



Tracy Ball  
Copywriter  
tracyrball.com



(Outdoor & Social Media Campaign)




(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))




**you could if you wanted to**


Featured here is our popular Fit System®. Console in a state that can only be described as "fully loaded." We show it to demonstrate a point - Anthro's built-in modularity lets you do things with furniture that you never thought possible.

So for a workstation that fits you and your work exactly, contact our friendly and knowledgeable folks at 800.325.3841 or [anthro@anthro.com](mailto:anthro@anthro.com). We'll help configure something just for you!

**you could if you wanted to**

Maybe your ideas are just too big for a standard sized desk. Here our Fit System® Units are connected to create a workstation that you can add to until you run out of floor space or ideas. The point? To show you that Anthro's built-in modularity lets you do things with furniture that you never thought possible. So for a workstation that fits you and your work exactly, contact our friendly and knowledgeable folks at 800.325.3841 or [anthro@anthro.com](mailto:anthro@anthro.com). We'll help configure something just for you!




**you could if you wanted to**

Perhaps the corner office just isn't your style. Anthro understands. So here is our Fit System® Standard Unit as just one example of what we can do. Why so "out there"? Well, we wanted to show you that Anthro's built-in modularity lets you do things with furniture that you never thought possible. So for a workstation that fits you and your work exactly, contact our friendly and knowledgeable folks at 800.325.3841 or [anthro@anthro.com](mailto:anthro@anthro.com). We'll help configure something just for you!




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Is it possible to think outside the box when you're working in one? Absolutely. Here our Fit System® units are custom configured so you can work in exactly the way that fits your style. After all, it's the little things that make a workplace work.

And it's Anthro's built-in modularity that helps you do things with furniture that you never thought possible. So for a workstation that fits you exactly, contact our friendly and knowledgeable folks at 800.325.3841 or [anthro@anthro.com](mailto:anthro@anthro.com).




**you could if you wanted to**


A furniture solution for work sessions that go into the new world? Well, usually it's just a whimsical "what if." But it proves that Anthro's built-in modularity helps you do things with furniture that you never thought possible. Here, for example, is our extra-strong AnthroBench showing off its muscle and some handy outdoor features. So for a workstation that fits you and your work exactly, contact our friendly and knowledgeable folks at 800.325.3841 or [anthro@anthro.com](mailto:anthro@anthro.com). We'll help configure something just for you!




(Long Running Print Ad Campaign for *Wired* Magazine)

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**THERE IS NO SUCH THING  
AS A  
WILD, UNBROKEN NAUGAHYDE™  
RECLINER.**

 This September 16-19, come experience the Pendleton Round-Up, the world's largest four-day rodeo, and the Happy Canyon Pageant, a nightly re-creation of Native American history. *LeAnn Rimes, Bryan White and the Steve Miller Band will kick-off both events on Sunday, September 13.* For tickets and a brochure of daily events, call 1-800-45-RODEO. Or visit [www.ucinet.com/~roundup/](http://www.ucinet.com/~roundup/). Yes, cowboys can use Web sites.

— THE PENDLETON ROUND-UP. WEREN'T YOU GOING TO BE A COWBOY? —

(Newspaper Ad)

(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))



**TO DO**

- Wash Car
- Clean Garage
- Laundry
- Vacuum
- Paint
- Clean and Organize

**BUY CREAMED CORN  
AND  
TOILET PAPER  
SOME OTHER WEEK.**

 This September 16-19, come experience the Pendleton Round-Up, the world's largest four-day rodeo, and the Happy Canyon Pageant, a nightly re-creation of Native American history. *LeAnn Rimes, Bryan White and the Steve Miller Band will kick-off both events on Sunday, September 13.* For tickets and a brochure of daily events, call 1-800-45-RODEO. Or visit [www.ucinet.com/~roundup/](http://www.ucinet.com/~roundup/). Yes, cowboys can use Web sites.

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**BONANZA**  
— IS —  
**AVAILABLE IN RERUNS.**  
**ENRAGED BULLS ARE NOT.**

 This September 16-19, come experience the Pendleton Round-Up, the world's largest four-day rodeo, and the Happy Canyon Pageant, a nightly re-creation of Native American history. LeAnn Rimes, Bryan White and the Steve Miller Band will kick-off both events on Sunday, September 13. For tickets and a brochure of daily events, call 1-800-45-RODEO. Or visit [www.ucinet.com/~roundup/](http://www.ucinet.com/~roundup/). Yes, cowboys can use Web sites.

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ALMOST AS GOOD.

If you're not home, or the local fire department doesn't happen to live with you, getting FireWatch 24-hour monitored protection is a very good idea. You see, unlike regular smoke detectors, FireWatch doesn't just sound an alarm. It automatically calls

**FireWatch**  
MONITORED SMOKE ALARM SYSTEM

for help when it should, and not when you do something like, say, burn the toast. Which is perhaps the best logical protection you can offer your family, your pets, and all of your investments. For more information, call 1-800-FireWatch (1-800-347-3928) or visit [www.firewatch.com](http://www.firewatch.com).



VISIT THE FIREWATCH BOOTH #1208 TO REGISTER FOR A CHANCE TO WIN A FREE FIREWATCH MONITORED SMOKE ALARM SYSTEM COMPLETE WITH FREE MONITORING FOR THREE YEARS (A \$230 VALUE). OTHER PRIZES WILL BE AWARDED TOO.

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(Print Ad)

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A THEME PARK  
WITHOUT THE LINES.


OR FOR THAT MATTER,  
A THEME.

For a vacation planning guide, call 800-452-2151, visit our Web site at [www.oregoncoast.org](http://www.oregoncoast.org) or write to the Lincoln City Visitor and Convention Bureau at 801 SW Highway 101 Suite 1, Lincoln City, Oregon 97367. **LINCOLN CITY** The beach is just the beginning.

START PLANNING YOUR ESCAPE NOW. CALL 800-452-2151.

(Print Ad Campaign)

(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))



CHANCES ARE YOU'VE  
BEEN ON ENOUGH  
ROLLER COASTERS  
THIS WEEK.

For a vacation planning guide, call 800-452-2151, visit our Web site at [www.oregoncoast.org](http://www.oregoncoast.org) or write to the Lincoln City Visitor and Convention Bureau at 801 SW Highway 101, Suite 1, Lincoln City, Oregon 97367. *The beach is just the beginning.*


**LINCOLN CITY**

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<http://www.corazzo.com/mens-tempeste>

**CORAZZO**  
Ride with the Shield

Home → Mens Jackets → Tempeste

### The Men's Tempeste Riding Jacket




**Tempeste** Maybe you're not the kind of person who looks for trouble. Then again, maybe you are.

If you're used to being thrown out of establishments headfirst because you refuse to take guff from maitre ds or bouncers, then the Tempeste is for you. If, on the other hand, you find that minivans try to mount and mate with your Vespa while you're picking up milk, then the Tempeste is also for you.

That's because the Tempeste is an armored, waterproof jacket for motorcycle, moped, and scooter riders, that also manages to keep you stylish. In other words, it will not be out of place on the docks of Manchester or in Monte Carlo.

Details include Knox® armor in the shoulders and elbows as well as a CE Rated back protector. (Sorry, armor not bulletproof.) There are armpit vents for warm nights and reflective material for visibility during the rush hour. Multiple pockets hold multiple passports or whatever else you might need. And a zip out fleece vest keeps you warm in the Drakensberg Mountains or say, Sno-World.



(Web Content)

(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))



<http://www.corazzo.com/mens-speedway>



Home → Mens Jackets → Speedway

## Speedway Jacket



**Speedway** So far the smallest margin of victory at the Indianapolis 500 was in 1992, when Al Unser Jr. beat Scott Goodyear by just 0.043 of a second. The two drivers battled nose-to-tail as they drafted and slipstreamed off each other during the last seven laps. The crowd went almost hysterical. It's times like those when every last detail counts. And details are what make the Speedway such an exceptional riding jacket. The look, of course, is vintage motorcycle raceway. But we've added up-to-the-minute touches like 3M Scotchlite piping for 360 degrees of visibility that makes night riding a lot safer. Also the Cordura outer shell is highly abrasion resistant, while the fitted Knox armor throughout is simply the best available on the market. Waist tabs allow for a fit adjustment and tapered, fleece lined collars and cuffs provide a more tailored experience. Then, when you get a bit warm on summer days, zippered venting will flow air around the key hot spots on your torso. Speaking of venting, the mesh version of this jacket offers even more wind flow and cooling properties with it's 3' wide mesh stripe across the shoulders chest and back. In the final analysis, this is a jacket that will look great just about anywhere — riding on an oval or just sitting at a café.



### Available Colors



(Web Content)

(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))



<http://www.corazzo.com/mens-5.0>

**CORAZZO**   
Ride with the Shield

Home → Mens Jackets → 5.0

### 5.0, the original Corazzo Riding Jacket for Men



**5.0** Easter Weekend. 1964. Margate. Clacton. Brighton. That's when it all finally kicked off.

Scooter riding Mods threw broken deckchairs at Rockers. And motorcycle riding Rockers threw actual rocks at Mods. To this day, no one really understands why this particular weekend became the start of the bank holiday riots in the UK.

Some 45 years later, we'd like to provide this small gesture of peace: The Corazzo 5.0 textile riding jacket. It combines retro mod style with the armored and wind defeating shell the modern rocker craves. It's flawless construction and considered technical elements have garnered multiple design awards. And so it has quietly, proudly established a reputation for being the ultimate urban riding jacket — no matter what you ride.




(Web Content)

(To see a complete portfolio of my work, including television, please visit [tracyrball.com](http://tracyrball.com))






<http://www.corazzo.com/mens-5.0-leather>

**CORAZZO**   
Ride with the Shield

Home → Mens Jackets → Leather 5.0

### Leather 5.0




**Leather 5.0** We can map the human genome. Put a man on the moon. Ferment beer from 45 million year old prehistoric yeast. But all the science and technology in the world still hasn't been able to improve upon the humble cowhide for its combination of performance and style.

Which is why it was inevitable that we would create the Leather 5.0 for motorcycle and scooter riders. And just like its Cordura cousin, its award-winning design is paired with removable armor in the shoulders, elbows and back as well as a removable liner and reflective stripes.

But what this 5.0 also has is the unsurpassable protection that a leather jacket offers motorcycle and scooter riders. And let's face it. Leather jackets just look and smell amazing.

Hmmm. Maybe we should call it the "10."



(Web Content)

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Bulk Rate  
U.S. Postage  
**PAID**  
Permit #11  
Portland, OR

ISN'T IT TIME YOU HAD AN APARTMENT WITHOUT A HISTORY?

What kind of apartment we can't be sure. But we can tell that you probably don't want to know anyway. Which is why you need to move into a brand new apartment. One that has features like your very own washer and dryer, granite counter tops and floor-to-ceiling windows overlooking views of Mt. Hood, the Willamette River and the city. But before we get carried away, we should tell you the name. It's called The Village at Lovejoy Fountain. And it's the first brand new apartment community to be built in this downtown neighborhood in twenty years. A rare opportunity indeed. So give us a call at 232 334 today and we'll take you on a no-pressure tour through our great variety (but limited quantity) of floor plans.

That's 245 Southwest Lincoln, 3051 Northwest Lovejoy. Thank you.

(Direct Mail Campaign)

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*oregon chicken is the **FRESHEST.***  
*because, well, you're*  
**IN OREGON.**

*this **CHICKEN***  
*grown in*  
**OREGON**

**Cluck. Whack. Zoom.**

*Nothing gets to the grocery store faster and fresher than Oregon chicken. Because well, you're in Oregon.*



(Billboards, In-Store Signage)



## TAGLINES

Pendleton Round-Up Rodeo:  
***Weren't you going to be a cowboy?***

Alexis Foods:  
***From Isle to Aisle.***

Lincoln City Tourism:  
***The beach is just the beginning.***

Standard Insurance:  
***Daring to be traditional.***

C-Tran Public Transit:  
***Everyone's going somewhere. We recommend forward.***

The Village at Lovejoy Fountain:  
***A sanctuary in the city.***

Anthro's eNook Charging Station:  
***A gas station for your gadgets. And a workspace for you.***

Anthro's SmartSystem Furniture:  
***You could if you wanted to.***

Nicky Farms Meats:  
***Raised by ranchers. Coveted by chefs.***