

RECOGNITION  
★  
DENTAL  
ASSISTANTS  
WEEK

March 4 — 10, 2012

**ADA** American  
Dental  
Association®  
America's leading  
advocate for oral health



American Dental Assistants Association  
[www.dentalassistant.org](http://www.dentalassistant.org)

*The Voice of Professional Dental Assisting*



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## *Special Notice to Students and Educators*

Applications for Student Achievement Awards and Juliette Southard Oral–B Scholarships are available from ADAA Central Office. Application forms are available for download from the ADAA website, [www.dentalassistant.org](http://www.dentalassistant.org). To obtain applications, go to the website and click “ADAA Awards.”

The Juliette Southard Oral–B Scholarship applications must be returned completed to ADAA Central Office by March 31, 2012. Student Achievement Award applications are due by March 31, 2012.

Please send completed forms to ADAA Central Office, 35 E. Wacker Dr., Suite 1730, Chicago, IL 60601-2211. Fax: 312-541-1496. E–mail [adaahelp@aol.com](mailto:adaahelp@aol.com). No phone calls please.

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*Great Theme,  
Please Participate*

The DARW theme through 2012 is “Key to Productivity: The Professional Dental Assistant.” Everyone is invited to tell us what they did to celebrate Dental Assistants Recognition Week and how it turned out. Recognition will be provided in a 2012 issue of the Journal.

DARW is a joint effort of the ADAA, the American Dental Association, the Canadian Dental Assistants Association and the Canadian Dental Association.





## 2012 Dental Assistants Recognition Week

Dear Dental Assisting Professional:

Here's the theme for DARW in 2012:

### *Key to Productivity: The Professional Dental Assistant*

We are pleased to reaffirm our continuing association with:

- the American Dental Association
- the Canadian Dental Assistants Association and
- the Canadian Dental Association

This theme provides areas to explore for recognition as we work with our dental assisting schools, dental associations, dental assisting associations and other auxiliary groups. Our goal is to make the public and our fellow professionals aware of the contribution that dental assisting makes to the betterment of public health.

We hope you'll use the ideas in this kit as a starting point to make your mark for dental assistants recognition. We've included:

- standard ideas for news releases
- proclamations
- public service announcements
- in-house promotions

We've also included ideas from last year's participants to show you what they did to make DARW a memorable event.

We look forward to hearing about your activities and urge you to participate and let us know what you did. Take the time to tell the world. Join us in observing Dental Assistants Recognition Week 2012!

### **A Special Word About Membership Promotion**

*Traditionally we offer a special \$20 discount to any new Active member joining ADAA for a fully year during March in honor of Recognition Week. Simply return the new member application (student membership is not included; may not be combined with any other promotion) with a postmark prior to March 31, 2012 and deduct the \$20. Thank you for your attention. You may download an application at [www.dentalassistant.org](http://www.dentalassistant.org).*

# 2012 Dental Assistants Recognition Week

## Activities Publicity Form

Contact Name \_\_\_\_\_ Position \_\_\_\_\_

Business or School Name \_\_\_\_\_

Business or School Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_ E-mail address \_\_\_\_\_

Category (You must choose one):

- Dental Assistants Association
- Dental Assisting School
- Dental Office
- Other Organizations  
(i.e., Dental Associations, Military, etc.)

**A WORD ABOUT PHOTOS:** We like to publish DARW photos in the Dental Assistant Journal and prefer photos to be submitted as digital image files in either **.jpeg or .tif format**, with a **minimum resolution of 300 dpi** to ensure the images print in high quality. The *Journal* prefers that image files to be e-mailed to the editor at [mtrota@adaa1.com](mailto:mtrota@adaa1.com) (please be sure to include contact name and business name in E-mail), but photos may be submitted with the publicity form on CD if necessary. **PLEASE INCLUDE THE NAMES OF PARTICIPANTS IN ALL PHOTOS AND/OR DESCRIPTIONS OF DEPICTED ACTIVITIES TO ENSURE ACCURACY.**

Please provide 100 words or less that describe the activities and success of your 2012 Dental Assistants Recognition Week observance using the space provided or on a separate attached sheet. Where possible, include good quality photos or samples of any materials used. Activities must have been implemented between the periods of March 4–10, 2012. All entries must be received by May 1, 2012, to be considered for publication. All entries will be acknowledged.

Please do not submit information before the conclusion of DARW. We want to know how your activities went ... not just your plans.

**Note: By submitting this form and any photos, you agree that photos and information may be used by ADAA and ADA publications and publicity. Please sign where indicated.**

\_\_\_\_\_  
*signature required, sign here*

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**E-mail this form as an attachment to [mtrota@adaa1.com](mailto:mtrota@adaa1.com).** Form may also be mailed to the American Dental Assistants Association, 35 East Wacker Drive, Suite 1730, Chicago, IL 60601-2211. **Note:** Photos, correspondence and any attendant materials will not be returned.

# DARW 2011 WRAP UP



**1. Submitted by Margaret M. Camden, CDA, EFDA, Seattle Central Community College, Seattle, Wash.**

Activities included display tables with information on nutrition, oral hygiene and the negative effects of tobacco on oral health. Students were given prizes for answering a fun informational questionnaire, with a pizza and salad lunch provided by the faculty at the end of the week.

**2. Submitted by Cynthia Porter, CDA, EFDA, Centura College, Norfolk, Va.**

Students became ADAA members and listened to presentations by Kandy Johnson, CDA, on heart health and dentistry, and Cynthia Porter, CDA, EFDA, on maintaining dental records. Students received Dental Assisting National Board (DANB) tote bags and Patterson Dental Supply donated tooth brushes and toothpaste. A CDA study group was also offered for students taking their national boards.

**3. Submitted by Carol Walsh, CDA, Sanford Brown Dental Program, Skokie, Ill.**

Due to exam week coinciding with DARW, Ms. Walsh visited with the students the following week for a combined DARW and St. Patrick's Day celebration. She discussed the profession of dental assisting and the advantages of membership in ADAA with the students during her visit.

**4. Submitted by Bobby A. Sconyers, South Florida Community College, Avon Park, Fla.**

Several dental assisting students traveled to the Ridge Area Arc facility, which assists people with developmental and other disabilities, to learn how to communicate with patients with disabilities. They held a brushing and flossing "clinic," using puppets and



model teeth, to help developmentally challenged citizens in the community understand dental hygiene and routine dental treatment. Students also delivered cakes to dental offices within the community for their continuing support of the SFCC dental assisting program and their dedication to their patients.

**5. Submitted by Lynne Snyder, New Town Dental Arts, Williamsburg, Va.**

Dental assistants at New Town Dental Arts were treated to a special luncheon by Dr. Sebastian Springmann in celebration of DARW. The dental assistants also received a special gift in recognition of their efforts.

**6. Submitted by Teresa White, LDA, CDA, NE Metro Career and Technical Center/Century College, White Bear Lake, Minn.**

Students created a large banner carrying the image of a key to promote this year's theme, "Key to Productivity: The Professional Dental Assistant," adding their own slogan, "Unlocking Healthy Smiles." All of the dental assisting students signed

the banner, which was displayed for DARW in a main school hallway. Dental assistants at the college who worked in offices were given treats and a visit during the week.

**7. Submitted by Marie Eubanks, CDA, Palm Beach State College, Lake Worth, Fla.**

Palm Beach State College held its 8th annual DARW luncheon celebrating dental assisting faculty and students. The 3rd annual Palm Beach State College Alumni Recognition Award was given to Maritza Johnson from the Palm Beach State College Dental Assisting Class of 2004. The award is given to a former alumni who is nominated by his or her employer for going above and beyond in his or her profession.

*This is only a sampling of the many groups, classes and other affiliated assemblages who honored the spirit of DARW. Thank you to everyone for your participation. We look forward to seeing what you do next year!* ❖

# Ads & Bulletin Borders

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Included in this kit are copies of each of the ads the ADA is distributing on behalf of dental assistants. We understand that a copy of these ads and information has been sent to dental editors throughout the U.S. as well as to most state associations. Watch your state's dental association journal to see if it's used, and let the ADA Central Office know if you see it.

**SHOW**

and

**TELL**

Why not use one of these ads as a filler in your state or local dental assistants newsletter? Or distribute copies to the members of your local and use them as bulletin board items in the waiting room. Spread the word. Dental Assistants Recognition Week is meant to call positive attention to you.

Download copies of the DARW Kit and reprint them yourself from **[www.ada.org](http://www.ada.org)** or **[www.dentalassistant.org](http://www.dentalassistant.org)**. For a high-res copy of the full page DARW ad, contact **[mtrota@dentalassistant.org](mailto:mtrota@dentalassistant.org)**.



# Key to Productivity: The Professional Dental Assistant

March 4-10, 2012



Contributing to quality dental care, today's dental assistants are role models of professional development. Strengthening the entire dental team, they enhance patient satisfaction throughout the world.

**March 4-10, 2012**, has been designated by the American Dental Assistants Association, along with the American Dental Association, the Canadian Dental Association and the Canadian Dental Assistants' Association, as the perfect time to acknowledge and recognize the versatile, multitalented member of your dental team — your Dental Assistant.

**ADA** American  
Dental  
Association®  
America's leading  
advocate for oral health



# DARW 2012 Ads and Logos

## Key to Productivity: The Professional Dental Assistant

March 4-10, 2012



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**ADA** American Dental Association®  
America's leading advocate for oral health



This message is promoted by the American Dental Association's Council on Dental Practice in cooperation with the American Dental Assistants Association, Chicago, IL, the Canadian Dental Assistants' Association, and the Canadian Dental Association, Ottawa, Ontario.



## Key to Productivity: The Professional Dental Assistant

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March 4-10, 2012, has been designated by the American Dental Assistants Association, along with the American Dental Association, the Canadian Dental Association and the Canadian Dental Assistants' Association, as the perfect time to acknowledge and recognize the versatile, multitalented member of your dental team — your Dental Assistant.

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This message is promoted by the American Dental Association's Council on Dental Practice in cooperation with the American Dental Assistants Association, Chicago, IL, the Canadian Dental Assistants' Association, and the Canadian Dental Association, Ottawa, Ontario.



## Press Release Primer

A press release is a simple, cost-effective means of promoting your state or local organization and the dental assisting profession. But writing an effective press release is not enough: you must get the press release placed in newspapers and periodicals. This will take time, organization and follow-up, but it is often worth the effort. The publicity that press releases generate for your group is invaluable. If you have not established a regular “media contact” (a local reporter, columnist or editor who prints items about your group), then follow these pointers:

- Get an early start. Publications generally work well in advance of their publishing date.
- Make a list of local newspapers and publications. Be sure to include suburban, community and neighborhood papers. If you’re not sure how to find them, do an internet search for “[*name of your city*] newspapers” or ask the librarian in the reference section to acquaint you with *Bacon’s Newspaper Dictionary*.
- Scan the publications you are interested in to determine which reporters and columnists usually print community news items. Address your release to those individuals.
- Retype the press release on your organization’s letterhead. Use double-space typing. Be sure to include your own name and phone number in case the editor needs additional information. If you do not use your organization’s stationery, include a cover letter with your name and phone number. Also, state when the press release should be published.
- If you prefer to send the release by E-mail, you will find this information in *Bacon’s* too. Be sure to include all contact information and release data in your E-mail.

- Address the release to a specific person rather than to “the editor” or the newspaper office. If you cannot determine an appropriate recipient for your material, at least try for a specific department (such as community calendar or coming events, etc.) *Bacon’s* can help here, too.
- If you cannot decide who should receive the press release, follow these guidelines: address the CITY DESK for daily newspapers; NEWS ASSIGNMENT DESK for radio and television stations; and LOCAL NEWS for wire services and periodicals.

Note: If you’re fortunate enough to receive a Proclamation, this information should go in with your press release, including a photo of the event (if available)\* and information on when and where the signing took place, along with the names of those appearing in the photo. You can also E-mail this if it is more convenient, but a hard copy of a proclamation would, of course, have to be mailed.

\* *These can be scanned in on E-mails.*

Helpful websites locating news media:

- [http://dir.yahoo.com/News\\_and\\_Media/Newspapers/by-Region/?skw=region+newspapers+media](http://dir.yahoo.com/News_and_Media/Newspapers/by-Region/?skw=region+newspapers+media)
- <http://www.usnpl.com>

### Press Release Sample

DATE:           Month and Year

CONTACT:      Your name and phone number

#### **FOR IMMEDIATE RELEASE:**

#### ***Smile! It’s Dental Assistants Recognition Week***

Dental Assisting continues to diversify and expand. Whether working chairside with the dentist, taking X-rays or managing the business office, teaching or working in insurance or sales, dental assistants are vital to the success of the dental practice. It’s a date being remembered this year by the (*name of your state or local or school here*).

Dental Assistants Recognition Week, scheduled for March 4–10, 2012, is a week-long tribute to the commitment and dedication dental assistants exhibit throughout the year.

“*Key to Productivity: The Professional Dental Assistant*” is the theme for the 35<sup>th</sup> annual Dental Assistants Recognition Week: time for dental assistants to receive greater recognition for their own unique and diverse contributions to the dental profession and the dental health care of the public.

The American Dental Assistants Association (ADAA) has been the recognized voice of dental assisting for over 80 years. It remains committed to promoting quality dental health care to the public and enhancing the public image and stature of the dental assisting profession.

Dental Assistants Recognition Week is sponsored by the ADAA, the American Dental Association, the Canadian Dental Assistants Association and the Canadian Dental Association.

## Spot Announcements

Most television and radio stations set aside time for public service announcements that are aired free of charge. Getting your announcement aired is usually a matter of submitting it early enough for the station to broadcast.

Try following these simple steps:

- Call your local radio and television stations to get the name of the public service manager. You may also ask how far in advance announcements should be sent.
- Retype the spot announcements on separate sheets of paper. Be sure to double space and type in the name of your state or local organization. Type the contact information (your name, organization, phone number, etc.) in the upper left-hand corner of each page.
- Address the announcements to the **Public Service Manager**.
- Follow-up with a phone call to make sure that the stations received the announcements.
- Keep a log of the aired announcements. You may ask members of your organization to let you know if they hear the announcement. If the radio or television station can tell you when and if the announcement will be aired, your job will be easier.
- Visit your local stations' websites. Some will tell you the names of the personnel you need to contact and how to reach them through e-mail or by post.

### Sample 30-Second Spot Announcement

NAME: (*of your State Association or Local Organization*)

CONTACT: (*Name of your Public Relations Chairperson or other contact*)

ADDRESS:

TELEPHONE NUMBER:

**FLASH THAT SMILE —  
It's DENTAL ASSISTANTS RECOGNITION WEEK!**

Dental assistants apply their skills and training to make your visit to the dentist productive, safe and as pleasant as possible. March 4<sup>th</sup> through 10<sup>th</sup>, 2012, is Dental Assistants Recognition Week—a time to remember the contributions dental assistants make to the dental profession and the dental health care of the public.

Dental Assistants Recognition Week is sponsored by the (State or Local name here) of the American Dental Assistants Association—the voice of dental assisting for over 80 years—in cooperation with the American Dental Association.

### Sample 60-Second Spot Announcement

NAME: (*of your State Association or Local Organization*)

CONTACT: (*Name of your Public Relations Chairperson or other contact*)

ADDRESS:

TELEPHONE NUMBER:

**FLASH THAT SMILE —  
It's DENTAL ASSISTANTS RECOGNITION WEEK!**

When you visit your dentist, your first and last contact is probably with the dental assistant at the front desk or at chairside with the dentist. The (name of your State association or Local organization) wants to remind you that March March 4<sup>th</sup> through 10<sup>th</sup>, 2012, is Dental Assistants Recognition Week, a time to remember that dental assistants help make your visit to the dentist productive, safe and as comfortable as possible. The theme of this year's celebration is "**Key to Productivity: The Professional Dental Assistant.**"

Dental Assistants Recognition Week is sponsored by the (State or Local name here) of the American Dental Assistants Association—the voice of dental assisting for over 80 years—in cooperation with the American Dental Association.

## Gubernatorial & Mayoral Proclamations

Many state and local dental assisting organizations have been very successful in obtaining gubernatorial and mayoral proclamations or greetings for Dental Assistants Recognition Week observations.

Often, a short ceremony accompanies the signing of such proclamations. The event offers state and local societies an ideal opportunity to have photographs taken and also increases the likelihood that news of DARW will appear in local newspapers.

If you would like to try to obtain a proclamation from your governor or mayor, you will have to contact the proper authorities well in advance of DARW (at least four weeks).

You are welcome to use the sample letters included in this packet. Retype the letter on your organization's stationery and fill in the missing information. Be sure to enclose a sample proclamation with your request and follow-up with a polite call as indicated in the letter.

If the governor or mayor consents to issuing a proclamation, he or she may have a staff photographer record the event. If not, after you receive word that a proclamation will be issued, ask the press secretary if you may bring your own camera to record the event.

Regardless of whether you have a photo, you should try to use the proclamation to gain some publicity for your organization and for DARW. Send the photo (if you have it), a copy of the proclamation and copies of the press release to your local newspaper and state dental publications. Be sure to check if your local newspaper and state dental publications prefer hard copy or electronic file submissions. Make sure to follow up with the publications to see if your efforts have been successful.

Make a personal follow-up phone call about a week after you send the press release to find out whether the material has been routed to the appropriate person. This phone call may also give you some indication as to whether the item will be used. When you call, identify yourself, your group and your connection to the release. For example, "I'm Kathy Phillips from the Chicago Dental Assistants Society. We're promoting Dental Assistants Recognition Week. Have you received our press release?" If the reporter cannot locate the release, offer to send copies. If the reporter has received it, he or she will probably mention if and when it will be used.

Check the papers daily to see if the release has been printed.

## Sample Letter Requesting Gubernatorial or Mayoral Proclamation

(Name of State/Local Association)

(Address)

(Phone Number)

Hon. (Name of Elected Official)

(Title)

State of (Name of State or City)

(Address)

Dear (Title and Name):

Each year, many of the nation's (*governors or mayors*) salute the dental assisting profession by issuing a proclamation or sending greetings to state dental assisting leaders during Dental Assistants Recognition Week.

This year, Dental Assistants Recognition Week is scheduled for March 4–10, 2012. The 35<sup>th</sup> such celebration to be held acknowledges the vital role the nation's more than 200,000 dental assistants play in providing quality dental health care to the American public.

We of the (*Name of State/Local Association*) would feel very honored if you, as (*governor or mayor*) of the great (*Name of State or City*), would agree to salute dental assistants by signing a proclamation or by sending a greeting on this occasion.

If you decide to honor us with such a tribute, we shall request the privilege of sending representatives of our association to your office for a brief ceremony at the time you sign the proclamation.

We will telephone your press secretary within the next two weeks to verify receipt of our request.

We appreciate your time and attention and sincerely hope to receive a favorable reply in the near future.

Sincerely,

President,

(Name of State/Local Association)

Enclosure

### PUBLICITY OPPORTUNITY

The ADA's professional journal, *The Dental Assistant*, might be able to use a good quality photo in the Association Bulletin. Please note that the Journal prefers photos to be submitted as high resolution (minimum 300 dpi) image files in either .jpeg or .tif file format.

## *Sample Proclamation*

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WHEREAS, dental assistants, working with the dental profession, play an important part in maintaining the dental health of the citizens of (*Name of State or City*) and of the United States; and

WHEREAS, dental assistants, through their skills and knowledge, make dental care possible for increasing numbers of our citizens; and

WHEREAS, for over 80 years the American Dental Assistants Association has encouraged and made possible continuing education for dental assistants in order to enhance the delivery of dental health care to the public; and

WHEREAS, the American Dental Assistants Association and (*Name of State/Local Association*) have designated the week of March 4–10, 2012 as Dental Assistants Recognition Week in (*Name of State or City*) and throughout the United States.

NOW, THEREFORE, I (*Name of Elected Official*), (*Governor or Mayor*) of the (*Name of State or City*), do hereby proclaim the week of March 4–10, 2012 as Dental Assistants Recognition Week in (*Name of State or City*), and bring its importance to the attention of the citizens of (*Name of State or City*).

WHEREAS, I have set my hand and caused the seal of (*Name of State or City*) to be affixed.

---

*Signature*

---

*Date*

# Celebrate Dental Assistants Recognition Week!

## March 4-10, 2012

**Dental Assistants Recognition Week** is the time of year when you can demonstrate the importance of Dental Assistants. *"The Professional Dental Assistant, Key to Productivity"* has been selected as the official slogan. Show appreciation for yourself, your profession, staff, colleagues and friends with gifts from the American Dental Assistants Association. This is a great way to increase employee morale, along with increasing awareness of Dental Assistants.

**DA1 Click Pen** - This single colorful click pen with a wraparound imprint will catch your eye and is easy on your wallet. Black ink. \$0.89 each, Pkg/25 \$19.99

**DA2 Button** - Recognize and celebrate your Dental Assistants with these eyepleasing 1 3/4" x 2 3/4" rectangular buttons. \$1.49 each, Pkg/10 \$9.99

**DA3 NEW! Laminated Non Woven Lunch Bag** - Affordable lunch bag features a fully insulated main compartment, fold-over top with Velcro® closure, open front pocket, side mesh water bottle pocket. Laminated material is water resistant and hand-washable. 9" x 12" x 5 1/2". \$5.99 each

**DA4 Zippered Tote** - Tote bag with mesh pockets for water bottles (water bottle not included) and other easy to reach items. Also features 29 1/2" shoulder straps, front pocket with pen loop (pen not included) and a zippered main compartment that provides ample storage capacity. Made of 600D polyester. 20" x 14" x 4". \$8.99 each

**DA5 NEW! Keylite** - Round plastic keylite allows you to have a light at your fingertips at night when locking your car or house. Press button to activate LED light. Metal key chain and split key ring. Button cell batteries included. \$1.75 each

**DA6 NEW! Freedom Tumbler** - 16 oz. double-wall acrylic tumbler with straw. Take your favorite cold beverage or smoothie on the go. You may have seen this item selling at the trendy coffee shops for twice the price. Twist-tight lid with gasket for spill-resistant travel. Matching straw with sure-ring prevents loss. BPA free. \$7.25 each



Visit us online at:  
[www.jimcolemanltd.com/da](http://www.jimcolemanltd.com/da)

Ship to: (Please print clearly)  Home  Facility

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

### Method of Payment (check one)

Pre-Payment: make check payable to Jim Coleman, Ltd.  
 VISA, Mastercard & American Express: Fax to 1-847-963-8200, or online: [www.jimcolemanltd.com/da](http://www.jimcolemanltd.com/da)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Purchase Order: Fax to 1-847-963-8200 **NO PHONE ORDERS**

- The vendor on your purchase order must be Jim Coleman, Ltd.
- Submit a copy of the actual purchase order document with completed order form—purchase requisitions are not acceptable. If faxing, do not mail confirmation.

Phone: 847-963-8100 • Fax: 847-963-8200

ITEM	QUANTITY	PRICE	TOTAL
DA1a Click Pen (each)		\$0.89	
DA1b Click Pen (Pkg/25)		\$19.99	
DA2a Button (each)		\$1.49	
DA2b Button (Pkg/10)		\$9.99	
DA3 Lunch Bag		\$5.99	
DA4 Zippered Tote		\$8.99	
DA5 Keylite		\$1.75	
DA6 Freedom Tumbler		\$7.25	

Subtotal \_\_\_\_\_

9.5% Tax (IL only) \_\_\_\_\_

Shipping/Handling† \_\_\_\_\_

### Mail Your Order To:

Jim Coleman, Ltd.  
 Dept. DA-12  
 1500 South Hicks Road, Ste. 400  
 Rolling Meadows, IL 60008

### VISA, MasterCard & American Express Orders:

Fax: 847-963-8200  
 Order Online at:  
[www.jimcolemanltd.com/da](http://www.jimcolemanltd.com/da)

### Customer Service Call:

847-963-8100  
 or e-mail:  
[service@JimColemanLtd.com](mailto:service@JimColemanLtd.com)

†Shipping & Handling Charges  
 \$4.99 or less.....\$3.50  
 \$5.00-\$25.00.....\$7.50  
 \$25.01-\$60.00.....\$9.95  
 \$60.01-\$100.00.....\$11.50  
 \$100.01-\$149.99.....\$14.95  
 \$150.00 and above add 10% of the subtotal.  
 Orders outside the continental United States: double shipping charges.