



**LAWRENCE & SCHILLER**

## we make better happen.

Lawrence & Schiller is a team of unstoppable, creative problem solvers that helps clients see business results through marketing. We use insight-driven campaign strategies to connect with consumers and deliver proven ROI for clients.

### category experience

#### TOURISM, TRAVEL & HOSPITALITY

Montana Tourism  
South Dakota Tourism  
City of Duluth  
Theodore Roosevelt Medora Foundation  
Visit Roseville  
Rapid City Regional Airport  
Liv Hospitality

#### FOOD & BEVERAGE

Pizza Ranch  
Taco John's International  
HuHot Mongolian Grill  
Hot Stuff Pizza / Orion Food Systems  
CherryBerry Frozen Yogurt Bar  
Egg on a Roll

#### HEALTH, WELLNESS & SAFETY

Sanford Health  
Monument Health  
USA Triathlon  
Horizon Health  
Verde Technologies  
South Dakota Department of Social Services  
South Dakota Office of Highway Safety  
Let's Be Clear SD

#### EDUCATION

Dakota State University  
Iona University  
Southwest Minnesota State University  
Southeast Technical College  
South Dakota Board of Regents  
University of South Dakota  
Normandale Community College

#### RETAIL

SCHEELS  
Lewis Drug  
Adee Honey Farms  
South Dakota Lottery  
Get & Go  
Idaho Lottery

#### FINANCE & BANKING

First PREMIER Bank / PREMIER Bankcard  
MetaBank  
Great Western Bank

#### AG, INDUSTRIAL & TECH

Farmers Business Network  
C & B Operations  
Waytek Wire

### capabilities

consumer insights & research, branding & creative strategy, media strategy & placement, social content, website development, CRM & email strategy, video, public relations, business consulting

### leadership

**MICAH ABERSON**  
CEO

**LAURA MITCHELL**  
President / COO

**KRISTY LAUE**  
VP of Creative

**RYAN GARDNER**  
VP of Finance

**JAMIE HEGGE**  
VP of Client Service

**SCOTT LAWRENCE**  
Partner

**JOHN POHLMAN**  
Partner

### recognition

Our work has been nationally recognized with American Advertising Awards, W3 Awards, Telly Awards, Aurora Awards and industry-specific honors like the Mercury and Destiny Awards (tourism), Aster and HMN Awards (health) and Polle Awards (political).

L&S was also named a Best Place to Work by Prairie Business.

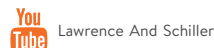
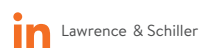
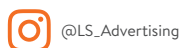
### agency stats

**LOCATIONS:** Minneapolis, MN | Sioux Falls, SD

**EMPLOYEES:** 60

**HOMEGROWN AND INDEPENDENTLY OWNED**

SIOUX FALLS - 605.338.8000 | MINNEAPOLIS - 612.430.3536 | [www.l-s.com](http://www.l-s.com)



### let's work together

**Sara Waldner**  
Account Supervisor  
605-338-8000  
[sara.waldner@l-s.com](mailto:sara.waldner@l-s.com)