

May 2006

# BusinessWatch

YOUR DANE COUNTY BUSINESS CONNECTION

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## Taking Core Values to Heart: Laurie Benson

As CEO, Benson has developed  
Inacom Information Systems  
into one of the top technology  
consulting firms in the country

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PLATTEVILLE, WI  
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U.S. POSTAGE

O'Gara Publishing, Inc.  
PO Box 44327  
Madison, WI 53744

# Who's Who

MADISON ADVERTISING  
FEDERATION  
2006 ADDY AWARDS  
February 25, 2006



(L-R) Lois Weiland, Madison Advertising Federation; Cynthia Everhart, Twist Communications; Kimmer Lothe, KMR Media Partners; Tom Keeler, WB 57; and Mike Birt, VP MAF, and Element Integrated Marketing.



(L-R)  
Joe Ban, Boelter  
Lincoln; Linda Massey,  
Spot FilmWorks; Sean  
Mullen, Hiebing Group;  
and Michael Graf,  
Spot FilmWorks.



(L-R) Andrew Witte, AT&T;  
Nancy Haight, UW;  
Marty Ochs, AM Mailing;  
Ginny and Bill Haight,  
Magna Publicity.



(L-R) Jean Mortenson with husband and Silver Award winner Peter Mortenson.



(L-R) Wayne Harris, Julie Oehme, and Brenda Bickel-Bonds, all with Glowac Harris.



(L-R) Kathy Marcelle, Sugar Pear Design; Robin Alfano, Space Saver; Bobbi Moreland, MasterPrint; Dave Neelsen, JB Kenehan Printers.



(L-R) Carrie Templeton, Department of Financial Instruction; Scott Templeton, Madison Magazine; Melanie Burton, Columbus Middle School; Tim Burton, Madison Magazine.

Photos by Amy Lynn Schreck

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