

Peoples Exhibit 'A'



Many a small thing has been made large by the right kind of advertising.
- Mark Twain

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SIEBENTHALER
CREATIVE SERVICES

high performance advertising and public relations

Her Name Is Theresa LePore.

(ST. PETERSBURG, FL) She's Palm Beach county's election supervisor. We don't know for sure if her resume includes print graphics, but we've got our suspicions.

We're betting someone questioned her ballot design before the election and was told, "Thanks for sharing your input, we'll get back to you on that. Hug hug." Now, as a result of her dinking around with desktop publishing, she's a shoo-in for the Graphic Artists Guild Supreme Hall of Klutz; she'll be the one sitting by herself. Wearing a dunce cap. Three balls for a buck. Dunk the dummy.

Ms. LePore becomes the exquisitely perfect poster child for everyone who's ever struggled with a Form 1099 at 2 a.m. on April 15th; had to put together a kid's swing set for Christmas and still get to bed before sun-up; tried to discern Departures from Arrivals from Loading Zone Only and not get a ticket.

Events in Palm Beach don't really come as a surprise given the dismal lack of attention paid to design basics ever since do-it-yourself computer graphics emerged in the late '80's as an alternative to traditional publishing. Single-handedly this PC layout terrorist has brought the country's entire electoral process to a halt. And the world waits.

If we're showing up on your fax and you'd rather we wouldn't, please let us know and we won't.

AdFax PDF? It's fast, easy and free. E-mail us and you're on the list. In color with great graphics.

Cool! This Design Stuff's Easier Than It Looks!

TOP

OFFICIAL BALLOT
PALM BEACH COUNTY, FLORIDA
THIS SIDE UP – OTHER SIDE DOWN
LOCATE PINS IN HOLES ON TOP OF BALLOT
TO INSERT INTO SLOT BELOW TOP OF EDGE
IF YOU ARE NOW TAKING MEDICATION,
DO NOT OPERATE VOTING MACHINE
ONLY PUNCH ONE NUMBER NEXT TO
THE HOLE OF THE CANDIDATE FIRST
TURN PAGE FOR MORE CHOICES
PUNCH HOLE TO THE LEFT OR RIGHT
NO CHEATING – SIT UP STRAIGHT
5 MINUTE VOTING LIMIT
READY: BEGIN VOTING

OTHER SIDE

THIS SIDE

Your 3rd Grade Teacher ●

● Disc Failure – Reboot ●

● Fuzzy Math ● AI Gore ●

None Of The Above ● Free Lunch ●

Old No. 7 ● Pat Buchanan ●

Flat Earth Society ● Rocky ●

● George Bush ● Uncle Duke ●

Bud Long Necks ●

Free Donuts ● Ralph Nader ●

Bullwinkle ● The Playboy Channel ●

● Command – Help ●

TOP

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That a well-meaning but obviously inept bureaucrat created the "No Doubt About It Mother of All Design Blunders" makes this the perfect example of in-house shortcomings and why professional graphic skills are critical for effective, efficient business and consumer communications. Now we know. Design does count.

If you haven't evaluated your print projects recently, now's the perfect time to undertake a review of current and planned advertising, catalogs, and collateral, to make sure they're understood by your audience.

We don't expect to be asked our opinion when the neighboring county to the east holds their next election. But we are ready and prepared to help perfect your marketing efforts.

Siebenthaler Creative Services Group provides high-performance advertising and public relations to the V-twin industry.

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