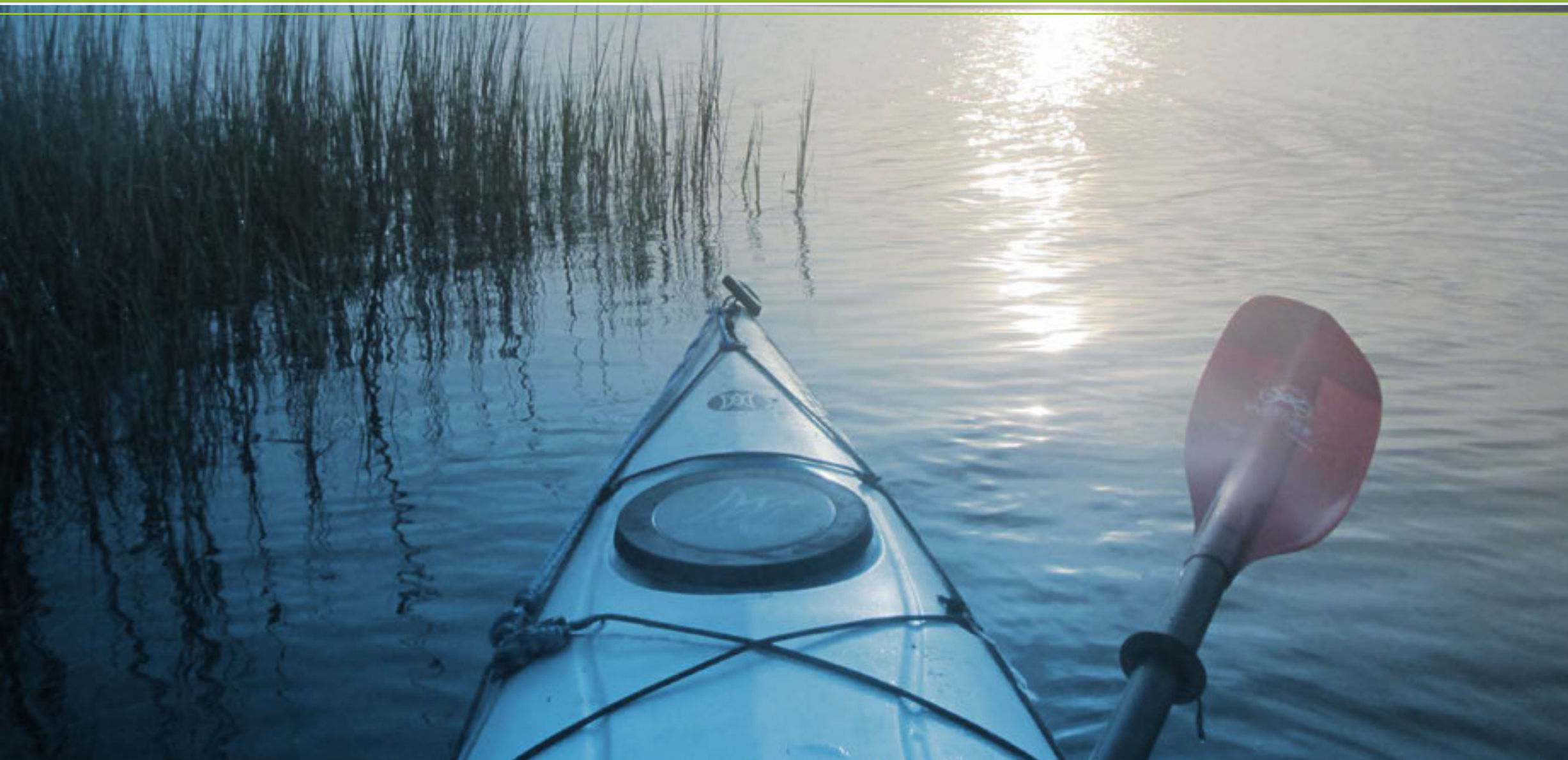


welcome to my second passion

WATER



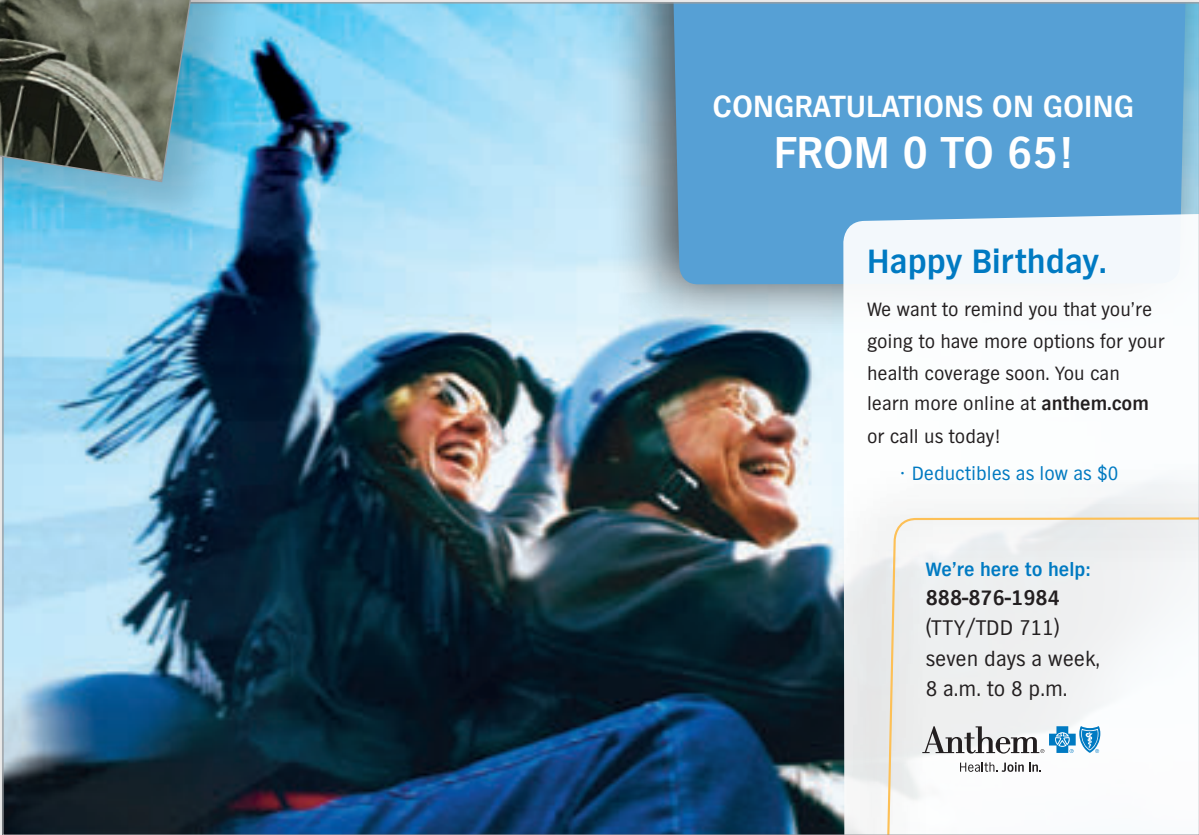
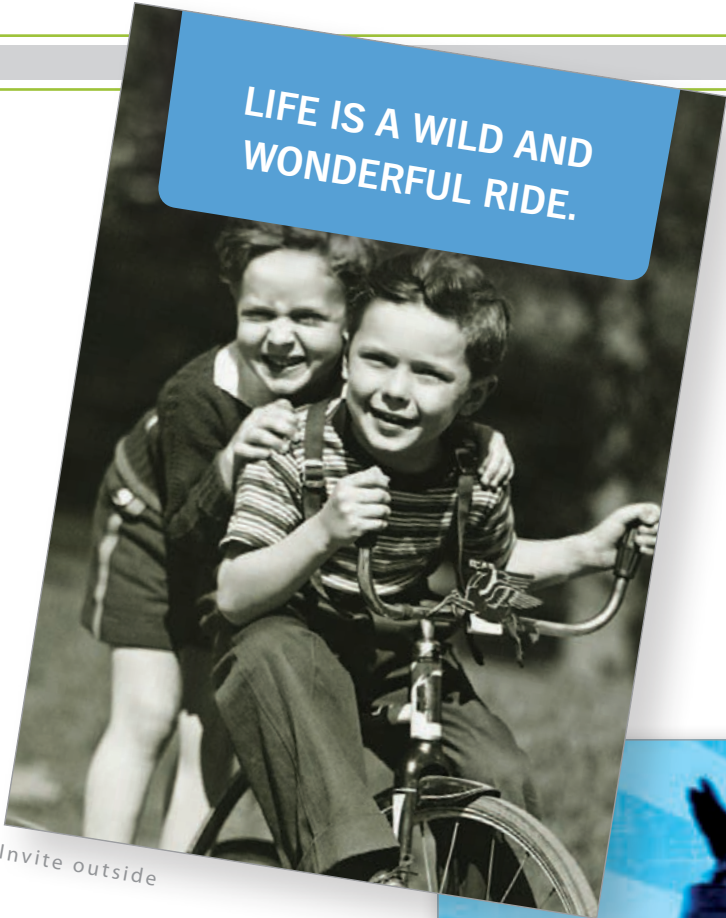
JenC|Designs

**Jen Ciner**

804.263.4243

jenc@jencdesigns.com





Invite inside, plays "Born to be Wild"



DIRECT MAIL

**Are you overpaying for your Medicare plan?**  
Call today to talk to an Anthem Blue Cross health benefits advisor and get the right plan for you.

**Call 1-855-759-3830  
(TTY/TDD: 711)**  
8 a.m. to 8 p.m., 7 days a week.

Anthem Blue Cross is an HMO/PPO plan with a Medicare contract. You must continue to pay your Medicare Part B premium. The brief information provided is a brief summary not a complete description of benefits. For more information contact the plan. Limitations, exclusions and restrictions may apply. Benefits, formulary, pharmacy network and/or co-payments/co-insurance may change on January 1 of each year. This policy has exclusions, limitations and terms which the policy may be continued in force or discontinued. For complete details of the coverage, contact your insurance agent, Blue Cross or visit us on the web. **THIS IS AN ADVERTISEMENT.**

Anthem Blue Cross is the trade name of Blue Cross of California. Anthem Blue Cross is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross name and symbol are registered marks of the Blue Cross Association. Y0071\_14\_17540\_U\_001 CMS ACCEPTED 10/01/2013

**REMINDER: Medicare Annual Enrollment ends December 7<sup>th</sup>**

**Lock in your benefits for 2022.**  
Have you made the switch yet? Now is the time to review your current plan and see how much you can save with Anthem Blue Cross.

**Call 1-855-759-3830  
(TTY/TDD: 711)**  
8 a.m. to 8 p.m., 7 days a week.  
[www.anthem.com/advantage](http://www.anthem.com/advantage)

Anthem BlueCross

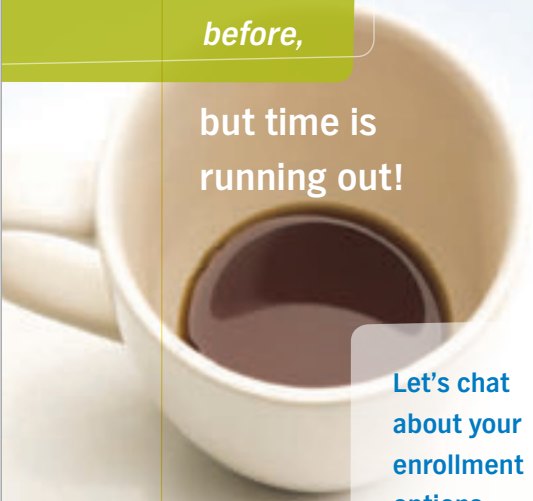


Prospect reminder postcard

*You've heard me say it before,*

**but time is running out!**

**Let's chat about your enrollment options...**



Broker mailer

**Thank you**

STARBUCKSCARD

**before DEC 7**



**You're invited!**

**CALL TODAY to reserve your seat in a FREE seminar and learn how you can save money on Medicare!**

**888-876-1984  
(TTY/TDD: 711)**  
8 a.m. to 8 p.m., 7 days a week.



Prospect invite

Anthem BlueCross BlueShield

**Call now to reserve your seat in a FREE seminar!**

You'll learn how to get more advantages from Medicare plans, such as:

- Monthly premiums as low as \$0.
- Affordable monthly premiums.
- Choose your own doctor.
- Protection from high out-of-pocket costs.

Join your friends and neighbors and get all your questions answered about Medicare plans from an Anthem health benefits advisor.

**Space is limited!**

**Call now to reserve your seat: 888-876-1984 (TTY/TDD: 711)**  
8 a.m. to 8 p.m., seven days a week.  
[www.anthem.com/rsvp](http://www.anthem.com/rsvp)

A sales person will be present with information and applications. For accommodations of persons with special needs at sales seminars, call 888-876-1984 (TTY/TDD: 711), 8 a.m. to 8 p.m., seven days a week.



Anthem BlueCross BlueShield

1351 Wm. Howard Taft Road  
Cincinnati, OH 45206

Postage & Insurance  
PAID

See how you can save money with a Medicare Advantage plan from Anthem.

**Premiums start at just \$0**

THIS IS AN ADVERTISEMENT

Event ID: XXXX  
Sample Q: Sample  
1234 Street Address  
Extra Address Line  
City, ST 12345-6789  
BARCODE

Dear <John Lastname>,

Choosing a health plan can be confusing. I'd be happy to go over all the details with you in person so you can be certain you've selected the right one.

Let me treat you to a coffee at your local coffee shop, or meet at another convenient location so we can discuss your health care options with Anthem.\* The Annual Election Period is about to end on **December 7<sup>th</sup>**, so the sooner we can meet, the better.

Please feel free to call me to set up a time that works best for you. I can be reached at **1-216-956-8830**, or you may call our customer service department at 1-877-814-1397 (TTY/TDD: 1-800-241-6894) seven days a week, 8 a.m. to 8 p.m.

If you know someone who is looking to make a change, I would love to assist them with their needs. Just have them give me a call!

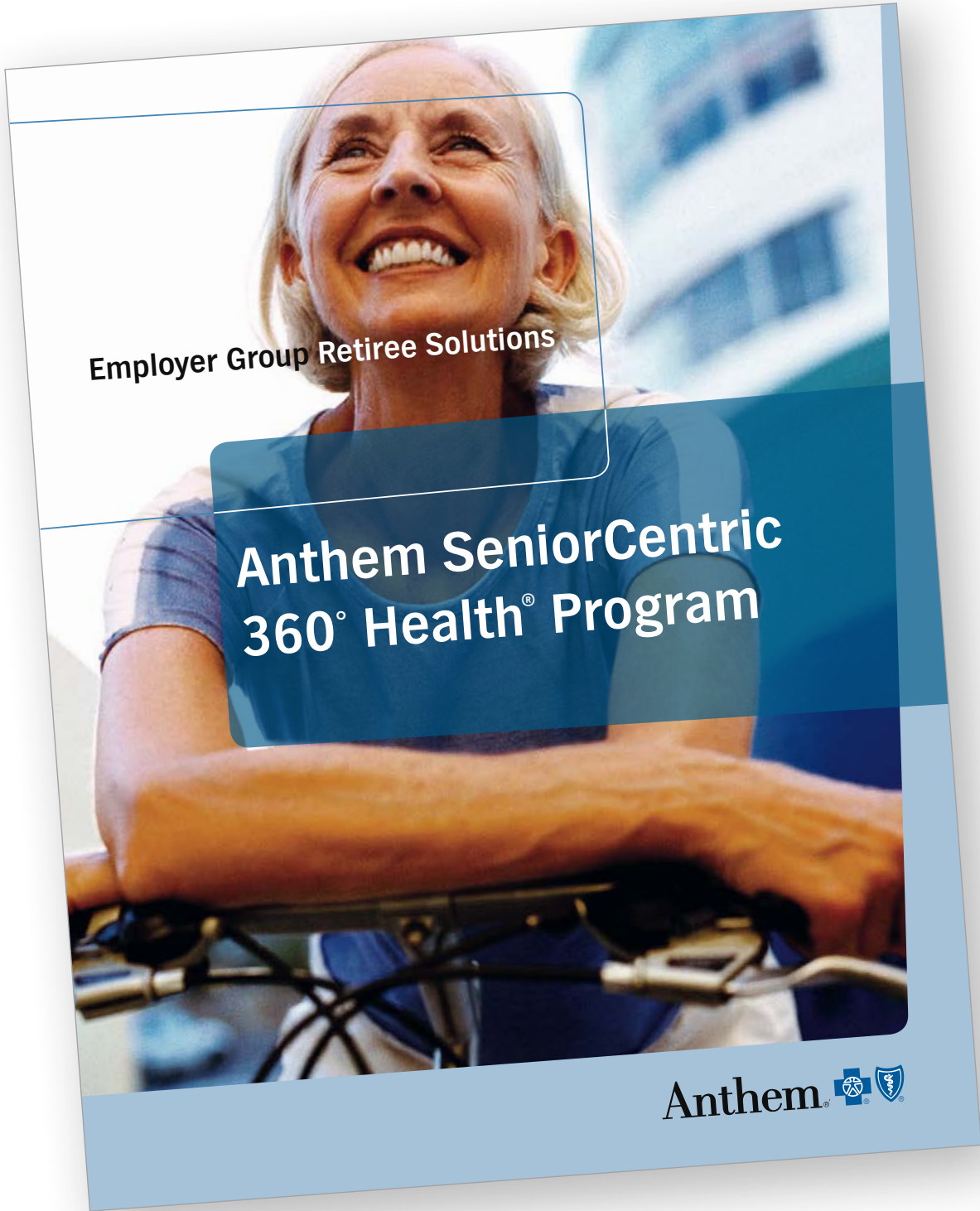
Best wishes,

Frank Stanton,  
Field Sales Representative

Anthem Health. Join In.



SALES BROCHURE




Brochure cover





Free to be



100% confident.


Enjoy your journey, worry free.

When you hit the Medicare gaps, an Anthem Blue Cross and Blue Shield Medicare Supplement Policy can carry your health benefits the rest of the way. We'll help keep you covered, and 100% confident.

Anthem

Health. Join In.

Brochure outside



Times like these can be tricky to navigate, and at Anthem Blue Cross and Blue Shield, we find it helps to plan the course from solid ground. For generations, Anthem has been helping people like you get protected.

Set the most valuable course today, by adding an Anthem Medicare Supplement Policy. It continues coverage where traditional Medicare ends — AND can mean a savings of up to \$17.17 a month over competitor plans.

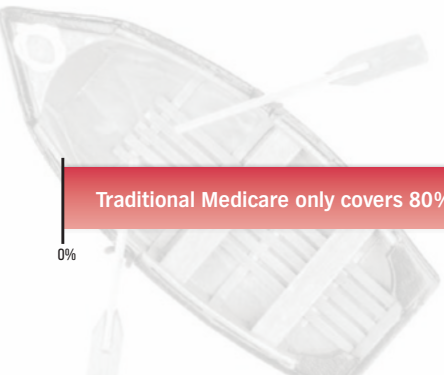
Get the rest of your Medicare coverage today.  
Call 1-800-592-3757 or contact your local agent.  
Call 7 days a week, 8 a.m. to 8 p.m.  
[www.anthem.com/medigap](http://www.anthem.com/medigap)

Anthem

Health. Join In.

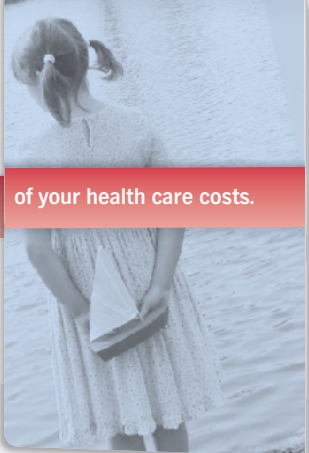
Anthem Blue Cross and Blue Shield is the trade name of Anthem Insurance Companies, Inc. Independent licensee of the Blue Cross and Blue Shield Association. © ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.

The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company. Not connected with or endorsed by the U.S. Government or the federal Medicare program.




Traditional Medicare only covers 80%

0%



of your health care costs.

Inside, opened to first fold (third fold is a flap on the far right)



Times like these can be tricky to navigate, and at Anthem Blue Cross and Blue Shield, we find it helps to plan the course from solid ground. For generations, Anthem has been helping people like you get protected.

Set the most valuable course today, by adding an Anthem Medicare Supplement Policy. It continues coverage where traditional Medicare ends — AND can mean a savings of up to \$17.17 a month over competitor plans.

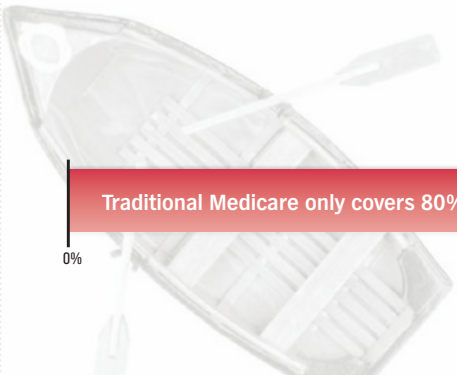
Get the rest of your Medicare coverage today.  
Call 1-800-592-3757 or contact your local agent.  
Call 7 days a week, 8 a.m. to 8 p.m.  
[www.anthem.com/medigap](http://www.anthem.com/medigap)

Anthem

Health. Join In.

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The purpose of this communication is the solicitation of insurance. Contact will be made by an insurance agent or insurance company. Not connected with or endorsed by the U.S. Government or the federal Medicare program.



Traditional Medicare only covers 80%

0%

The 80% coverage that comes with traditional Medicare alone can leave you exposed to unlimited out-of-pocket expenses.

of your health care costs.

Anthem

Health. Join In.

Put an Anthem card in your wallet and we can help pay the remaining 20%.

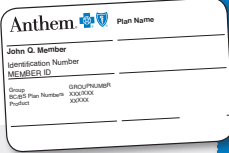
Anthem

Health. Join In.

100%

Get the most out of Medicare.

With one phone call you can maximize your coverage, and have some cash back in your wallet...leaving you 100% FREE to plan the next adventure.



Inside, fully opened trifold brochure

Third flap opens and reveals the full chart, showing that Anthem covers the remaining health care costs



PORTFOLIO



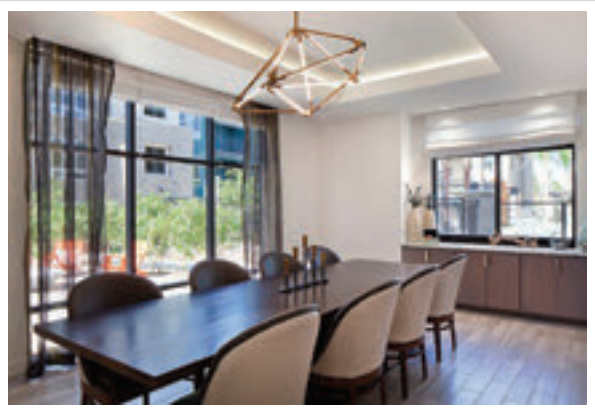
Portfolio cover



Interior spread



PORTFOLIO

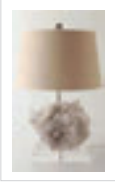
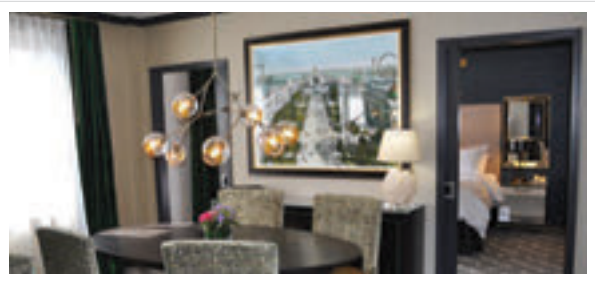


Concepts brought to light.

Millennia Multifamily Residences  
Chula Vista, CA  
Design Firm: Studio 11  
Purchasing Firm: Studio 11

Location / Type of Lighting  
Public Space Lighting  
- Ceiling Lights  
- Ceiling Pendant

Completion  
June 2015



Concepts brought to light.

Chase Park Plaza Model Room  
St. Louis, MO  
Design Firm: Studio 11 Design  
Purchasing Firm: Fahrforth-Eide

Location / Type of Lighting  
Guestroom  
- Buffet Table Lamp  
- Dining Chandelier  
Public Space  
- Corridor Wall Sconce

Completion  
June 2014



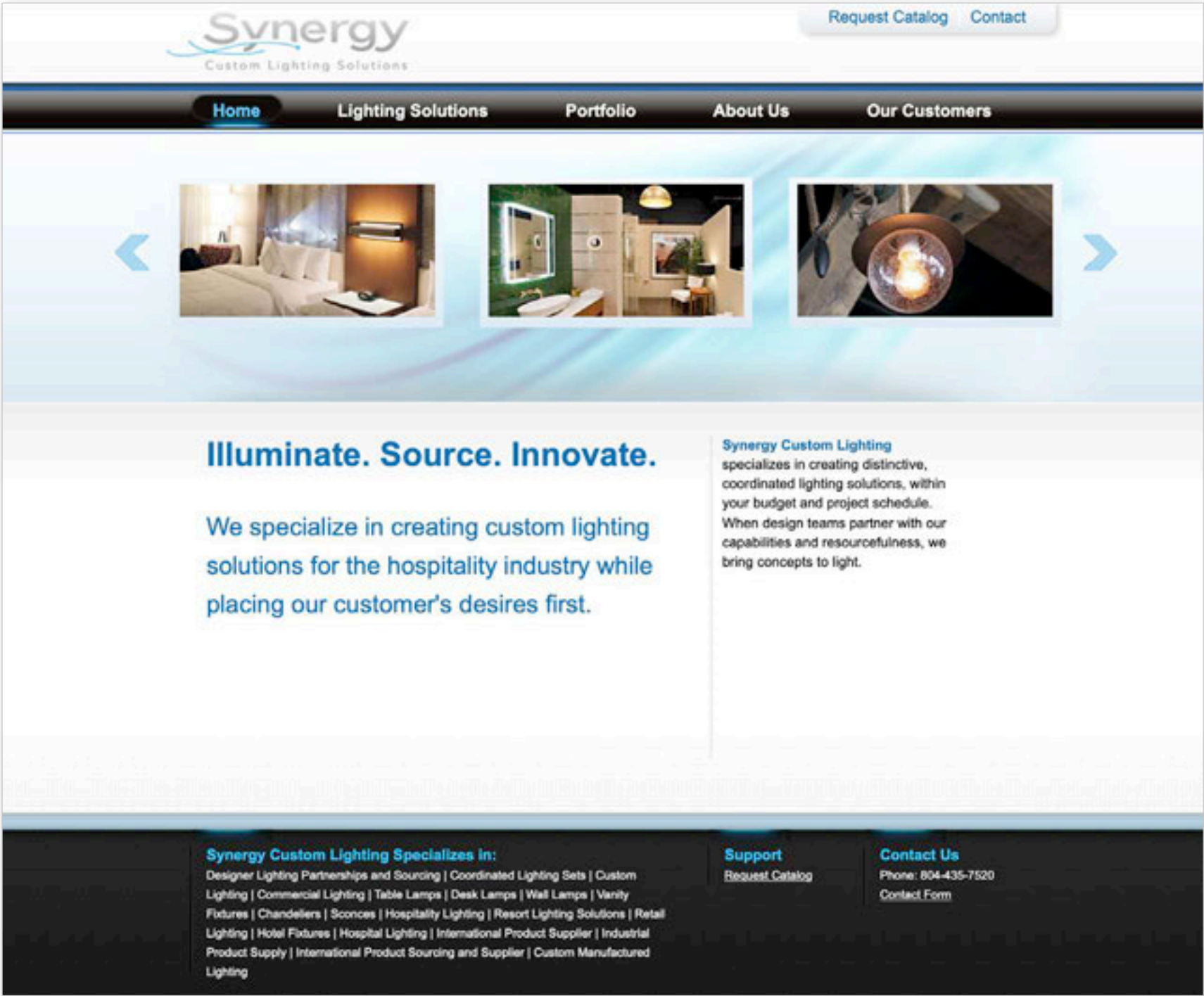




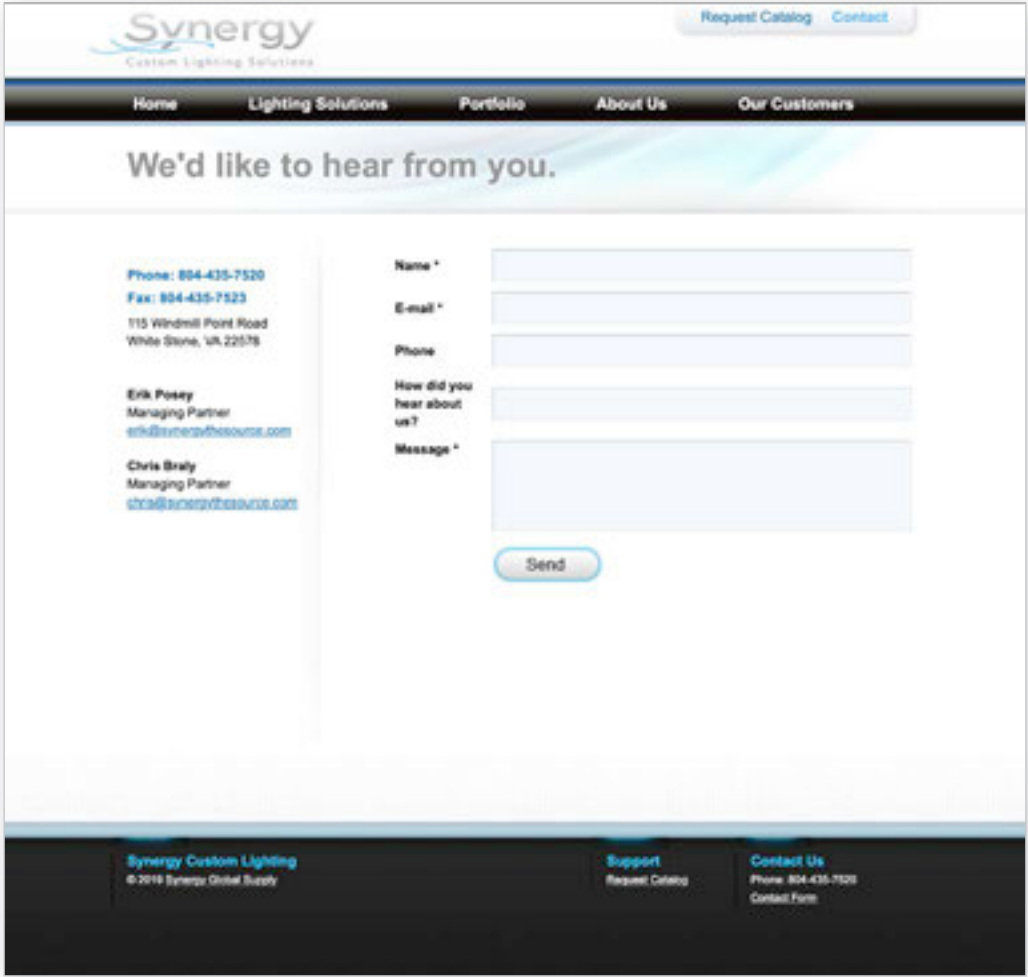
Pocketfolder outside, with flap tucked in



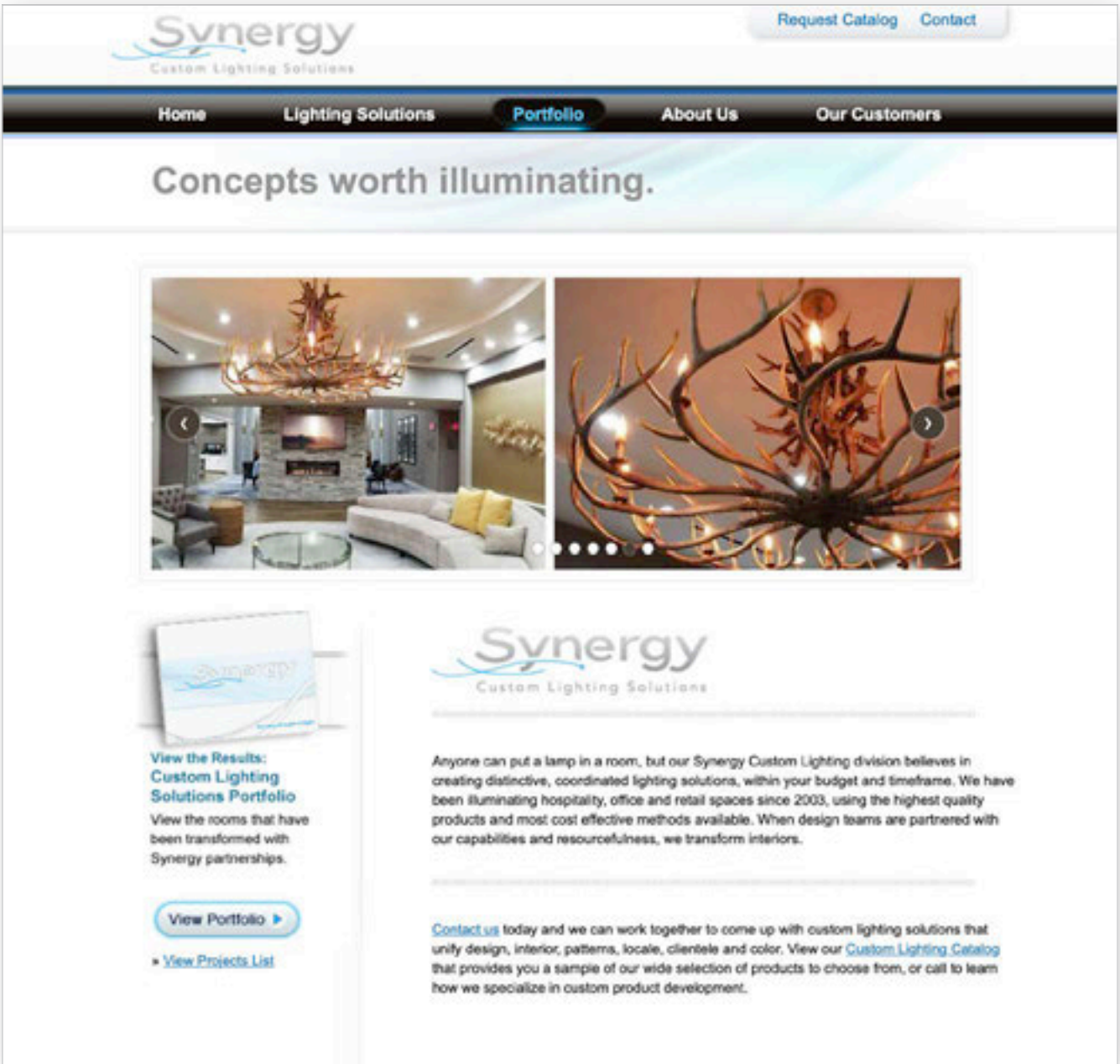
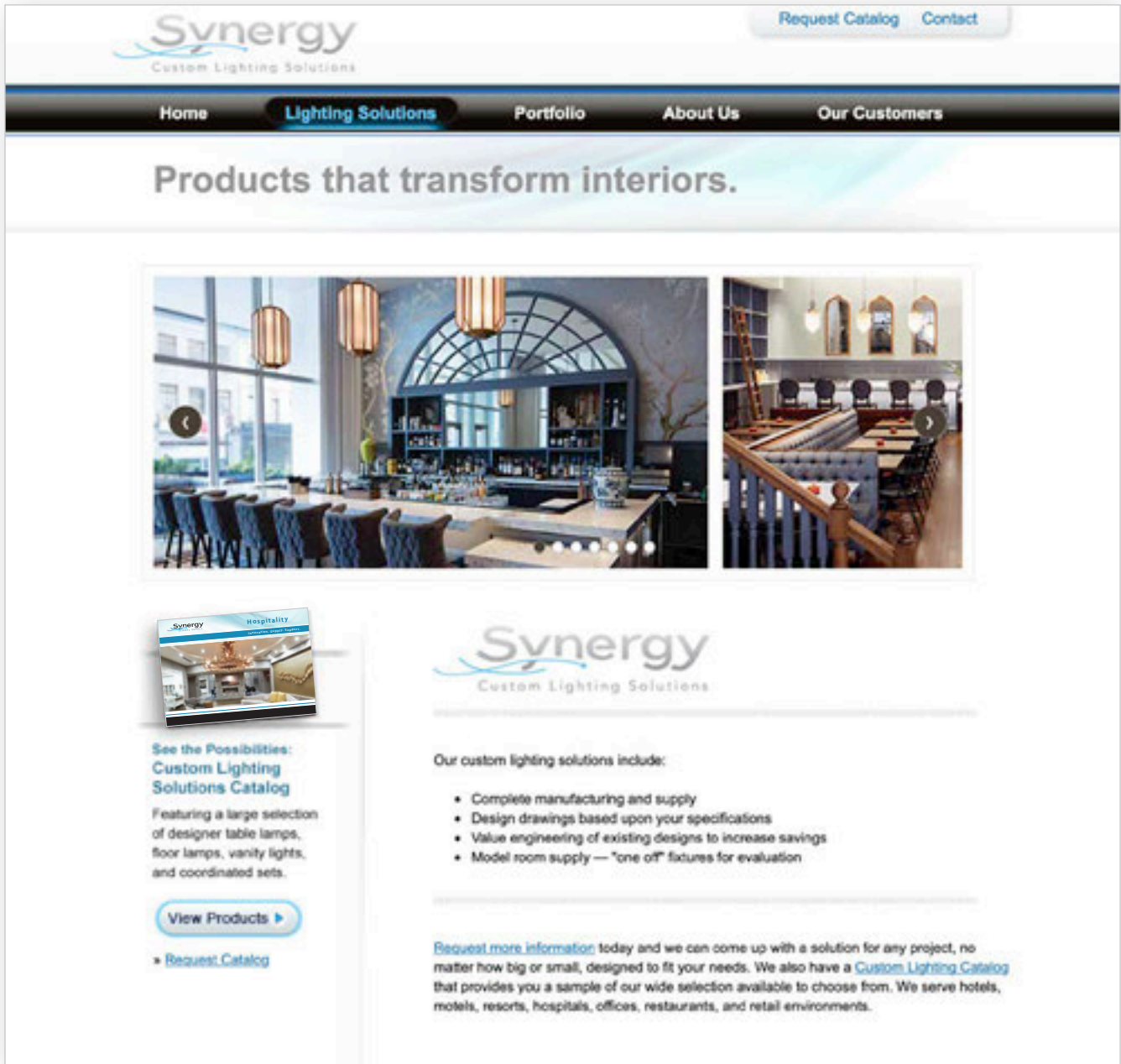
Pocketfolder inside, with removable business cards and inserts  
Business cards are adhered with fugitive glue, or can be inserted on right side



Website







Website, interior pages

ADVERTISEMENTS + COVER ART









Guestrooms.

Public Spaces.

Value Engineering.

Manufacturing.


Supply.

Concepts brought to light.

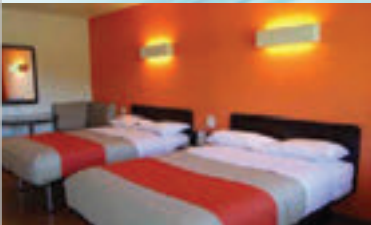
p) 804.435.7520 f) 804.435.7523 synergycustomlighting.com

A division of Synergy Global Supply.


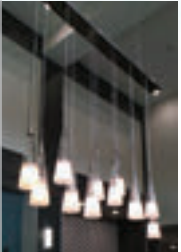
Ad for Synergy Custom Lighting Solutions



Congratulations G6 on expanding into Latin America.




**Synergy Global Supply** is honored to be a nominated supplier for **Motel 6** and **Studio 6** guestroom lighting, mattress protectors, remote controls, and many other innovative products.



Proudly introducing **Synergy Custom Lighting** — a division of Synergy Global Supply.

Concepts brought to light.



VISIT: [synergythesource.com / G6](http://synergythesource.com/G6)  
EMAIL: [sales@synergythesource.com](mailto:sales@synergythesource.com)

Ads for Synergy Global Supply



# Hospitality

Innovation. Supply. Support.



Product catalogue cover



# Innovation. Supply. Support.

- Phoenix Guestroom Lighting Package
- LCD TV Security Wall Mount Systems
- Waterproof Mattress Protectors
- Universal Remote Controls
- Innovative Product Design

**NEW for 2015!**

- Nightstand Power Module
- LED Conversion Kits for M6 Vanity and Wall Lights
- 24" LED T8 Bulbs



See what's **NEW!**  
> Visit us at booth #215

p) 804.435.7520 f) 804.435.7523 synergythesource.com

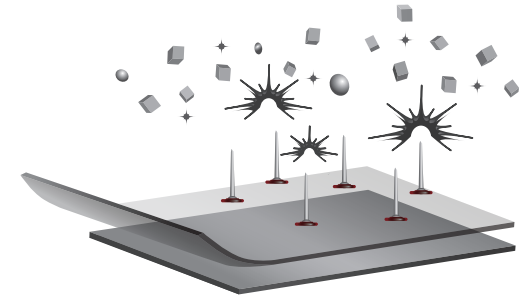




Packaging



Product sellsheet + illustration





Brochure outside



Interior, unfolded to first fold



Inside, fully opened trifold brochure



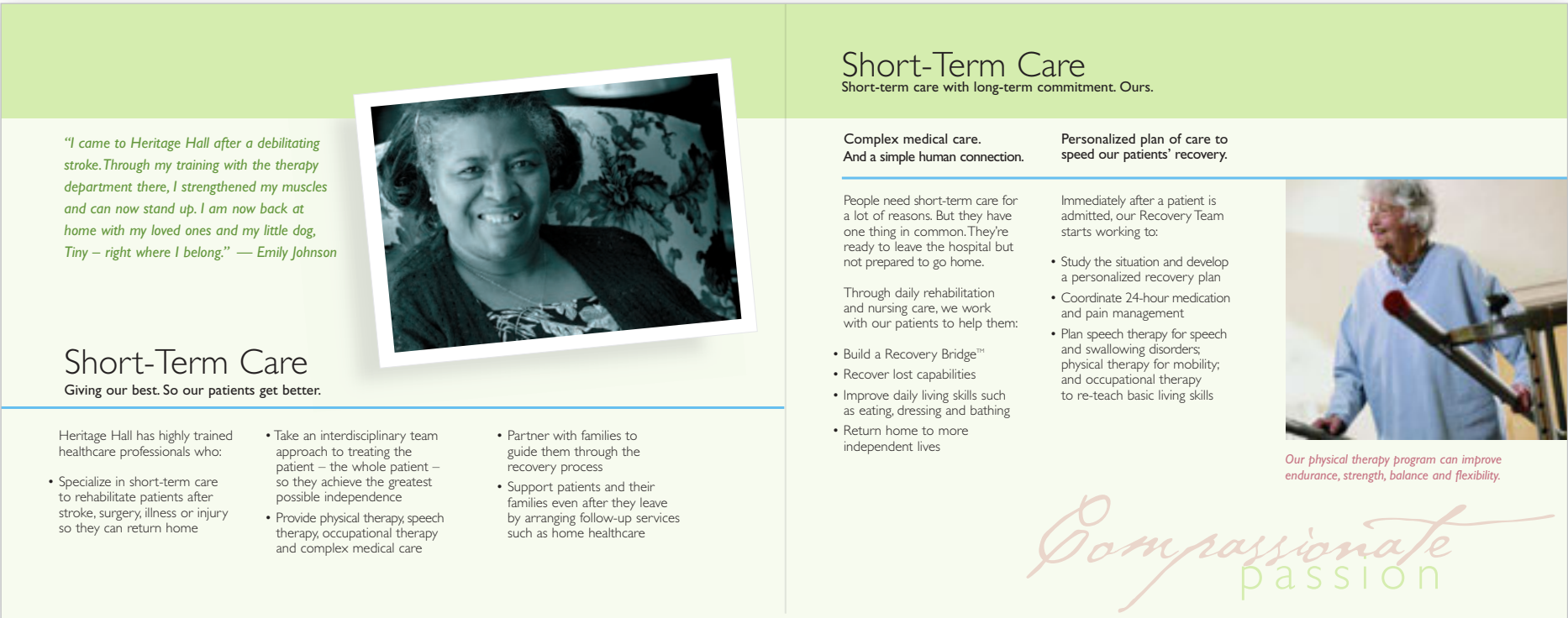
PROSPECT BROCHURE



Brochure cover



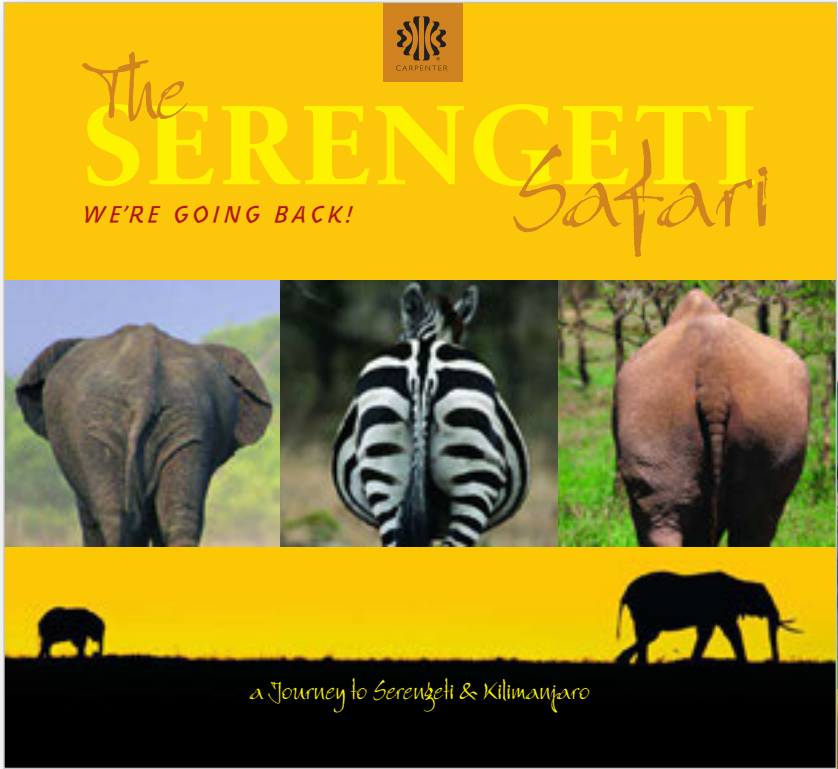
Textured, uncoated paper for a personal, non-corporate feel



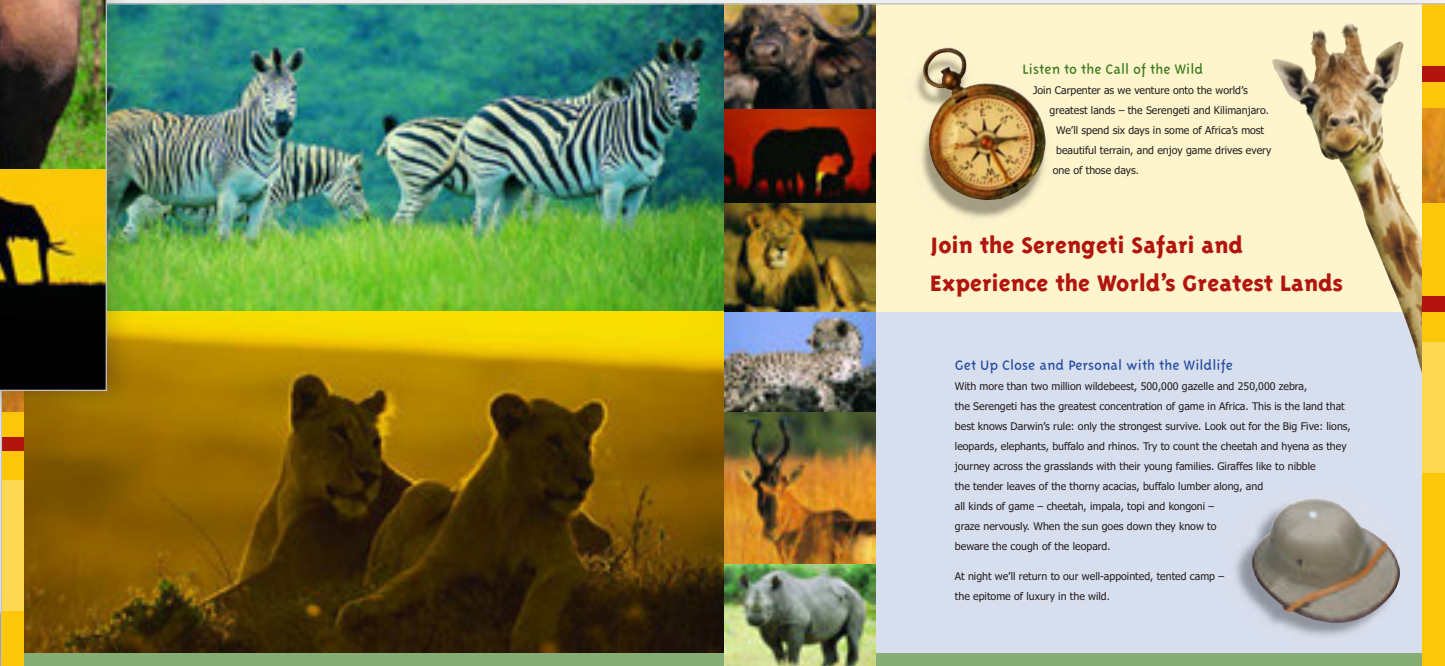
Inside spreads



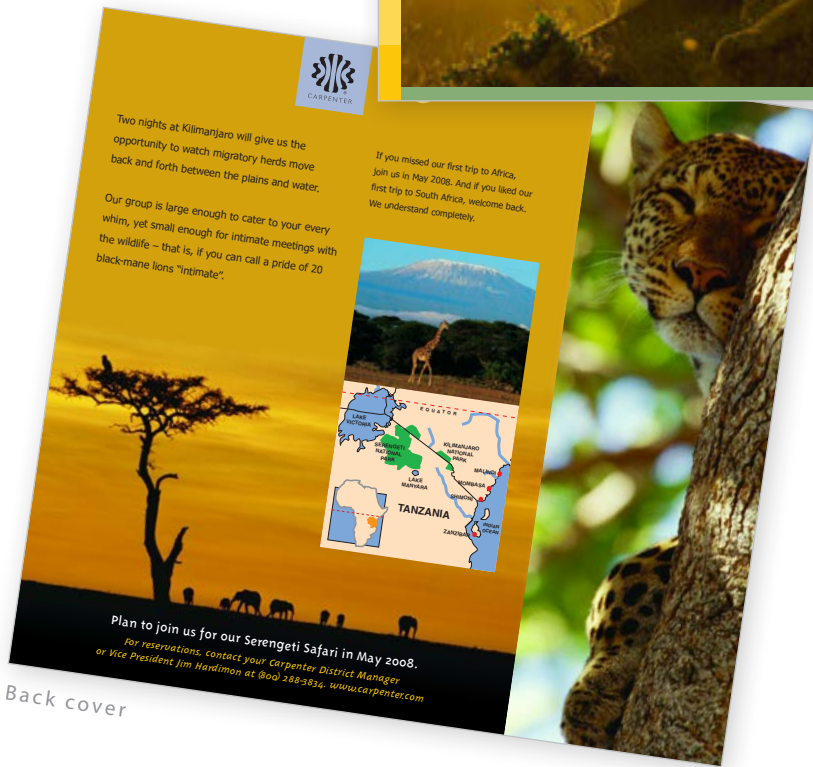
SALES SUPPORT MATERIAL



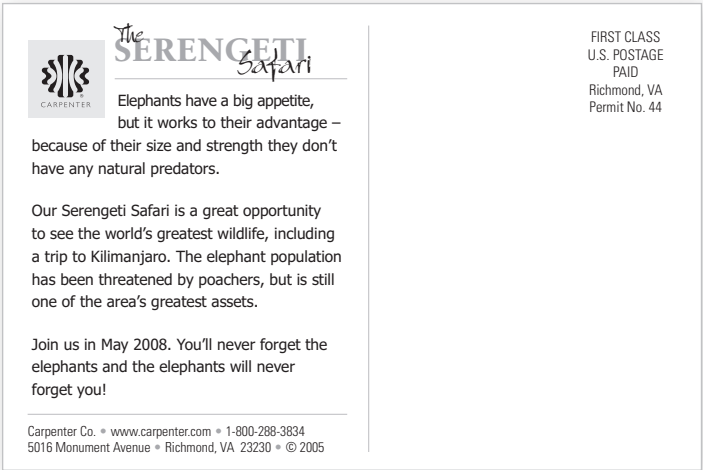
Brochure cover



Inside spread



Back cover



Reminder postcards



SALES SUPPORT MATERIAL



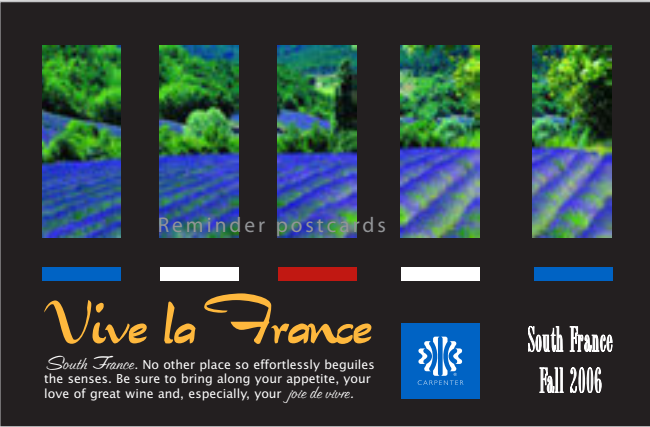
Brochure cover



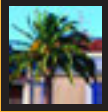
Inside, opened to first fold



Inside, fully opened trifold brochure



Arles



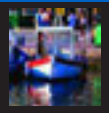
In Arles, you'll find quintessential Provence. It was here that van Gogh obsessively painted the countryside; here that he produced his greatest works; and here, after an argument with Paul Gauguin, that he famously cut off his own ear.

Join us for our add-on trip to Nice, gateway to the Côte d'Azur, with excursions to Monaco and Cannes. For more information, visit [www.carpenter.com](http://www.carpenter.com) or contact your Carpenter representative or Jim Hardimon.

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1-800-288-3834 • [www.carpenter.com](http://www.carpenter.com)

FIRST CLASS  
U.S. POSTAGE  
PAID  
Richmond, VA  
Permit No. 44

Nice



Arrive in Nice and you'll be nestled on the Mediterranean coast between Monaco and Cannes. Ah, the French Riviera. What was once the European playground of the very rich is now the destination of the very lucky.

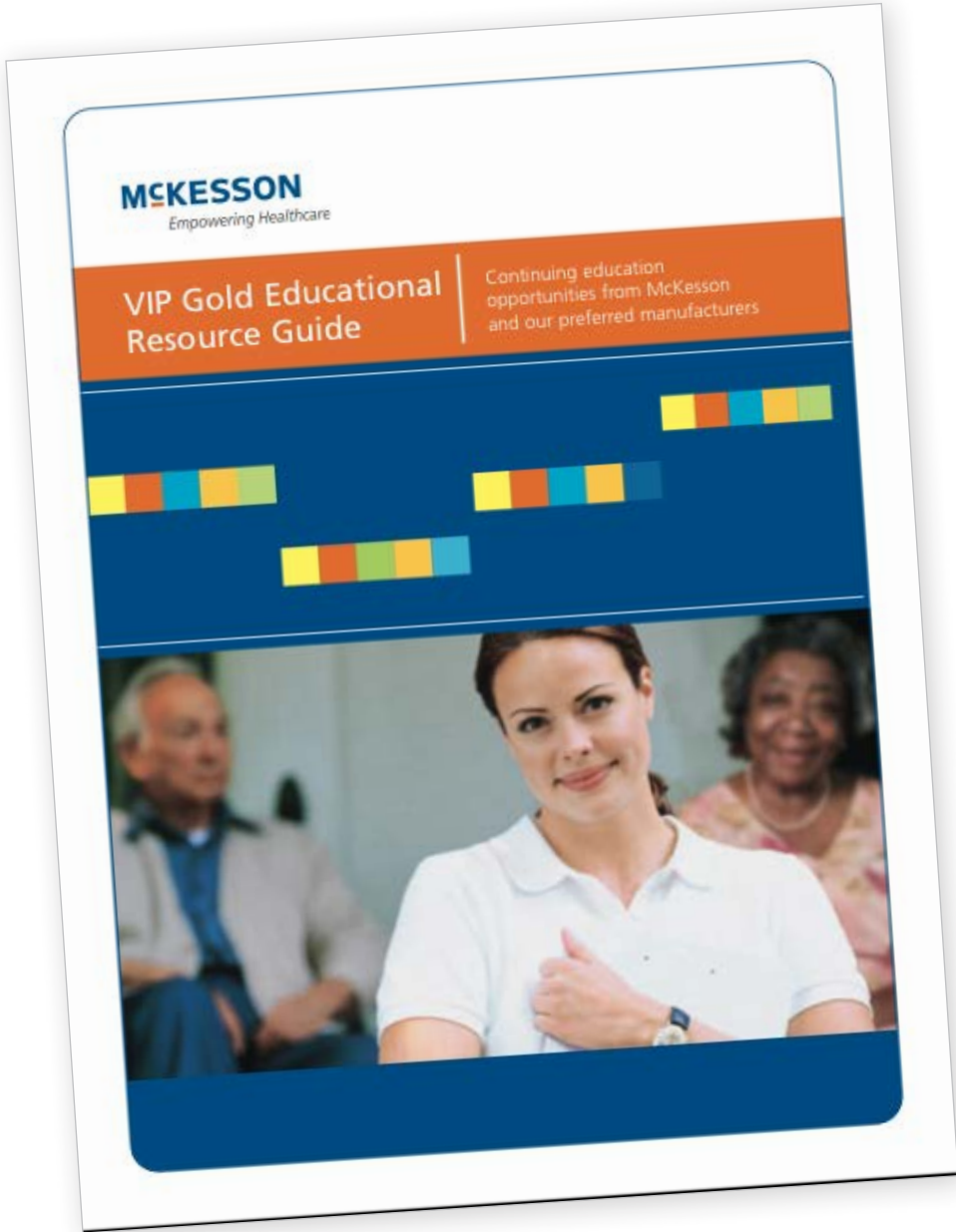
Join us for our add-on trip to Nice, gateway to the Côte d'Azur, with excursions to Monaco and Cannes. For more information, visit [www.carpenter.com](http://www.carpenter.com) or contact your Carpenter representative or Jim Hardimon.

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1-800-288-3834 • [www.carpenter.com](http://www.carpenter.com)

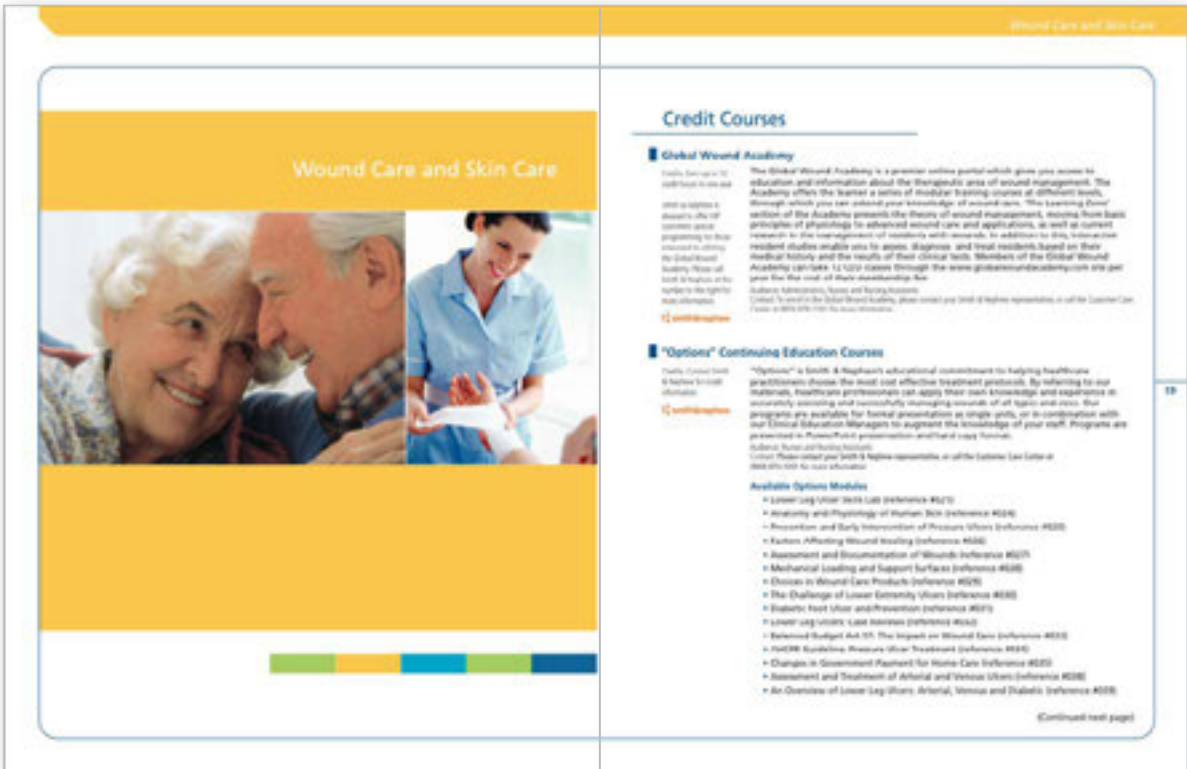
FIRST CLASS  
U.S. POSTAGE  
PAID  
Richmond, VA  
Permit No. 44

Reminder postcards

CONTINUING EDUCATION GUIDE



Brochure cover and photomontage




Inside spread, showing category divider and course listing



BRANDING

804-553-1105  
JKcoaching@yahoo.com  
JKcoachingsite.com



JK Coaching  
roadblock removers®

Jacque Schoder

Dear Anne,

Coaching is about identifying solutions, setting goals and achieving those on the client’s ability and willingness to move forward and take action. My approach is forward-looking, solutions focused. A client who had lost 40 gained 5 pounds over the last six weeks and wants to get back to losing v interventions might work with the client by asking what he is eating that to gain weight, why he is making the decisions that are leading to weight questions to explore the problem. My conversation with the client would celebrate the fact that he has lost 40 pounds. My approach would start b the great success of losing 40 pounds. Follow up questions I would ask inc. you do to lose those 40 pounds; what else were you doing that lead to your success; what is one small step you can take to get back to those ways; what type of support do you need to make that change; are you comfortable making a commitment to when you can make that small step happen?

While I have recently started my formal coaching practice, I have been doing informal coaching for the last 10 to 15 years. Frequently my direct reports, bosses, peers and colleagues would approach me, asking me to give them my opinions, insights, input and perspectives on a situation. Ninety-nine percent of the time, I did not give them what they requested. Rather, I would ask them questions to bring out their insights, opinions. Using questions to create awareness and challenge existing beliefs worked to help them see different views of the situation, giving them a fuller understanding and new language to describe the experience.

Working with people, watching them make connections, get “a-ha” moments, and improve their lives is extremely rewarding. As a coach, I am dedicated to my clients and support them whole-heartedly in every step of their growth and development. I do this through my elevated active listening skills, my heightened sense of empathy and my ability to ask the right questions at the right time.

Letterhead and business card



JK Coaching  
roadblock removers®

Jacque Schoder  
Coach

804-553-1105  
JKcoaching@yahoo.com  
JKcoachingsite.com

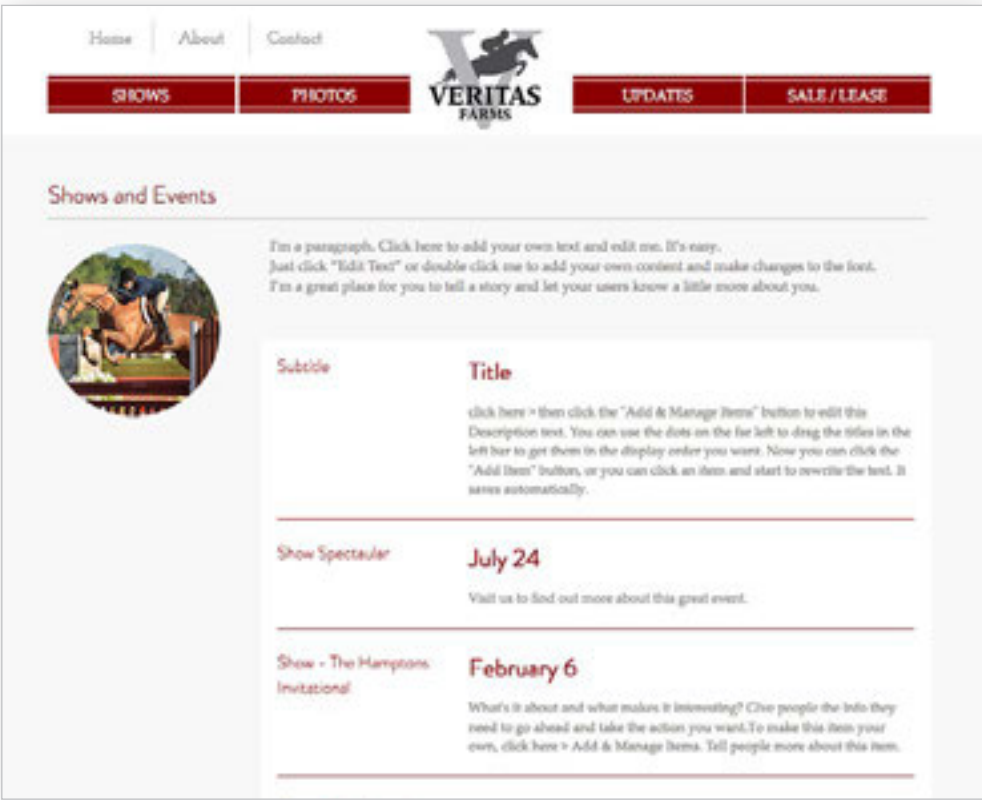
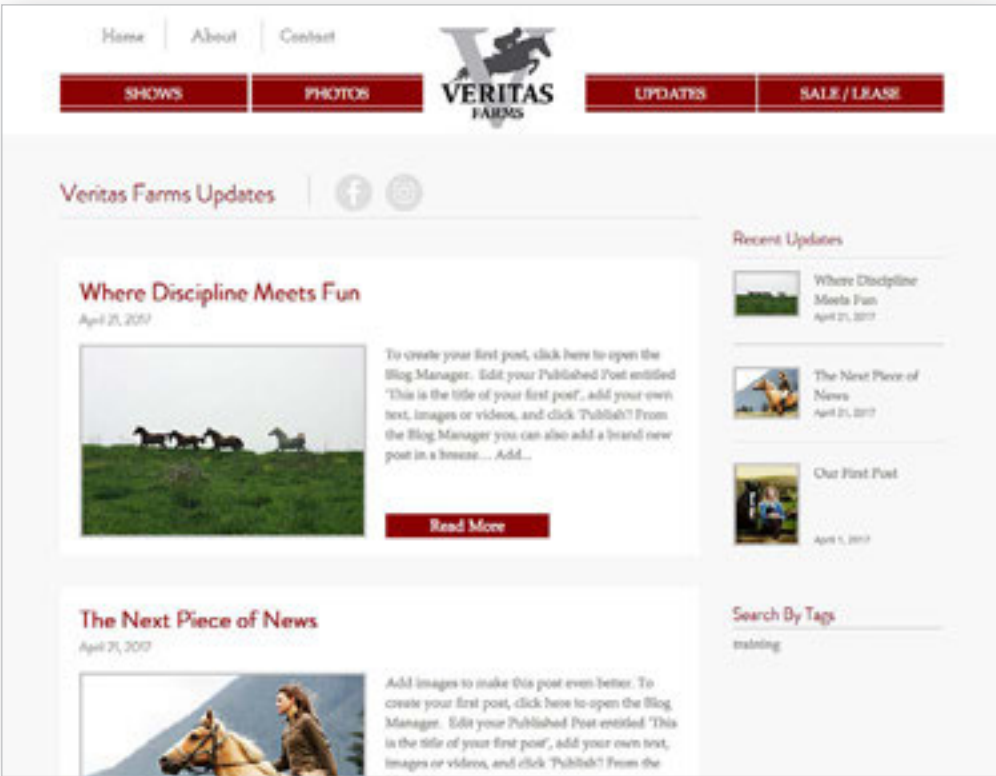


Website and creative banners, leveraging stock imagery

WEBSITE

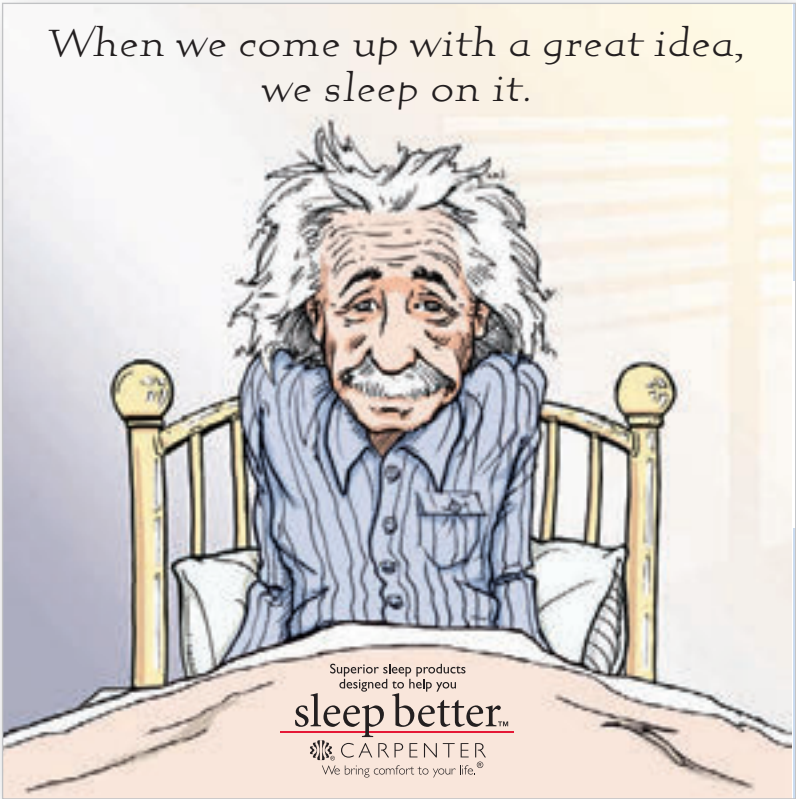


Website and logo

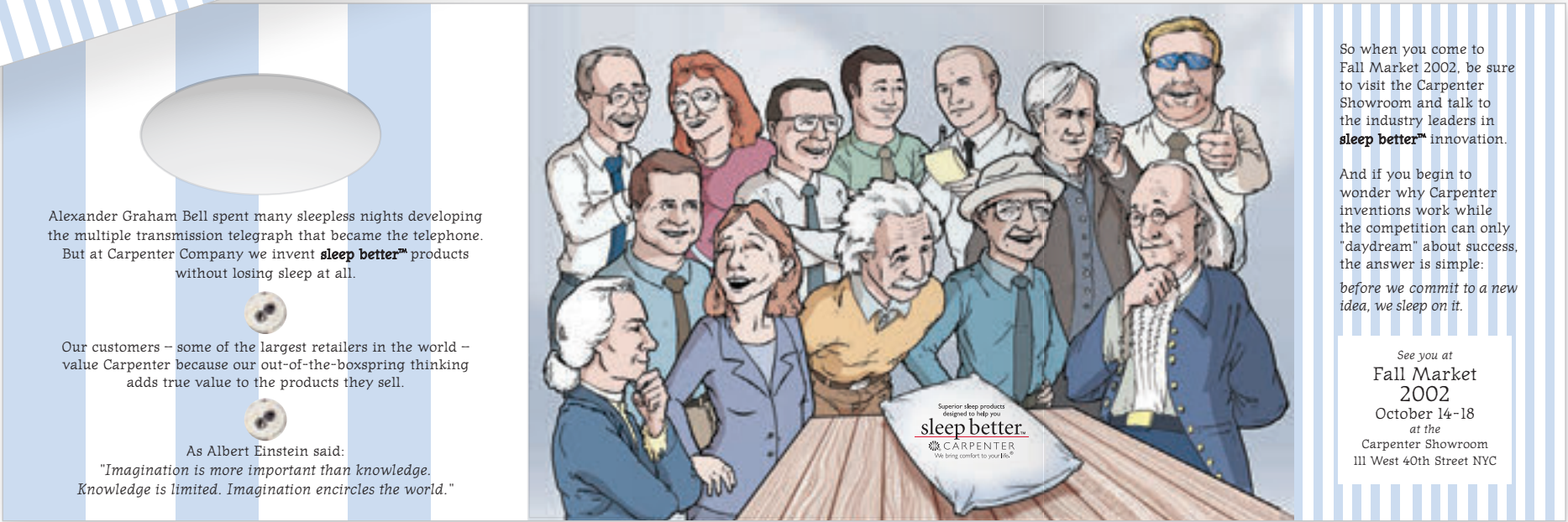




CREATIVE DIRECT MAIL



First panel, opened

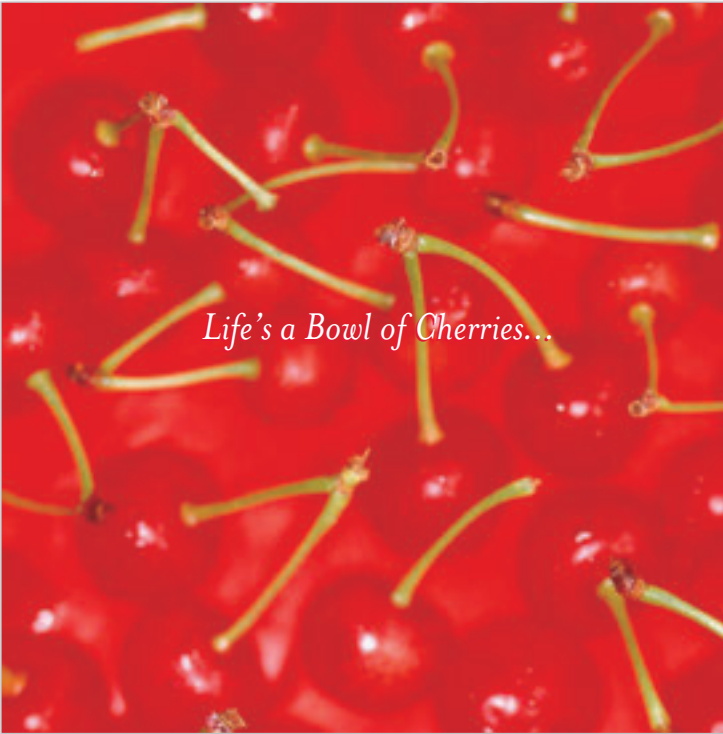


Fully open trifold

CREATIVE DIRECT MAIL







Invite outside



Inside, opened to first panel



Inside, fully opened

CREATIVE DIRECT MAIL



Invite outside

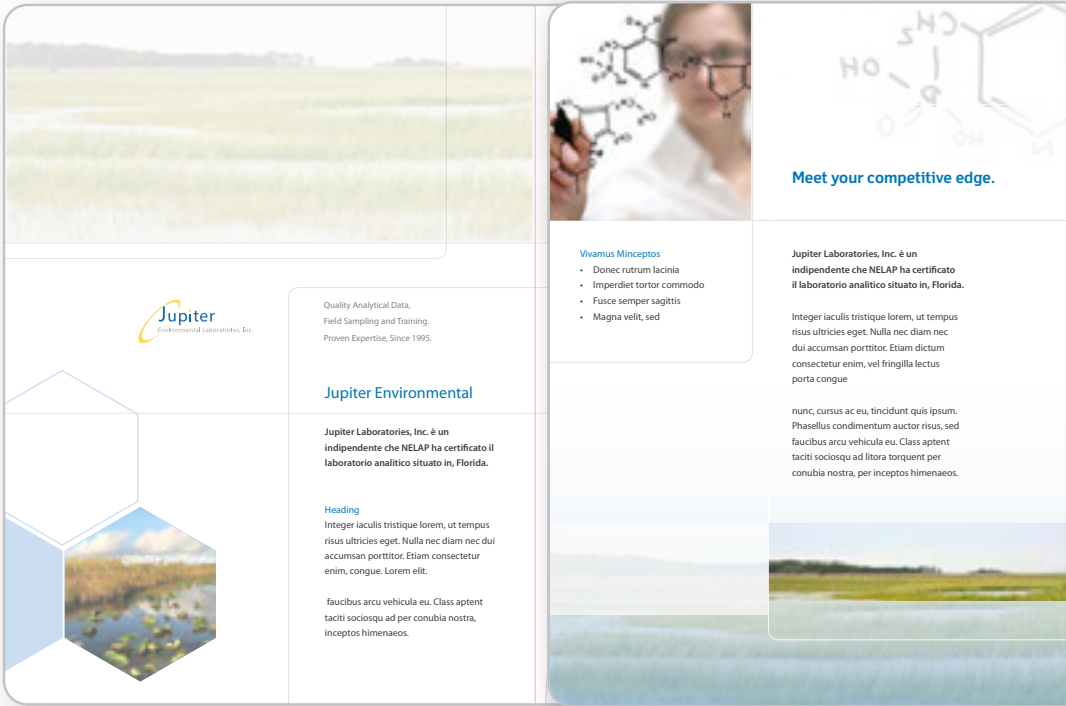
Inside reveals  
yoyo giveaway



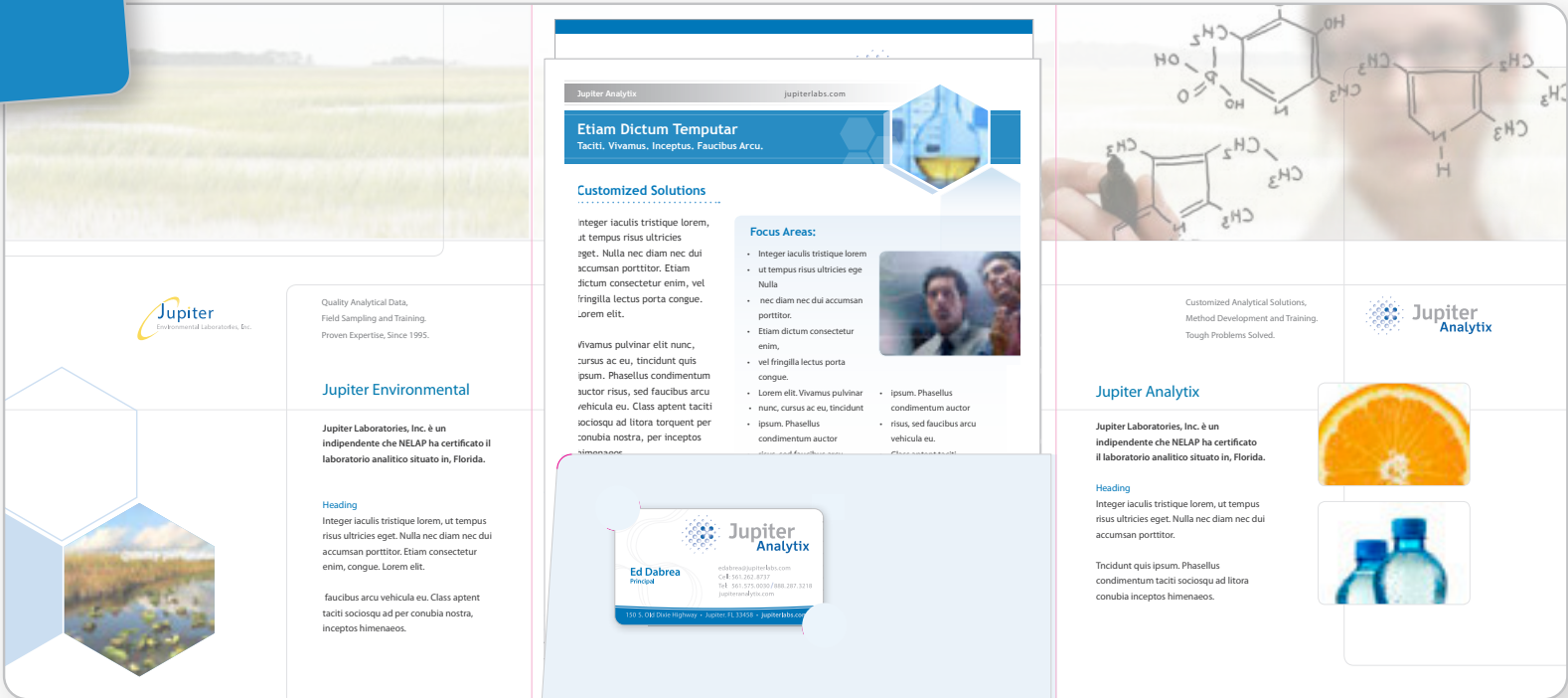
SALES COLLATERAL + BRANDING



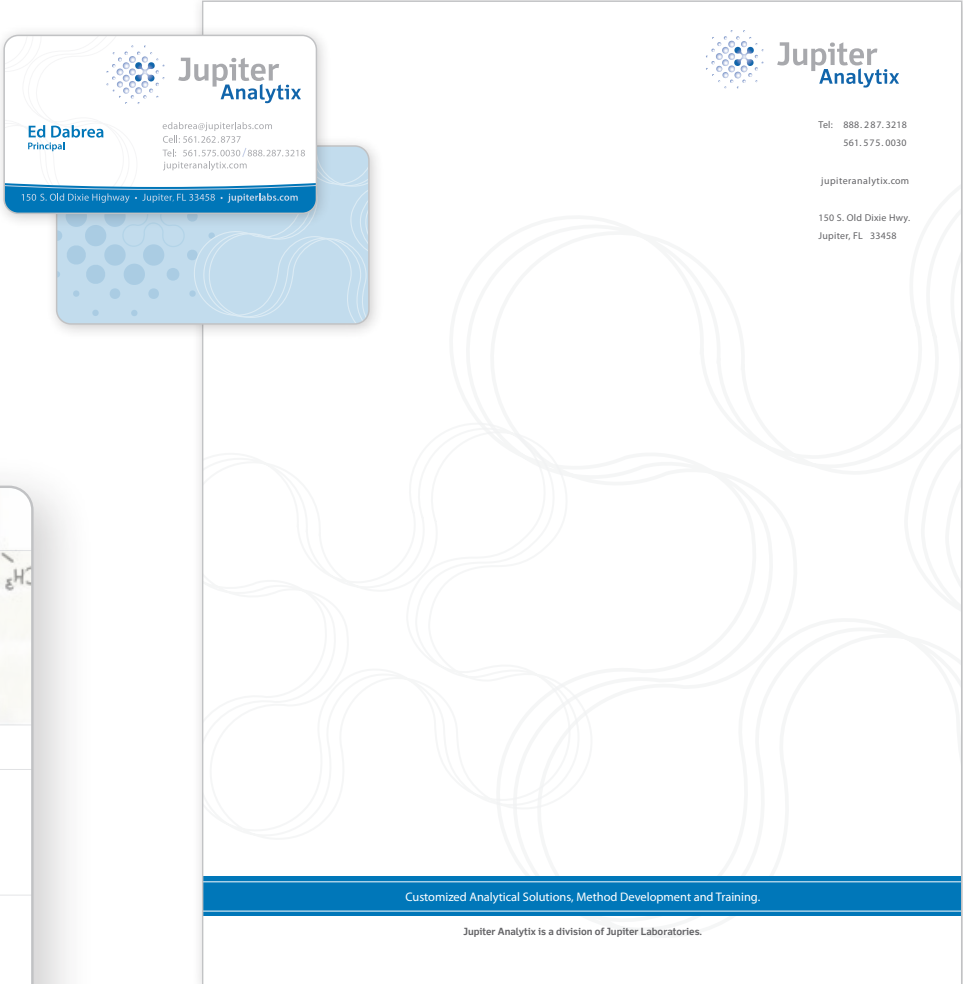
pocketfolder outside



Inside, open to first fold



Inside, fully opened trifold pocketfolder, highlighting Jupiter Environmental division on left panel, Jupiter Analytix on right



Letterhead and business card

TRADESHOW POPUP DISPLAY





# Jupiter Laboratories

Leaders in Analytical Testing

W/MBE and nelap Certified • AELA Member



## Jupiter Analytix

- PCPP Testing
- Endocrine Disruptor Screening
- Passive Drug Monitoring
- Customized Method Development
- Method Specific Training
- Consulting
- Toxin Screening



## Jupiter

Environmental Laboratories, Inc.

- Environmental Testing
- Water Quality
- Ultra Trace Mercury Analysis
- Trace Metals, Pesticides, PCBs, PAHs, Phthalates
- ADaPT EDD
- Field Sampling

Advanced Technical Solutions for Today's Analytical Challenges

jupiteranalytix.com

jupiterlabs.com

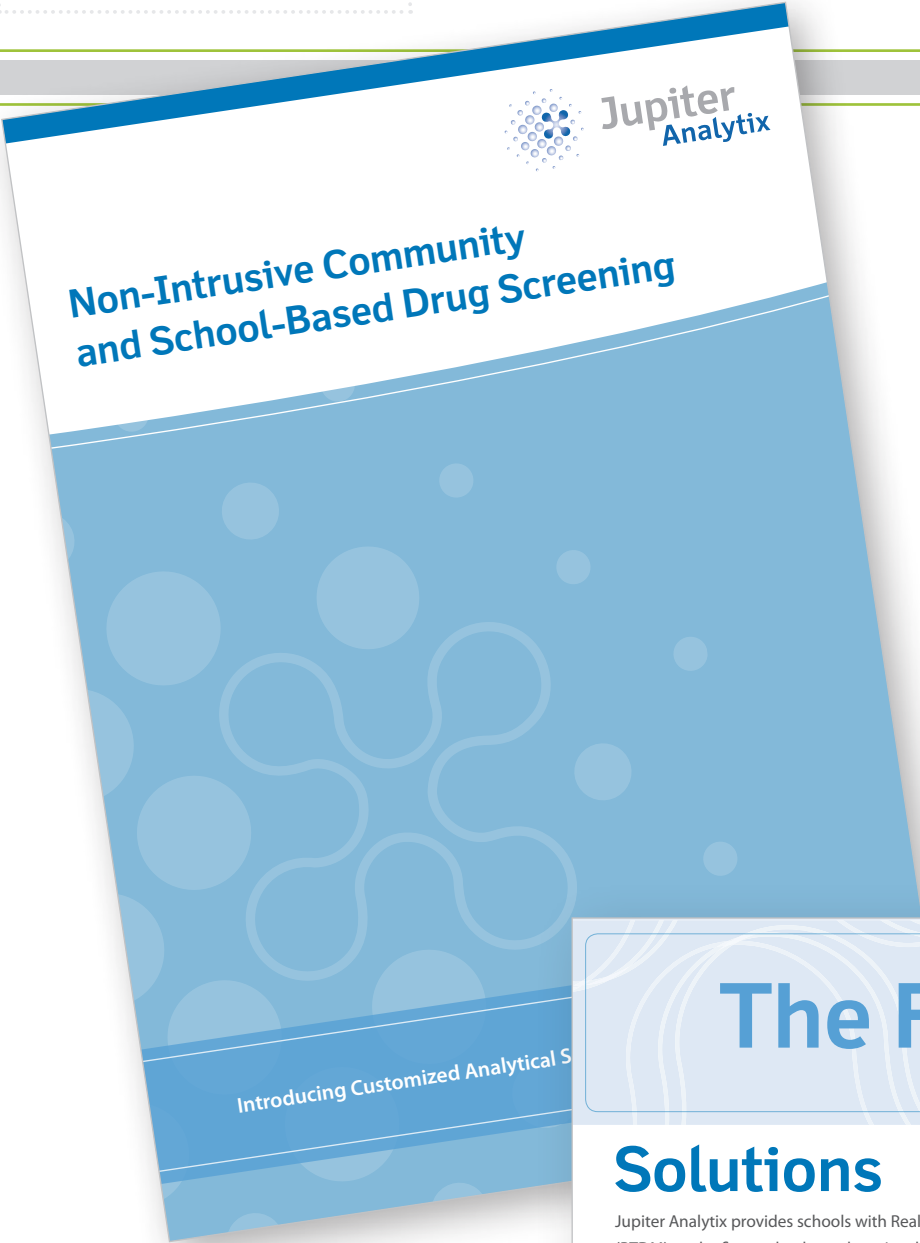
Tradeshow display







SALES BROCHURE



Brochure outside

Interior, unfolded to first spread

# The Facts

## Solutions

Jupiter Analytix provides schools with Real-Time Drug Monitoring (RTDM) — the first and only unobtrusive drug identification and measurement program of its kind. Educators will know what kind, how much, sudden increases, when usage changes, and if new drugs are being introduced to the student body. RTDM empowers educational systems with information to achieve a safe, drug-free environment so our children can thrive.

**High School Drug Usage**  
Results for Florida, 2007 as reported at www.addictiondatascience.com

Drug	% of High School Student Usage
Marijuana	28.2
Ecstasy	4.7
Cocaine	6.3
Meph	1.5
Heroin	1.0
Alcohol	10.8

**Real numbers provide real solutions. Real-Time Drug Monitoring (RTDM), delivers a revolutionary method of sampling and measurement.**

### Program Features

**Personal Privacy**  
Testing is not based on an individual. Personal privacy is never violated because an individual is never asked to submit a sample.

**Sensitivity and Accuracy**  
We use the most advanced analytical instrumentation available, anywhere.

**Data Security**  
We provide confidential, secure data, submitted only to the RTDM program leaders.

**Customization/ Expandability**  
Additional testing, including alcohol, tobacco, steroids, or anti-depressants can be developed to meet the needs of each school or system.

**Data Integrity**  
Every sample is confirmed.

**Value**  
Real data provides real power.

### REAL Analytical Data

Our data is not based on surveys or other statistical methods that may introduce bias resulting in questionable data. We employ Liquid Chromatography Mass Spectrometry (LC/MS/MS), the new gold standard for analytical testing. By using the most sensitive LC/MS/MS system available, hard data is provided directly to the customer — eliminating questionnaires or more intrusive sampling.

Our testing is also unique as it is based on **group drug usage** rather than an individual's drug consumption. Personal rights are never infringed upon because a sample is never requested from an individual.

**Jupiter Analytix provides real world analytical solutions to aid in the health, wealth and growth of our communities.**

# The Facts

## 61%

of U.S. High School students say that drugs are a problem in the schools.

Up from 44% in 2002, according to the National Center on Addiction and Substance Abuse, 2007 survey.

**In schools with ongoing drug usage, students are:**

- 15 times** more likely to have abused prescription drugs
- 6 times** more likely to binge drink
- 5 times** more likely to smoke marijuana

Reported by the National Center on Addiction and Substance Abuse

## Solutions

Jupiter Analytix provides schools with Real-Time Drug Monitoring (RTDM) — the first and only unobtrusive drug identification and measurement program of its kind. Educators will know what kind, how much, sudden increases, when usage changes, and if new drugs are being introduced to the student body. RTDM empowers educational systems with information to achieve a safe, drug-free environment so our children can thrive.

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Marijuana	28.2
Ecstasy	4.7
Cocaine	6.3
Meph	1.5
Heroin	1.0
Alcohol	10.8

### How Does This Work?

drugs are ingested → drugs are excreted into the waste stream → diluted samples are collected from the waste stream → samples are analyzed → custom report is provided to client

### Example of a Positive Result

Drug panel results, highlighting peaks and levels for targeted substances. Our analyte panel can contain illegal and prescription drugs, steroids, and club drugs.

**LC/MS/MS Analysis Results**

**Data Solutions to:**

- ✓ establish a baseline of drug usage
- ✓ aid in intervention and drug education efforts
- ✓ help measure the effectiveness of active anti-drug programs
- ✓ highlight changes in illicit drug use

### The Key to Prevention is Knowledge

Jupiter Analytix uses LC/MS/MS, considered the gold standard in analytical drug testing. Combining the best instrumentation with an innovative approach, our RTDM program empowers educators by delivering the information needed to make informed decisions in support of the health and safety of students.

**Our testing is unique: we never ask an individual to provide a urine sample—respecting their privacy!**

Inside, fully opened trifold brochure





**Jupiter**  
Analytix


# Rapid LC/MS/MS Quantitation of Cyanobacterial Toxins in Drinking and Surface Water

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Jupiter Analytix is a division of Jupiter Laboratories.

Powerpoint template title page



**Jupiter**  
Analytix

## Approach to the Problem

① Several ways to extract the compound - which is best?

② Concentration Needed?

③ Customer Directives

④ Compound

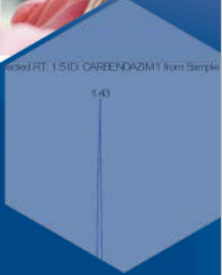


⑤ Matrix


⑥ Source Configuration

⑦ Robustness

⑧ Sample Volume

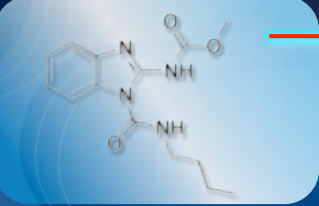
⑨ MS/MS System



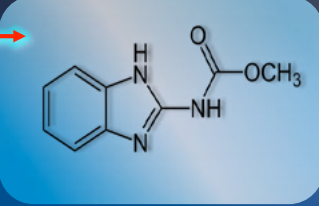


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Analytix

## Benomyl metabolizes to Carbendazim



Benomyl mw 290.32



Carbendazim mw 191.2

- Carbendazim in orange juice is an unlawful pesticide chemical residue under the Federal Food, Drug, and Cosmetic Act.
- Benomyl metabolizes carbendazim. Benomyl has an extensive legal history in Florida and has been banned as well.
- Carbendazim is listed as an endocrine disruptor by the EU and a possible carcinogen by the EPA.

Interior pages

LOGO





LOGO

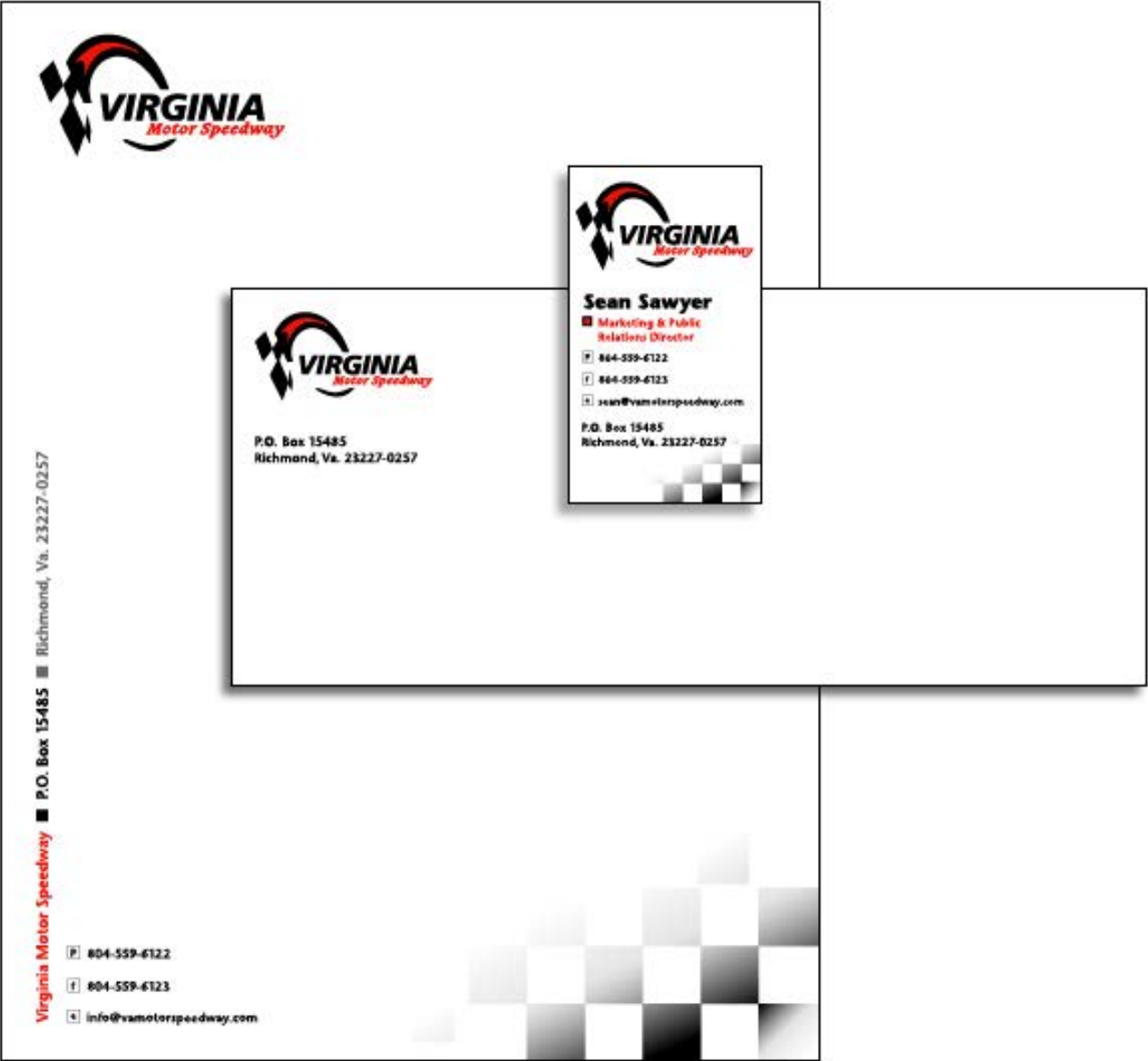


Vasudhaiiva  
I N S T I T U T E



Vasudhaiiva  
I N S T I T U T E

BRANDING



Logo, letterhead, envelope and business card

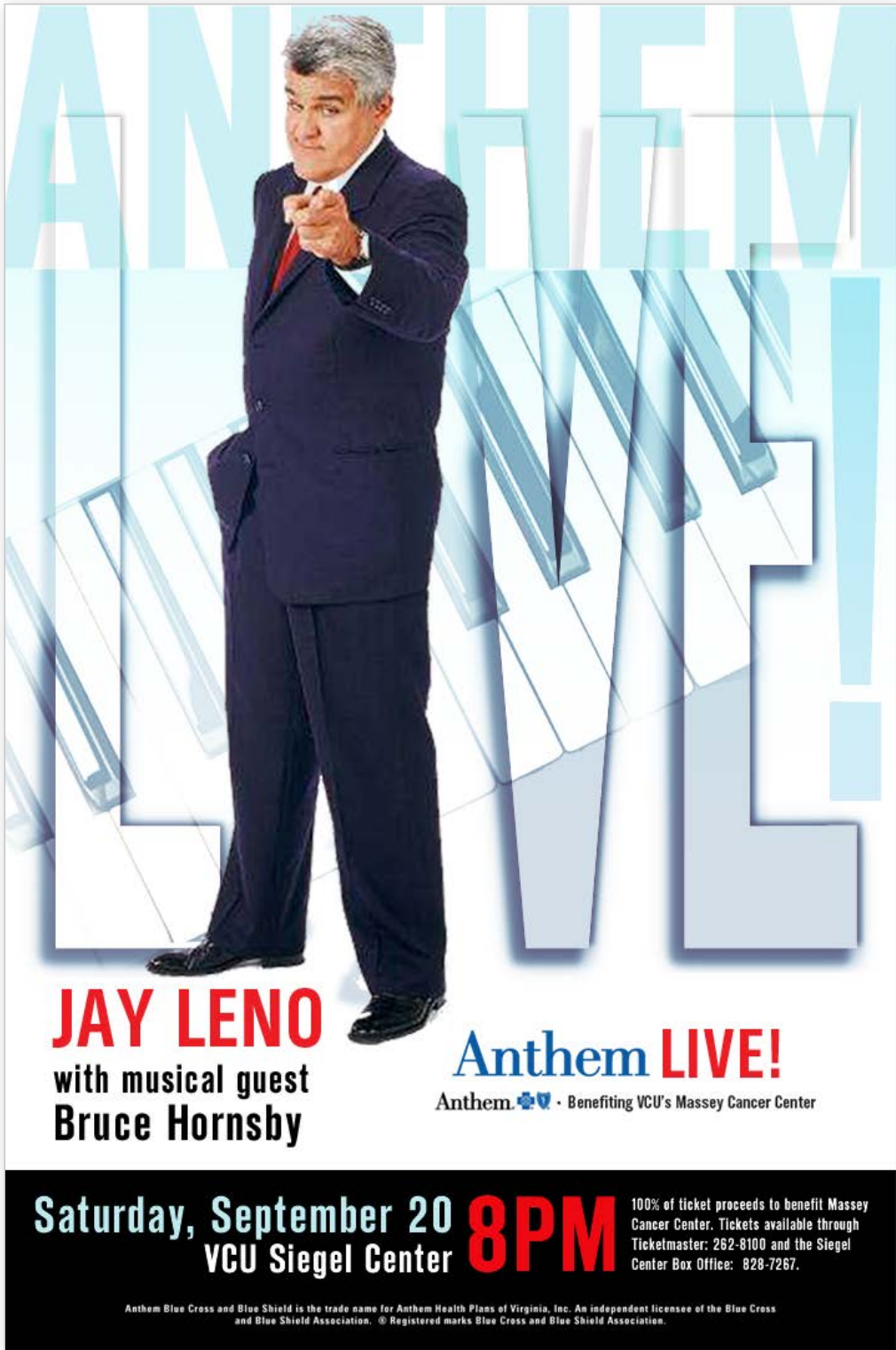


TRADE SHOW DISPLAY

<p><i>honor the</i> <b>body</b></p> <p>The purpose of vinyasa yoga is for internal cleansing.</p> <p>Breathing and moving together while performing poses makes the blood hot... the benefits of which are numerous. Thinner blood circulates more freely, so it's better able to remove pain, impurities and disease. The sweat generated is also beneficial, by removing the toxins brought out by the practice.</p>	<p><i>honor the</i> <b>mind</b></p> <p>Through regular asana practice, the practitioner's body is cleansed and purified becoming more flexible, lightweight and expansive. At the same time, the mind and spirit undergo their own purification process becoming more flexible and open through breath control and meditation.</p>	<p><i>honor the</i> <b>spirit</b></p> <p>There are health benefits of each individual pose, or "asana".</p> <p>In this pose (see picture to right), "the bad fat in the lower abdomen will dissolve, the waist will become thin and strong, and the body will become light and beautiful. This asana also cures constipation, and purifies the top part of the spinal column and the waist."</p>
experience wellness and	bliss through a therapeutic	practice of Ashtanga Yoga

Tabletop tradeshow display

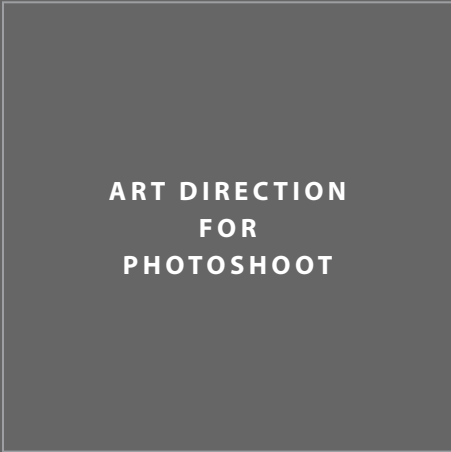
EVENT POSTER



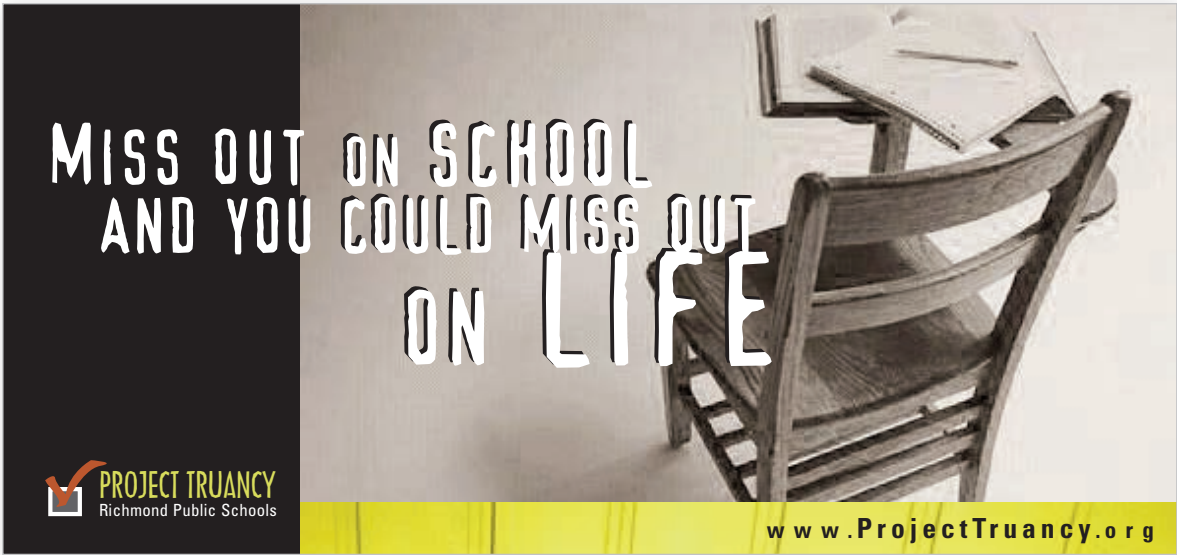
Event poster



ART DIRECTION FOR PHOTOSHOOT



BILLBOARDS + POINT OF SALE



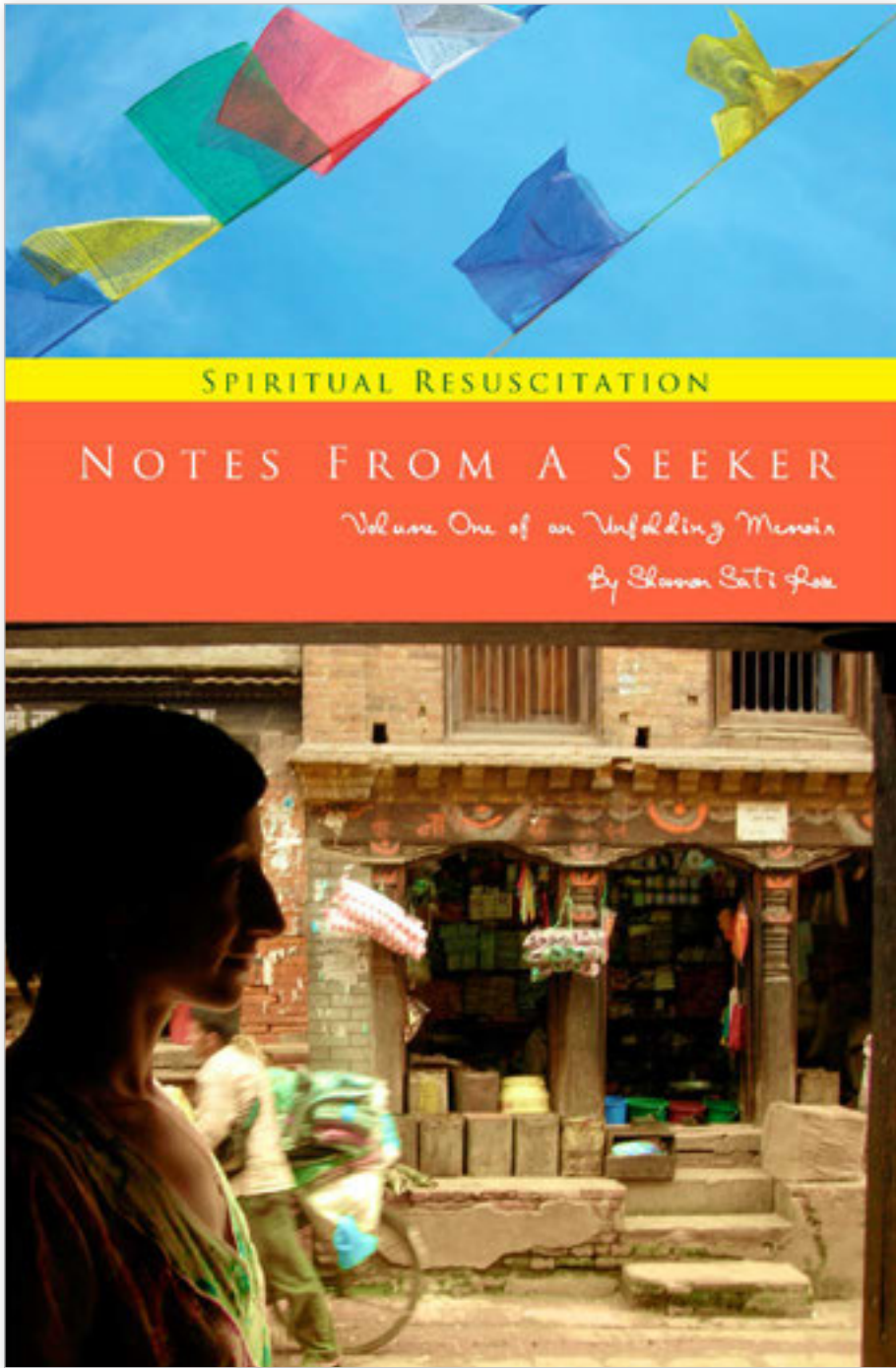


COVER DESIGN + ILLUSTRATION

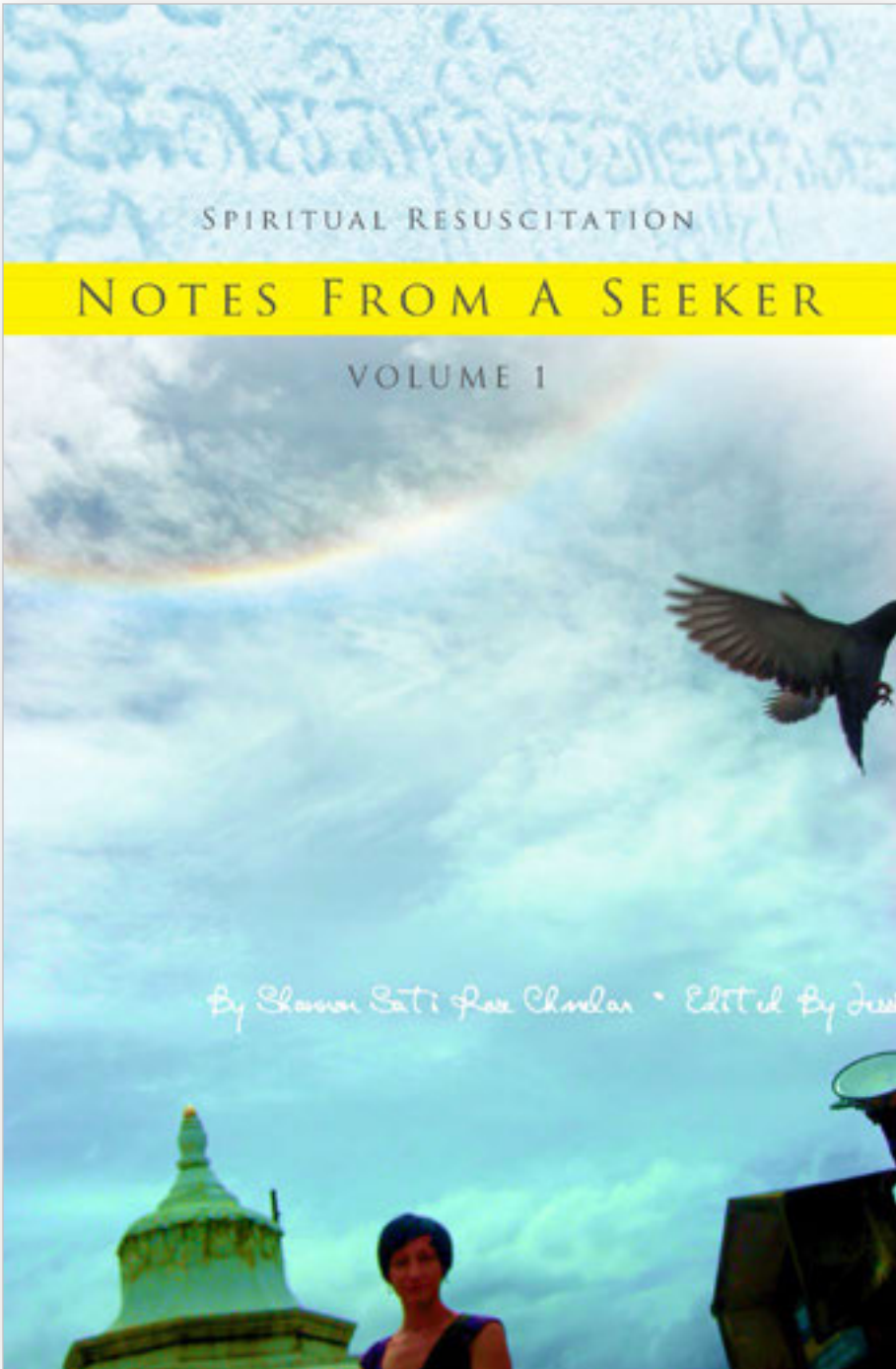


Cover art and illustration

BOOK COVERS



Book covers





many tides • many horizons • one source



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contact JenC today • explore the collaborative possibilities