

**FOR IMMEDIATE RELEASE: July 6, 2005**

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## Keith Reinhard, honorary chairman, visits Berne

BERNE, Ind—Keith Reinhard, recognized leader in the national and international advertising community, visited Berne on Saturday, June 25, 2005 to attend a leadership social for the Muensterberg Plaza and Clock Tower campaign.

Reinhard is Chairman of New York based DDB Worldwide, which ranks among the largest global advertising agency networks in the world, with 206 offices in 96 countries. In 2004, the agency was named 2003 Global Agency Network of the Year by *Advertising Age* magazine and 2003 Global Agency of the Year by *Adweek* magazine.

Familiar Reinhard slogans include, “You deserve a break today,” which was named the No. 1 jingle of all time by *Advertising Age’s The Century of Advertising*, “Like a good neighbor, State Farm is there,” and “Two all beef patties, special sauce, lettuce, cheese, pickles, onions on a sesame seed bun.”

A former resident of Berne, Reinhard is the honorary chairman of the Muensterberg Plaza and Clock Tower project, which is an aggressive plan for progress in the community. He said, “I’m pleased to serve as honorary chairman of an effort that is certain to extend the values brought here by our founding fathers, and that will enrich the life of the Berne community for years to come.”

During the leadership social, Reinhard and his wife, Rose-Lee, met with 50 steering committee members and special guests to discuss what the clock tower project will accomplish for the area. He listed three words that he believes embody the effort. They are: change, vision and passion.

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“Change is inevitable,” he said. “What’s important is how we respond to it. We can complain about it, ignore it, confront it, embrace it, or we can shape it.” He went on to point out that since we can’t stop change from taking place, we must be prepared to respond to it in ways that promote growth.

Vision was Reinhard’s second point, and he noted that the clock tower project is part of an extraordinary vision. “A little vision doesn’t draw people. It takes a big vision, and that’s what you’ve created.”

Finally, Reinhard noted the need for passion. “Rose Lee and I have sensed the passion in the leadership here in Berne. We applaud you for your willingness to embrace change, your vision to look to the future, and your passion for progress.”

The proposed clock tower will be a replica of the famous tower in Bern, Switzerland, which is an international tourist attraction. As visitors travel to Berne to see the tower and to experience the Swiss flavor of the city, they will also shop, eat, and spend the night, which will stimulate the economy and attract entrepreneurs to the area.

Besides its economic advantages, the Muensterberg Plaza and Clock Tower will provide an important link to the legacy of Berne, and will create a central location for important community events.

“The vision to create the clock tower and plaza was inspired by the recognition that what you learn in Berne is not only worth celebrating, it’s worth preserving in a way that uniquely reflects our Swiss heritage,” said Reinhard. “The values brought here by our founding fathers were an important part of my own growing up in Berne, and I’m proud to say those values still guide me.”