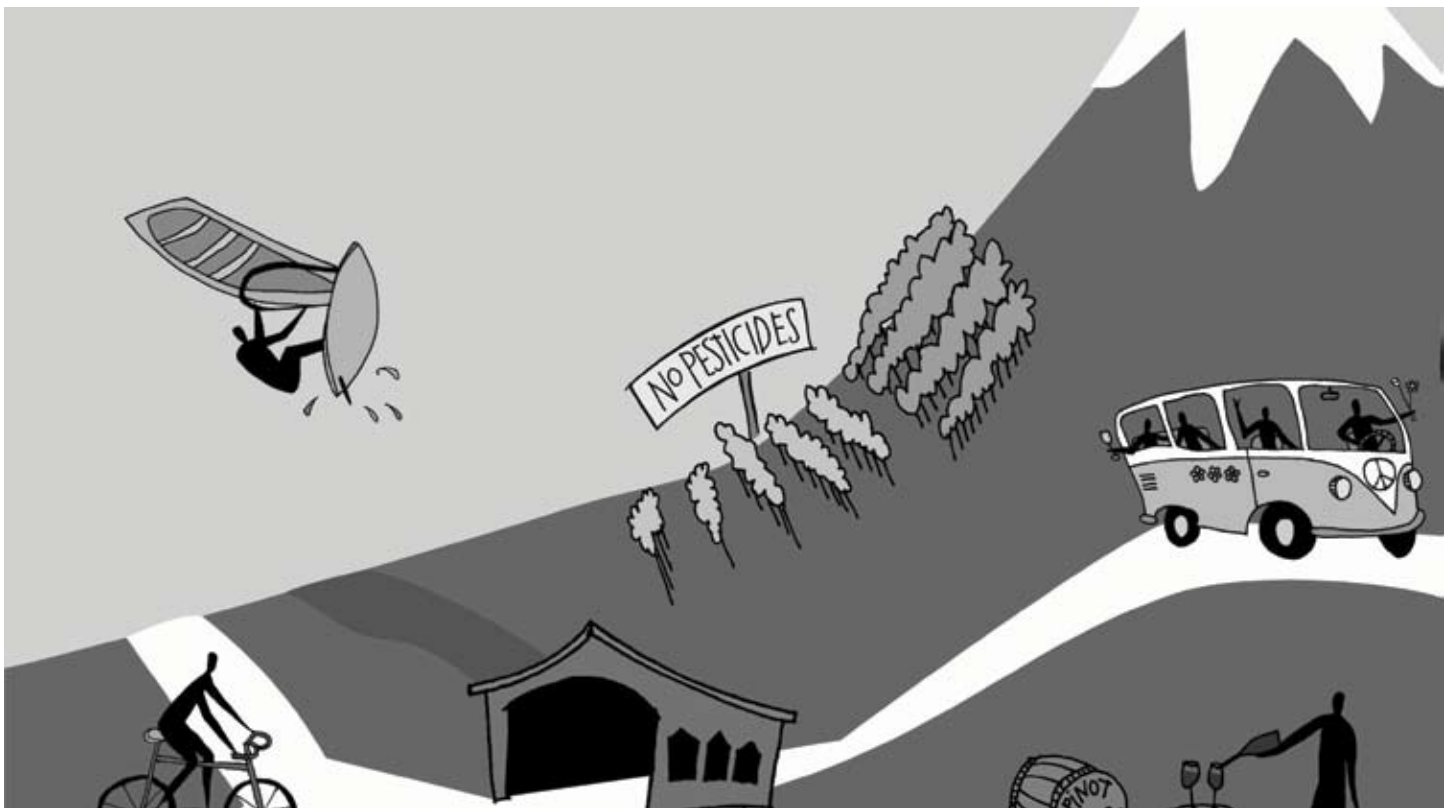


# Independent, Naturally.

Independence. It's a mantra, a badge of honor, a battle cry, a spirit that drives your way of life and the way you do business. And it's a spirit we've captured for the theme of your 2009 Holiday Catalog by way of Steve Roberts *WineTrails* series and the Northwest-charged design of Lisa Pettit.

Big mountains, big air, big adventure, big bears! Replicate or redefine this "independent spirit" in your store in support of your Holiday Catalog campaign and PNBA will give you big thanks in the form of cash rewards.

## 2009 Holiday Catalog Promotion and Display Contest:



**\$250—Best Full-Store** rendering of a Northwest indie adventureland

**\$200—Best Use of HC Cover Titles** to define your display

**\$200—Wild Card** (wine tasting, live bear, controlled fire, VW bus—you get it)

**\$100—Honorable Efforts** (multiple winners)

Entries due by January 8th, same day as Sales Reports and Insertion and Mailing Reimbursement claims. They may be emailed or mailed to Brian:

**brian@pnba.org**

**PNBA • 214 E 12th Avenue • Eugene, OR 97401-3245**