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## Reference Addendum

### City of La Crosse Arts Board

[boards-committees/arts-board](#)

Dillon McArdle - Vice-Chair | [dmcardle@webercenterarts.org](mailto:dmcardle@webercenterarts.org)

**Services:** The creation of logo and brand document consisting of the fonts, logo versions, colors and letterhead.

### Driftless Wisconsin

[www.driftlesswisconsin.com](http://www.driftlesswisconsin.com)

Eric Frydenlund - Executive Director | [epfrydenlund@gmail.com](mailto:epfrydenlund@gmail.com)

**Services:** Website creation and management, digital advertising, video creation, photography, content creation, design collateral, sweepstakes, PR, email database development, and e-newsletters.

### Pearl Street Brewery | Turisimo Winery & Fermentations

[www.pearlstreetbrewery.com](http://www.pearlstreetbrewery.com)

Tami Plourde - Co-owner | [tami@pearlstreetbrewery.com](mailto:tami@pearlstreetbrewery.com)

**Services:** Day to day marketing including, e-newsletters, social media promotion, advertising, website updates, event promotion and PR across multiple platforms and brands.

### Trempealeau County

<https://co.trempealeau.wi.us/visitors>

Rob Grover - Economic Development & Tourism Coordinator | [rob.grover@co.trempealeau.wi.us](mailto:rob.grover@co.trempealeau.wi.us)

**Services:** Design collateral, photography, digital advertising, sweepstakes, e-newsletters, and email database development.

### Wisconsin Great River Road

[www.wigrr.com](http://www.wigrr.com)

Sherry Quamme - WI Mississippi Parkway Commission Chair | [squamme@centurytel.net](mailto:squamme@centurytel.net)

**Services:** Full marketing campaign - "[Welcome Back to Wisconsin's Great River Road](#)". Design collateral, social media, content creation, digital advertising, sweepstakes, e-newsletters, email database development, video creation, PR, website updates, email database development.



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