Michael Anger

TracyLocke Notes—

1. **The Probably Quality of the Offered Goods and Services—**

8.1 Creative Assignment.

8.1.1 Research—Proposer notes conducting 3 primary research initiatives over a 9-week period:

1. C-Store Consumer Intercepts—Qual. In-person interviews (focused on holiday shopping behavior as the "crunch" of holiday shopping approaches, finding players chose scratch on appeal at time of purchase—attractiveness and high payouts)
2. Attitudes and Behaviors Study—Quant. Online survey (findings-players select tickets in order based on: price, games they have won on, ticket design and top prize amount)
3. Creative Concept Testing—Quant. Online survey (creative concepts created and put before consumers based on research results in first two phases.

Proposer also notes review of various secondary data tools and the TLC's 2011 Demographic Study of Lottery Players. Proposer notes it focused on its proprietary primary research as it had the most unique and robust findings related to the Holiday scratch assignment.

8.1.4 The Assignment.

1. Ad Strategy. Proposer notes following its proven process for establishing an insights-inspired strategy. Proposer notes that its research and secondary research review led to its strategy detailed beginning 8-371. Proposer summarizes its creative considerations 8-375 on. Creative brief points of emphasis to communicate: A gift for self and others and Limited Time only (nature of holiday products).
2. Media. Proposer notes that it does not utilize digital and traditional media planners; that all planners are expected to be expert in all media to avoid silos by tactical category. Proposer details its media strategy beginning on 8-377. Digital insights—proposer notes 30% of adults 18 to 34 watch TV programming via the internet, 55% of online radio listeners use digital music services such as Pandora, 44% use smartphones. Proposer emphasizes mobile as a critical connection point, noting that 69% of TLC players have smart phones and 83% use Facebook. Proposer notes use of Nielsen for TV and Arbitron for Radio. Proposer notes billboard coverage varies by market from 20% to 85% across the 20 DMAs and that it is recommended that coverage goals be reset for more equal distribution across the state when contracts exp. at the end of FY13. Proposer Holiday Media Plan detailed 8-391 on. TV/Radio day part recommend 8-391. TV recommend all :30 buys and radio mix of :60 and :30. OOH/Retail—proposer plans

bulletins for mass reach; kiosks, bus shelters and transit intercepts with 25 showing across all tactics in each DMA. Retail in-store and pump ads. Digital—emphasis on local tv, newspaper sites and major portals. Plan flowchart summary begins 8-393.

3. Budget. Proposer allocated $1.4M to production and $3.6M to media support. Production detail by media type summarized in table on 8-395.
4. Creative—
    a. Scrooge. Tis Better to Give. And Get. (fourth ghost..the spirit of scratchoff). Pick up holiday scratch-offs <u>for you</u> and yours.
        - TV—Ghost visits brining scratchoffs for Ebenezer to add to gifts and keep some for himself. Also, Spanish adapted execution.
        - Radio—similarly themed to TV
        - TV—non-traditional, local TV in programming, ads
        - OOH/Retail—Billboard, Metros, in-store, etc. Scrooge themed. For You and Yours tag.(Before Their Gone). Translucent (ghost) standee at retail.
        - Digital—Imaged same as OOH for display ads. Consumer microsite to send your friends a (customizable) virtual visit from the Spirit of Scratch-Off.
        - Promotion—Limited addition Scrooge themed scratch coins. Mobile Theatre concept—top 4 markets, traveling performance troupe with promotional lottery giveaways.
        - Non-Traditional—Split Scratch ticket for sharing (you and yours)
        - Consumer response—86% of consumers felt it conveyed scratch-offs are great to gift or share. 60% said they would enjoy seeing this campaign, 55% indicated that it would get people talking.
    b. Its Time for Instant Cheer. With all of the stress of the holidays, put a little cheer back into the season with TLC scratch-offs. Instant Cheer of Scratch-Offs.
        - TV—Lights. Man frustrated with tangled holiday lights, silent night chorus, wife provides scratch-offs for instant cheer. Tree. Tree falls from car at c-store, man struggles, wife gives him a scratch-off for instant cheer, set to Walking in a Winter Wonderland. Parking (Hispanic). Mall parking frustrations, women shares scratch-offs for instant cheer with her friends.
        - TV—Non-traditional. TLC to sponsor video on demand holiday movie offerings. Messaging following movie selection will communicate that the “Instant Cheer” that viewers are bought to experience is brought to them by the Texas Lottery.

- Radio—0' Evergreen, set to O Christmas Tree Music. So Little Time, Joy to the World Parody, Arbolverde (Hispanic O'Evergreen), Muy Poco Tiempo (Hispanic set to Let it Snow)
- OOH—Billboard, Kiosk and Retailer sample: "When There's a Parking Lot Before the Parking Lot. It's Time for Instant Cheer", "If your decorations are more knots than lights tag, …Cheer" tag.
- Digital—Click through contest add on Spotify. "Click to see if you won Instant Cheer" Free month of spotify premium. Focused holiday humor placements on Pandora, Hula, Funny or Die, Break.com and The Onion. Digital Banners and page take over samples begin 8-440. Facebook—all digital advertising will drive engagement with TLC Facebook page. Page will offer a simple custom driving game where the object is to not let the tree fall off the car, players randomly selected to win a merchandise prize. Mobile game instant upgrades courtesy of TLC's instant cheer program.
- Promotion/Non-Traditional—C-Store store front takeover, Instant Cheer coffee sleeves and sweetner packets. PopUp Event with the Instant Cheer Team promotion. 4 market instant snow and hot cocoa served events. Other visits to tree lots, black Friday, etc will be scheduled with caroling and promo ticket giveaways.
- Consumer Response—62% indicated increased likelihood of scratch-off play. 82% liked the idea, 38% indicated that this idea communicates that holiday scratch makes the holidays happier.

c. Happy Scratch-Offs, Texas. Scratch-offs are not just a part of the season, they are their own season. Texas will be celebrating the Happy Scratch-offs! Season.
    - TV—Happy Scratch-Offs Holiday Party. Scratch-Offs are the central theme of the season. Hispanic adaption of GM spot.
    - Radio—Happy Scratch-Offs, Holiday Season theme with original score, unique music background. Hispanic adaptation of GM spot.
    - OOH/Retail—Billboard, Kiosk, "Happy Scratch-Offs, Texas!" and "We Wish You a Happy Scratch-Offs".
    - Non-traditional OOH—Yard bombing parking meters and car.
    - Digital-Page Takeovers, driving traffic to Facebook page, where interactive holiday cards can be created and sent, adding personal photos and music, receivers scratch with cursor to

reveal the sender. FB and YouTube videos with holiday decorating tips and knitted Happy Scratch-Offs Merchandise giveaways.

- Non-Traditional—C-store takeovers, interactive store front display 8-478. Holiday sales and free gift wrap trailers (with purchase). Online decorating host will be on site for demos. A series of special-edition tickets that play off the knitted look of the campaign. Promotion item suggests 8-484.
- Consumer Response—60% indicated somewhat to very memorable, reinforces TLC personality Happy 41%, Friendly 39% and Fun 38%

d. Who knows sharing better than a Turducken. Symbol of proof that things are better when they're shared together.

- TV—Bucks. live turducken parts interact with man making holiday scratch selections, sharing is half the excitement, other half bucks…. Abuela. (Hispanic) gift of slippers and holiday scratch, turducken wink and a nod.
- Radio—Worth Sharing. Combined Turducken positioned as a gift worth sharing, just like holiday scratch-offs. Turducken, Hermanas. (Hispanic)
- OOH—Turducken themed billboards, "Overstock Any Stocking". Retail samples "one of a kind gifts" and "gifts that top the pecking order" tag.
- Digital—Shared gift of Turducken covered in snow from the scratch-off. Turducken holiday, mixed song interactive on microsite, carols can be shared and optimized for mobile. Partner with Zynga to allow Farmville players to raise a Turducken on their farm.
- Non-Traditional—Turducken Scratch-off 8-507. Turkey Trot race sponsorship in 4 major markets with a three-person Turducken relay within the race.
- Promotional—Turducken oven mitts.
- Consumer Response—55% said they would share the idea with a friend, 87% indicated that the concept was very or somewhat different than typical holiday commercials, 66% indicated liking the concept.

e. Evaluation of Campaign Effectiveness. Propser would use two tools to track ad effectiveness outside of sales used by TLC.

1. Advertising Tracker—would collect campaign recall, awareness, likeability, relevance fit with brand, engagement and purchase intent. Proposer indicates

that using the Ipsos questionnaire is one possible approach to collecting this information.

2. Proprietary Sonar Dashboard—The dashboard would collect and report on a variety of metrics including TLC Ipsos Reid data, sales, media delivery, social media conversations. Conceptual idea 8-512 and 513.

Creative Assignment—Proposer recommends outdoor billboard coverage changes by market and other annually committed proposed media allocation changes at end of FY13 in section 8.1.4 (p. 387 and 388) associated with the lead up to its media allocation for the creative assignment. Proposers holiday campaign media strategy and spend allocation for media are detailed. Proposer effectively tied its research analysis to the creative brief points of emphasis to communicate: A gift for self and others and Limited Time only (nature of holiday products). Proposer presented 4 creative executions recommending Turducken or Scrooge.

1. Scrooge—character has a negative connotation and is positioned as TLC product spokesperson. Hispanic execution required varied execution from GM related to Spirit of Scratch-off character. This could be problematic for retail execution featuring GM Spirit of Scratch (p.415). "Holy Shilling" language in TV script is a concern.
2. Instant Cheer—campaign was positive and positions product as holiday hero and welcome break from holiday challenges.
3. Happy Scratch-offs, Texas—campaign look and feel not likely to resonate with younger audiences.
4. Turducken—EM spot spends a great deal of time explaining what a Turducken is. During presentations EM representative indicated that Hispanics are not familiar with Turducken.

Other Creative Considerations--limited-edition holiday scratch coins, spotify and mobile game upgrade execution, along with Zynga Turducken/Farmville concept unique but would need positioning back to TLC product, Video on Demand concept p.428. Print and outdoor executions were often busy with wording and imagery. Proposers creative executions did not always tie back to the creative brief points detailed from the research.

General—Other proposal considerations. Proposer notes its acquisition of DDB Tribal in enhancing its digital capabilities. Asher Media standard of exceeding the industry standard on their media buys by holding individual stations, not markets, to a 90% posting standard.

2. The quality of the Proposer's past performance in contracting with the agency, with other state entities, or with private sector entities—

- Reference Surveys—Generally positive survey responses. One response rated the proposer digital services at a 2, other survey responder does not use proposer for digital services. Asher Media survey positive response.

  4.1.3 Contract Terminations. TXU Energy. Contact information provided. No penalties/damages, no disciplinary action and no performance litigation.

General—Proposer has significant experience in working with TLC and has significant demonstrated experience working on large accounts similar in size and scope to TLC. Demonstrated experience as a full service advertising agency. There have been a number of successful campaigns conducted during current contract term. Proposer addressed issues with one of its major subcontractors and with its account management team during contract term. Other considerations—promotional event execution including retail (e.g. State Fair and Retail Powerball and $2 Powerball launch events), planning and execution of all campaign elements (e.g. POS to TV), creative work performed, digital work performed, management of subcontractors/subcontractor performance and current account team work performance.

3. The qualifications of the Proposer's personnel—

6.1 Proposer notes its staff's combined 1000 years of marketing and advertising exp. and combined 130 years exp. providing services to TLC. Proposer notes its understanding of the diversity of the state and identifies the locations of the state where its staff have lived. Proposer highlights the like-minded philosophies of it and its partners (SW and Asher) in preparing it to navigate the ever changing business landscape. Proposer notes having 82 people assigned to the TLC account and provides a summarized organizational structure for all staff including its partners 4-205. Proposer notes dividing its reporting structure into 5 areas: Account Management, Creative, Media, Production and Planning & Research. Proposer notes acquisition of Tribal DDB in 2011, which was named AdWeek's 2005 Digital Agency of the Year and AdAge's Global Agency of the Year in 2008. Proposer notes that it can handle all programming and digital creative needs in-house without outsourcing. Proposer notes its digital team (Tribal DDB) has 3 ½ years exp. performing work on TLC account. Proposer highlights the creative teams 41 years of TLC exp., 26 yrs. TLC production team exp. and 3 ½ yrs. team digital exp.

Other Staff—

- Beth Ann Kaminkow, President and CEO, TL since 2006

General—Proposer's overall team is experienced with TLC and in the industry. Proposer has identified Account Management Team Members to perform dual role of Promotions positions. SW team is experienced in the industry and several team members have past experience either on state agency work or regulated industry work. Asher team is experienced in industry and with TLC. Considerations—direct TLC work experience with many of proposers identified personnel.

4. The experience of the Proposer in providing the requested goods or services—

LT—Proposer notes 9 years of exp. providing services to TLC. Proposer notes continuing to partner with Asher Media. Proposer also notes that they have identified a best-in-class ethnic marketing partner in Sanders/Wingo. Proposer includes notes from its partner agencies.

Proposer notes exceptions to submission requirements related to Section 3.32-Bonds and Insurance and indicates its alternative.

ES—Proposer indicates their past exp. with TLC allow it to have an unparalleled understanding of the goods and services. Proposer notes TLC serves a broad group of constituents, not just retailers and customers, but every Texas citizen. Proposer highlights its decision to Proposer provides an offered option of performing instant ticket artwork design services (see also Section 7.21). Proposer highlights its decision to subcontract with Asher Media, for media buying services and with Sanders/Wingo (SW) for ethnic market advertising services. Proposer describes SWs ability to bring a smart/thoughtful ethnic perspective, particularly in Hispanic and AA cultures as refreshing. Proposer notes:

- Combined 130 years staff experience providing services to TLC
- Strong TLC product knowledge and understanding of communications standards through 40+ campaigns
- Nearly 100 years as a Texas full-service advertising agency
- Highlighted clients (PepsiCo brands, 7-Eleven, Starbucks)
- Understanding of specialty partner-agency expertise (know-how and chemistry)

Proposer notes being named 2011 Promo Magazine Agency of the Year. Proposer notes illustrating its quality of service and that of SW through the provided case studies. Proposer highlights its proven track record, trust and responsiveness as essential to a successful future. Proposer notes centering its response on the fact that as client and agency, TLC and proposer are partners on a journey.

4.1. 1Proposer highlights its 9 years of experience in working for TLC along with other highlights detailed in the ES (see notes above). Proposer notes that work for TLC has resulted in creation of 4000+ pounds of invoices and over 1000 reports being provided. Proposer notes its responsible communications in never having an ad pulled back due to a lack of adherence to TLCs advertising sensitivities. Proposer highlights its fundamental belief that our goal is to reach all Texans, therefore

they do not target communications. Proposer illustrates two examples on 4-63, one for social media and one for purchased media. Proposer notes its commitment to shared TLC values beginning on 4-63 including over $1M in negotiated savings on media in 2011. Proposer also highlights their 2011 Promo agency of the year award and cites a 12% sales increase at the State Fair for TLC since taking on the contract. Proposer highlights TLC results since taking over the contract in 2003 (4-65 and 66), emphasizing retail execution results and volume of retailer POS support. Proposer notes launching a new digital campaign based on rich media for TLC in 2012 and its recognition by Hub Magazine as one of the top 5 shopper marketing agencies. Proposer highlights its creative teams, national and international recognition and awards (4-68). Proposer notes that Sanders/Wingo has operated in El Paso, Texas for 54 years focused on ethnic advertising. Proposer notes that SW has more than $100M in billings and more than 90 employees. Proposer notes a number of research tools that it and SW will use to ensure both population and culture are represented in communications (4-71 and 72-see also 7.1.3). Proposer notes campaign savings as a result of work of Asher Media (4-73).

4.1.2 Experience (comparable complexity and sensitivity) Proposer contract list begins 4-75. Proposer lists the following clients with contract amounts exceeding [redacted]

7.1 Proposer highlights almost 100 years exp. in Texas as full-service ad agency. Proposer notes current clients [redacted] Proposer provides a table of services performed for current clients in the table on 7-322. Proposer notes nearly 150 employee creative department and a number of rewards received beginning on 7-322. SW is noted as beginning in 1958 as a local agency now with a national presence as a full service ad firm specializing in AA and Hispanic advertising with 90 employees in Austin, El Paso and 4 US satellite offices. Proposer notes their N-Gen, in-house production studio focused on print, motion and creative imaging. Proposer notes Asher Media's geographically structured market specialist focus, ensuring expertise in respective buying areas. Proposer notes its acquisition of Tribal DDB and recognition of Tribal as Global Agency of the Year by Ad Age. Proposer summarizes its digital services and describes its digital philosophy 7-327 on. Proposer notes that SW beyond Spanish works with various listed language services for in-language translations 7-325. Proposer notes their promotions exp. including recognition as 2011 Promo Agency of the Year by Promo Magazine.

7.1.3 Market Research and Planning. Proposer notes TLCs use of Ipsos-Reid for market research and details its and SW's own current research capabilities and tools beginning on 7-333. Proposer notes secondary research tools 7-334 and 335. Proposer details their in-house analytics and ROI analysis capabilities 7-335.

7.3 Advertising and Media Plans. Proposer emphasizes the annual strategic planning process and its importance highlighting strategy brought forward in their FY12 plan. Proposer highlights Asher's 300+ years exp. of media services work in Texas (7-345). Other results highlighted 346 and 347.

Budget, Reporting and Post Buy Analysis—Proposer emphasizes its focus on optimizing the budget, effective report generation with over 1000 reports provided since 2002, increased posting standards for stations and annual media review efforts resulting in enhanced value for TLC 7-339 to 342.

Proposer notes their work with GTECH in revamping the State Fair event resulting in 12% sales increase since 2009. Proposer notes their exp. launching joint promotions including iTunes/Pepsi and 7/11 and Simpson's.

8.2 Case Examples—

- Full Case Studies—All TLC cases, proposer notes success in driving product awareness and sales in all cases.

  [redacted]

- Mini Case Studies—proposer provides seven secondary cases that they indicated will showcase the breadth and depth of their capabilities. Mini-case studies 8-532 on.

  [redacted]

- SW Case Studies—2 case studies demonstrating authentic, culturally relevant creative under one campaign idea.

- [redacted]
- [redacted]

General—Proposer and its vendor partners have substantial demonstrated experience in providing the requested goods and services. Proposer is very experienced with TLC and TLC contracting requirements. Proposer has large account and national brand experience. Proposer notes its acquisition of DDB Tribal in enhancing its digital capabilities. Proposer has exposure to TLC's product environment through its work relationship with 7-Eleven. Proposer demonstrates significant agency research resources. [redacted] SW has demonstrated experience in executing advertising communications in AA and Hispanic markets and conducting advertising for State Agencies and regulated industry work.

Michael Anger

TL STAFF	TITLE
Account Management	Group Account Director— Kim Elenez, TL since 2009, 14 yrs. exp. working on Chili's, SunTrust, Macaroni Grill and Nokia. Work on TLC and TXU accounts at TracyLocke. **Leslie Wingo (Wingo) 1996 to present, 16 yrs. exp on accounts: US Postal, State Farm and AMOA.
	Account Director (minimum 5 yrs. account management exp.)— Kryslyn Burks, TL since 2011, 12 year exp. including Macaroni Grill, Taco Cabana and TXU. TLC exp at TL. **Sanders Wingo staff member TBD
	Account Supervisor (minimum 3 yrs. account management exp.)— Emily Hutchens, TL since 2007, worked on TLC and Pepsi at TL **Roslyn Swindell, SW since 2007, GSDM 05 to 07, SW experience on State Farm and Texas Historical Commission
	Account Executive (minimum 1 yr. account management exp.)— Lauren Borsheim, TL since 2011 on TLC account, Richards Group 07 to 11 **Audrey Garcia, SW since 2011, 7 years branding building exp.
	Junior Account Executive TracyLocke staff member TBD
	Account Coordinator Crystal Fortune, TL since 2006 working on TLC and others, 23 years of office and admin. Management exp.
	Account Planner (minimum 3 yrs. relevant market research exp.)— Lance Hill, TL since 2010, exp. dating to 1997 Natalie Anderson, TL since 2008 working on TLC and others. **James Lanyon, SW since 2010, over 16 yrs. exp., work has included SBC, AT&T, State Farm, Texas Historical Commission, others **Pearl Owen, SW since 2009, 7 yrs. strategic planning exp. including AT&T (AA market), State Farm (AA Market) and El Paso Electric (GM)
	Assistant Account Planner **Jennifer Burkey, SW since 2011, LatinWorks 2010 to 2011, including work on the TLC account.
Media	Media Director (minimum 5 yrs. relevant media exp.)— TracyLocke staff member TBD **Kalyn Asher, Asher Media 1999 to present. Other exp. 2 years running $27million Mediawise and 4 years handling TL/DDB $60 million Pizza Hut media account. TLC experience noted. **Sheryl Standifer, Asher since 2010 worked on TLC and others, exp. at TM from 92-09 **Jackie Barrera, Asher since 1999 exp. on TLC account noted **Ellen Ordaz, SW since 1994 **Tori Scott, SW since 2000, 20 yrs. exp.
	Associate Media Director Jenn Timmer, TL since 2004, TLC exp. and others, Integer Denver 99 to 04 **Lynn Haten, Asher Media since 2001, other exp. dating to 1989, TLC exp. noted. **Christi Swanner, Asher since 2000, exp dating to 1988, TLC exp. noted

	Media Planner Michelle Stojanik, TL since 2007, TLC exp. and others noted **Stephanie Wavro, Asher since 2011 including TLC work, TM 07 to 11
	Junior Media Planner Hillary Hanger, TL since 2011, TLC and Pizza Hut exp. noted **Mary O'Connor, Asher since 2011, TLC exp. noted
	Media Buyer **Mary Kim, Asher since 2009, exp. dating to 2001, TLC exp. noted **Megan Kobos, Asher since 2011, exp. dating to 1992, TLC exp. noted **Stephanie McCallaster, Asher since 2011, exp. dating to 2002 with two stints at The Ward Group, exp. on TlC account at Ward and Asher. **Laura Jane Prokarym, Asher since 2011, large account exp. dating to 1997. TLC exp. noted. **Sanders Wingo staff member TBD
	Junior Media Buyer **Nicole Boutin, Asher since 2011, TLC exp. noted **Lauren McFarland, Asher since 2009, TLC exp. noted **Courtney Mocio, Asher since 2011, TLC exp. noted **Katie Rogers, Asher since 2011 including TLC exp. Former Ward Group exp.
Creative	Creative Director (minimum 5 yrs. relevant creative exp.)— Dino De Leon, TL since 2011, 20 yrs. exp. retail brand exp. includes Kellogg's, Kraft, GameStop, Subway and Home Depot, others. TLC exp. noted. Kyle Jones, TL since 2006, 20 yrs. exp. including BMW, Walmart, Sprint, HBO and others. TLC exp. noted. Michael Apodaca, TL since 1989, other exp. dating to 1988, special projects exp. noted including 3-D solutions for solution including product packaging look and display, TLC exp. noted related to State Fair Luck Zone redesign. Work includes Frito-Lay, Pepsi, Nokia **Shanteka Sigers, SW since 2006, exp. dating to 1996, Burrell 97 to 06, 17 yrs. exp. including work on AT&T, GM, Chevy, McDonald's, General Mills, P&G, Tide, Coca-Cola **Hector Enrique Zaragoza, SW since 2005, mostly agency exp. dating to 1990, including work on Pemex, Telcel Wireless, Chivas Soccer Team, Texas Historical Commission, USPS, State Farm
	Associate Creative Director Ryan Blum, TL 2002 to 2008 and since 2010, time with Richards Group 08 to 10, including work on 7-Eleven, Pizza Hut, Russell Athletic, Home Depot, QuikTrip. TLC exp. noted. **Sam Bond, SW since 2008, exp. dating to 1999 including Tierney and GSDM, work on Chevy, AT&T, Southwest Airlines, Frito-Lay Pennzoil
	Art Director Monty Brown, TL since 2008, 11 yrs. exp. including digital work on browsers and mobile, examples include AMP Energy, Mountain Dew, Bud Light, Old Spice, Pepsi and Starbucks. TLC exp. noted David Hahn, TL since 2011, 9 yrs. exp. work includes Royal Carribean, 7-11, T-Mobile. TLC exp. noted Tyler Kitchens, TL since 2008, 8 years exp. including work on 7-11 and Nokia. TLC exp. noted.

	Sean Leonard, TL since 2009, Digital focus. Work includes AMP Energy, Mountain Dew, Pepsi, Bud Light. TLC exp. noted Kyle Zamzow, TL since 2009, exp. dating to 2007 including AAFES, Pepsi, 7-11 and Nokia. TLC exp. noted for last two years. **Lilia Alvarez, SW since 2004, work includes AT&T, El Paso Museum of History and El Paso Electric **Memo Correa, SW since 1995, 15+ yrs. exp. including work for Whataburger, USPS, YWCA, Louis Raphael
	Copywriter Lou Allison, TL since 2007, 30+ yrs. exp. including work on Tabasco, American Airlines, Friday's, Pizza Hut, Popeye's, Borden, Pepsi and Frito-Lay. TLC exp. noted including the scripting for Troy/Emmitt Comeback spots Bradford Barron, TL since 2004, copywriter since 2009, including work on Clorox, Tabasco, Visa, Ingersoll Rand, TLC exp. noted. Jeff Richey, TL since 2007 work includes 7-11, Blockbuster, TXU, Nokia. TLC exp. noted. **Jose Benecomo, SW since 2010, exp. dating to 2000, work includes Thorntons, Peter Piper Pizza, Bank of the West
	Copy Editor Sharisse Hubbard, TL since 2010, other publication exp. dating to 2003, work includes Pepsi, 7-11, and Applebee's. Work on TLC LuckZone at State Fair noted. Michael Tinsley, TL since 1990, 30+ yrs. exp. 9 yrs. work on TLC, work includes efforts on all TL brands
Digital	Digital Creative Director (minimum 5 years multimedia design exp.) Michael Piekarski, TL since 2011, 18 yrs. digital and design exp. noted. Exp. helping Coca-Cola launch global social presence, introduced new Gatorade drink, and developed national Miller Brewing campaign. TL digital work includes Pepsi, Samsung, Pizza Hut and American Heart Association.
	Digital Producer Jocelyn Frank, TL since 2012, 3 exp. digital marketing. Work includes strategic branding, CRM, mobile websites, Facebook applications and interactive media. Accounts include ExxonMobil, Clorox, Brown-Forman. TLC exp. noted
	Digital Specialist Heather Martin, TL since 2012, 5 yrs. brand exp. including Pizza Hut, Pepsi. TLC exp. noted
	Programming Specialist Chris Kobler, TL since 2012, 12 yrs. exp. web design exp for Pepsi, Pizza Hut, T-Mobile. TLC exp. noted Jesse Pulsipher, TL since 2012, 12 yrs. exp. developing microsites, mobile apps and games. TLC exp. noted. Troy Vinson, TL since 2003, exp. dating to 1995, technical framework planning for accounts such as Pepsi, Frito-Lay, American Airlines and US Airforce
Production	Production Manager Kimm Daulton Wynne, TL since 2005, 25+ yrs. exp in advertising area. Mark Van Duinen, TL since 2004, during the past 10 yrs. mix of client side, major and boutique agency exp., current director of studio services for N-

	Gen studios Ethel Stephens, TL since 2011, 32 yrs. broadcast exp.
	Production Coordinator Adam Hawbaker, TL since 2011, exp. including shooting and editing ability for broadcast production. Print—TL staff member TBD
	Broadcast Producer Diana Payer, TL since 2005, 20+ yrs. exp. tv and radio broadcast production, work includes Tabasco, TXU, Nestle. TLC exp. noted
	Print Producer Denise Thomas, TL since 2001, 20+ yrs. exp. including TM 90 to 00, print specialization, work on Long John Silver, Pepsi, Pizza Hut T-Mobile. TLC exp. noted.
	Print Production Specialist Lincoln Durham, TL since 2006, 12 yrs. exp. traditional and digital work. TLC exp. noted Kevin Pinell, TL since 2008, digital imaging and web content exp working on Clorox, Pepsi, Pizza Hut Nokia. TLC exp. noted.
	Art Buyer Virginia Burchell, TL since 2001 TLC exp. noted
	Traffic Specialist Tamara Akkub, TL since 2008, 14 yrs. exp. work includes Bennigan's, Pepsi, Kimberly-Clark, Nokia. TLC exp. noted.
	Project Manager Natalie Bills, TL since 2011. TLC exp. noted
	Translator **Marcos Rosales, SW since 2011.
Promotions	Promotional Event Planner (minimum 3 years of relevant promotional event exp.) Lauren Borsheim, TL since 2011, Richards Group 97 to 11. TLC exp. with State Fair Luck Zone noted.
	Promotions Specialist Emily Hutchens, TL since 2007. TLC exp. with SXSW event noted.
Finance	Finance Manager Elaine Fry, TL since 2005. 16 years combined TL and Omnicom exp. **Chellia Humphrey, Asher Media since 2000 **Lacie Griffin, SW since 2011
	Staff Accountant **Kristen Cedarleaf, Asher since 2006, Omnicom 01 to 06 **Sylvia McClendon, Asher since 2010, Belo Corp 95 to 10 **Rita Armendariz, SW since 2001, 15 yrs. financial and operational management exp
	Billing Coordinator **Alicia Jimenez, TL since 2008, Omnicom 97 to 08 **Ami Baxter, Asher since 2005 **Layla Garcia, SW since 2009