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EXTRA! FAIR-PLAY POST
The publication keeping you informed | NOT ON THE PRESS! |

LET THE WHOLE SET!
Download the complete package of CaptiVue Sports materials at www.fair-play.com/ibewnews.

- CaptiVue Sports brochure.pdf
- CaptiVue Sports insert pitch presentation
- CaptiVue Sports Brochure of CaptiVue
- 1.175 CaptiVue Sports Specs.pdf
- 1.21 CaptiVue Sports Specs.pdf
- 2.3 CaptiVue Sports Specs.pdf

AVAILABILITY: The CaptiVue Sports brochure is available for download now, and printed copies will be available to order by the end of August. Brochures can be downloaded from www.fair-play.com/ibewnews.

APPLICATIONS: If you're looking for new CaptiVue Sports package in your full marketing efforts to attract mail campaigns.

SUBSCRIPTION: Please contact your regional sales manager.

NEW PLAY SCOREBOARDS: 1.175 (DESIGNER AVAIL) | DES MOINES, IOWA 50317 | TOLL FREE 800-247-0260 | PHONE 319-263-0300 | FAX 319-263-0384 | www.fair-play.com/captivue

FAIR-PLAY POST
The publication keeping you informed | Volume 10, Issue 11 | April 2008

New Fair-Play scoreboard installations heighten company's Des Moines-area profile

Major announcements from baseball to when the Iowa Cubs, Des Moines area's new major league baseball team, recently unveiled extensive renovations to the team's home stadium, all are now on Fair-Play's latest scoreboard installation (see page 1, below left).

Fair-Play designed and fabricated a vintage style manual scoreboard that will add a classic touch to a new stadium roof. The Des Moines area requirements will now encompass each game, according to Fair-Play's national sales manager Jeff Boush.

Representing the newest scoreboard in a multi-system analog CaptiVue Sports message display with a 1.75-inch grid pitch, showing team photos and information. A high-resolution 30x30 in. 14 video screen and two 1.75-inch grid pitch, full-size CaptiVue Sports displays, ideal for revenue advertising. Another multi-system CaptiVue Sports message screen is featured in more football, track and soccer at full stadium level.

Recent news, Drake University - announced its move to the home of the Drake Relays track and field center - located in east Des Moines just in time. In June 2008 the April. Photo 2, below right) was taken last week of the university's new multi-sport scoreboard. This scoreboard also a variety of advanced display technologies, including a full-size 30x30 in. 14 video screen and two 1.75-inch grid pitch, full-size CaptiVue Sports displays, ideal for revenue advertising. Another multi-system CaptiVue Sports message screen is featured in more football, track and soccer at full stadium level. It is also on-line information and ads.

Representing revenue trends announced in the Des Moines area, the Principal Park and Johnny Briggs Field conditions have generated both good news coverage and advertisements. "These conditions saved the day, as they were with the Fair-Play Post. Now, these clubs and athletes will see and enjoy this equipment for decades to come."

THE FAIR-PLAY TOP TEN: Based on limited reporters, the top ten Fair-Play dealers for March 2008, included:

1. Glen Williams
2. Slattery Electronics
3. Architectural Systems Group
4. Time Technologies
5. Steve Elbert

TOP FIVE FAIR-PLAY DEALERS: Based on limited reporters, the top five Fair-Play dealers for March 2008, included:

1. Glen Williams
2. Slattery Electronics
3. GEMCO
4. AdTech
5. Architectural Systems Group

WHAT EXACTLY IS THIS FOR? If you're looking for new CaptiVue Sports package in your full marketing efforts to attract mail campaigns.

SUBSCRIPTION: Please contact your regional sales manager for details.

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EXTRA! FAIR-PLAY POST
The publication keeping you informed | NEWS FLASH |

Fair-Play announces national alliance with IBEW and NJATC

Thanks to a groundbreaking agreement recently signed between Fair-Play Scoreboards, the International Brotherhood of Electrical Workers (IBEW), and the National Joint Apprenticeship and Training Committee (NJATC), we're pleased to announce that Fair-Play dealers now have access to an exciting group of potential partners.

In the agreement, the IBEW and NJATC, the nation's largest electrical and electrical construction union, has agreed to one of the following:

- The national apprenticeship program for installation for the IBEW, the local union, and the national union and general employees.
- In the coming year and system training facilities (see below for more info).
- IBEW Local 617 Business Manager: "The workability only to reach the team participating people who should follow the example of some other group (other and successful)."

Local 617 has received such positive response from its members and within its local joint apprenticeship training committee (JATC) program that it is now in a position to obtain additional advertising budget from Fair-Play scoreboard installations.

By entering the apprenticeship agreement with Fair-Play Scoreboards, the IBEW and NJATC, installation will result in national membership of 50,000 new program through direct mail. In addition, Fair-Play will continue its search for members of local unions like Local 617 as a partner in the IBEW's national apprenticeship program in Washington, DC. Fair-Play will also design a professional installation and service training program for the apprentices at the local JATC as a partner of the apprentices.

What does this mean to you?
Participating dealers can schedule a report to visit their new scoreboard installation with our newly designed

THE FAIR-PLAY TOP TEN: 1.175 (DESIGNER AVAIL) | DES MOINES, IOWA 50317 | TOLL FREE 800-247-0260 | PHONE 319-263-0300 | FAX 319-263-0384 | www.fair-play.com/captivue

This newsletter was sent to Fair-Play Scoreboards dealers each month via email.

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TRANS-LUX IN THIS ISSUE
All about sign software • All new catalog • In the spotlight
talk
A quarterly report on what's new at Trans-Lux
April 2005 | Issue 5 | Volume II

Help your customers get the most out of Trans-Lux LED displays using the right sign controller

After a lot of persuasion, your long-time customer has finally purchased her first LED display from your sign shop. Is the sale a success? Not yet—without careful guidance on sign control or selection and training that new LED sign buy could be her last.

"Choosing the right sign controller is as vital to long-term customer satisfaction as the display selection," says C. Edward Koch, Trans-Lux national sales manager. "The sign is only as good as the controller that's driving it, so the right fit is essential."

Two sign control or systems support Trans-Lux commercial LED displays: ISiEvent™ II and ProLine®. Both controllers are hosted in Windows®-based PC environments. Both send content to LED displays. The difference between them lies in their graphic and color capabilities.

Monochrome or color? ISiEvent II is used exclusively for red or amber (monochrome) displays. For RGB (color) or monochrome displays equipped with Shades of Gray™, use ProLine. Shades of Gray is a hardware enhancement that enables three-dimensional graphic displays.

Text, graphics or video? ISiEvent effects or simple pictorials on a More complex graphics animation.

PHOTO CONTEST
Send us your winning photo project. If we publish your photo in this issue, we'll give you a \$100 gift certificate. E-mail photos to contests@translux.com. Photos must be 300 dpi and 1000x1000 pixels. Photos must be submitted by 10/31/05. Prizes are awarded on 11/15/05. Photos must be submitted by 10/31/05. Prizes are awarded on 11/15/05.

TRANS-LUX SOFTWARE

SOFTWARE	MONOCHROME	FULL-COLOR	IMAGES
ISiEvent™ II	•	•	•
ProLine™ 100	•	•	•
ProLine™ 900	•	•	•

Trans Lux talk • April 2005

TRANS-LUX IN THIS ISSUE
Happy holidays! • Cool blue LEDs, 2006 trade shows • In the spotlight
talk
A quarterly report on what's new at Trans-Lux West
December 2005 | Issue 8 | Volume II

Popular CaptiVue™ electronic message center product line unveils its "coolest" new color: blue!

Available now in a 4.375-inch character height (a 0.625-inch pixel pitch) new CaptiVue™ blue monochrome message displays combine high resolution with a 90-degree viewing angle. Consider the tight 0.625-inch pixel pitch of CaptiVue blue when exceptional resolution is required at a closer viewing distance. Blue LEDs remain an attention-getting novelty for service, retail and health-care applications.

Text, animations and graphics take on a cool new edge with CaptiVue blue. Whether you choose red, amber or the new blue LED model, CaptiVue message centers remain a high quality, efficient, low-maintenance choice for outdoor electronic signage.

And all CaptiVue message centers offer these benefits:

- More than 3000 NITS of brightness demand attention from pedestrian, residential and light commercial traffic.
- Slim, four-inch cabinet depth provides versatile installation options, even in tight spaces.
- Modular design means true scalability. Your customers can create a display in the size they want at an affordable price.
- Standardized parts are easily maintained and readily available.

For more information about CaptiVue blue and other Trans-Lux products, please contact your regional sales manager—or visit us on the web at www.l3commercial.com.

Blue LEDs remain an attention-getting novelty for service, retail and health-care applications

CAPTI VUE™ BLUE SPECIFICATIONS

PIXEL PITCH (CHARACTER HEIGHT)	0.625" (1/16")
CHARACTER HEIGHT (SCREENING UNIT)	4.375" (1 1/8")
HORIZONTAL VIEWING ANGLE	90°
VERTICAL VIEWING ANGLE	40°
NITS	3,000+
COLOR	BLUE
COLOR DEPTH	256 SHADES

Trans Lux talk • December 2005

TRANS-LUX IN THIS ISSUE
New Help Desk location
Photo contest • In the spotlight
talk
A quarterly report on what's new at Trans-Lux
September 2005 | Issue 7 | Volume I

Make the Trans-Lux Help Desk your first call for service, installation and software questions

WITH SERVICE AND INSTALLATION EXPERTISE covering the company's entire product line, it's essential that the Trans-Lux Help Desk stay current on new product development.

An expanded technical staff means there's no "phone tag" when you call the Trans-Lux Help Desk. "You rarely get voice mail," says Trans-Lux commercial plant manager Gary Galasso. "Sign re-sealers have told us they dislike leaving messages and making multiple calls when they're out in the field. Now a incoming calls are placed in a queue for immediate service."

Call the Help Desk toll-free at 800-462-2716 from 7 a.m.-6 p.m. Central Time, Monday through Friday, for answers to your questions regarding:

- Trans-Lux installation support and software assistance
- Warranty exchanges and repairs
- Parts orders
- Requests for field service
- Quality assurance

If you prefer, e-mail helpdesk@l3commercial.com or leave a message after hours for a prompt return call the next business day. "Our peak hours are 11 a.m. to 3 p.m. the later part of the week," says Help Desk manager Don Stover, "but be assured that your contact will receive the attention it deserves."

Trans-Lux re-sellers seem to agree. Average daily call volume to the Trans-Lux Help Desk has doubled since its move to Des Moines two months ago.

THE HELP DESK TEAM (left to right): Dave Light, technician; Doug Routh, technician; Don Stover, manager; Dennis Peatrow, supervisor; Larry Auster, technician; and Ken Miller, technician. Not pictured: Gary Galasso, plant manager.

Trans Lux talk • September 2005

This double-sided newsletter was mailed each quarter to Trans-Lux West customers.

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Service Line

FEBRUARY/MARCH 2003 ■ VOLUME 8 ■ ISSUE 1 ■ What are Those Pipes For? News You Can Use ■ Water Works Moves to New City Hall ■ 2003 Capital Improvements

What Are Those Pipes For? Quick Check Now Saves Time, Dollars Later

Most of us are content to leave those mysterious pipes snaking through our basements alone. That is, until they start leaking, bursting, or otherwise making a watery mess.

When water pipes malfunction the question of the hour becomes: who is responsible for the repairs? That depends, as you can see in the color-coded diagram below.

To summarize, West Des Moines Water Works maintains the water mains and water meters. Property owners are responsible for:

- The tap into the water main;
- The service pipe that brings water into the dwelling;
- The inlet and outlet valves next to the water meter; and

■ The curb valve, topped by a circular cap in the front lawn or sidewalk of a dwelling, which allows outside access to the water supply in emergencies.

Did you know

West Des Moines Water Works can't fix your water meter for accuracy. The service fee if it reads out of national accuracy specifications.



WEST DES MOINES WATER WORKS maintains the water main & water meter remote meter reading service and its wiring.

WEST DES MOINES WATER WORKS | 4200 Mills Civic Parkway | 515-222-3460
WATER TREATMENT AND DISTRIBUTION | 1505 Railroad Avenue | 515-222-3463

Service Line

Service Line

NOVEMBER/DECEMBER 2002 ■ VOLUME 7 ■ ISSUE 3 ■ Keeping Your Water Pipes Out of the Deep Freeze ■ Water Taste Update ■ Cold Weather Maintenance Tips

Protecting Water Pipes from Winter Woes

Water expands as it freezes. This simple principle can take a damaging turn when water freezes in your home's water lines. Frozen water pipes often break, spilling hundreds of gallons of water onto floors and walls, turning them into appliances and incurring thousands of dollars in damages.

What's worse is that the damage is often preventable. Taking time to perform a simple preventive maintenance task before cold weather sets in and knowing what to do when a cold spell hits can avert costly repairs and protect your home or business this winter.

Vulnerable spots

Outdoor hose bibs, swimming pool supply lines, water sprinkler lines and pipes in unheated interior areas like basements and crawl spaces, attics, garages or kitchen cabinets are most vulnerable to freezing.

You can shore up your home's defenses by disconnecting and draining outdoor hoses as part of your winter preparations. This allows water to drain from the pipe. Otherwise, a single overnight freeze can burst either the faucets or the pipes connected to them.

If you have a swimming pool or lawn irrigation system, be sure to drain them carefully, following the manufacturer's or retailer's directions. You may be tempted to use antifreeze in these outdoor water lines. Unless directed, don't—it's dangerous to you and your family and harmful to the environment.

Use pipe sleeves, found at hardware or building supply stores, to insulate pipes in cold areas of your home such as the basement and garage or under kitchen and bathroom cabinets. Cover pipes carefully and wrap the joints with heat tape for enhanced protection.

Adding insulation to attics, basements and crawl spaces will help maintain higher temperatures in these areas and provide more protection against freezing.

continued on page 2

Did you know?

Hot and cold water supply lines are equally likely to freeze if water is not running through them during cold weather.

KEEP YOUR HEAT ON!

West Des Moines Water Works employee Steve Wolfe inspects the damaging aftermath of burst pipes. The home was vacant and the heat had been shut off.



WEST DES MOINES WATER WORKS | 4000 Mills Civic Parkway | 515-222-3460 | Fax: 515-222-3578 | www.wdwm.com/water
WATER TREATMENT AND DISTRIBUTION | 1505 Railroad Avenue | 515-222-3463 | Fax: 515-222-3469 | TDD: 515-222-3334

Service Line

This double-sided newsletter was bundled with West Des Moines Waterworks utility bills.

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The Heartland Healthbeat
Keeping health-care costs lower with healthful living

Smoke alarm
Cigarette smoking is harder on women than it is on men, says a new study. Researchers observing lung cancer patients at the American Health Foundation in New York found that women who light up are at greater risk of developing the disease at every level of exposure to smoke.

Women who smoke 20 or more cigarettes each day are at special risk.
Women smokers were also more likely to have heart attacks. Researchers in Norway, who followed 5,701 men and 6,142 women ages 35 to 52 for 12 years, found that women who smoked 20 or more cigarettes a day were 5.9 times more likely to have a heart attack than same-sex non-smokers; men were only 2.8 times more likely.
Living F 1 January/February 1997

Your PCP should give you...

- Considerate, courteous care that respects your dignity;
- Confidential care that respects your privacy;
- All the treatment and diagnosis information you need to understand and participate in your health care;
- Thorough information on available medical services;
- Access to appropriate medical services;
- Care that's accessible 24 hours a day, seven days a week

In turn, you need to...

- Take an active role in maintaining your own health care;
- Read all of your health plan materials carefully to understand your coverage;
- Talk openly and honestly with your PCP, and ask questions;
- Follow your PCP's treatment and recommendations;
- Keep your scheduled appointments or give adequate notice

Adapted from materials provided by Blue Cross/Blue Shield of Pennsylvania

Provided as a service of
SEABURY & SMITH
Insurance Program Management
A North & West Group Company

Stethoscope graphic

- Biking at a very slow pace, 5.5 mph, burns about 135 calories in 30 minutes.
- In 1983, 10 million Americans rode at least once a week. Projections by the Bicycle Federation of America put that number at more than 40 million today.
- Bicycle commuters more than tripled between 1983 and 1993.
- Bicycling is the third most popular fitness activity in the United States, following walking and swimming.
- In a study conducted by National Family Opinion, lack of a riding buddy was the number one reason bicycle owners didn't ride more often.
Cooking Light July/August 1996

Bicycle graphic

Healthbeat offered health and wellness information for small- to mid-sized clients. It was inexpensively produced using a color laser printer.

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Volume 1
Issue 1
Third Quarter 1996

Good benefits are a given in attracting and retaining valuable employees. But your benefit costs are probably higher today than they were even a year ago.

How much will it cost to keep providing health care at the level you are right now?

Source

A guide to what's current in benefits from the professionals at Seabury & Smith

You may already self-fund. Use pre-certification and utilization review to help keep costs down. But, bottom line - how much will it cost to keep providing health care for your employees at the level you are right now?

Seabury & Smith and its computerized Managed Care Information System (MCIS) can tell you. We provide the tools you need to manage your group's benefits more cost-effectively than ever before...with accuracy, flexibility, timeliness, and control.

What does managed care mean to you? It means you don't just pay claims anymore — you *manage* them. You can manage care as simply as setting up a pre-certification program for hospital admissions. Or perhaps you'd prefer a more sophisticated approach — like forming employer coalitions, reviewing how your benefits are being used by your employees, or examining the outcomes of your group's treatment programs.

Managed care is flexibility. With Seabury & Smith's MCIS system, managed care means a lot of things. But most of all, our clients who use the system know it means readily available information they can understand. And information they can use. Here's an example.

MCIS includes a PC-based reporting package called ANALYSIS, which transforms raw data into user-friendly charts and graphs. Pretty, yes. But most importantly, this is **valuable** information that can help you:

- analyze provider treatment and billing patterns,
- track utilization of certain procedures, and
- pull together information from different parts of the MCIS system to help you review plan effectiveness.

Is managed care worth it? Studies indicate it is. They show that employers using managed care typically experience only minimal annual increases in plan costs...compared to larger increases every year for more traditional plans.

For a more detailed look at how Seabury & Smith's MCIS system can help you keep your group's health care costs under control (and there are **many more** features than we've had the room to highlight here!), contact your account representative. He or she will be happy to explain the benefits of this exciting new program.

SEABURY & SMITH
SEABURY & SMITH
Managed Care Information System
A Division of Seabury & Smith

Seabury & Smith Source was created to market the firm to current and prospective clients.

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A U T U M N - W I N T E R

CALENDAR

22
OCTOBER
Fashion show

Thursday, October 22 at 7:00 p.m. at the home of **Holli Lawyer** 13133 Cedarwood Drive in the Woodlands subdivision in Clive. Talbots' fall fashions and Thetas a fabulous combination! Questions? Call Kathy Roat at 457 9057

24
NOVEMBER
CATS

KATS go see CATS at the Civic Center on Tuesday, November 24 at 8:00 p.m. Minimum of 20 must attend to get the group rate so call Lisa Norbury Killan at 327 1002 by October 30 to reserve your spot.

Join us for the year's first event on Thursday, October 22!

It's coming up fast, so send in your membership form to RSVP right away.... **Holli Lawyer** will be our gracious hostess as **Talbots** and the women of **Kappa Alpha Theta** show us fall's best looks. Come enjoy the fashion show... and bring a friend. Door prizes, too!

Thursday, October 22, 7:00 p.m.

5
DECEMBER
Giftwrap fundraiser

Reading Is Doing Part I: 10:00 a.m. - 4:30 p.m. The Alligator's Tale Roosevelt Shopping Center Des Moines. **Jan Scullfort** can sign you up for a two-hour shift. Call at 274 6354 by November 30.

23
JANUARY
Founders Day

Saturday from 9:30 a.m. - 12:00 p.m. Pencil this date in on your '99 calendar - place to be announced.

6
FEBRUARY
Reading Is Doing

Join us for the second annual event for kids at Barnes & Noble in Clive from 2:00 - 4:00 p.m. as we raise money for our local philanthropies.

1998-'99

Kappa Alpha Theta
Des Moines Alumnae Chapter

ADDRESS SERVICE REQUESTED

Lisa N. Jacobs, Editor
1579 NW 92nd Street
Clive, IA 50325

CENTRAL OVA KITE TALES • Fall 1998

A U T U M N - W I N T E R 1998-99
A twice-yearly publication
for Kappa Alpha Theta alumnae

In this issue

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YOUR OFFICERS	3
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President's message

Kathy Torno Roat to lead Des Moines Alumnae Chapter

D

ar Theta Sisters, It is great to be back in Des Moines after six years in Raleigh, North Carolina! In Raleigh, I helped begin an alumnae chapter there. As co-president, I learned workable ideas from Thetas around the country at the '96 Theta convention in Asheville, NC. Theta has been a blessing to me ten-fold since graduation from Gamma Pi (Iowa State) in 1981. Perhaps this will be the year she will return as much to you!

We expect this year that your membership in our alumnae chapter will feel worthwhile, you will know what is going on, and you will find something of interest to you. There will be more than business meetings and philanthropies. What's in membership for you?

The board has new ideas, including special interest Focus Groups. Indicate your areas of special interest on the enclosed membership page, and if others share your interest, we will arrange for you all to meet. Like golf? Bridge? Book club? Lunch group? Playgroup? Knitting? School-age kids moms' group? Get the idea?

Stephanie Wessman Lemmon leads our membership effort. Her goals, with help from a few women, are to:

- call members to invite you to social, educational, and philanthropic activities, and
- identify Thetas by zip code and neighborhood, creating opportunities for us to know Theta neighbors (it is often easier to come to events with friends or neighbors!)

The philanthropy committee, which includes **Laurel Swanson, Jan Scullfort, Karl Hisle** and **Lisa Jacobs**, is working on another great *Reading Is Doing* event. Join us!

Loyally, Kathy Torno Roat
Gamma Pi '78

THIS IS MY THETA LUNCH BUNCH IN RDCH (see photo below) They meet at a different restaurant each month on each second Wednesday. Let me introduce you!

Joan (second from left) tells of travels to Maine, visits mountain spas and reports concerns and joys she learns while calling to remind us about lunch bunch.

Norma (third from left) called me twice to see how the move to Iowa was going. She visits Great Britain every year!

My daughter Katy and I (far left) delivered goodie baskets to Virginia (far right) when she was recovering from surgery.

Bea (not pictured) and I would catch up at the YMCA (we had been passing each other for months at the Y before we learned that we were both Thetas!

Barbara (second from right) took Virginia to the hospital one time and plays regularly with grandchildren.

In the center is a recent graduate enjoying her first job. It feels great to have such friend ships!

CENTRAL OVA KITE TALES • Fall 1998