



Making the Moo-ve

From the time we sent out the last newsletter to this one, we've made the move from Verona to New Glarus. Now we're even a little further south of Madison than we used to be. But it still is an easy drive to get into the city.

We like it out here in the country. We do hear a cow moo once in awhile, there's a farm down the road a little ways. We'll see deer, turkeys, pheasant, groundhogs, and a myriad of birds in the woods behind us. We've even seen some sandhill cranes in the fields across the street. When it gets dark, we see a lot more stars than you do when you're closer to the city. And last night we heard the coyotes howling.

(If you don't have our new address and phone, they are listed at the bottom of this page. Or just go to our website at www.gunteragency.com and look under the "contact us" section.)

Of course, anymore it really doesn't matter where you are located. For years we've had more clients outside the Madison area than we've had in it. With high speed connections and FedEx, you can work from about anywhere.

This issue of the newsletter is a little shorter than normal. But we have a real fun topic for our white paper - high definition TV and video. A recent survey showed that 89% of consumers feel they don't completely understand HDTV technology, including 41% of those who actually own HDTVs.

We explore the HD background, and as we always do, try to simplify it as much as possible. Further into the article we talk about the use of HD in the business world, so feel free to skip ahead if you're in that 11% that already understands the HD basics.

If you have any questions about HD, you can email me at randyg@gunteragency.com. (And if I don't know the answer, I'll ask my son, Trevor, who probably does.)

Randy Gunter



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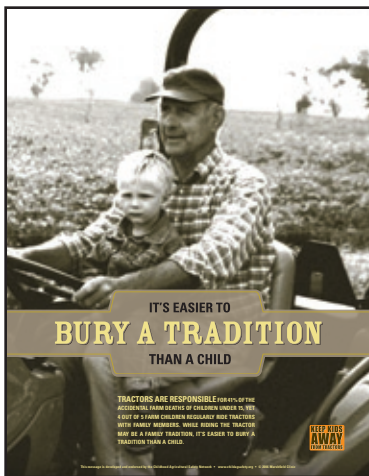
General Beverage and Beer Awards Banquet Presentation

The Gunter Agency just finished its fifth year putting together the annual awards presentation for General Beverage and Beer. GB is based out of Madison, but the distributor has locations throughout the state of Wisconsin. The annual event moves from location to location, this year it was held at the Paper Valley Hotel in Appleton. Next year the event celebrates the company's 75th anniversary and will be held at Monona Terrace in Madison.

For the event, GA produced the presentation video and printed program, and also helped run the video at the awards banquet. Audio Visual of Green Bay coordinated the big screens and live camera, and Judy Schreiber was the event planner, taking care of the program coordination and liason with the hotel. (You can contact Judy at 608-238-5698.)



Joel Minkoff presents to over 700 attendees at the General Beverage and Beer annual awards banquet. Photo by Nate Royko Meurer.



CASN Campaign Theme Is Picked Up By National Farm Safety and Health Week, Migrates North to Canada

In the summer issue of our newsletter, you learned about the campaign we created for CASN, the Childhood Agricultural Safety Network, to keep kids off of tractors.

Since that time, our theme "It's Easier To Bury A Tradition Than A Child" was adopted as the official theme for National Farm Safety and Health Week, as proclaimed by President George Bush.

In addition, Safe Kids Canada will be picking up the campaign to run in both English and French north of the border.

As of today, if you Google the phrase "it's easier to bury a tradition", you'll get over 300 entries as organizations across the country are writing about the campaign or picking up the message for their own editorials.

Google Analytics

Want a good way to check traffic counts on your website? Check out Google Analytics, a free service from Google. Look it up under the business section of the Google website.

By putting a few lines of code on your website, you can call up web statistics about your site at any time. It will break down traffic patterns, where people are coming from, and general numbers of people visiting. Not bad for free. (If you need help setting it up, give us a call.)



Higher Definition of Editing

We've upgraded our editing system to enlist the higher data crunching power needed for HD quality video. A quad Xeon Macintosh computer has four processors that work in unison to be able to handle the larger file sizes. Make sure to read the white paper in this issue of the newsletter to learn more about HD.



A Unique Holiday Gift

For many, shopping for the holidays can be very stressful. Not only getting out and fighting the crowds, but just finding that appropriate gift for the person that seems to already have everything.

Here are some fresh ideas that you may want to consider...

Create your own photo book! With digital photography, it is easy to create your own hardbound or softbound book. If you're on an Apple computer, go to apple.com and look up iPhoto books. Other sites that offer book printing for PCs include picaboo.com, shutterfly.com, and hp.com. Hardbound books start at around \$30.

Two of our favorite clients are both in Verona and they are offering holiday gift certificates. You can go to Unwin Chiropractic and Wellness and buy a gift certificate for a massage! Or visit Avanti Italian Restaurant for a gift certificate from this family-owned and operated establishment.

New Brochure

We try to have some things that are of general interest in our newsletters and not simply become one long commercial for our own services. But we also want to let you know of things that we can do for you.

Without dedicating several more pages to our capabilities, we want you to know that we can provide that in a separate document. Give us a call or an email and we'll send out our new capabilities brochure. (There's an electronic version available, but we prefer to send out the printed one.)



Thanks to our friends at Burton & Mayer for the superb printing.

Easter Seals Video Project

We're extremely proud to have been chosen to work on a special project for Easter Seals of Wisconsin. We spent a good part of this summer and fall shooting video at their camps in Wisconsin Dells, on farms in Northern Wisconsin, and in a Burlington, Wisconsin home with an amazing family that has two autistic children.

If you are not familiar with Easter Seals, their focus is serving people with disabilities. We are working on videos with five different topics:

- Camp Wawbeek - a camp for people with disabilities.
- Camp Respite - a camp for people with more severe disabilities, where one-to-one counselors give parents and care-givers a much needed break.
- FARM - this program helps farmers with disabilities continue to farm.
- Self-Employment - helping people with disabilities start and run their own businesses.
- Recruiting - this last video is designed to help recruit counselors and staff for the two camps.

To see a sneak preview, visit www.gunteragency.com/newsletter/winter07/easterseals.html and visit our website later as we finish up more of the videos.

To help with a donation or to find out more, visit www.wi.easterseals.com.

White Paper – High Definition Video

The white paper for this issue of the newsletter is about HD Video, both for consumers to understand their HD television and for businesses to understand how HD can impact their next video project.

LINK » <http://www.gunteragency.com/newsletter/fall07/wpHD.pdf>