



**Hecla Looks to the Future In Its 2007 Annual Report**

In a partnership dating back twenty years, Anderson Mraz Design has once again teamed up with Hecla Mining Company in the creation of its annual report.

“We’ve been working with Hecla since our firm was founded in 1988,” said creative director CK Anderson. “It’s really satisfying to have such a great client relationship.” In addition to its usual complement of strategic theme development, design, production, and project oversight and management, AMD provided writing services for this year’s book.

For 2007’s report, Hecla sought a new look, according to Corporate Communications Coordinator Jeanne DuPont. “And once again,” she said, “AMD came through and met the challenge.” This year’s theme – *Mapping the Future* – juxtaposes Hecla’s storied history with today’s cutting-edge mining technology.

“For us,” explained Anderson, “every annual report begins with a unifying theme – a foundational idea that is not only tied to the company’s ongoing strategy, but also reflective of its accomplishments over the previous year. For Hecla, it was time to emphasize its commitment to using advanced 3D technologies to more accurately evaluate the viability of ore reserves and resources.”

In addition, AMD felt the report should remind readers of Hecla’s world-class land positions – and the collective knowledge gleaned from nearly 120 years of operation.

“After twenty years working together,” said DuPont, “there’s a certain comfort level with AMD. We know all the bases will be covered: the report is always the highest quality design, they’re always detail oriented, always on time, always on budget. That peace of mind is worth everything to us.”

2008 marks AMD’s twentieth year operating as a communications design group in local, regional, and national markets. The company’s primary areas of expertise include brand strategy, corporate identity, print, collateral, packaging, website development, and environmental graphic design across a diverse and wide-ranging client base. For more information, visit [www.am-design.com](http://www.am-design.com).

