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PRESENTATION SAMPLES

CREATIVE DESIGN SPECIALIST



Bluefiná
The World's Finest Bluefin



THE ICONIC DELICACY

SUSTAINABLE

BLUEFIN TUNA RANCHING

生粹



“We must plant the sea and herd its animals using the sea as farmers instead of hunters. That is what civilization is all about—farming replacing hunting”

-Jaques-Yves Cousteau, Oceanographer



ABOUT US

生粹



At Bluefiná we pledge to make ocean health and fish conservation an important priority; to continuously give back to the ocean and be a protective custodian of our pacific waters; to research and implement increased sustainability practices each year; to support organizations that dedicate their work to ocean health and ocean wildlife efforts; to reject increased quotas and over-harvesting of bluefin tuna; and to be a voice and thought leader in our industry for ocean-friendly and humane farming practices.



ROLE OF BLUEFIN TUNA RANCHING AS A CLIMATE-FRIENDLY FOOD

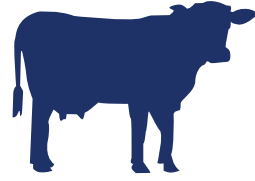
Studies show that aquaculture supports climate-friendly diets because it:¹⁷



Requires no fresh water



Requires no land based feed source

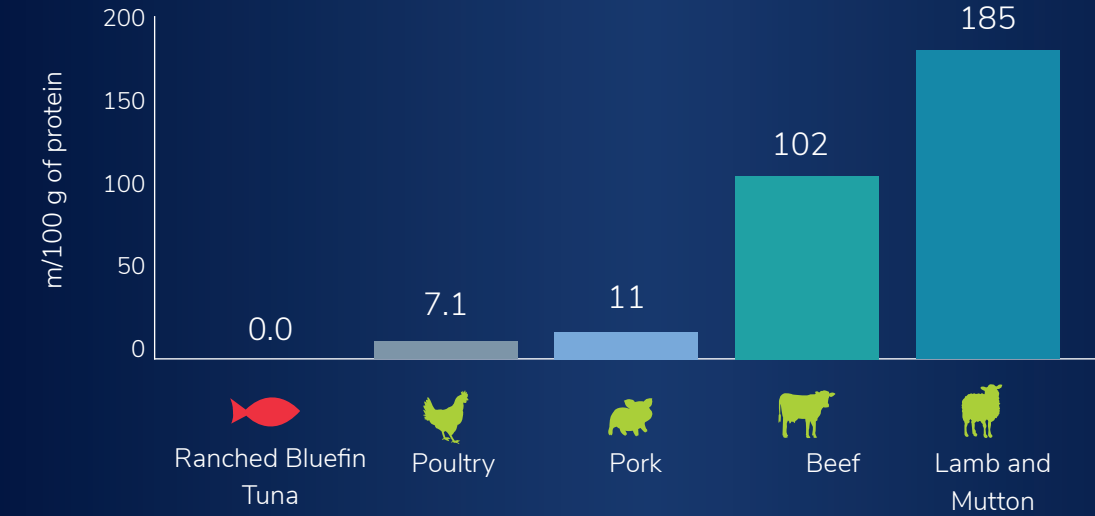


Has a lower carbon footprint than land based sourced proteins



LAND USE

The amount of land needed to produce 100g of edible protein.



WHEN DECIDING WHAT PROTEIN TO EAT, WE SHOULD CONSIDER WHAT IS GOOD FOR THE PLANET AND OUR HEALTH

Compared with Beef, Chicken and pork, Bluefin Tuna is the most planet-friendly choice in terms of:

CARBON FOOTPRINT

LAND & WATER USE

FEED RESOURCES



BLUEFIN TUNA IS HIGHLY NUTRITIOUS:

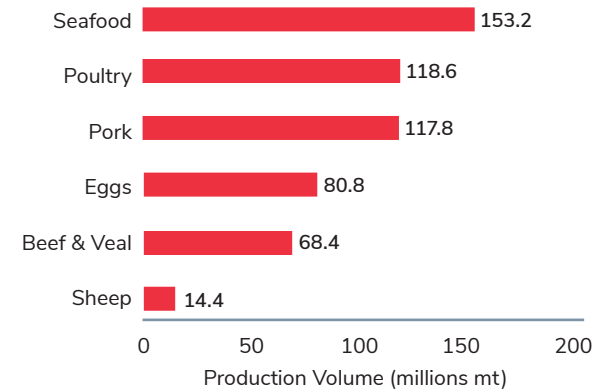
HIGH IN OMEGA-3S FOR HEALTHY HEART AND BRAIN

HIGH IN PROTEIN

RICH IN VITAMINS AND MINERALS

GLOBAL ANIMAL PROTEIN PRODUCTION BY CATEGORY²⁴

Animal Protein Production, 2016



RANCHED BLUEFIN TUNA IS ONE OF THE MOST ECO-EFFICIENT AND SUSTAINABLE FORMS OF PROTEIN

Feed Conversion Ratio ¹	0.78***	1.7-2	2.7-5	6-10
Water Consumption	0,000**	4,300	6,000	15,400
Carbon Footprint	0.6*	0.9	1.3	5.9

1. Global Salmon Initiative (GSI) Sustainability Report. <https://globalsalmoninitiative.org/en/sustainability-report/>
2. Mowi. Salmon Farming Industry Handbook 2019 <http://hugin.info/209/R/2246047/887370.pdf>

* Figures reflect feed conversion ratio and carbon footprint of ranched bluefin tuna
** Total water footprint for farmed salmon fillets in Scotland, in relation to weight and content of calories, protein and fat.
*** Baja Aqua Farms avg. feed consumption 260kg/70% water = 78kg/100kg sales weight = 0.78FCR

1. Hilborn et al., 2018. The Environmental Cost of Animal Source Foods
2. Poore & Nemecek, 2018. Reducing food's environmental impacts through producers and consumers

3. Fry et al., 2017. Feed Conversion Efficiency in AquaCulture: Do We Measure it Correctly?
4. mMowi, 2019. Salmon Farming Industry Handbook



NUTRITIONAL BENEFITS

SEAFOOD AND RANCHED BLUEFIN TUNA

Seadood plays an important role in the efficient use of long-chain omega-3 fatty acids and their transfer to humans. At Bluefina, we ensure that the bluefin tuna we sell contain beneficial levels of marine omega-3 fatty acids. Our Bluefina product is only provided wild sources of omega-3 fatty acids found in their natural oceanic environment.

Consumption of omega-3 fatty acids (EPA and DHA) is associated with:



Leads to improved brain and eye development



Contributes to an increase in your omega-3



Helps to reduce risks of heart disease



Possibly preventing inflammation and reducing the risk of arthritis^{32,33}





SOCIAL RESPONSIBILITY

Bluefiná proactively manages our operations and supports employees, customers and local communities. We view the following as most critical to ensure social responsibility.

TRUST For Bluefiná, responsibility is built through trust, transparency and accountability.

TEAM Bluefiná employees are a diverse group, in terms of both culture and areas of work. We share a common set of core values that promotes fair and safe working conditions for all.

COMPLIANCE Bluefin tuna ranching is a globally regulated industry. We are proactively working in accordance with global laws and regulations.

HEALTH & SAFETY Bluefiná is dedicated to providing the highest levels of occupational health and safety for all employees.

SCIENTIFIC Bluefiná recognizes the importance of investing in R&D as an opportunity to develop innovation and expand knowledge to improve our ranching operations.

COMMUNITY Bluefiná's Global operations actively engage with local communities and stake-holders to ensure we act as responsible corporate citizens and support development of the communities in which we operate.



SUSTAINABLE BUSINESS PRACTICES

Aquaculture is one of the fastest growing food-producing sectors on the planet. This must be managed responsibly as the industry grows to ensure it remains a sustainable option.

TRANSPARENCY One of the ways Bluefiná is ensuring responsible growth is to improve the level of transparency. It is not only crucial in demonstrating measurable progress in improving our environmental performance, but also in holding us as Bluefiná employees accountable to our sustainability commitments.

SUPPLY CHAIN ASSOCIATION The environmental performance of the ranched Bluefin tuna sector is highly dependent on collaboration with our supply chain. In order to really assess

“When seafood consumers purchase Atlantic bluefin tuna caught in the United States, they’re supporting robust environmental standards that bolster both bluefin populations and our economy...”

Randy Blankinship, chief of NMFS' Highly Migratory Species Management Division.

“...a fishing season that's normally limited to summer months is now expected to last through the end of the year.”

<https://www.satmodo.com/blog/2019/08/15/the-san-diego-bluefin-tuna-makes-a-comeback/>

“U.S. wild-caught Pacific bluefin tuna is a smart seafood choice because it is sustainably managed under rebuilding measures that limit harvest by U.S. fishermen.”

<https://www.fisheries.noaa.gov/species/pacific-bluefin-tuna>

“Not only are there bigger bluefin and more of them, a few San Diego fishermen even set a historic record with their huge catch. ”

Satmodo.com Blog

“...we have seen a level of abundance that we can't recall ever having seen before. There are so many fish out there. It's truly impressive”

David Schalit,
president of the American Bluefin Tuna Association

IT HAS BEEN A SUCCESSFUL STORY OF RECOVERY FOR THE BLUEFIN TUNA

Thanks to stricter management, conservatively low quotas and knowledge-based management, the bluefin tuna population is recovering. Integrating scientific results into the decision-making process has proven to a crucial factor in addressing the current challenges for conservation and sustainable use of resources.

Global regulation efforts have proven effective for one of the ocean's most prestigious fish. Recently large schools of pacific bluefin have reappeared to the enthusiasm of local anglers, scientists and aquaculturalists.

The last five years of bluefin tuna fishing seasons in the San Diego area has continually grown in fish size, frequency and season duration each successive year. With the first catches of the year starting in January 2021, most predict this year again to be a record season for bluefin tuna fishing.

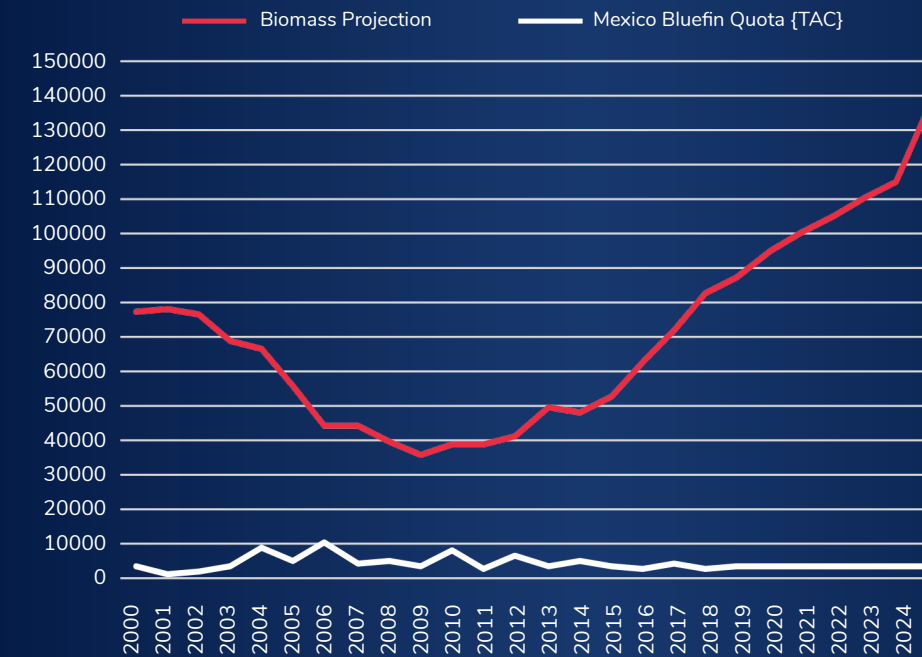


SUSTAINABLE BLUEFINA

OUR MISSION TO BE SUSTAINABLE

- EPO pacific bluefin quota is set at 3000 metric tons PA
- 2021 Total Allowable catch (TAC) is 3% of the wild biomass figures
- 2025 Total Allowable Catch (TAC) is 2% of the wild biomass projections
- We are on track to achieve our goal to be one of the world's most sustainable and responsible fisheries.

PBFT Capture in EPO vs Pacific Biomass projected to 2025
(via ITTAC October 2020)



MILESTONES IN THE RECOVERY OF THE BLUEFIN TUNA

- 2021 Quota caught in 10 days
Avg weight 75k
- 2020 Quota caught in 15 days
Avg weight 85k
- 2019 Quota caught in 10 days
Avg weight 85kg
- 2018 Quota caught in 5 days
Avg weight 60kg
- 2016 Mexico Audits industry annually
- 2014 Mexico assigns BFT to tuna ranching only
- 2013 Mexico government bans BFT in cans
- 2012 Tuna Quota Introduced
- 2010 No Quota
- 2007 18 Tuna seiners
90 days fishing

LIVE PAIN FREE.

STAY ACTIVE. DO WHAT YOU LOVE.



moji®





ADDRESSING THE ACTIVITY PARADOX:
DO MORE PAIN FREE
HOWEVER, LIFE TAKES ITS TOLL





MOJI'S INNOVATIVE PRODUCTS ARE CHANGING THE GAME

- Moji's new heated products position Moji as a true leader in the massage/pain relief space.
- Moji is changing the way people recover and deal with everyday aches and pains.
- Strategic partnership with leading product development firm (PDT).
- Moji's recent successful Kickstarter campaign for its Heated Cushioned Roller put it in the top 1% of all Kickstarter campaigns.
- Moji has sold over 300,000 massage and recovery products to date.
- Extensive U.S. and International IP Portfolio with multiple patents pending on new MojiHeat™ product line.
- Current distribution in 1,300+ US doors. This number is expected to grow significantly with the introduction of the MojiHeat™ products.
- International distribution is also growing quickly.
- Dedicated Amazon and eCommerce strategy for "Today's New Retail."
- In-House fulfillment of products.
- EDI capable.
- At Gomoji.com features extensive content library that includes videos, blogs, and articles about living pain free and the benefits of heat and massage.
- Active, engaged and growing social media presence.



moji HEAT

REVOLUTIONARY

HEATED CUSHIONED MASSAGE BALLS

- Targeted deep tissue relief with the added benefits of heat.
- Simply microwave and enjoy the heat therapy for up to 30 minutes.
- Great for pinpointing problem areas in small or large muscle groups.
- Features a cushioned exterior with a rigid inner core for exceptional comfort and durability.
- Available in 4" and 2" sizes.





mojiHEAT

INNOVATIVE HEATED CUSHIONED ROLLER

- MojiHeat™ cushioned roller combines the benefits of foam rolling with the comfort and relaxation of heat therapy.
- Simply microwave and enjoy heat therapy for up to 30 minutes.
- Targeted relief for large muscle groups.
- Features a cushioned exterior for extraordinary comfort.
- Elongates muscles, alleviates pain, releases endorphins, and increases flexibility.

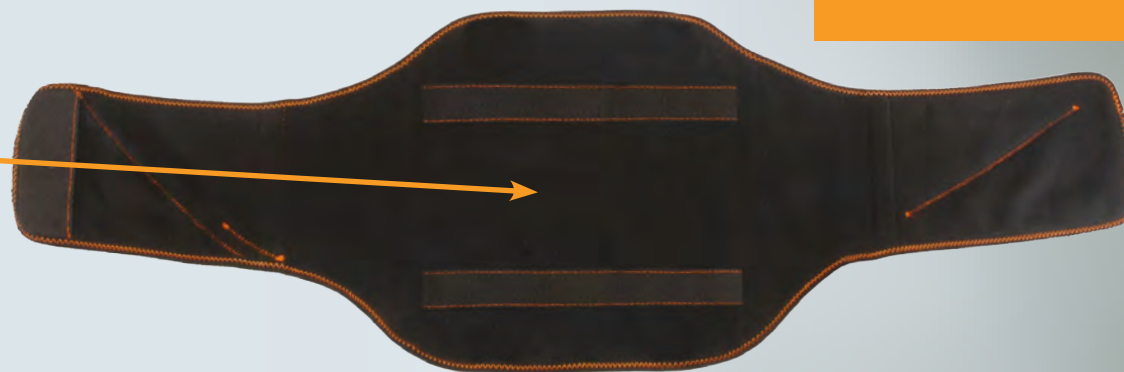
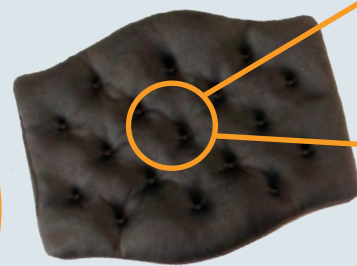




MOBILE MOIST HEAT WRAPS

- Deep penetrating and effective natural pain relief.
- Reduces muscle spasms - a major contributor to back and neck pain.
- Helps increase range of motion.
- Wearable comfortable designs with athletic aesthetic and premium 4-way, stretch antimicrobial fabrics.

Patent pending Moji Moist Heat Cell



CERVICAL

Neck

THORACIC

Mid Back

LUMBAR

Lower Back





PRO MASSAGE PRODUCTS

- Freely rotating stainless steel massage spheres offer a 360 degree massage.
- Can be placed in freezer for an ice massage.
- On the go instant pain relief.
- Portable and compact.
- Can be used anywhere on the body.

MOJI CURVE PRO Great for quads, hamstrings, calves, IT bands, and neck/back.



MOJI MINI PRO



Perfect for neck, shoulder, arms and legs.

MOJI FOOT PRO

CURRENT BEST SELLER

Pain relief for plantar fasciitis, sore, and tight feet.



**CONSUMED
WITH
PASSION**




TEQUILA INSPIRATIONS
DISCOVER UNEXPECTEDLY



WANSAS
TEQUILA



**EXPLORE
PASSION
DISCOVER
UNEXPECTEDLY**



“I would rather die of passion
than of boredom.”

—*Vincent van Gogh*

Wansas didn't begin making tequila solely to make a living—from day one they've had a true passion for the craft; an authentic tradition passed along to this day. This same passion is what also consumes the people drawn to the spirit Wansas stands for—inspiring creative expression and the power of sharing. Wansas is authentic, versatile, innovative, extraordinary and driven by the pursuit of perfection. We support the historians, writers, artists, mixologists and musicians who are consumed with the passion to explore beyond the expected. We hope to inspire you to express yourself in everything you do.



WANSAS
TEQUILA

INTRO

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With Passion

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Cocktails

SUMMER

41 Bright
Cocktails

AUTUMN

65 Fall For
Cocktails

WINTER

81 Chillin'
Cocktails

DISCOVER

99 Artists
Inspirations

TO BE CONSUMED WITH PASSION

Energy is all around - the earth, the wind, rain, the sun and the stars. However the most powerful lives within us- our mind, heart and soul. Our expressions are a unique, yet we connect through sharing. Tapping into our passion empowers us to pursue, explore and discover unexpected successes. By being consumed by passion, we will grow from improve on status quo and create a more flavorful, vibrant world.



MIXOLOGIST TOOL BOX

Lorem ipsum dolor sit amet, qui errem expetendis cu, usu malis deterruisset ex, utinam urbanitas mel no. Mutat civi-

- 1 Long stemmed stirrer
- 2 spoons
- 3 Steel strainer
- 4 Pulp masher
- 5 Jigger
- 6 Fruit Press
- 7 Paring Knife



ESSENTIAL GLASSWARE

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has id, accusata sapientem

Coupe

Tall

Martini

My Heritage

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My Discovery

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Why My Passion

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MIXOLOGIST

ALEX GONZALES

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TRUNK ARCHIVE

TRUNK ARCHIVE

TRUNK ARCHIVE

Tales of Tradition

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Power of Passion

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History Teaches

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THE ARTISTRY OF MIXOLOGY

ALI HERNDEZ

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HEATING UP TRADITION

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2 oz. Tequila (Silver)
3 Limes
3/4 oz. Fresh Lemon Juice
3/4 oz. Agave Nector

CHILI MINT MARGARITA

Muddle lime pieces and strain the juice from seeds.

Fill a cocktail shaker with ice.

Add the tequila, lime juice, lemon juice and agave nector –shake.

Line glass and add dashes of Fresh Serrano Chili.

THE INSIDE SHAKE UP

When you're lucky enough to find these bright, sweet-tart citrus fruits, shake them into a tequini! Bursting with flavor it will brighten up the day!



2 oz. Tequila (Silver)
1 1/2 oz. Kumquat Juice
3/4 oz. Fresh Lime Juice
3/4 oz. Soda
1 Sprig of Rosemary

CITRUS TEQUINI

- 1 Fill a cocktail shaker with ice.
- 2 Add the tequila, lime juice and kumquat juice and shake vigorously.
- 3 Strain the cocktail into a glass filled with ice.
- 4 Garnish with rosemary sprig and kumquat rounds.

WILD ABOUT W-MELON.

When watermelon is in abundance, this is a great way to use it. Mix it with silver tequila, sugar syrup, blueberries, mint and fresh lime juice. Enjoy!



2 oz. Tequila (Silver)
1 1/2 oz. Watermelon
3/4 oz. Fresh Lime Juice
3/4 oz. Agave Nector

SPICY WATERMELON

Muddle watermelon pieces and strain the juice from seeds.

Fill a cocktail shaker with ice.

Add the tequila, lime juice, watermelon juice and agave nector -shake.

Muddle a Fresh Serrano Chili Wheel into the cocktail.

1. Human beings are longing to be human.

Create a pulse by including humanity to show warmth and life within the beautiful spaces. Be the brand that embraces connection, overcoming feelings of isolation created by the pandemic.

Benefits and Challenges of Working From Home by Country

United States

Benefit

- 1 No Commute
- 2 Ability to Focus + Be Productive
- 3 No Office Distractions

Challenge

- 1 Sense of Isolation
- 2 Productivity
- 3 Speed of Decisions

2. Invest In Quality

Temporary is fine if it really is temporary, but when it becomes permanent- you need something that really works.

“Everything felt very temporary until. It didn’t. My standing table, my foldable table, felt OK until it was a month and a half in and my back was killing me. My barstool felt OK until I realized I was hunched over all day and needed a different solution.”

–Steelcase Research Study, 2021





3. Fashion, Style & Comfort

“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”

–Coco Chanel

“Fashion changes, but style endures.”

–Coco Chanel



Young Adult leaders will
be formed and developed

TO SERVE & SHARE THEIR FAITH

WHAT WE ASK

- ❖ **Cor Missionaries**
 - ❖ Make a lifestyle change and accompany their peers to Christ
 - ❖ Commit to a yearly term with 3-5 dedicated hours per week.
 - ❖ Lead and mentor Diakonia Crews

WHAT WE COMMIT

- ❖ Make a lifestyle change and accompany their peers to Christ
- ❖ Community (monthly and bi-monthly formation nights)
- ❖ Mentorship



TO LOVE AND BE LOVED

76% OF TEENS USE
SOCIAL MEDIA

57% ON PHONE FOR
4+ HRS/DAY

67 AVG SEND/RECIEVE
TEXTS PER DAY

90% SAY THEY SPEND
TIME WITH FRIENDS
ON SOCIAL MEDIA

MORE THAN
50% GEN Z SCORED
10/11 ON CIGNA
LONELINESS INDEX





ADDRESS THE CURRENT STATE

TEAM VALUES & CHARISMS

MISSION

Equip and empower young adults to create attractive Christian Communities that invite other disengaged young adults in Chicago to experience Jesus Christ and His unconditional love for them.




CHARISMS

- ❖ Reliance on the Holy Spirit
- ❖ Spiritual Healing & Growth
- ❖ Accomplishment
- ❖ Praise & Worship

VALUES

- ❖ Hope
- ❖ Jesus Centered
- ❖ Radical Hospitality
- ❖ Unity
- ❖ Leadership & Invitation
- ❖ Authentic & Vulnerable
- ❖ Intentionally Open & Available
- ❖ Interreligious & Ecumenical





“ From the time
I was rolling my
own barrels around the
shop floor, when I
started Belle Aire,
I knew to be successful,
I would have to
surround myself with
smart, talented
people. ”

—Don
Founder & CEO

Smart, talented, passionate,
innovative, and dedicated

Shared vision of how we approach
our customers and their products

Execute that vision every minute of
every day, In every department



“

The fragrance and fragrance technology business, like others, is all about the relationship. The Belle Aire sales teams goes all out to understand the customer's business, their brand and their unique reason for being. ”

-Stacy

Understand you, our customers, inside and out

What makes you, your products and brand truly unique

Core list – getting there and staying there

“ A lot of companies spend time and money tracking growing trends.

At Belle Aire, our marketing people bring our customers the benefit of not only identifying current and future trends, but how best to uniquely put those trends to work. ”

-Clift



Creative direction

Trend analysis

Putting current market data to work.

Analyze & present sales data to support marketing presentations

Analyze & present sales data to support creative marketing presentations



Background

Getting us
grounded.

**CONSUMER
COMPLACENCY**

Regarding furniture brands
– brand is at the retailer
level.

**CATEGORY
ACCEPTANCE**

Willingness to
buy furniture
online is high

**PURCHASE CYCLE IS
EXTREMELY SHORT**

Need to capture
interest/sale at first
touch (75%) same day

STYLE TRUMPS ALL

Price elasticity if love
the look/product.

**PURCHASE
TRIGGERS**

Moving and
desiring a refresh

**HAPPINESS
GOOD FEELINGS
SATISFACTION**

Consumer end
benefit once furniture
in-use



Examples

Companies that have changed their names to signal a strategy shift.



BELNICK BRAND STRATEGY



PURPOSE:
(Why do we exist?)

We believe great spaces make people happier, more productive and fulfilled.



VISION

To curate brands that empower our customers to re-imagine their spaces—inside and out.



MISSION

To inspire people to create happier, more satisfying spaces



The true star of our film is Calphalon. The two worlds of factory and home shots will each feel distinctive with lighting that accentuates the premium quality of the cookware no matter where we see it.

Your brand guidelines are precise and helpful. During pre-production, I'll get to know each one of the pots and pans in the collection closely so we can design the best shots and food preparation around them.

LOOK & FEEL OVERVIEW

GRAPHIC. DYNAMIC. CINEMATIC.

We are up close and personal with Calphalon as it's made and put to work. Hard crisp light keeps the signature Calphalon surfaces looking dramatic and vivid while showing off the detail.

In every action, we feel the passion for craftsmanship. From machinery pounding out metal to hands at work in the kitchen, the tone is confident, empowered, and inspiring.

Choreographed actions move in time with the rhythmic sounds of the factory and kitchen pressing, pounding, chopping, polishing, washing, trimming, swirling, and searing, and build to a heroic reveal of the Calphalon Premier Collection and an empowered Chef impressed with his spectacular results.



VISUAL APPROACH FOOD

My approach to capturing food photography that enlivens all of the senses starts with partnering with an expert Food Stylist. It should look delicious and REAL- approachable and not overly stylized.

I'll compose and light each frame with as much attention to detail as I'll bring to the product shots. Bright light and natural shadow accentuate the cookware and food.

Shots are elegant and uncluttered, with framings that can fill the frame or work well as a split screen.

There is no limit to what we can create with the Calphalon Premier Collection. To get the discussion started, I've imagined the story with two recipes that call for a wide selection of pans and are colorful: Pan Seared Seabass with lemon rice and Lamb Chops with sweet potato veggie hash.

During pre-production we'll work closely with you and a food stylist to finalize the perfect recipe and build our shot list around them.

These are some great options:

<https://www.georgedolese.com/>

<https://lynngagne.com/photo-gallery>

<https://www.wsfoodstyle.com/>

<http://kathyaragaki.com/>





ACT 3:

EXPERT RESULTS

It's the heat of the moment, right when all of the dishes are coming to their peak before serving. The camera moves around our chef as he expertly tends to several pans on the gas stovetop with choreographed precision. He knows exactly when each one needs to be pulled from the heat.

Cut to our man raising a spoon to taste-test his creation. In close-up we see his face light up with a smile of approval as he pulls one of the pans and turns to the counter to plate it.

VO: Because to cook without passion... Is just to make food.

Cut to a hero beauty shot of the Premier Collection standing boldly and filling the island.

I'll cover the set up in several different camera moves: pushing in, panning across, booming down onto it to capture the best angles and details. The framing needs to accommodate the logo that appears and the hand that comes in to take one of the pans.

VO: Calphalon Premier with 40% longer-lasting Nonstick - Legal Disclaimer: 40% longer-lasting Nonstick vs Calphalon Classic. Made to feed your passion.

SUPER: Calphalon [logo] Premier Cookware. Hard-Anodized | Nonstick | Oven-safe

END



LOCATIONS & ART DIRECTION

ELEGANT. INNOVATIVE. CONTEMPORARY.

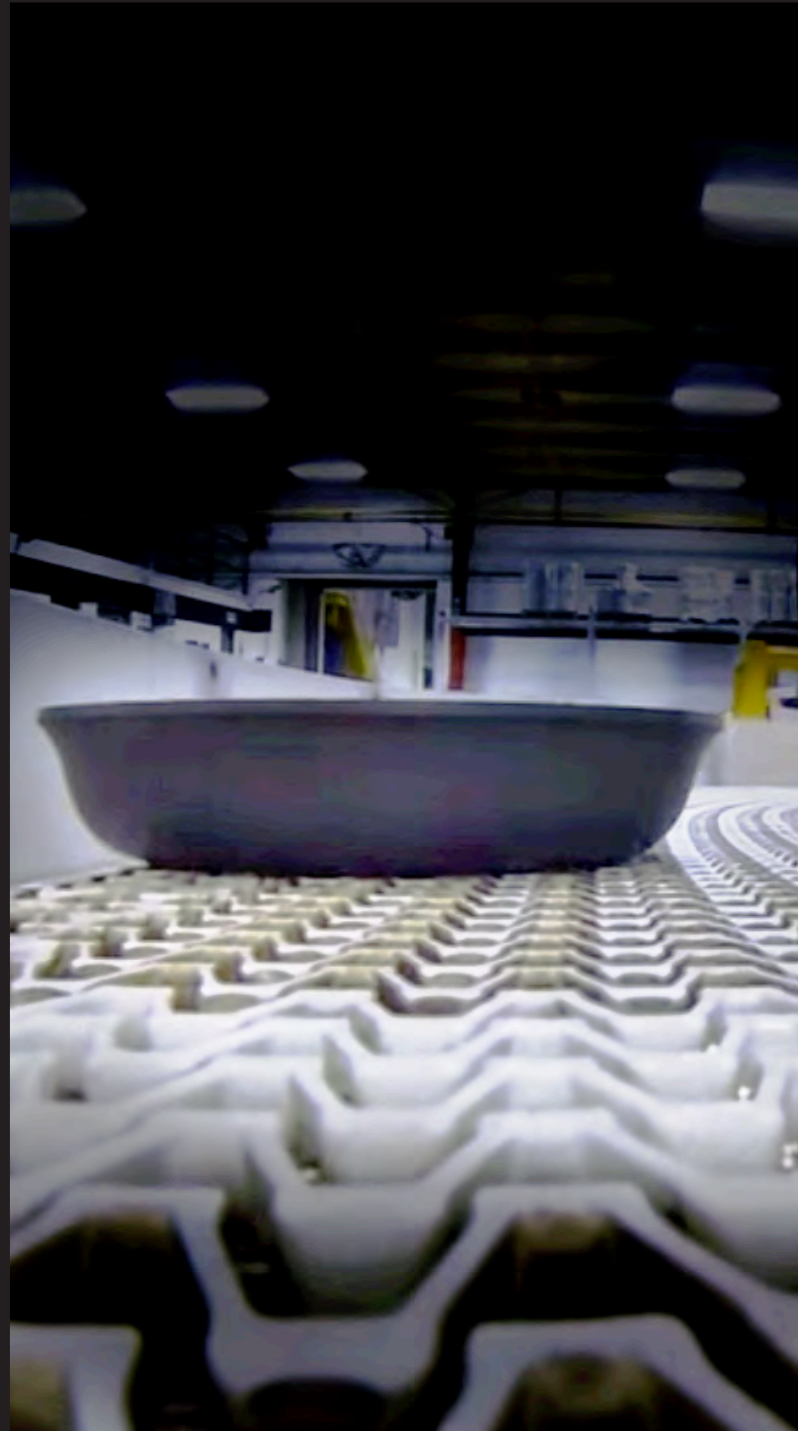
The visuals in your brand guidelines and boards are fantastic. It's an excellent launching point for the refined aesthetic we are after. The locations express the sophisticated Calphalon personality. The set dressings show an appreciation for design in a relaxed and stylish way.

Factory: It's great to hear that our Calphalon team is so supportive of our shoot coming to the factory. My team and I are well versed at being professional and courteous guests in working environments while keeping a small footprint.

Together we can determine exactly what machines and parts of the line to feature and then build micro sets around them.

Home: Our kitchen is spacious and modern with high end appliances and fixtures. Bright, airy and open with clean lines and plenty of space to work. This is the kind of kitchen chefs dream of having; tons of counter space, premium appliances, and loads of storage for their tools.

Designer Office: Within the home location, we'll create a set for our Designer's office and film all casted talent at the same location. A clean, modern desk with her design tools filled with Calphalon designs will immediately tell the story of who she is.



CASTING AND PERFORMANCE

Our cast represents the sophistication, expertise, and intelligence of this discerning brand.

Wardrobe, hair and makeup will mirror the brand guidelines with cool palettes, solid colors and sleek designs.

Even if we only see her hand, our Designer/Engineer should mirror these attributes with a mixture of refined intelligence and expertise. She's confident and inventive.

Our Home Chef is the kind of man who wants to get the best out of every meal. He meticulously plans, preps, times and executes his craft but he loves experimenting with new recipes and ingredients. He's successful and able to afford the best tools and ingredients.

I recommend also casting a professionally trained chef as our hand model for the tight shots of slicing, dicing flipping and tossing. Every action should feel informed by experience and confidence.



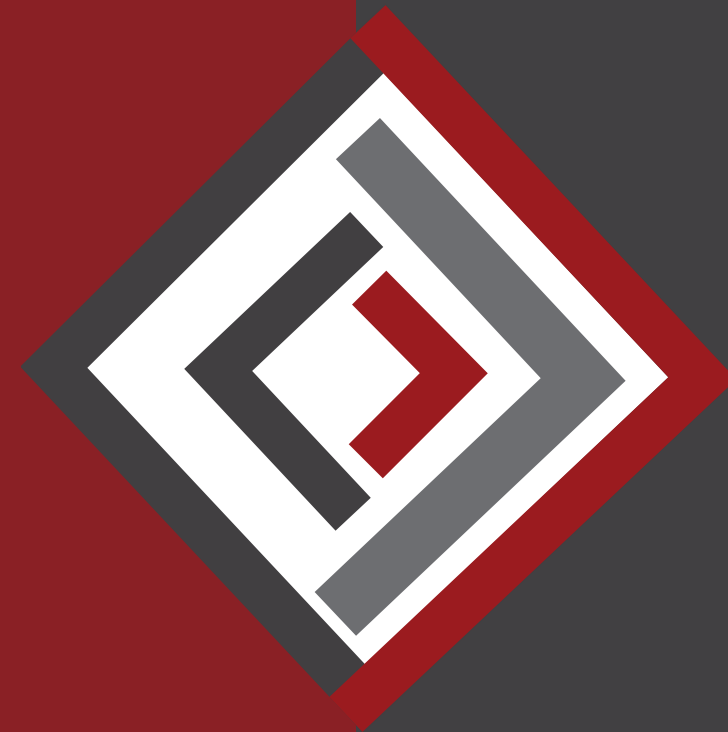
EDIT & SOUND

Every frame will have something beautiful and inspiring to see. Compelling split screen combinations and cutting on action will propel the story forward. Amplified factory and kitchen sounds will be the heartbeat of our films, unite factory and home, and enliven all of the senses; just like the best food does.

COVID COMPLIANT PRODUCTION

My team and I are experienced in Covid Compliant Production Protocol. We will customize our crew and call times to accommodate pre-shoot testing, on set temperature taking, and questionnaire completion, as well as have Covid conscious craft service and catering. Our crew will wear masks and social distance at all times.





CommandScope
When seconds matter



> Our Story


For nearly a decade, RealView LLC built the foundation for the future of emergency incident planning and response software. In July 2018, inspired by personal tragedies, our founders acquired the assets of RealView LLC and set out to change the way we respond to emergencies.

Now operating as CommandScope LLC, the company has mapped out an ambitious plan for growth that will give first responders unprecedented access to the information they need to save lives and mitigate property damage during an emergency.



Every second matters during an emergency

CommandScope gives first responders the best available data to make rapid decisions. Used before, en route to, and on scene an incident, **CommandScope makes our communities safer.**





> We Believe

> Faster responses save lives, mitigate property damage, and therefore make our communities safer.

> The right information, in the right hands, at the right time speeds decision-making.



> First responders in every community should have access to relevant information before and during an emergency.

> Faster decisions shave seconds off first responder and community responses.



> Data

INTEGRATED

Connection to Computer Aided Dispatch systems and Property Management Systems reduces dual entry of data and gives users more complete, relevant information.

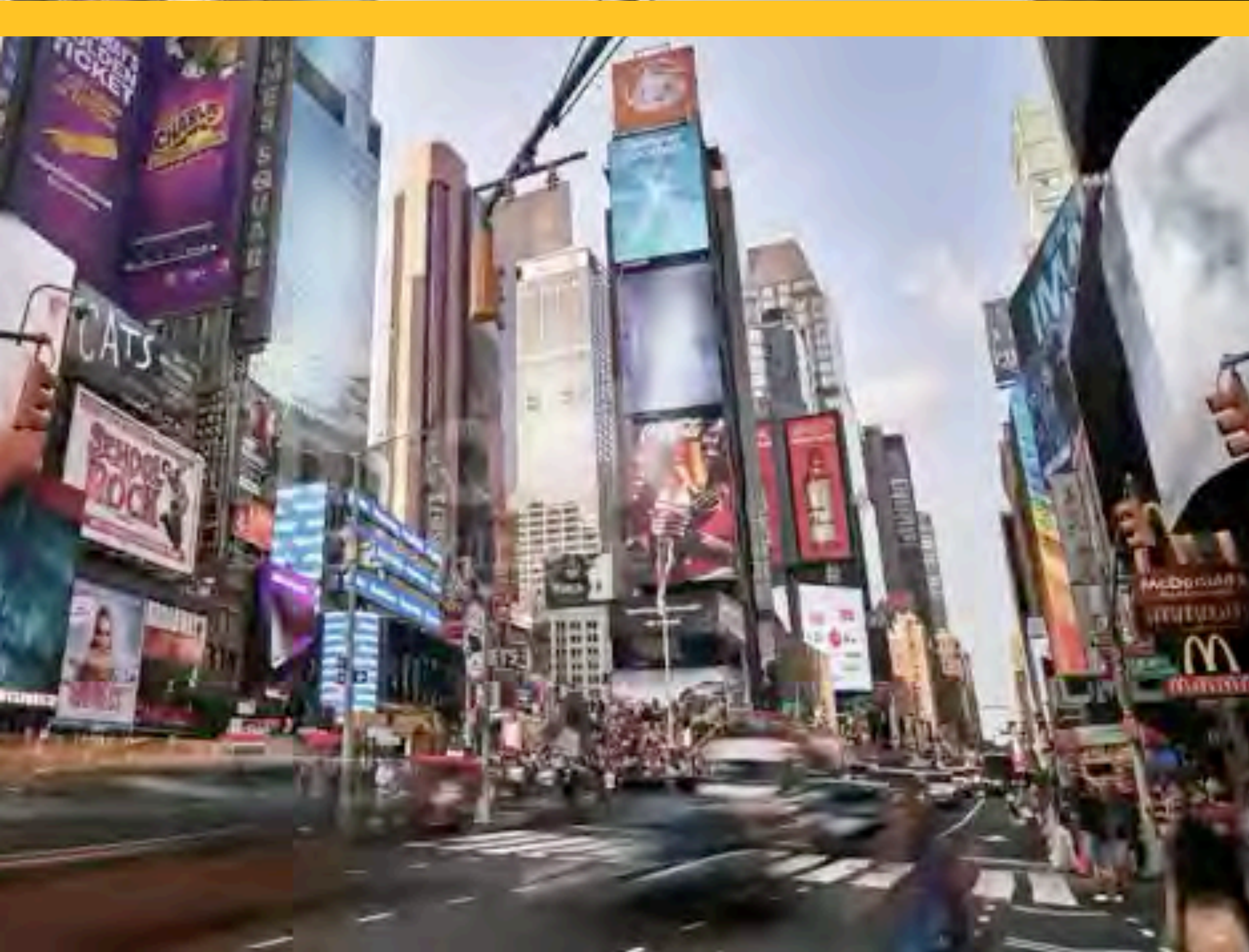
UPDATED

Near-real time updates give every user the most recent data.

APPROACHABLE

Modern database architecture puts information in the hands of first responders – what they need, when they need it.





PEOPLE
ARE
TIME
STARVED

THE EXPO GROUP
Today. Tomorrow. Together.®

YOU ARE A BRAND

We make it
easy

+

Strategic
Experiences

THE **EXPO** GROUP
Today. Tomorrow. Together.®



ALL CONTENT CREATORS

Travel with **8** connected **devices**

Watch **68** videos
a day

80% of millennials want
brands to entertain them

Expectations
are different & higher

69% crave **adventure**

Don't want to **be sold** to

Supporting a
greater cause
is essential

4 generations
coming together

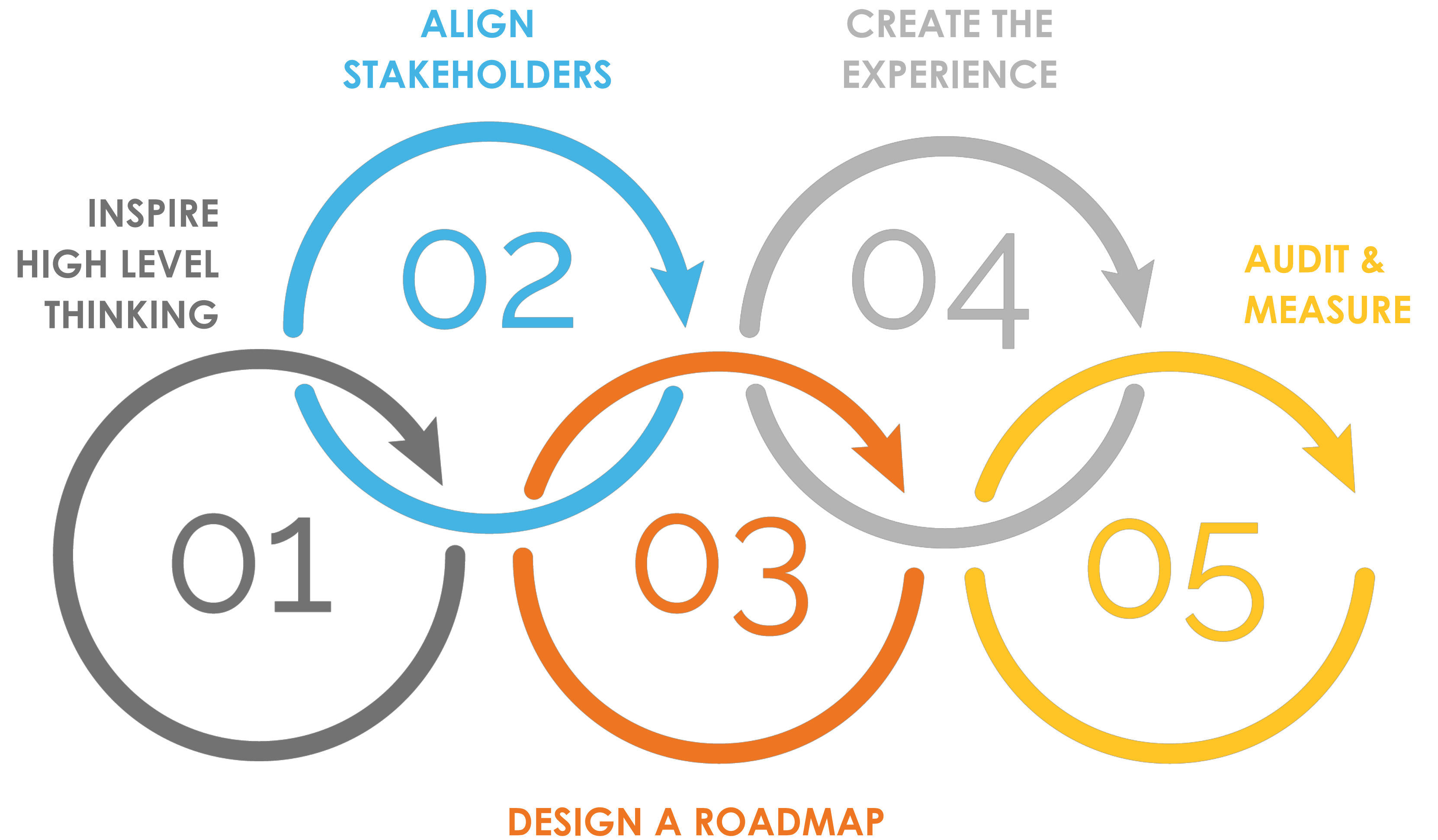
With our investment mindset and strategic teams we help challenge traditional thinking and business models. Supporting this higher level of experience with already tight budgets is a challenge we see across the board. We see this as an opportunity for you. Brands are changing the way they spend valuable marketing dollars – shifting to a more focused live experience a more human to human channel. This industry alone is predicted to reach \$743 billion by 2020.

THE EXPO GROUP

Today. Tomorrow. Together.®



PROCESS FOR THE 5 PHASES



WHAT

WHAT WE KNOW:

AN INTRODUCTION

Grinnell is embarking on a comprehensive campaign scheduled to kick off publicly in Fall of 2019. The launch will be comprised of a multi-city roadshow and signature on-campus events. The venues for these events are not yet defined, and will take shape along with the campaign objectives and messaging. How we use each specific venue and engage attendees requires careful attention to the culture of Grinnell and the future that is envisioned. At the core, we must engage the hearts and minds of all who experience these moments.

We understand the specific initiatives and case statements of the upcoming campaign are being crafted by Grinnell and the Thorburn Group; this is the perfect time to consider size, scope, tone and technical components of the event experience. We understand the aim of these roadshows is to celebrate success, showcase alumni donors and leaders, highlight campus leadership, inspire interest, educate attendees about the need for giving, show how their money matters, and make it an event worthy of story. We aim to help you bring the ideas rooted in Iowa soil to over 10 cities around the globe, and we'll be with you every step of the way.





LEVEL5 EVENTS:

OUR APPROACH

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WHAT WILL HAPPEN:

By the end of the **Strategic Design Phase** you will have in hand an outline of specific creative content materials that focus on showcasing the Grinnell of today and sharing the vision of how Grinnell is moving forward, helping the community understand who Grinnell is, not just what Grinnell does. These materials are designed to celebrate the Grinnell Promise, exemplifying the purpose, creativity, influence, acceptance, and genuine nature by which the community perpetuates teaching, learning, and inquiry.

So, how does it happen? How do we take all of the information, all of the Grinnellian greatness, the feel of the campus, and then send it around the world for audiences to enjoy? How do we partner with Grinnell to move strategy into execution? How do we help you deliver?

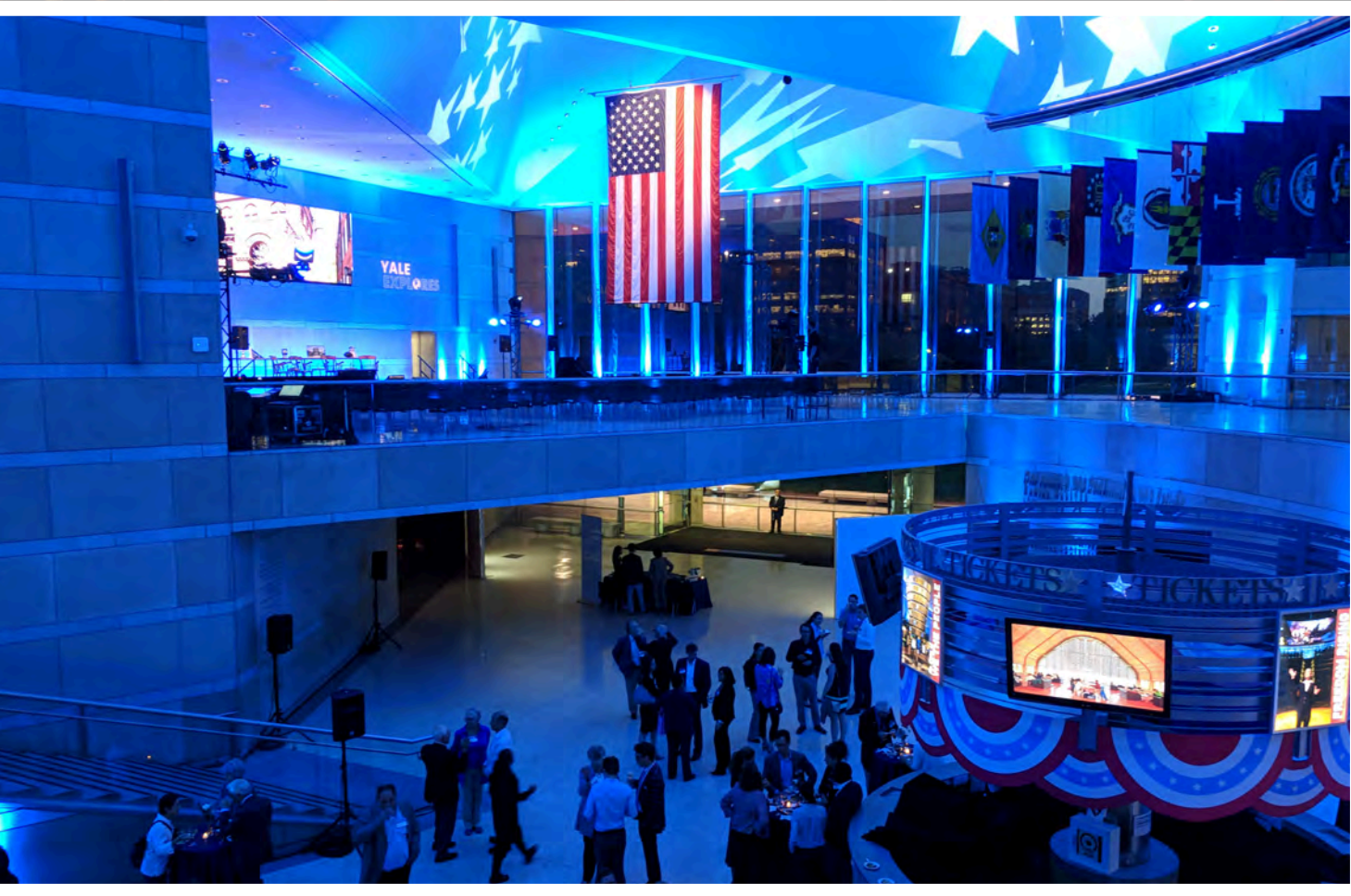
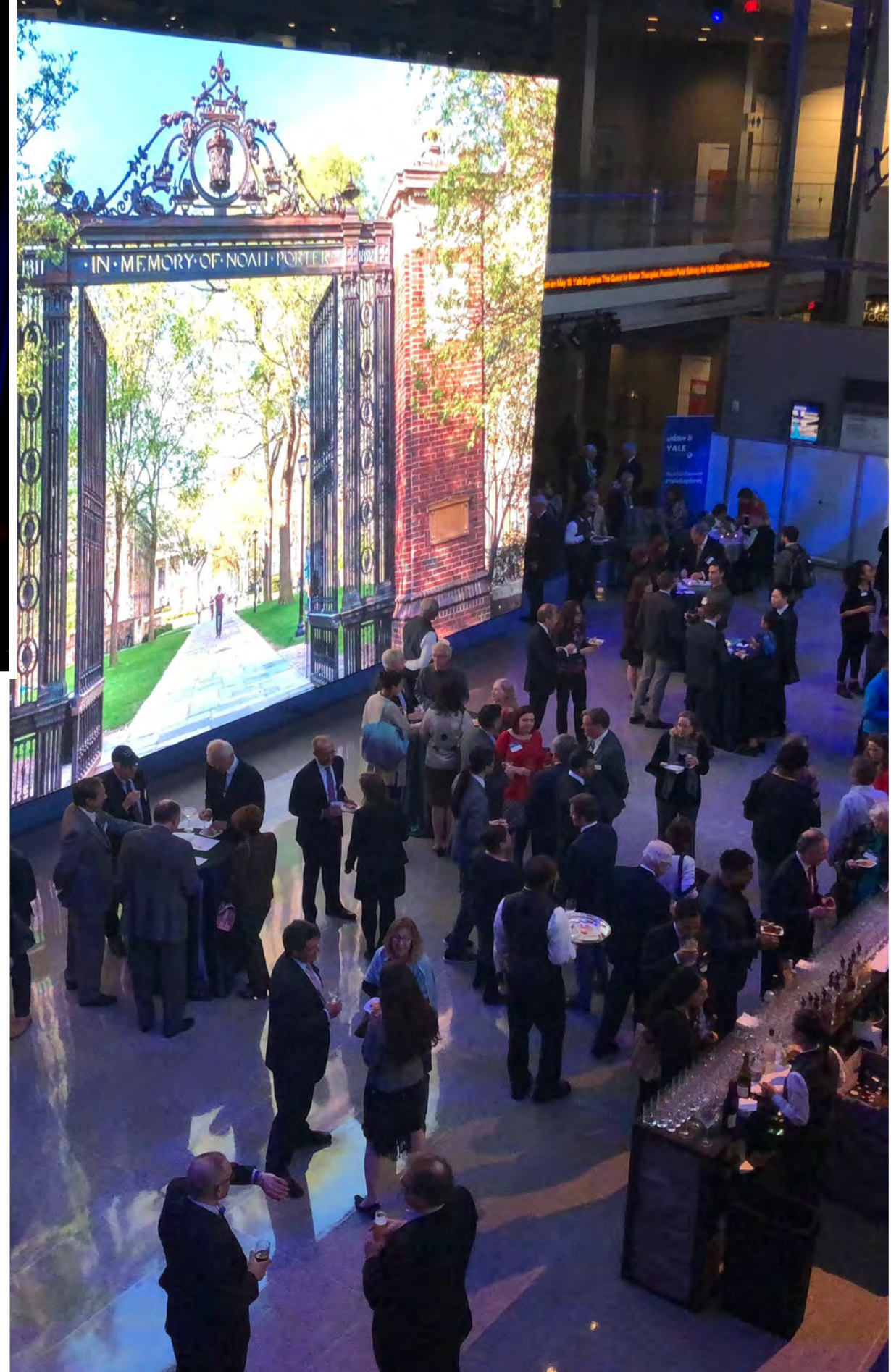
GLAD YOU ASKED.



REAL RESEARCH

We work directly with every program participant, interviewing them in person or over the phone, and identifying their points of passion for Grinnell. After each interview, we transcribe and organize notes, highlighting the most salient points that hit on the overall Campaign message. Working with the audience matrix and drafted run of show, we begin to weave speakers, presenters, and participants together; figuring out who speaks first, last, and how stories in between can complement the ones that came before. If we've decided to incorporate engagement zones, we'll make sure participants have everything they need to create an engaging hub of activity and immersion. Putting these pieces together is called the Run of Show, and it will detail minute by minute what is happening during the event, who is involved, what is needed, and what message will be delivered.





CASE STUDY

YALE UNIVERSITY

'Yale Explores' is a series of life-long learning events designed to engage Yale alumni off-campus in anticipation of a new campaign scheduled to launch in a few years. Each event features a panel discussion among faculty on a unique topic, followed by brief remarks from President Salovey. In Washington, DC at the Newseum, the topic was "Urbanism in the 21st Century City". In Boston, at the Museum of Science, we focused on "The Quest for Better Therapies". Events were held in Lincoln Center in NYC and the National Constitution Museum in Philadelphia. We will head to Los Angeles and San Francisco next spring with perhaps international cities added down the road.