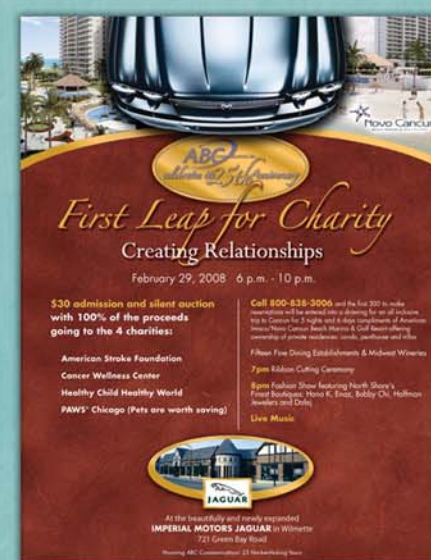
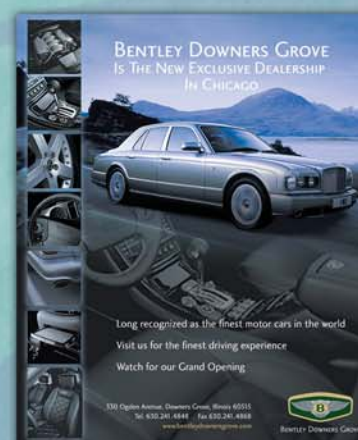
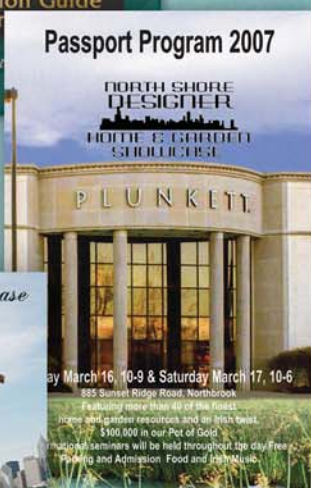


The event is lavish, an impeccable blending of the finest food, upbeat music, celebration and charity. The publication is spectacular: glossy and upscale. And the ideas? Out of the box and attention grabbing.

These are the hallmarks of ABC Communications and its events and publications operations. Since 1982, ABC and its founder/owner/president, Candice C. Kuhnen, have provided expertise in advertising, marketing, promotion and public relations services for high-end and better boutique businesses and organizations throughout Chicagoland. The Ravinia Festival, the Chicago Yachting Association, Capitol Point Financial Group, Razny Jewelers, Lamborghini-Chicago, More House Kitchen & Bath and dozens of other businesses have benefited from ABC's efforts. Ads and brochures, flyers and scripts, grand opening and anniversary parties, books celebrating organizational milestones: all brim with the creativity and energy that is Candice and her associates.

Then there have been the events and publications that ABC puts together itself, bringing in the best in synergetic celebration: **Lifestyle**, the Community Source Book for the North and Northwest Suburbs of Chicago. **Premier Edition**, an upscale guide featuring the best there was in the marketplace and targeting the affluent. **Chicago Bridal Showcase and the Designer Home and Garden Showcase**, hands-on trade shows that bring together brides and boutiques, homeowners and designers in settings that let the customers investigate all their options at one place and time.

So many accomplishments over the 25 years since ABC began, and all guided by Candice, a north suburban landmark in her own right.



She remembers how it began: "I learned my skills from Gene Singer, owner of the Mail Advertiser Publications. He told me from my first day working with him, 'You can't sell unless you tell.' I took my graphic design background and learned the skills of sales and marketing.

"Going out on my own, I worked with numerous businesses along the North Shore, developing proper identities for them in their marketplaces. I sold advertising for the Ravinia Festival Program Book and published Yachting in Chicago - an annual guide for the Chicago Yachting Association; Race to Mackinac - the annual magazine for the Chicago Yacht Club (including a special commemorative 100th anniversary edition); Blinker - the quarterly members magazine of the Chicago Yacht Club. The yachting community appreciated what it saw; I added the Milwaukee Yacht Club's Log and the Hook Race program for the Racine Yacht Club to my portfolio.

"For clients, I consult on marketing and develop marketing programs, suggest promotional ideas, give direction for planning their advertising and much more.

"To be successful it takes a plan, the right team and lots of energy. I have to give a special thank you to Richard Greb (rgreb@aol.com), who has listened day and night to all those ideas and helped develop the messages and to Patrick Indelak (pmidesign@sbcglobal.com), who put our thoughts and ideas to great creative visual presentations.



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