

# SKING SKOOP

The title 'SKING SKOOP' is rendered in a large, bold, black, stylized font. The letter 'I' in 'SKING' is replaced by a cartoon character with large eyes, a wide grin showing teeth, and a small tuft of hair on its head. The background is a vibrant orange gradient with a tropical scene featuring palm trees, a large white sun, and birds in flight.

## **What's in this Issue:**

**One Big, Happy Family!**

**5 Spot – Design Team**

**Meet the New Peeps!**

**Strategic Planning News with Jim Gentleman**

**Birthdays & Milestones**

**Summer Concert Series**

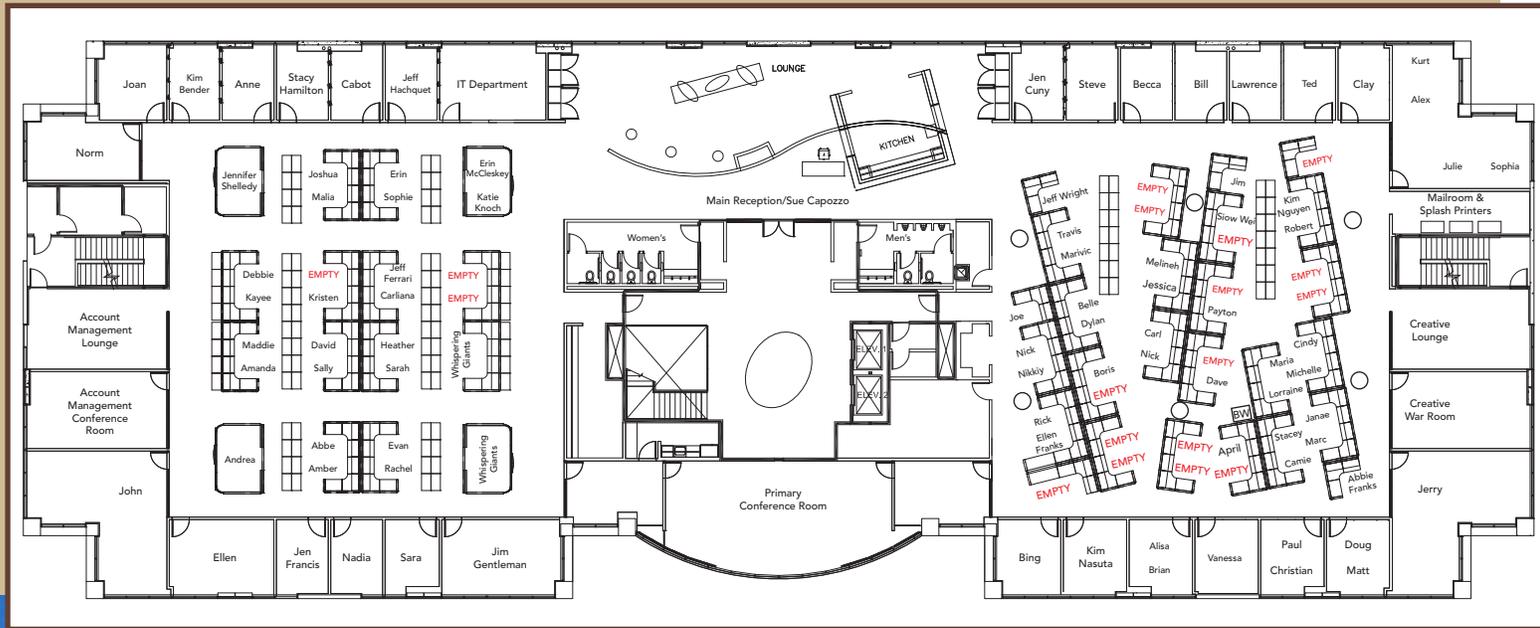
**What's happening in Vegas**

**Interactive's Video Game Lounge**

**THE SUMMERTIME FUN KEEPS GOING...**

A vibrant tropical beach scene with a large white sun, palm trees, and birds in flight. The foreground features a decorative border with colorful floral and circular patterns.

# One Big, Happy Family!



Finally, after much talk, deliberation, packing, and unpacking, the second floor has happily joined the rest of the SK+G family upstairs. As we all begin to settle in and get comfortable, SKoop got some insight from agency resident mom, Andrea Johnson, on what to expect now that we've all joined forces on the third floor.

First and foremost, the mail are all together in the third floor splash room. The recycle bin is going to be on the AM side in the copy room. In addition, recycle boxes for paper only will be distributed throughout the third floor.

All office supplies can be found in the copy room on the account management side. Because we merged three supply rooms together we now have an extensive amount of supplies. That being said, it is doubtful that more supplies will be ordered anytime soon. However, should anyone need more supplies for a specific client project, they can send their request over to Andrea.

As has been evident throughout this process, our lounge will be undergoing some renovations and additions. The vending machine from downstairs has already been moved up. If anyone has any specific requests for food they would like to see in the vending machine, send those to Andrea, as well.

In other news, now that all the chaos has settled down, we are happy to report that things are slowly starting to return to normal. In the interest of all things fun, SKGingo will resume Wednesday, August 4 and we are excited to announce that the next lounge will be taking place on Friday, August 6 at 4:30, hosted by the Pinnacle Team. More details to come in the upcoming weeks.

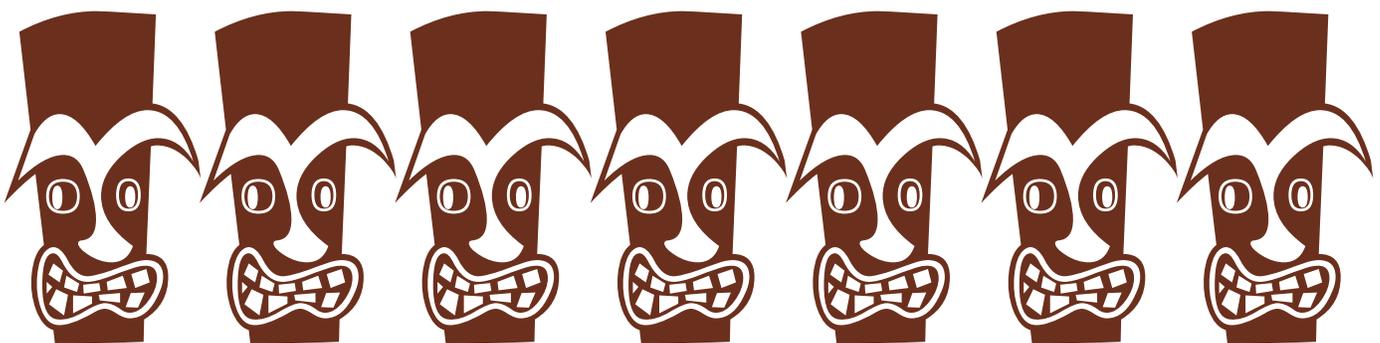
**Jerry Kramer:** “It’s nice to have the energy of a full team on one floor. We’ll all get to know each other a little more. It feels like an ad agency.”

**John Schadler:** “Thanks everyone for a fabulous job. It’s great to have everybody all together on the same floor.”

**Andrea Johnson:** “THANK GOD IT IS OVER!!!!!!”

**Jeff Hachquet:** “Yup... that’s going to leave a mark.”

**Joan Jungblut:** “The media move went very smoothly thanks to everyone pitching in, especially Debbie and Ariana with the print files. We’re excited to be up here with everyone. Now if we can just get used to the strange noises and smells coming from Norm’s office...”



# Say Hello to The Design Team



**Steve Averitt – Executive Design Director**

Time at SK+G: 11 Years

**What would your chosen last meal be?**

One slice of pizza from each of the best places around the country that I've had a slice from. Knowing this is my last meal, I'll go to each restaurant by train.

**What would your personalized license plate read?**

I CRE8

**Tweet your advertising philosophy – 140 characters or less.**

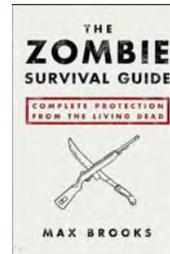
Read Paul Rand. Is that less than 140?

**What is your best “only in Vegas” story?**

: ) No one would believe it coming from me anyway.

**IF Zombies attack, what would be your top 3 survival essentials?**

Good running shoes, a machete (you have to reload a shotgun), and this:



**Alexandra Smith – Designer**

Time at SK+G: 6 years

**What would your chosen last meal be?**

A hamburger and fries with a side of hard shell tacos with a side of sushi and really nice wine. Ha!

**What would your personalized license plate read?**

YLIMYNG

**Tweet your advertising philosophy – 140 characters or less.**

It's our duty to prevent unsightly design from entering the world. Every project should be approached with the same level of craftsmanship.

**What is your best “only in Vegas” story?**

Not really a story, but there was an exhibit of prehistoric bones and fossils on display at the Venetian. It was free for a couple of weeks and at the end there was an auction. Anybody could register and bid on bones that were millions of years old, including a T-rex skeleton. It was awesome and interesting and definitely “only in Vegas” can you buy your own T-rex.

**IF Zombies attack, what would be your top 3 survival essentials?**

Water, Axe, 2-way Radio. Stay alert. Stay alive.



**Kurt Snider – Senior Designer**

Time at SK+G: 6 years

**What would your chosen last meal be?**

16 oz T-Bone Steak with a loaded baked potato and six Dos Equis.

**What would your personalized license plate read?**

SKG 2

**Tweet your advertising philosophy – 140 characters or less.**

Never do anything casino related in the color blue.

**What is your best “only in Vegas” story?**

New Year’s 2003 or 2004, I can’t remember. Armed with a Viking Helmet, I ran down the middle of the strip acting like a bull. The Matadors were three of our finest Metro officers. I would like to thank Jerry Kramer for getting me into that VIP party. With an open bar and Ryan Seacrest attending, it made for one heck of a New Year’s. Thanks again, Jerry!!

**IF Zombies attack, what would be your top 3 survival essentials?**

A shotgun, a baseball bat and a Viking helmet.



**Becca Rios – Senior Designer**

Time at SK+G: 5 years

**What would your chosen last meal be?**

Mon Ami Gabi’s Steak Bordelaise with Frites...it’s truly to die for!

**What would your personalized license plate read?**

I actually have one, it reads “JRTX2” (Jack Russell Terrier x2)

**Tweet your advertising philosophy – 140 characters or less.**

Less is more

**What is your best “only in Vegas” story?**

Before we lived here, my husband and I came to visit for the first time. On our last night out we realized we were almost out of cash and didn’t know how we’d make it back to our hotel. We decided to put our last \$5 into a slot machine, won \$60...so we saved some for cab fare and had a steak dinner at 4am.

**IF Zombies attack, what would be your top 3 survival essentials?**

Jet Pack, key to locked warehouse full of water and food, shotgun



**Melineh Jackman - Designer**

Time at SK+G: 4 years

**What would your chosen last meal be?**

My last meal would have to be sushi.

**What would your personalized license plate read?**

Chocol8

**Tweet your advertising philosophy – 140 characters or less.**

"Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read." Leo Burnett

**IF Zombies attack, what would be your top 3 survival essentials?**

Night vision system, lightsaber to fight with and chocolate to recover after the fight.



**Boris Kostov - Designer**

Time at SK+G: 3 years

**What would your chosen last meal be?**

First would be a plate of salted fish bread and cheese (Bulgarian Feta as a part of the assortment) with a glass or two of a good CabSav. Then would be a plate of Tabulli, Russian, and Shopska Salads with 200g of Rakia. Then, for the main course it would be meat and rice stuffed cabbage leaves. Chicken, mushroom and cheese crepes and some sour cabbage with pork. This course will be served with one liter of Zagorka (beer). Then for dessert, a slice of apricot upside down cake and some Fererro Rocher chocolates and a bottle of aged scotch.

**What would your personalized license plate read?**

BoKo

**Tweet your advertising philosophy – 140 characters or less.**

If a design is based on a good concept it is easy to make it beautiful.

**What is your best “only in Vegas” story?**

Can't think of anything that has happened to me ONLY in Vegas.

**IF Zombies attack, what would be your top 3 survival essentials?**

An armored RV, a trailer half full of gasoline and half full of clean water, and a pair of good boots for some zombie ass-kicking.



**Dylan Todd – Junior Designer**

Time at SK+G: 5 months

**What would your chosen last meal be?**

A gyro roughly the size of my head. Side of fries and ranch dressing. Washed down with a nice, cold sarsaparilla.

**What would your personalized license plate read?**

TEENWLF

**Tweet your advertising philosophy – 140 characters or less.**

Tell the best, most interesting story you can in the simplest way possible. Also, being clever never hurt anybody.

**What is your best “only in Vegas” story?**

Teller (from Penn &...) held the door open for me at a coffee shop across the street from UNLV. (Café Espresso Roma, for you old-timers.) He did not speak when I thanked him.

**IF Zombies attack, what would be your top 3 survival essentials?**

Toiletpaper. Comic books. Break-dancing mat.



**Jessica Pfeifle - Designer**

Time at SK+G: 2 months

**What would your chosen last meal be?**

A buffet of only my favorite things.

**What would your personalized license plate read?**

I have no idea – hence I don't have one now.

**Tweet your advertising philosophy – 140 characters or less.**

Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.

**What is your best “only in Vegas” story?**

I had just moved here and was stopped at the light on Russell about to get on the 15. Who pulls up beside me but Elvis in a pink convertible blaring 'Blue Suede Shoes.' I think what literally came out of my mouth was "Only in Vegas."

**IF Zombies attack, what would be your top 3 survival essentials?**

Cat-like speed and reflexes, mad ninja skills and rubber gloves because Zombies are oozy and gross.



## Meet the New Hires!



### **Meet Lawrence Orleck, Interactive**

Lawrence joins SK+G as the new VP of the Interactive Department. The former creative director at Dentsu America, Lawrence has spent his entire career in digital media. While not working, he can be found writing songs, road biking and playing foosball. Lawrence also enjoys a love/hate relationship with reality television, especially American Idol and the Apprentice.

### **Meet Paul Ting, Creative**

Paul joins SK+G as an associate creative director. He comes to us from the company TBNA/CHIAT, where he worked as a senior art director. He has a cat named Tuna. In addition, his hobbies include hiking, motorsports, cycling and backpacking.



### **Meet Virgil Scott, Mesmerize**

Virgil joins SK+G as a post production editor / sound designer. He previously worked with Apple, Inc. in their creative department. An avid music fanatic, Virgil DJ's as a hobby. He loves the outdoors as well as dogs and cats.

### **Meet Erin Flanagan, Account Management**

Erin arrives at SK+G as an account coordinator. Originally from Southern California, she enjoys traveling, sports and the outdoors, as well as dinners and BBQ's with her friends. In addition, she is also a line dancing enthusiast.



### **Meet Justin Rosen, Interactive**

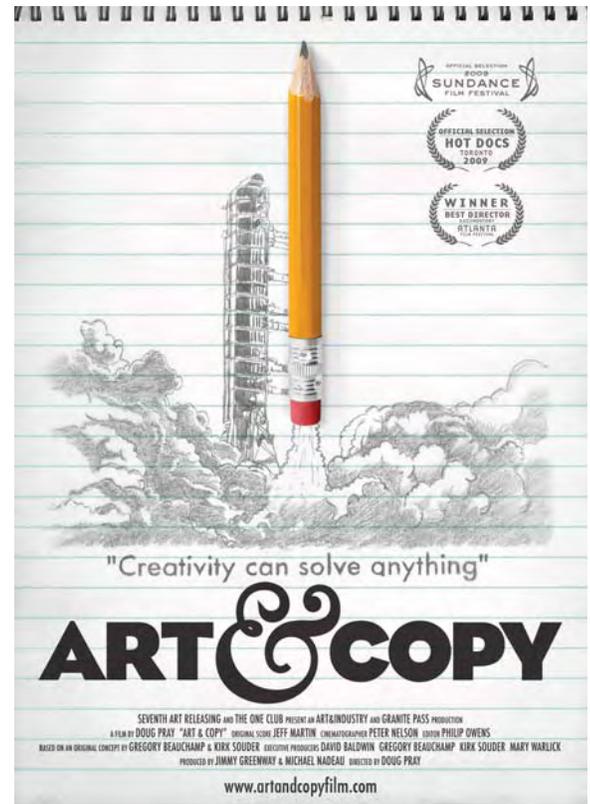
Justin joins SK+G as an interactive intern. A graduate of UNLV, he has a bachelor's degree in marketing. Originally from New Jersey, Justin has lived in Las Vegas for the past three years. He has one dog and enjoys music and technology.

# Strategic Planning News with Jim Gentleman



## Art & Copy Comes to SK+G:

"Art & Copy," an award-winning documentary on the advertising business featuring some of the industry's biggest names of the past few decades, will be shown in the Primary Conference Room on Friday, August 13, from noon-1:30 p.m. Due to limited seating, we're limiting the session to the first 20 respondents. Please RSVP to Jim Gentleman via e-mail at [jim.gentleman@skgadv.com](mailto:jim.gentleman@skgadv.com). And to learn more about "Art & Copy," visit this website: [Art & Copy](http://www.artandcopyfilm.com).



## Social and Mobile Media Continue Their Emergence:

While social media and mobile media have received much coverage in industry trades during the past couple of years, only recently have the two emerging marketing disciplines evolved beyond "cool new media" for niche audiences to "real-world solutions" for the masses. A number of global marketers used the recently completed 2010 FIFA World Cup as a social media platform (click on this link [ADWEEK Social Media World Cup Article](#)). More recently, Old Spice (whose half-man, half-horse TV spots won top honors at Cannes) has introduced a social media effort that Advertising Age called the "social media play of the year." The campaign successfully leverages the high production value of TV with the spontaneity and consumer engagement of Twitter and Facebook. Click on this link for the story: [AD AGE Story on Old Spice's Social Success](#)

**More Musings:** For my latest musings on marketing, entertainment, tourism and other subjects, view my blog at [A Gentleman's Musings](#). Recent topics include new marketing campaigns from Levi's and New York City, the continued demise of the newspaper business, and turbulent skies for Las Vegas.

# Belle's Baby Girl Is Here!

SKoop would like to congratulate Belle Larsen on the newest edition to her family, Isabel Patricia Larsen.



## SK+G: Milestones

Congratulations to those marking their anniversaries in August at SK+G.

Marc Coppel: 9 Years  
Melineh Jackman: 4 Years  
Stacey Horowitz: 3 Years  
Vanessa Guerrero: 2 Years  
Angela Castaneda: 1 Year  
Sarah Catletti: 1 Year

## Happy Birthday

SKoop would like to extend birthday wishes to those who will be celebrating in August!

Robert Lynch: August 1  
Rachel Viers: August 3  
Malia French: August 4  
Sally Stiel: August 7

Paul Ting: August 16  
Jennifer Francis: August 18  
Peter Contreras: August 29

# Summer Concert Series Edition!

**This month we asked what concert(s) you are checking out this summer and we wanted to know if you had any suggestions on what your co-workers should be downloading for summer tunes?**

“Lady Gaga, Bob Dylan, John Cougar Mellencamp, I saw Sting with the London Concert Philharmonic and the Tubes.  
– Jerry Kramer

“These are some great songs worth giving a listen to:  
<http://soundcloud.com/twentyfourtracks>” - Virgil Scott

“I’m headed to see Texas Country Singer, Pat Green at Red Rock Station on Aug. 7. Yee-Haw! Yes, I’ll be breaking out my straw cowboy hat and boots to kick off that event!” – Erin McCleskey

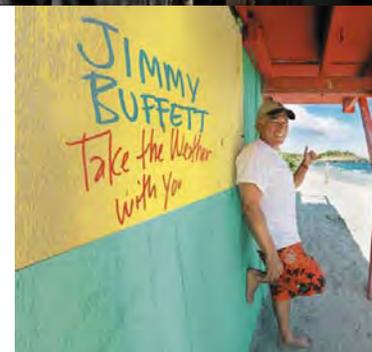
“I just saw Silversun Pickups at The Joint, awesome concert! As for downloading tunes for the summer... I hate to be a broken record but I recommend Silversun Pickup’s newest album Swoon for download. They’re a great band with a unique sound of their own and I think Swoon is their best album yet. I also highly recommend Phoenix’s album Wolfgang Amadeus Phoenix. It’s amazing from start to finish! “  
– Michelle Payton

“Kenny Loggins. Because I’m comfortable enough with myself to admit it.”  
– Evan Orgel

“I just saw the Kings of Leon in Denver and it rained the entire show, made for a fantastic experience! My personal favorite summer downloads include Passion Pit’s ‘Manners’, Sleigh Bell’s ‘Treats’ and XX by the XX. “  
– Katie Knoch

“This isn’t technically music but still a fun thing to do: Super Summer Theatre out at Spring Mountain Ranch. See link below for July-Sept shows. Willy Wonka (June’s production) was fantastic! :) Oh and this is also a good summer “chill” band: Sufjan Stevens” – Jessica Pfeifle

“It’s not in the summer – but in the spirit of keeping summer alive, Jimmy Buffett - Oct 23. Jimmy Buffett should be played on a regular basis during the summer.” – Rachel Viers



"I saw Tom Petty play at Summerfest in Milwaukee, which was absolutely unreal. I also caught Kenny Chesney for one of his two shows at the Hard Rock and he put on a fantastic performance. As far as summer download recommendations...anything country really. It's very much summer, chill out kind of music." – Ben Martinez

"I'm still hoping Dave Matthews Band comes back to Vegas this summer since 10 DMB concerts isn't quite enough yet - I need one more. And if someone offered me free Justin Bieber tickets...let's just say I wouldn't say no." – Stacy Hamilton



"Come September, I am going to San Diego for either The Black Keys or Passion Pit. As far as summer tunes go, I recommend: Can You Tell by Ra Ra Riot (one of my favorite songs; Death to Los Campesinos by Los Campesinos; 11th Dimension by Julian Casablancas." – Joe Tseng

"I am going to see Better Than Ezra at the Silverton July 31st" – Sally Stiel

"-Went to see the Wonder Girls w/ 2PM @ the House of Blues Anaheim, they did a great job! Looking forward to seeing the You&Jin concert here in Vegas at the end of the summer.

Suggestions for summer tunes: Lately I've been addicted to "Monster" and "To Be Free" by Arashi:

Photo: <http://tinyurl.com/28xcycf>

Music Video: <http://tinyurl.com/2wxkvn6>

– Kim Nguyen

"One word: Phoenix!!!!!!!!!!!!!!!!!!!!!!" – Payton Meyer >>

"I would be checking out any concert that SK+G has tickets for and gives them to me!!"

– Ricki Black



# SKoop's Guide to Staying Cool This Summer



As July turns into August, those familiar with Vegas know that this is only the beginning of the annual proverbial oven known as Las Vegas, where temperatures flirting in the 116-120 degree range is simply just another day. So SKoop would like to offer some quick, easy and fun ways to stay cool this summer:

- Lake Mead: The largest reservoir in the United States. It offers a prime location for swimming, boating, fishing, water skiing and sunbathing.
- Mt. Charleston: Located in northwest Las Vegas. With an excess of mountain ranges, hiking trails and outstanding views, this makes for a great family experience.
- The Pool at the Golden Nugget: The Golden Nugget offers a pool with a three story enclosed water slide allowing guests to swim alongside live sharks. Admission is \$20 for anyone 12 and over.
- Palms Pool & Bungalows: Locals get in free of charge with ID. With 27 cabanas, three pools, three bars and poolside gambling, a few hours here will make you forget it's 100°+ outside. Their "Ditch Friday" parties every Friday during the summer makes calling in sick all the more inviting (Editor's note: NOT that we encourage this kind of behavior!)

## Useful tips:

- Dress for the occasion. For the summer, embrace light colors which will reflect the light, not absorb it.
- The insides of your wrists are your own personal outlet for the cold water to transition to the rest of your body, which will leave you much cooler in seconds. A great quick fix for those especially overheated.
- Hydrate. Always keep something on hand, preferably water, which is your best defense against the heat.

# Skoop's Guide on What to Do

## Summer Edition



**What:** First Friday

**When:** Friday August 6, 6:00-10:00 p.m.

**Where:** Main Street and East Charleston

**More Information/Price:** The monthly premier event celebrating the arts in downtown Las Vegas, displaying great local art, live music, and street performances. Free and open to the public.

**What:** National Night Out

**When:** Wednesday August 4, 6:00-8:30 p.m.

**Where:** Henderson Events Plaza

**More Information/Price:** Hosted by the Henderson Police Department. It will feature exhibits, live music and food. This event is free and open to the public.

**What:** Las Vegas 51's vs. Memphis Redbirds

**When:** Friday, August 6, 7:05 p.m.

**Where:** Cashman Field

**More Information/Price:** Free post game fireworks spectacular. Tickets range from \$9 - \$14. More info: 702-798-7825

**What:** Bill Engvall

**When:** Friday August 13

**Where:** The Treasure Island Theater at TI

**More Information/Price:**

Tickets starting at \$61.40.

Visit <http://www.treasureislandlasvegas.com> for more information.

**What:** Lady Gaga Monster Ball Tour

**When:** Friday August 13, 8:00 p.m.

**Where:** MGM Grand

**More Information/Price:** Tickets on sale now. Prices range from \$52.00 - \$183.75. Visit [www.mgmgrand.com](http://www.mgmgrand.com) for more information.

**What:** Rob Thomas

**When:** Saturday August 14, 8 p.m.

**Where:** Red Rock Resort and Casino

**More Information/Price:** Tickets on sale now. Prices range from \$49 - \$89. Concert to benefit the Sidewalk Angels Foundation.

**What:** Las Vegas Restaurant Week

**When:** Monday, August 30 – Sunday, September 5

**Where:** Over 80 different restaurants throughout Las Vegas

**More Information/Price:** Prices vary by location. For more information, visit [www.threesquare.org](http://www.threesquare.org)

# SK+G Lounge!

In late June, Interactive treated us to a blast from the past with their Video Game Lounge complete with our favorite old school games and a photobooth!

