

Jenna Caplette  
104 E. Main, Suite 308  
Bozeman, Mt. 59715  
406-920-2691

*When are fun and games anything but? Get a GRIP.*

GRIP. That's Gallatin Responsive Interventions Partnership, a project Bernie has been instrumental in naming, and developing a "brand" for, including great tag lines like the one you see above.

Distance hasn't made any difference. Bernie was more active in developing the brand for our project, than marketing team members who lived right here in Gallatin County, Montana. So, I stopped working with them, knowing I'd get high quality input and a quick response from Bernie.

Here's some examples from reports that are part of the written history of our project:

**Report: Marketing. May 2003**

- Brainstorm of alternate names for project: Bernie Ellis, the epidemiologist who has done work in Wyoming helped after I was unable to run down good Wyoming resources (Wyoming developed a web presence under the name "Wyoming Wins," then axed it. No one seems to quite know where all that information went).

The marketing group helped some, and then didn't. But I think we have a couple good options, and Bernie came up with some tie-in phrases to use with two of the distinct professional populations we want to target: the workplace and the faith community. . .

- **Report: Marketing, June 2003.** I sent (suggested name changes) to the marketing group and got no response, but I'd also sent them to Bernie in Tennessee and he did respond. He took several options to his AA group, had them vote on their favorites and then tossed in a couple tag lines that had occurred to him.

**Report: Marketing, July 2003**

- The marketing committee isn't much of a committee at this point. . . Still getting. . . help and support from Bernie in Tennessee.

Here are two other tag lines Bernie designed for specific target audiences of our project. They are used every month in our GRIP news Ezine.

- *With all of the pressures on families these days, how can you keep your parishioners (or church members) from slipping through the cracks? Get a GRIP. . .*

- ***As an employer concerned with your company's bottom line, how can you get a handle on employee turnover, persistent absenteeism and rising health care costs? Get a GRIP.***

I can't tell you how valuable this support has been, how much it has helped shape a strong and dynamic personality for our project to both *increase the number of people in Gallatin County getting quality prevention, intervention and treatment for substance abuse disorders; and increase the number of community, health, and self- referrals for substance abuse programs and services in Gallatin County.*

For more on our project, go to: [www.gripmt.org](http://www.gripmt.org).

Over the months, my experience of Bernie has been of a top-level professional, passionate about this field, and generous of his expertise. It's been an inspiration to have a professional exchange with this caliber of professional.