

# integrated solutions

## hecla mining company



Founded in 1891, Hecla Mining Company is the oldest U.S.-based precious metals mining company, with operations in the United States, Mexico, and Venezuela.

Adding to its reserves is an indication not only of a mining company's overall strength, but also of its long-term sustainability. This can be accomplished two ways: through the discovery of more mineral deposits within its current holdings, or by acquiring additional properties with proven and probable reserve potential. Both require capital investment, which is why investor relations are vital to Hecla's marketing efforts – and why both Hecla's and Anderson Mraz Design's efforts have been focused on creating materials that communicate a clear vision.

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AMD's relationship with Hecla Mining Company goes back to the beginnings of the design firm itself, starting with Hecla's 1988 annual report when AMD was just six months old. Since that time, AMD has been a consistent advocate for the mining company, producing every annual report, a series of print ads, trade show booths, and Hecla's website.

"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."

### annual reports

Because economic information is so readily available in the 21st century, an annual report now serves primarily to promote the company image – to describe its vision to investors – rather than simply describe the company's financial situation. In many cases, the annual report is considered by readers to be their only window into the thinking of the company, their sole way to determine what is important to its leaders.

For nearly 20 years, AMD and Hecla have worked together to create annual reports that highlight the mining company's stability in challenging market conditions, its commitment to building reserves through exploration, and its vision for the coming century.



## advertising

Working with Hecla's public relations group, AMD has created a series of print ads for placement in trade publications, conference programs, mining directories, and community newspapers located in areas where Hecla has mining facilities and operations.

The ongoing series, usually based on the most recent annual report design theme, addresses multiple audiences – from investors and shareholders to property owners.

In its role as Hecla's print collateral design partner, AMD has provided creative direction, design, production, and placement oversight as needs arise.



## posters & display

For several years, AMD has been creating trade-show booths for Hecla Mining Company. These units, almost always investor-related, are designed to travel with Hecla representatives to industry conventions, trade shows, etc., and help communicate the mining company's 100-plus years of stability – while demonstrating how it's poised for future growth.



## website & multimedia

Focused primarily on providing information specific to its shareholder audience, Hecla's website keeps existing investors up to date with financial news, market changes, and production costs – while also providing a comprehensive overview of the more than century-old company for prospective investors.

Hecla's website is also a resource for visitors concerned with mining's environmental impact, job-seekers, and those with a general interest in the mining industry. It also offers an archive of the company's regular news releases. A section entitled "Mining & Education" contains information about the many uses for silver and gold, a mining glossary, and a series of links to educational websites. Another section traces Hecla's history back to its founding in 1891.

To view the Hecla website, visit [www.hecla-mining.com](http://www.hecla-mining.com).

