

## **BARD ADVERTISING NAMES NEW VICE PRESIDENT, STRATEGIC DEVELOPMENT**

Edina, MN—April, 2007—Barbra Stabno, President/Owner of BARD Advertising, Inc. recently named Jay Zemke, to the newly created position of Vice President, Strategic Development.

BARD, a result-driven marketing communications agency, announced today that Jay Zemke has been appointed Vice President, Strategic Development, securing overall business development efforts and strategic initiatives that will lead BARD's continued national growth.

“Zemke's valuable insight and 20 years of client centered experience will help BARD further solidify its position as a marketing communications industry leader,” says Stabno. “Working together with our executive team, he (Zemke) will help lead and develop our long term strategic direction and initiatives, analyze and pursue potential new revenue opportunities and deliver value to both the customer and to BARD.”

“As a result-driven agency, BARD is unparalleled in its unique approach and ROI process,” Zemke said. “I've seen and worked with agencies that talk about driving results for its clients, BARD's foundation is actually built upon achieving results for their clients.”

### **ABOUT BARD ADVERTISING**

BARD, a full-service marketing communications agency, understands the behaviors and environments in which your brands live. Our unique approach to the marketplace allows for brand success by delivering results-driven promotional programs and brand building campaigns that increase awareness and sales. It's all about the results!