



**The Greenville Astros are proud to add to the
quality of life of our community by uniting families
and friends with “America’s Game!”**

*David Lane
General Manager*

www.greenvilleastros.com



The Niswonger Foundation is clearly focused on our goal of providing the next generation of leadership for Northeast Tennessee through excellence in education.

***Dr. Nancy Dishner
Executive Vice President***

www.niswongerfoundation.org

*General
Morgan Inn*
& Conference Center

A GRAND HERITAGE HOTEL



The historic General Morgan Inn is committed to providing a welcoming environment to our guests. Guided by our past, we are focused on the future growth and renewal of our community.

Bob Cantler
Vice President and General Manager

www.generalmorganinn.com



At Landair, we believe that a good day's work not only supports a family, but builds self-esteem and a sense of personal accomplishment. We are proud of our team who contributes to the growth of our company and our community.

John Tweed
President and Chief Operating Officer

www.landair.com



**Niswonger Children's Hospital serves more than
200,000 children in a four state, 29 county region.
It is home to one of only six St. Jude Clinics.**

www.msha.com/children



Niswonger Performing Arts Center
Greeneville, Tennessee



Arts and cultural experiences create civility, uniting a community and providing a better understanding of the world in which we live.

Tom Bullard
Executive Director

www.npacgreeneville.com

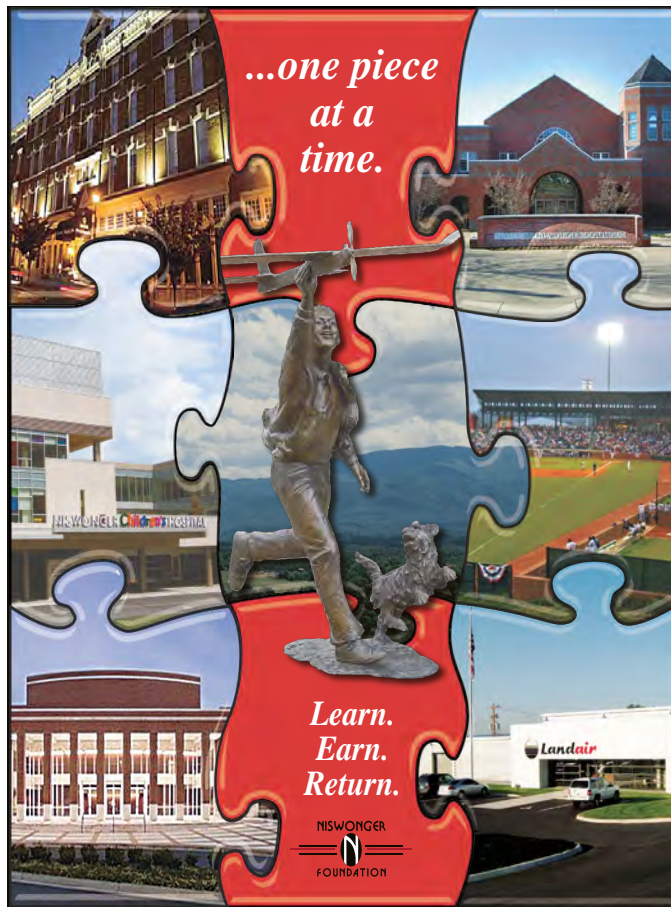


The founders of Tusculum College pioneered religion and education in the new frontier. While the pioneers have changed as have the problems to be solved, thousands of Tusculum College Pioneers continue to discover new frontiers and serve communities all over the world.

***Dr. Nancy B. Moody
President***

www.tusculum.edu

One boy's dream changed our community...



The whole is greater than the sum of its parts is a philosophy that perfectly applies to building a community. When we all work together, the pieces fit and the picture is clear.

Scott M. Niswonger



METROFEATURE



The puzzle-themed ad campaign created by Wendy Wilder of *The Greeneville Sun* was perfect for honoring a local benefactor, but could be used to equal effect to promote downtown businesses, a mall, a single business with multiple locations, and much more.



PUZZLE ADS A Fitting Tribute to Community Benefactor

The Greeneville Sun
GREENEVILLE, TENNESSEE

■ Inspiration for ad campaigns can be found everywhere. For Wendy Wilder, Account Manager for *The Greeneville (Tennessee) Sun*, inspiration took the form of a statue of a boy flying a model airplane at the local children's hospital. That boy grew into an extraordinary businessman named Scott Niswonger, who, in addition to founding two successful transportation companies, is a major philanthropist whose contributions funded a children's hospital and performing arts venue, revitalized historic buildings and local colleges, and provided college scholarships for local high school students both in his birthplace — Van Wert, Ohio — and his adopted hometown of Greeneville, Tennessee.

"We were working on our annual progress edition," Wilder recalls, "and when I saw that statue, it reminded me of what a difference Scott Niswonger has made in our town and inspired me to honor him in some way in our progress edition."

The result of Wilder's inspiration was a seven-part ad campaign with six puzzle-piece-shaped individual ads and a seventh that features all of the pieces put together with three additional pieces down the middle — including a photo of the statue of the young Scott Niswonger flying the model airplane. The ad's headline reads, "One boy's dream changed our community..." At the bottom of the ad is a quote from Niswonger that begins, "The whole is greater than the sum of its parts is a philosophy that perfectly applies to building a community," along with the logo of the Niswonger Foundation.

While Wilder had come up with the idea of using individual puzzle-piece-shaped ads a few years ago, she had never found a fitting use for

them. Upon deciding to honor Scott Niswonger's many gifts to the city of Greeneville, she knew that she had landed on a perfect opportunity for the puzzle-themed ad campaign. Each puzzle piece shows one of the philanthropist's gifts to Greeneville — the children's hospital, the performing arts venue, a ballpark, the local college, and the building that houses Landair, Niswonger's company.

Rather than find local sponsors for each of the seven ads, Wilder decided to take the campaign to Niswonger himself.

"I took the ads directly to him and sold him on the idea of inspiring others in our progress edition," she explains. "That was the only way to approach him with it because he would not have been sold on the idea of celebrating himself. He liked the idea and the format and all of the ads that went in that edition. The six quarter-page puzzle pieces were scattered throughout the section and then came together in a final, full-page ad showing the whole puzzle."

Wilder says that Niswonger liked the puzzle-themed ads so much that he is considering purchasing the images from *The Greeneville Sun* for use elsewhere. He also had the individual ads blown up for display in his conference room.

Adds Wilder, "The ad campaign was very effective and gave our readers a new appreciation for what this man has done for our city. And I heard from the Niswonger Foundation that they received a lot of calls after the progress edition ran. There may have been no call to action in the ads, but they really did inspire a response from people in the community."

M (P1409802001C)

For more information, contact Wendy Wilder, Tri-Cities Account Manager, *The Greeneville Sun*, Greeneville, Tennessee, at wendy.wilder@greenevillesun.com.