

## this issue...

### **New Look of MCA-I**

*With this issue we roll out the new Storyboard in full color*

### **Welcome!**

*Your new MCA-I president, Kip Schwanke, gives us a look at the new year*

### **Betty Lou Cruise**

*Pam Geary wraps up the summer bash on the Betty Lou...with photos!*

### **Get With The Program**

*Tom Kermgard gives us the scoop on a recent programming meeting*

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## Taking Steps Forward

*By Rich Rubasch  
Tilt Media, Inc.*



Well, it's that time of year again, folks. Time for something new. Something fresh and bold. Like new board members, and if you have been living under a rock, a new look for the Storyboard.

The May/June 2001 issue marked the end of our long-time supply of pre-printed "shells" which meant the board needed to work quickly to come up with a plan for our next issue. I'm not sure exactly how it all transpired, but I ended up winning the job. At the same time it was suggested that we upgrade to full-color and take advantage of new cost effective printing technologies. Which leads up to the fresh new issue you are holding in your hands.

To prepare for the task as Storyboard

editor and designer I found myself in my glider-rocker with a big stack of previous issues, a cup of French Roast, and a pile of Special Dark's. I was all set. My modest goal was to get caught up on what we've been talking about for the past year or two, and what we've been doing. I was looking for something that stood out, gave me pause, or indicated some notable change in the organization.

I found it in last year's September/October issue. It was obvious, like a cell phone in a movie theater. It was the most significant change of all...the very name of our organization. ITVA became MCA-I. Exciting, huh? Problem was, as I could see, even with such a change, things were pretty much the same. We held our annual holiday party, sent out new issues of Storyboard five times a year, held monthly meetings etc. What was all the hubub about the new name anyway?

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## 2001-2002 MCAI-MADISON BOARD OF DIRECTORS

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## The New MCA-I Madison!

### Media Communications Association

**International-Madison** is excited about our new name. With it comes new opportunities and a new image.

Our newsletter, the Storyboard, is now being published in full color. Therefore you are encouraged to take advantage of this and submit all advertising in color. This is a rather unique opportunity to get full-color ad printing with virtually no increase in our ad rates. This issue represents a new era for media communicators throughout the Madison, WI area. We have a new, energized and prepared board, a healthy balance sheet, and lots of surprises for the new year. If you are not yet a member but are interested in learning more about the new face of MCA-I, please contact Kym McNaughton (664-3881 x2704) or Jeff Westra (222-8818). If you are interested in advertising in the Storyboard or becoming a sponsor, contact Lori O'Konek (836-4556). And if you have ideas or suggestions for the MCA-I board, contact Kip Schwanke (829-2728).

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Ad Size	Per Issue	Per Year
Full page (7.5" x 10")	\$200	\$900
2 columns (4.9" x 10")	\$140	\$640
1/2 page (7.5" x 5")	\$100	\$450
1 column (2.4" x 10")	\$70	\$315
1/4 page (3.6" x 4.75")	\$50	\$225
Biz Card Ad		
(2.25" x 3.6" - Vertical)	\$25	\$110
(3.6" x 2.25" - Horiz.)	\$25	\$110

Volume discount when buying one full year in advance. Based on a six (6) issue year. Subscriptions are \$20 for 6 issues. Art on disk and payment in full are required by the 20th of the month prior to the published month.

## Welcome, From Your New President

By Kip Schwanke  
Madison Media  
Institute



**W**elcome one and all. With this edition of the Storyboard, there are many new things to note for the Madison Chapter of the Media Communications Association - International (MCA-I).

First is this new summer edition of the newsletter. If all goes according to plan, you should notice a new format and a new look for the publication including, most notably, the addition of color. Given the advancements in digital printing, the recent (well, rather recent) change in name to MCA-I, and the enthusiasm of the Storyboard Committee, this is not only an exciting, but timely enhancement. We welcome your questions and comments.

Second, with this edition we are also pleased to announce the installation of the new Board for 2001 - 2002. Although official activities don't get underway for another couple of months, your new board is already hard at work planning the upcoming year. Please take the time to say hello, introduce yourself at the next meeting or contact us with any ideas or suggestions.

I'd also like to recognize all members of last year's Board, our sponsors, advertisers and members. Thank you for making this past year a success, and thank you for your ongoing efforts, support and participation.

Third, if you haven't already heard, our national association has a new president. Our own Steve Tingley of American Family Insurance, an instrumental figure here and at the national level for many years, was

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## Taking Steps Forward

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If you've been wondering the exact same thing, fear not, for this is just the kind of thing we've been discussing at recent meetings. Most notably, fueled by the inspiration of Tom Kermgard, elected programming chair, and his co-chair Scott Emerson, several past and present board members met at Capital Brewery to discuss programming for the 2001/2002 year. Not too distracted by the insistence of Tom to buy pitchers of fresh brew, a healthy discussion erupted about what and who MCA-I is and will be. Not surprisingly, we actually came up with some great ideas, and a synergy of both old and new board members kept the discussion lively, even entertaining.

So dig in folks, this is the new face of MCA-I in the Madison area. With a freshly elected board, a healthy balance sheet and a string of good weather, we're in for a great new season of exciting programming and events in our media community this coming year.

I've heard it said how great it was "back in the day." Well, I've gotta say, this is that day. ●

## Welcome, From Your New President

*continued from page 3*

recently elected National President. We are pleased and honored to have Steve in this important role and look forward the new year under his direction.

Finally, I'd like to introduce myself as your new MCA-I Madison Chapter President. I am an instructor at Madison Media Institute (MMI). I teach interactive, Web development, digital video editing and media business. Over the years, I've

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**Our own Steve Tingley of American Family Insurance was recently elected National President.**

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been a member of Minneapolis, Greater Wisconsin and the Madison Chapters. I'm very pleased to have the opportunity to serve our chapter as President and look forward to another exciting year for the Madison Chapter. Please feel free to contact me if you have questions or comments. ●

### MCAI Members Make Waves



No jumping overboard...Kip.



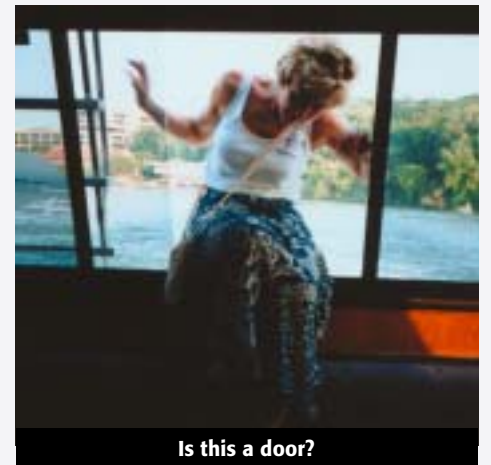
More Dramamine please!



Cap'n Kip!



C'mon up, the view is great!



Is this a door?

# STORYBOARD



Pigorsch pointing out his favorite fishing holes.

The water adventures appeared to end after 2 hours, but the more frisky MCA-I members continued to play in the Mariner's Inn lounge, and later at the Mariners Inn pool.



Who knew that Madison MCA-I was populated by such water lovers?

Maybe the next MCA-I Holiday party in December holds even more thrills, chills, and water escapades... snowball fight anyone?



The MCA-I summer party was June 26th, and the crowd who attended enjoyed the evening cruis'n aboard the Betty Lou.

Along with hors d'oeuvres, drinks, a whole new perspective on Mad-town, and great company, we were all treated to Hans



# Get With the Program!

By Tom Kermgard  
Pro Video



Get with the program! That's what I challenged myself to do. As a producer at ProVideo, I found myself getting very comfortable and insulated with the resources at my disposal. Rarely did I need to venture outside these four walls and to seek assistance of others in the Madison production community.

Then one day I went to an MCA-I show and tell and was excited to see the level of talent and experience in this market. It was overwhelming. At that point I knew it was time to get involved.

So I signed on as the Programming Chair for MCA-I because I wanted to meet and exchange ideas with a wide variety of professionals in this market. And I figured the best way to do that was to get heavily involved. Next I volunteered my good friend Scott Emerson to join me as Co-Chair. And after Scott started speaking to me again, we got down to business.

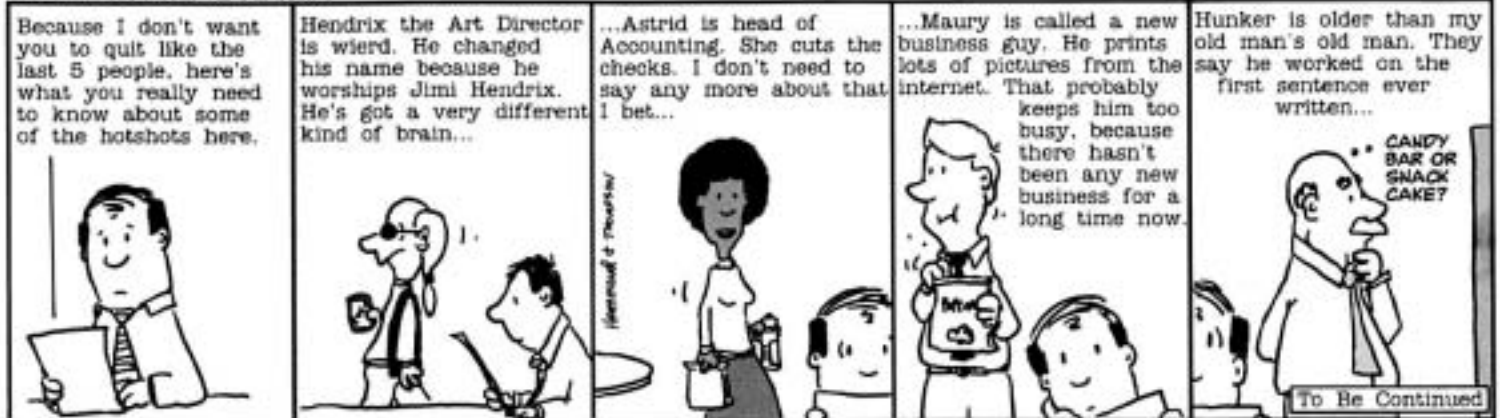
One of our goals for the coming year (and into the future) is to provide monthly MCA-I programs that will educate as well as entertain. We want to help make these meetings fun and rewarding. But we understand that the social aspect of the group cannot and should not be overlooked. We want people to mingle, to

develop synergies that will help enhance and expand all of our businesses.

Frankly, we're excited about programming. And Scott and I wanted to get the board excited about it as well. So recently we invited everyone to Capital Brewery for a brainstorming session. On a beautiful July night, eight of us got together to kick some ideas around, have a beer or two and plan for the coming year.

The night was a complete success. Not only did we walk out of there with a concrete game plan, we had a great time as well. The group, which consisted of old and new board members alike, got a chance to work together, share lots of laughs, hear a Rodney

## BUCK...THE SYSTEM



# STORYBOARD

## Get With the Program

Dangerfield story or two (courtesy of Lori O.), and basically show the energy needed to take this organization to the highest levels of success. If every meeting is as fun and productive as this one was, it's going to be a great year for everyone involved.

We're proud to put together a programming line-up that will generate lots of interest. We're going to work hard to make each meeting a worthwhile experience. And we're going to have fun.

Over the next several weeks, many of you can expect calls from us asking for your support in terms of hosting an event, presenting to the group, or providing food and refreshments for the monthly meetings.

Or we may even ask you to serve on the committee to help us communicate the events. (Rest assured, our requests will be reasonable. Don't hide from us when we call.) Give it some thought and get involved.

If we all work together, this can truly be a year to remember. We all just need to get with the program. ●



# Mark Your Calendar!

**The first MCA-I Madison chapter program for 2001/2002 is coming up. Mark your calendar for Tuesday night, September 18.**

Upcoming programs featured at our monthly meetings (September 2001 thru June 2002) promise to be very exciting and rewarding. Go ahead and mark your calendars now for the third Tuesday of each month as MCA-I night. Come out and socialize with your friends in the industry and stay to enjoy a program that will certainly entertain and educate.

#### **Topics that will be featured this year include:**

- Custom Music
- Local Film Production
- Animation
- New Media Trends

#### **We'll also present:**

- Student Workshop (in February at MATC)
- Show and Tell (local talent showcasing fantastic work)

#### **And of course we'll still have events that are just fun for the sake of having fun:**

- Holiday Party at the Great Dane (December 18)
- Summer Party (can we top the Betty Lou Cruise?)

Keep on the lookout for a postcard with all the information regarding the September 18 meeting. We look forward to seeing you there!

# SIGN UP NOW!

**MCA-I Madison** has begun its new club year so now is the time to become a sponsor or advertiser for the 2001-02 club year. Sponsorship money helps the club fund speakers and other expenses for our monthly programs. You'll be recognized in each copy of Storyboard and there will be signs at all of our meetings. Sponsor levels are:

**Platinum \$1000 - Gold \$500 - Silver \$250.**

And new this year, advertising in the Storyboard can be submitted in full-color! Rich Rubasch will

be this year's Storyboard editor, so contact Rich at [tilt@chorus.net](mailto:tilt@chorus.net) to find out which is the best electronic format for your ad. Get your new full-color ads ready now so they can make it in time for our October issue of Storyboard!

Jeff Westra is putting together the new Membership Directory which will be available at the September 18 meeting. Advertising space is available, so contact Jeff at [jeff@vipdubs.com](mailto:jeff@vipdubs.com).



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