

Letizia Designs Homer Award-Winning Ads



(Left) Susan Ayerle - Director of Sales & Marketing - Green Valley Homes, Inc. (Right) Tom Letizia, President, Letizia Advertising.

The recent Homer Awards ceremony recognized the outstanding achievement in design and marketing by the home builders of southern Nevada. Green Valley Homes, Inc. displayed its commitment to marketing by winning Homer Awards in four of the five advertising and marketing categories.

Susan Ayerle, Vice President of Sales and Marketing for Green Valley Homes, attributed much of the success to Letizia Advertising. The ads and commercials created by Letizia for Fox Ridge Estates and the Village Green won the highest honors in the three major advertising categories: radio, TV, and print. This was the second year the agency produced the award-winning radio commercial, although last year's winning ad was for Dasco Inc.'s Daybreak homes.

Letizia Advertising is also credited for producing advertisements that placed as runners-up in the media categories. Television commercials for First Western Savings and Dasco Inc.'s Daybreak homes and Stanton Construction's Country Meadows were finalists. The agency also had finalists in the categories for best radio commercial (First Western Savings/Dasco Inc.) and best print media (Green Valley Homes).

Tom Letizia said, "After producing hundreds of print ads and broadcast commercials -- many of them for home builders -- it's an honor to gain recognition by designing award-winning products for our clients."

Letizia Advertising also designed and produced the 1985 Homer Awards printed program.

-- A Very Funny Play -- 'Mind With The Dirty Man'

Imagine the reaction from Wayne Stone, the straight and narrow citizen played by Phil Ford, when he finds a curvaceous, sexy movie star dancing on the coffee table in his conservative Maryland home! It does happen in the very funny play, "The Mind With The Dirty Man" now playing at the Union Plaza Hotel and Casino.

The play can be seen in the main showroom of the Plaza twice nightly, at an 8 p.m. dinner show (or cocktails only) and an additional 11:45 p.m. cocktail show.

And what a show it is! The complications involved in loosening up tight nosed Wayne Stone and the blossoming of Alma Stone, his wife, played by Mimi Hines, are all part of the hilarity of the panic, chaos, mayhem and zany behavior exhibited throughout the play!

Dan Ferrone plays the role of Clayton Stone, movie-producer-son of the Stones. And he has a film to premiere, a porn film to make matters worse (or better). He brings the film to the hometown's movie theatre, complete with the wiggly star Divina, played by Marleta Marrow, who dances on the Stone's coffee table much to the surprise (and delight) of Wayne Stone.

"The Mind With The Dirty Man" is a funny, funny play and is played with funny madness by the stars and supporting cast.

Dean Martin Stars At The M.G.M.



APPEARING NOW...the crooner who has never done a "nostalgia" show, DEAN MARTIN, in the beautiful Celebrity Room of the MGM Grand Hotel. Dean does not need to do a nostalgia show because he is still as hot as he ever was. Martin will be "Grandstanding" it through December 11.

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