



Annual Reports for Avista Corp. and Hecla Mining Company

Anderson Mraz Design recently completed a pair of annual reports for two long-time clients. The first, for Hecla Mining Company, marks nineteen consecutive years AMD has been tasked with the assignment; the second is the fifteenth for Avista Corp. in the last eighteen years.

Founded in 1891 in Idaho’s Silver Valley, Hecla is the oldest U.S.-based precious metals mining company, with operations in the United States, Mexico, and Venezuela. “A Year of Achievement” is the theme of the company’s 2006 report, which celebrates the most profitable year in Hecla’s history by showcasing its work through large-scale photography and bold colors. And it’s one of the more comprehensive annual reports AMD has created for Hecla in recent years, according to AMD principal John Mraz.

“After recent challenging years in the mining and precious metals industries,” said Mraz, “it was refreshing to work on a report with such a celebratory message. Hecla’s management team has done an outstanding job this year.”

“For nearly two decades,” said Hecla’s Jeanne DuPont, “we’ve come to depend on AMD – because we know it will be a quality design every time. They are always accommodating, always on time, and always on budget, which is the reason we’ve been with them so long.”



Hecla 2006 Annual Report



Avista, a diversified energy company operating and managing energy generation, transmission, and distribution facilities in four western states, opted for a format that combines 10-K financial information with narrative for the first time in many years. It's an approach that reflects Avista's desire to simplify communication to their shareholders as well as contain costs.

"This year, our focus is more about providing an integrated look at our company in one book," explained Jessie Wuerst, communications manager at Avista. "With Chairman and CEO Gary Ely announcing his retirement, we felt our shareholders would benefit not only from some perspective of what happened last year, but also information about Avista's strategic priorities moving forward." Scott Morris and Malyn Malquist, COO and CFO respectively, collaborated on a business overview in the report. Morris will succeed Ely at the end of the year.

Formed in 1988, Anderson Mraz Design is a full-service, multidisciplinary design firm. The company's primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design. For more information, visit www.am-design.com.



Avista 2006 Annual Report