the state's debt by \$1.2 billion.
- Reduced the state's operating budget by \$1.2 billion.
- Reduced the state's property taxes by \$1.2 billion.
- Reduced the state's water rates by \$1.2 billion.
- Reduced the state's sewer rates by \$1.2 billion.
- Reduced the state's trash rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.

**CHARACTER**

- A dedicated family man with two grown children.
- Developed innovative education programs for the state's students.
- Reduced the state's budget by \$1.2 billion.
- Reduced the state's debt by \$1.2 billion.
- Reduced the state's operating budget by \$1.2 billion.
- Reduced the state's property taxes by \$1.2 billion.
- Reduced the state's water rates by \$1.2 billion.
- Reduced the state's sewer rates by \$1.2 billion.
- Reduced the state's trash rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.
- Reduced the state's recycling rates by \$1.2 billion.

**EXPERIENCE**

- Increased the city's tax base by \$1.2 billion.
- Reduced the city's budget by \$1.2 billion.
- Reduced the city's debt by \$1.2 billion.
- Reduced the city's operating budget by \$1.2 billion.
- Reduced the city's property taxes by \$1.2 billion.
- Reduced the city's water rates by \$1.2 billion.
- Reduced the city's sewer rates by \$1.2 billion.
- Reduced the city's trash rates by \$1.2 billion.
- Reduced the city's recycling rates by \$1.2 billion.
- Reduced the city's recycling rates by \$1.2 billion.
- Reduced the city's recycling rates by \$1.2 billion.

**Daily Herald**  
"Menzel's vision and leadership are essential to the city's economic development plan."

**PIONEER PRESS**  
"Menzel has been instrumental in changing our government for the better."

# A Senator We Can Count On

**Tom Menzel** is endorsed by:

- The Illinois State Board of Education
- The Illinois State Board of Elections
- The Illinois State Board of Health
- The Illinois State Board of Labor Relations
- The Illinois State Board of Natural Resources
- The Illinois State Board of Public Safety
- The Illinois State Board of Transportation
- The Illinois State Board of Veterans Affairs
- The Illinois State Board of Workers' Compensation
- The Illinois State Board of Youth Services

**Tom Menzel**  
REPUBLICAN FOR  
STATE SENATE

# State Deficit Tops \$500 Million Problem is still unresolved

**Chicago Tribune**

# HUGE new hole in State Budget

**Daily Herald**

# Ryan Hits Suburbs Hard

**Chicago Tribune**

# Legislators have proven USELESS in cutting this year's troubled budget

**Chicago Tribune**

# It's time to Stop the Madness!



As State Senator, Wendell Jones voted **AGAINST** our values and **AGAINST** our community!

- Mr. Jones voted **AGAINST** Increased Charities for our kids.
- Mr. Jones voted **AGAINST** Cutting prescription drug prices for our seniors.
- Mr. Jones voted **AGAINST** Increased funding for mental health research.
- Mr. Jones voted **AGAINST** More school construction for our kids.
- Mr. Jones voted **AGAINST** The Safe Neighborhoods Act that increased anti-terrorism weapons.
- Mr. Jones voted **AGAINST** Seniors Tax Credits for seniors and grandchild school parents.

But Mr. Jones was **FOR** an increase in our already high gas taxes when he should have got public transportation.

"Wendell Jones voted for hundreds of millions of dollars more in our already high gas taxes when he should have got public transportation."

It's time for a Senator who will stand up for our values and our community!



**Tom Menzel**  
WILL WORK FOR US IN SPRINGFIELD

**The Menzel PLAN**

- Stand firm against any tax increases
- Eliminate a balanced state budget
- Work to reduce waste and fraud in government
- Fight the real property tax spiral
- Improve school funding, expand early childhood programs and add incentives for investment in high-quality teachers
- Give law enforcement officials high-tech tools and training
- Expand prescription drug rebates for seniors on limited incomes

**Tom Menzel**



- As Mayor of Rolling Meadows, Tom Menzel has:
- Expanded the local taxing
- Expanded city services while holding the line on taxes
- Reinvigorated the downtown
- Created over 6,000 jobs
- Fully funded all pension plans
- Accepted police efforts and initiated community policing

**TOM MENZEL**  
REPUBLICAN  
STATE SENATE

Leadership • Experience • Character

**Daily Herald**  
"Menzel's vision is built on solid values and principled principles"

**TOM MENZEL**  
REPUBLICAN  
STATE SENATE

**CITIZENS FOR TOM MENZEL**

**Tom Menzel**

**Leadership Character Experience**

A voice we can count on in Springfield

It's our money. We pay our taxes. But who is taking care of it?

**Stop Madness!**

There will be tough choices to make in Springfield, Illinois. But should be made by our representatives.

Decisions that should be made by TOM MENZEL.

**When the Choice? Tom Menzel for State Senate**

**THE CHOICE IS CLEAR**

**Tom Menzel for ILLINOIS State Senate**

Promoting Our Families

As State Senator, Tom Menzel will strive to:

- Eliminate waste and reduce the size of government
- Eliminate the death tax
- Eliminate the estate tax
- Eliminate the gift tax
- Eliminate the capital gains tax
- Eliminate the corporate tax
- Eliminate the personal income tax
- Eliminate the property tax
- Eliminate the sales tax
- Eliminate the excise tax
- Eliminate the transfer tax
- Eliminate the gift tax
- Eliminate the estate tax
- Eliminate the capital gains tax
- Eliminate the corporate tax
- Eliminate the personal income tax
- Eliminate the property tax
- Eliminate the sales tax
- Eliminate the excise tax
- Eliminate the transfer tax

As Mayor of Rolling Meadows, Tom Menzel has:

- Expanded the local taxing
- Expanded city services while holding the line on taxes
- Reinvigorated the downtown
- Created over 6,000 jobs
- Fully funded all pension plans
- Accepted police efforts and initiated community policing

**Daily Herald**  
"Menzel's vision is built on solid values and principled principles"

**TOM MENZEL**  
REPUBLICAN  
STATE SENATE

**CITIZENS FOR TOM MENZEL**

**VOTE TUESDAY, MARCH 12**

**BIG AD**









But with HomeRule we could do so much more!

- Increased building inspection
  - Stricter code enforcement
  - Speedier removal of distressed vehicles
- Rule**

More power to  
Crack Down

Many factors will affect the village officials in buying or selling business. Increasing income, building transportation, construction, farming and demand that land will close up neglected property and with building, make many of the neglected property value is all commercial.



Mayor Calderón

[illegible]

**“Overcrowded  
APARTMENTS,  
VACANT sunDown  
buildings,  
Abandoned  
CARS  
have no place in  
Forest Park!”**

— Mayor Anthony Calderone

*"We as a community should  
demand self-determination.  
We must pass the  
Home Rule referendum.*

Formal Study Review, March 7, 2004

Make our own plans  
Improve economic growth  
Control our future  
Enhance our quality of life  
Work independently with  
all levels of government

**VOTE YES**  
**Home Rule for Local Control**  
**WEDNESDAY, APRIL 3**

**VOTE YES**  
Home Rule for Local Control  
TUESDAY, APRIL 3

On Thursday, April 3, there will be an important election performance of *Hamlet*. But should these three make it? It's time to vote the way you want. Here are some ideas to help you decide.

**What Is Hamlet About?**

Hamlet is a play about a prince who is torn between revenge and his conscience. He is the son of a king who has been murdered, and he is the nephew of the king who has taken his place. He is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions.

**How Will Hamlet Rule the City?**

Hamlet is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions. He is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions.

**Will Hamlet Rule with any Love?**

Hamlet is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions. He is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions.

**Why Should I vote for Hamlet?**

Hamlet is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions. He is a very intelligent and sensitive person, and he is very much in love with a girl who is also in love with another man. He is a very complex character, and his actions are often driven by his emotions.

# Vote for Home Rule

Throughout Forest Park business groups, neighborhood organizations, civic and community leaders have joined with neighbors and friends to voice their shared concern for historic Lake.

Azerbaycan Mayın Qalendari

www.humanities.mcgill.ca

Throughout the last few weeks there has been much discussion about the upcoming Home Rule election. I am grateful that the Grand Park Board is in favor of Home Rule and has strongly urged its support. They believe this administration has the right to continue the program.

The business community has rallied around Home Rule and we have the endorsement of both the Chamber of Commerce and the Forest Park Main Street Redevelopment Association.

Each day, Forest Park citizens tell me they recognize the improvements being made. They suggest ideas on how we can continue to create a vital, thriving and vibrant community.

I ask that you and your family please join us and I invite you to call or write me.

I am writing YES for Home Rule.

Together we will do go forward!

— Mayor Robert E. White

— *Journal of the American Medical Association*

**VOTE YES**  
Home Rule  
April 3

**Forest Park Needs Home Rule**

"The Service believes that the best decisions are those made closest to home. Supporting teams such as those awarded training and development building, important and useful to

Finally, we're stuck in the clutch again. No, let's move the camera close and in-

"We as a community should demand self-determination."

"Main Street endorses and supports Home Rule."

# BIG AD



**Dan Cronin**  
REPUBLICAN • STATE SENATOR

PROTECTING OUR FAMILIES • PRESERVING OUR COMMUNITY

Senator Cronin has ...

- Led the fight to pass the Illinois Marriage and Divorce Act, which will protect the sanctity of marriage and the rights of children.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.

**Dan Cronin - Tough, Effective Leadership for All of Us**

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

Chicago Tribune  
Tribune Endorses Cronin

Chicago Tribune  
Endorses Senator Dan Cronin  
"among the best in the Senate"

**Dan Cronin - Tough, Effective Leadership for All of Us**

**The Choice is Clear!**  
Dan Cronin has been endorsed by EVERY newspaper.

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

DAN CRONIN IS ENDORSED BY

**VOTE TUESDAY MARCH 19**

**It's Unanimous!**  
Throughout the region everyone agrees!

**Dan Cronin** is the **BEST CHOICE** for **State Senator**

"His proven legislative record, including tax cap legislation ... speaks for itself."

— Liberty Suburban

**Chicago Tribune**  
Tribune Endorses Cronin

**Westchester Record**  
Primary Endorses Dan Cronin

**Daily Herald**  
Glen Ellyn  
"An accomplished legislator"

**The Daily News**  
VOTE Tuesday March 19

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

PRESERVING THE CHARACTER OF OUR COMMUNITY

Senator Cronin has ...

- Led the fight to pass the Illinois Marriage and Divorce Act, which will protect the sanctity of marriage and the rights of children.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.
- Introduced legislation to create a new state police academy, which will ensure that all police officers are properly trained and equipped.

**VOTE TUESDAY MARCH 19**

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

**Chicago Tribune**  
Tribune Endorses Cronin

**Daily Herald**  
Glen Ellyn  
"An accomplished legislator"

**Sun-Times**  
Endorses Dan Cronin  
For State Senator

**VOTE TUESDAY MARCH 19**

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

**Chicago Tribune**  
Tribune Endorses Cronin

**Daily Herald**  
Glen Ellyn  
"An accomplished legislator"

**Sun-Times**  
Endorses Dan Cronin  
For State Senator

**VOTE TUESDAY, MARCH 19**

**Dan Cronin**  
REPUBLICAN • STATE SENATOR

**Chicago Tribune**  
Tribune Endorses Cronin

**Daily Herald**  
Glen Ellyn  
"An accomplished legislator"

**Sun-Times**  
Endorses Dan Cronin  
For State Senator

**VOTE TUESDAY, MARCH 19**

A series of  
2-color political  
designs





**DePaul HOCKEY**

DePaul  
VS  
Ferris State

**DEPAUL**  
BLUE DEMONS

**THESE GUYS ARE EVIL!**

SATURDAY  
FEBRUARY  
12<sup>th</sup>  
at  
Allstate  
Arena  
1:00 PM

Busses leave  
Student Hall  
at 9:00 AM

**February 12, 2000**  
**Allstate Arena**  
**Busses Leave**  
**From Alumni Hall**  
*Busses will run periodically throughout the day.*

**DePaul Hockey Game**  
**VS Ferris State**  
(DePaul Fans VS The Ferris State Goehender)  
*Show up to the game for details.*

Featuring the Stars (4-A World Famous)  
DePaul Ice Skating Marching Band  
(Between periods) with the 24th/25th

**Tip-Off to Homecoming**  
At the Blue Demon Room  
(Across the street from Allstate Arena)  
Catered by Salsbury Food & Drink  
Featuring the Party  
Rites & Socials of  
**Soul Shakedown**  
See Up  
The Pep!

**Chicago Wolves**  
**VS**  
**Kansas City Blades**

**Tickets Only \$11.00**  
Includes: Bus, DePaul Hockey,  
Homecoming Tip-Off, Wolves Hockey  
ON SALE AT DEPAUL HOCKEY TICKET OFFICE

**DE PAUL HOCKEY**

**EVIL ON ICE**

Now Recruiting Hockey Players! Call 773-687-3114

**DE PAUL HOCKEY SCHEDULE 2000-01**

September 29	Ferris State	January 11	California Berkeley
September 30	Ferris State	January 12	Palmer
October 6	Marquette	January 13	San Jose State
October 6	Marquette	January 19	Northwestern
October 13	Northern Illinois	January 20	Northwestern
October 14	Northern Illinois	January 26	Butler
October 20	Kentucky	January 27	Butler
October 21	Kentucky	January 27	Wisconsin
October 27	Robert Morris	February 2	Wisconsin
October 28	Butler	February 3	Michigan State
November 3	Muskegon College	February 9	Michigan State
November 3	Muskegon College	February 10	Wisconsin
November 10	Georgia Tech	February 16	Wisconsin
November 11	Georgia Tech	February 17	Muskegon College
November 17	Winona	February 23	Muskegon College
November 18	Winona (At Alumni Arena)	February 24	Northwestern
January 5	Robert Morris	March 2	ACHA National Tournament
January 6	Robert Morris	March	

Home games are held at McKelridge Sports Center 1844 N. California Ave. • Chicago, IL  
Friday home games 11:00 PM • Saturday home games 9:00 AM • Call about details to home games  
DePaul Hockey 773-687-3114 • Visit our Website: <http://snap.to/depuhockey>  
Printing by PS Graphics • Chicago • 312-263-9900



**KYLE GRONERT**  
Head Coach

2164 North Cleveland  
Chicago, IL 60647

Phone: 773-394-1251  
Email: [kyl@bigad.net](mailto:kyl@bigad.net)











BigAd partner Kyle Gronert is head coach of the hockey team at DePaul University.



**TRY-OUTS**  
**This Summer!**

**To play DePaul Hockey next year  
Make Contact Now!**

Phone or E-mail  
DePaul Hockey  
General Manager  
Rocky Aiyash  
**312-213-4000**  
**DePaulHockey@aol.com**

DePaul Competes in the  
American Collegiate Hockey Association (ACHA)



**EVIL ⊕ N ICE**

**DEPAUL BLUE DEMONS HOCKEY**

**PLAY DEPAUL HOCKEY!**

**EVIL ⊕ N ICE**

**TRYOUTS** Through September  
**Contact Rocky at 312-213-4000 Today!**

OR BY EMAIL: DePaulHockey@aol.com - DePaul competes in the American Collegiate Hockey Association



**BIGAD**  
A G E N C Y





Flyers and tickets were part of the marketing that featured a swanky night of Chicago Blues.

**AT THE  
DEPAUL HOCKEY  
FUNDRAISER  
YOU'LL GET**  
A COMPLIMENTARY DINNER BUFFET  
COMPLIMENTARY COCKTAILS,  
LIVE BLUES AND A CHANCE TO  
MINGLE WITH CELEBRITIES  
AND HOCKEY PLAYERS  
**NO FIGHTING ALLOWED**  
THURSDAY, OCTOBER 3, 2002  
6 PM - 11 PM  
AT  
PAZZO'S  
MEDITERRANEAN GRILL  
511 SOUTH WACKER DRIVE  
\$100 DONATION AT THE DOOR  
RESERVATIONS ARE TAX DEDUCTIBLE  
CALL 312-329-1121

**DON'T MISS THE  
DEPAUL  
HOCKEY  
FUNDRAISER**  
THURSDAY, OCTOBER 3, 2002  
6 PM - 11 PM  
AT  
PAZZO'S  
MEDITERRANEAN GRILL  
511 SOUTH WACKER DRIVE

**YOU'LL GET  
10 MINUTES  
FOR  
MISCONDUCT  
IF YOU MISS THE  
DEPAUL HOCKEY  
FUNDRAISER**  
THURSDAY, OCTOBER 3, 2002  
6 PM - 11 PM  
AT  
PAZZO'S  
MEDITERRANEAN GRILL  
511 SOUTH WACKER DRIVE  
\$100 DONATION AT THE DOOR  
RESERVATIONS ARE TAX DEDUCTIBLE  
COMPLIMENTARY  
LIVE  
MUSIC

**DEPAUL HOCKEY  
FUNDRAISER**  
THURSDAY, OCTOBER 3, 2002  
6 PM - 11 PM  
AT  
PAZZO'S  
MEDITERRANEAN GRILL  
511 SOUTH WACKER DRIVE  
\$100 DONATION  
TAX ISN. 329-1121

**DEPAUL HOCKEY**  
**2002-2003  
Player Program & Media Guide**  
**Make a Deal  
With a Demon**  
EVILANCE  
[Form with checkboxes and text]

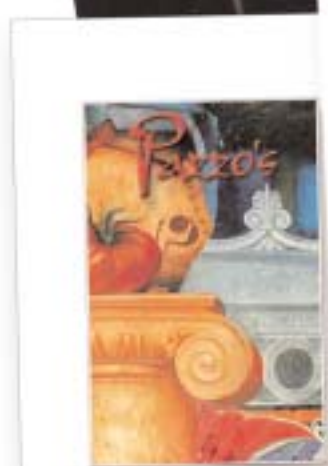
**An evening of DePaul Hockey  
and Rockin' Rhythm & Blues**  
THURSDAY, OCTOBER 3, 2002 - 6 PM - 11 PM  
PAZZO'S MEDITERRANEAN GRILL  
511 SOUTH WACKER DRIVE  
\$100 DONATION AT THE DOOR  
RESERVATIONS ARE TAX DEDUCTIBLE  
[Form with checkboxes and text]

**BIGAD**  
AGENCY





Grand Opening in  
NBC Tower



WWW.PAZZOSCUCINA.COM



**Andrea Siefert**  
MANAGER/CATERING DIRECTOR

PAZZOSNBC@AOL.COM  
312-923-9311



NBC Tower • CHICAGO, IL 60601  
312-923-9311

30 S. WACKER DRIVE • CHICAGO, IL 60606  
312-372-2700

WESTBROOK COURT • WESTCHESTER, IL 60154  
708-531-1112

725 W. HOGAN • CHICAGO, IL 60631  
773-714-0077



555 W. MADISON • CHICAGO, IL 60661  
312-913-1600



311 S. WACKER DRIVE • CHICAGO, IL 60606  
312-913-1600

**BIGAD**  
A G E N C Y





# BIG TEN & Pazzo's

## A Winning Combination

Join us for dinner after the games for a delightful Chicago dining experience.

**BIG TEN TICKET**

Join us for a **HALF PRICE ENTREE**

With the purchase of your first entree JUST BRING IN YOUR TICKET STUB

2 CONVENIENT DOWNTOWN LOCATIONS

**Pazzo's**  
RESTAURANTS of CHICAGO

**PRESIDENTIAL TOWERS**  
444 W. Madison St.  
312-277-0500

**NBC TOWER**  
454 N. Dearborn St.  
312-923-9311

Appetizer and drink promotions



**BIG TEN**



[illegible]

Corporate identity piece for a company that supplies technical services and training.

The collage features several items:

- A large brochure titled "PROFORMANCE" with a computer screen showing a user interface.
- A book titled "Knowledge Reference Guide" and "Coaching Job Aids".
- A smaller brochure titled "SOFT" with the text "Creative Computing, Inc. makes valuable computer training available to all users of the computer."
- A "COLLECTIVE CLIENT LIST" featuring a grid of client names and logos.
- A "SUBJECT SPECIALTIES" section listing various technical services.
- A "CREATIVE COMPUTING, INC." section with contact information.

The background includes a desk lamp, an abacus, and various office supplies, creating a vintage, professional atmosphere.

[illegible]

Corporate identity piece for a company that supplies technical services and training.

The collage features several key elements:

- Top Left Brochure:** Titled "PERFORMANCE", it features a computer monitor displaying a user interface and the Creative Computing logo.
- Top Right Brochure:** Titled "Knowledge Reference Guide" and "Coaching Job Aids", it includes the text: "Being able to find answers to questions quickly and easily saves valuable time and adds much efficiency. Creative Computing offers valuable Reference Guides and Job Aids to save time and depend on for answers to questions." It also features a small illustration of a person's head.
- Bottom Left Brochure:** Titled "Proven Performance Solutions", it features the Creative Computing logo and the text "Proven Performance Solutions".
- Bottom Right Brochure:** Titled "Collective Client List", it lists various clients and services. The text "Creative Computing, Inc." is visible at the bottom.
- Background:** A vintage office setting with an abacus, a typewriter, and a desk lamp.

Corporate identity piece for a company that supplies technical services and training.

The collage features several key elements:

- Top Left Brochure:** Titled "PERFORMANCE", it features a computer monitor displaying a user interface and the Creative Computing logo.
- Top Right Brochure:** Titled "Knowledge Reference Guide" and "Coaching Job Aids", it includes the text: "Being able to find answers to questions quickly and easily saves valuable time and adds much efficiency. Creative Computing offers valuable Reference Guides and Job Aids to save time and depend on for answers to questions." It also features a small illustration of a person's head.
- Bottom Left Brochure:** Titled "Proven Performance Solutions", it features the Creative Computing logo and the text "Proven Performance Solutions".
- Bottom Right Brochure:** Titled "Collective Client List", it lists various clients and services. The text "Creative Computing, Inc." is visible at the bottom.
- Background:** A vintage desk setup with an abacus, a typewriter, and a lamp.
- Logo:** The Creative Computing logo is prominently displayed in the center, featuring the company name in a stylized font.

Corporate identity piece for a company that supplies technical services and training.

The collage features several key elements:

- Top Left Brochure:** Titled "PERFORMANCE", it features a computer monitor displaying a user interface and the Creative Computing logo.
- Top Right Brochure:** Titled "Knowledge Reference Guide" and "Coaching Job Aids", it includes the text: "Being able to find answers to questions quickly and easily saves valuable time and adds much efficiency. Creative Computing offers valuable Reference Guides and Job Aids to save time and depend on for answers to questions." It also features a small illustration of a person's head.
- Bottom Left Brochure:** Titled "Proven Performance Solutions", it features the Creative Computing logo and the text "Proven Performance Solutions".
- Bottom Right Brochure:** Titled "Collective Client List", it lists various clients and services. The text "Creative Computing, Inc." is visible at the bottom.
- Background:** A vintage desk setup including an abacus, a typewriter, and a lamp.

Corporate identity piece for a company that supplies technical services and training.

The collage features several items:

- A large brochure titled "PROFORMANCE" with a computer screen showing a user interface.
- A book titled "Knowledge Reference Guide" and "Coaching Job Aids" with a wooden cover and a small figurine.
- A brochure titled "SOFT" with a blue and orange design.
- A brochure titled "CREATIVE COMPUTING" with a wooden desk background, a clock, and a calculator.
- A brochure titled "Proven Performance Solutions" with a blue and orange design.
- A brochure titled "BIG AD" with a large "A" and "D" and the word "AGENTS" below it.
- A brochure titled "COLLECTIVE CLIENT LIST" with a list of client names and contact information.

[illegible]

The collage features several pieces of Creative Computing, Inc. marketing materials:

- Top Left Brochure:** Titled "Performance Solutions", it features a computer monitor displaying a software interface and the Creative Computing logo.
- Top Right Brochure:** Titled "Knowledge Reference Guide" and "Coaching Job Aids", it includes the text: "Being able to find answers to questions quickly and easily saves valuable time and adds much efficiency. Creative Computing offers valuable Reference Guides and Job Aids to save time and depend on for answers to frequently asked questions." It also features a small illustration of a person's head.
- Bottom Left Brochure:** Titled "Proven Performance Solutions", it features a large "BIG IDEA" graphic and the Creative Computing logo.
- Bottom Right Brochure:** Titled "Collective Client List", it lists various clients and services offered by Creative Computing, Inc.

The background of the collage is a textured, light-colored surface with various objects scattered on it, including a pair of glasses, a small abacus, and some mechanical parts.

**Corporate identity piece for a company that supplies technical services and training.**



The client wanted to work with a southwestern terra cotta color scheme.

# TRAINING YOUR PERSONNEL TO WORK BETTER FOR YOU

## Your corporate training partner

Corporations across America have their success on being able to enhance their employees' skills and change behaviors to meet business goals and objectives. We know how vital it is for a staff to work together with clear performance guidelines and goals. Complex policies and procedures need to be expressed clearly and delivered must interact as a team. Our instructional design and delivery experts work with you to get a precise understanding of your organization's guiding principles and integrate them into interactive, performance-based training materials that provide the foundation for successful training.

### Experts in partnering with your staff

As Creative Computing partners with your company to meet your training and performance goals, we listen to what you need and

about your training needs and how they can impact your organization. In turn, we offer recommendations and solutions for your organization's unique situation, along with cultural norms and values. As we move along, we'll ensure that you have the knowledge throughout the process.

### Vision for the future

As technology advances and adds learning about new products, Creative Computing's vision is to help you with the future. We offer the best solutions to help you maintain a competitive edge in the marketplace. We offer problem-solving training solutions. Learning diversity is always a consideration. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs.

### Cost effective

You don't have to hire new staff. The same staff can be trained to do more. Creative Computing's training solutions are designed to be cost-effective. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs.

### Corporate training

is an investment. Creative Computing's training solutions are designed to be cost-effective. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs. We offer a variety of training solutions to meet your needs.

### PROFESSIONALS WHO HELP YOUR BUSINESS

**QUALITY**

The client wanted to work with a southwestern terra cotta color scheme.

## PROVIDING

## TRAINING BIGAD

A G E N C Y



Six page 2-fold four color design  
folds down to 8.5" X 11"



**BIGAD**  
A G O L D M A N





This corporate identity piece is for a company that assists big businesses with environmental management.



The Illinois State Lottery • 30sec TV Spot • Jingle Bell Bucks "Scrooge" ▶▶



BIGAD propmaster David Borde and his crew provided the special effect rigging for this TV commercial for the Illinois State Lottery. In the story, "Scrooge" pleads with "Death" for another chance which comes in the form of a second shot at winning the Lottery

# Film and Video

Miller Brewing Company • 30sec TV Spot • "Sharp's" ▶▶ ▶▶



Water cascading in front of the label, a foaming pop top, and bottle passing through a waterfall are but a few of the effects propmaster David Borde designed and operated

**BIGAD**  
A G E N C Y





with a free shopping spree, vacation or money. Marshall Field's shopping bags, hotel keys and a large sack of money descend from the heavens amidst this snowy nighttime scene.



for Big Deahl Productions. Our appetite is satisfied as we see Sharp's beer filling a frosty mug from several different camera angles.

**Background Photo:** Air cannons are aimed and digital timing and pressure are precisely choreographed to make a veil dance off a Pillsbury banana nut bread mix box.

**BIGAD**  
A. C. E. U. C. I.

Ragu Pasta Sauce • 60sec TV Spot • "Which Ragu Tonight?"



Shooting in Hollywood with Big Deahl Productions, propmaster David Borde of BIGAD provided the right mood with special effects and rigging for this RAGU Spot. Beautiful

McDonald's • 60sec TV Spot • "Something Big"



Working on "Something BIG", this unusually long spot tells the story of how McDonald's products start with only the freshest and highest quality ingredients.

**BIGAD**  
A G E N C Y





photography and Italian imagery combined with a brilliant soundtrack make this spot one of our favorites.

# Film and Video



Propmaster David Borde of BIGAD designs special effects rigs that tickle our appetites such as flying onions, splashing pickles and a "poofing" scoop of flour.

**Background Photo:** Mnemonically controlled cap unscrews itself and lifts off a bottle of Louisiana style hot sauce from Popeye's Chicken™.

**BIGAD**  
A G R A D E

Lean Cuisine • 30 sec TV Spot • "Real Mean Cuisine"



In an age of increasing concern over violence in society, this "Mean" Cuisine spot offers a light hearted alternative in playful aggression. Implementing such kitschy touches as the

# Film and Video

BIGAD Agency • 60 sec Demo • "Planet Morph"



This short film demonstrates many of BIGAD's past and present favorites seamlessly montaged together with a few effects thrown in for good measure. Cutting edge lighting

**BIGAD**  
A G E N C Y





Lean Cuisine Box getting speared with a butcher knife to vegetables getting chopped with gangland precision, we are entertained with stereotypical icons that complete the concept.



techniques applied to the "tabletop" genre make us want to reach out and grab hold of the images passing before our eyes. Check out this demo at [www.bigad.tv](http://www.bigad.tv) and see for yourself.

**Background Photo:** High speed photasonics filming McDonald's Chicken McNuggets™ flying into limbo.

**BIGAD**  
A D E M O N S T R A T I O N