



ZENKER
MARKETING

Gary Zenker • 610.883.2346 • garyzenker@gmail.com



“But you’re just a writer...”

Well...not exactly.

It’s true that I often serve as the primary or only writer on a project. That’s because once clients realize my strategic nature and ability to understand the larger business perspective, they appreciate the fact that I offer something most writers can’t. So they lean on me more heavily.

Many times, I’m invited into a project for my marketing skills. Sometimes I am asked to create a marketing plan or a product management change. It could include a customer journey mapping, competitive research, or a SWOT analysis.

I often team with the designer on the creative direction. That means offering ideas and concepts for graphics or the visual presentation. They, of course, take my suggestions and make everything 100 times better than I could have imagined. That’s the advantage of collaborating and letting people do their own best work.

So even when I am just hired to write copy, no one thinks of me as “just a writer.”

Work with me and I bet you won’t, either.

Video Scripting



ECRI INSTITUTE Cross-CheQ



[Watch the video](#)

Contracted to assist with a product launch, I took the lead on many campaign elements. I suggested and scripted this humorous video, outside their normal consideration. It was implemented by an in-house animator.

If it feels like “The Twelve Days of Christmas” with the repetition, that was the idea.

Highly successful and well received by the company and their prospects.

AUDIENCE: Hospital and medical supply buyers, ages 38-58; others with supply chain budget and general budget responsibilities; device and supply distributors.

PRODUCTION: In-house

VIDEO SCRIPT (2:45)

The goal is to illustrate several challenges of Supply Management in a humorous way and the pressure on Tim, the Value Analysis Coordinator, by creating office chaos.

Office with guy at desk center (room for people to enter at both ends). Supply chain guy enters.

SCG Hey Tim, Looks like we're out of stock on IV catheters X-1000-B. We need 2500 of them.

TIM Let me check. (computer key clacking) Manufacturer is out of stock on that item.

SCG What's the alternative? Is there a functional equivalent?

TIM (more computer clacking, a little faster) I need to do research and get back to you tomorrow.

SCG Okay.

Before SCG can leave, next person walks in

SCW Tim, they've recalled the Ticker 1040 Pacemakers. What's our alternative?

TIM (clacks on computer) I need to do research. I'll get back to you tomorrow.

SCW We need them fast.

TIM Tomorrow.

SCG Don't forget I need my X-1000-Bs.

TIM Got it.

Faster computer clacking, Tim's hair is ruffled. Three docs (in scrubs) walk in. Others get pushed to the left.

DOC 1 We need thirty of these Expand-O 2000s stents. I really prefer these.

DOC 2 I prefer the Widener 2410 stent. We probably need 35.

DOC 3 Timbo. I like the Bonco Artery Reamer Z2. Get them for us, will you please?

TIM Aren't these are all basically functionally equivalent? Couldn't we settle on one? (faster typing)

DOC 1 They could use mine

DOC 2 Or you could use mine

DOC 3 I like what I like.

TIM (audible sigh) I'll work on it.

SCW Replacements for the recall.

SCG And the catheters. I was here first

Before the others can leave, supply boss walk in. The previous people get shoved a bit toward Tim's desk.

SCD We just merged with Overstock Hospital. Now we have ten different disinfection caps. We only need two. You need to fix that. It will save us money.

TIM OK, I'll need to do an analysis. I can get right on that in...a week or two.

SCD No can do, Timbo. We need to start this now. It's affecting our overall efficiency.

Continued on next page

DOC 1 Don't forget my Expand-O-2000 stents

DOC 2 My Widener stents

DOC 3 My Artery Reamers.

SCW The Recall.

SCG And alternatives for my catheters.

TIM (frazzled hair and voice) Okay, okay, I'm working on it.

Before anyone can exit, CFO enters in suit. Pushes all again to the left.

CFO Tim, we need to trim five percent of the cost of our supply inventory.

Tim That will take a lot of work to identify potential functional equivalent alternatives, consolidate over multiple lines, compare their prices and negotiate with the various vendors.

That will take my team a few months at least.

CFO Thirty days, Tim. It's #1 priority. We have a budget to make.

Impossibly fast computer clacking. Tim's hair is visibly frazzled. Computer catches on fire and smoke fills the screen.

Screen clears to calm, just Tim at the desk. He's on phone.

TIM Yeah, I finished ALL of the requests from yesterday.

Replacements for the out-of-stock catheters identified and ordered. Identified and ordered replacements for the recall item. Disinfectant caps consolidated. And by the end of the week, I will have lowered supply costs by 7%, in excess of what the CFO requested.

How? I found ECRI Institute's CrossCHEQ and subscribed to the service.

Yeah, I guess I am pretty incredible.

Slow steady clacking of keys



Video Scripting



EVSCO Pharmaceuticals Luv 'em Pet Care Infomercial



[Watch the video](#)

The Luv 'em Pet Care infomercial was a joint venture designed to create a new distribution channel for EVSCO products targeting the retail market. This pet care system included the Novasome shampoos and the recently developed tick testing kit for identifying ticks with Lyme Disease.

I co-wrote the script and helped direct filming in Los Angeles. *Fact:* Infomercial was actually shot at Vanna White's home.

I also developed the product packaging and tested it for safe shipping.

AUDIENCE: Dog, cat, puppy, and kitten owners who place high value on pet care.

PRODUCTION: Production studio in L. A.

VIDEO SCRIPT (30:00)

VANNA: "Hi everybody. That's me and this is my home. Come on in. I want you to meet somebody. Here they are: my two cats. Rhett and Ashley. Pets have always been an important part of my life. But I was never sure that I was giving them the right care.

If you've got a dog or cat, an adorable puppy or kitten, and you are concerned for their care, we have the solution. Now, for the first time, you'll have the chance to get the revolutionary Luv 'em Pet Care System. It's a pet care system especially designed to care for your pet's needs from head to tail. And it's all in one great kit. So, from one pet lover to another, stay right there. You'll discover important things about your pet you may not know. You'll meet a leading pet care expert and you'll find out about a terrific new way to give your pets the loving care that they need.

Video montage and theme music

VANNA: There's nothing like the love between people and their pets. And as you'll see today, the Luv 'em Pet Care System has helped pet owners all across the country give their pets happier and healthier lives. Nobody knows this better than my special guest, pet care expert and veterinarian Dr. Tom Kendall and a friend Blondie. Hi Tom, hiya Blondie.

TOM: Hi Vanna.

VANNA: Thank you so much for being here. Dr. Tom, you are one of the country's best known pet care experts. You've lectured, written books on the subject, and hosted your own weekly TV show.

TOM: Taking care of pets is my life's work.

VANNA: Dr. Tom, tell us why you're here today.

TOM: I'm here to tell people about a new advancement in pet care. For the past 18 years, I've used professional pet care products in my practice. And now for the first time, they are available to the general public as the Luv 'em Pet Care system. It is one of the most technologically advanced ways to keep your pet looking clean and feeling healthy.

Watch video to hear the rest of the script

Video Scripting



EVSCO Pharmaceuticals MicroPearls



[Watch the video](#)

PROJECT: MicroPearls was an innovation: a shampoo to remoisturize the animal skin and coat even after it washed away the protective oils. It accomplished this through a patented technology exclusive to the product.

The problem was that the original technology video was over 12 minutes long. I needed to edit the film down using only existing content with no additional footage or change to the soundtrack. This abbreviated version was the result.

AUDIENCE: Veterinary practices including veterinarians and vet techs; supply distributors.

PRODUCTION: In-house

EDITED VIDEO SCRIPT (3:23)

Edited down from original full-length 12 minute+ video.

Music Intro

Your pet's coat and skin demand protection from the harsh environment. Dry air and heat can often dehydrate skin, causing the skin cells to shrink, allowing cracks to form. The cells then fall off, resulting in the unsightly flakes of dandruff known as seborrhea. Bacteria can then enter the damaged skin, causing irritation and scratching. If allowed to persist, it can result in pyoderma or serious skin disease.

Most pet care shampoos rapidly evaporate and wash away, taking remaining oils and moisture with them. The ingredients in medicated products further aggravate the already dried out and damaged skin.

MICROPEARLS advanced dermatological products not only cleanse and medicate, but are the only therapeutic system available that stops dehydration. These products enable moisture to remain on your pet's skin and hair by incorporating a patented Novasome™ technology.

Novasome vesicles are tiny microspheres with several layers surrounding a central cargo space. This cargo space is loaded with moisturizers for rehydration of the skin and coat. The Novasomes are also engineered for programmed release, to extend their lifespan and provide long-term moisturization.

To understand how Novasomes work, let's observe their structure. There are several membranes that surround the Novasome vesicle's cargo space. These membranes consist of lipid bi-layers. Each bi-layer has a top and bottom half composed of asymmetrical molecules called amphiphiles. These layers are in constant motion and, because the packing of the amphiphiles is not perfect, transient gaps occur between the molecules. When a gap in the top half of the bi-layer aligns with a gap in the bottom half, cargo molecules can exit through the Novasome membrane. This permits programmed delivery of the cargo contents.

This photo micrograph shows Novasomes still clinging to a dog's hair shaft eight days after application of Novasome-based humectant spray. Novasomes are positively charged, causing them to stick to the negatively-charged hair shafts. This strong attraction resists rinsing and allows the continuous release of moisture to the hair and skin.

With the use of Novasome-based products, dermal damage caused by the environment or harsh medications can now be stopped and reversed.

Watch video to hear the rest of the script

Video Scripting



First Financial Bank Business Banking



First Financial Bank
Expect the Extraordinary

[Watch the video](#)

PROJECT: First Financial Bank was a 13 branch regional bank just starting to offer commercial services. With no existing reputation, they scheduled meetings with influencer firms to form referral relationships. This video offered a consistent and entertaining introduction to the bank and its commercial offerings.

I wrote the script and provided direction at the shoot.

The video was rush-produced in one week from scripting to finished production. Bank employees played the acting roles.

AUDIENCE: Lawyers, accounting firms, and other referral sources; prospective clients.

PRODUCTION: Local production studio

VIDEO SCRIPT

Business Services promo - long format

CEO: Female, CFO: Male

Tongue-in-cheek noir presentation

FF BANK (VO) I'm Bank. FF Bank. I help companies succeed. I want to tell you the story of a recent case I had. The case of the Cash Hungry Client

SFX: Rain

Banker: (VO) It was a rainy night and I was working late as usual. No banker's hours here. There was a knock at the door. {pause} I said there was a knock at the door

SFX: knock at the door

FF BANK: (VO) Before I could get up, THEY came in. A well-dressed man and woman, the owner and CEO of a company that needed something. They only come to me when they need something. My keen detective skills were working immediately.

FF BANK: (to people) Why aren't you wet?

CFO: The rain is only a sound effect.

FF BANK: (to people) (nods) Oh. Right. Have a seat.

FF BANK: (VO) I said. They Sat.

FF BANK: (To people) You're here for help with money matters.

CEO: Yes. How do you know?

FF BANK: (VO) I could have told them about a couple of observations I had already made about them. But I hate small talk.

(cut to CEO and CFO holding different signs with company problems written out)

CFO: Can you help us?

FF Bank: That's what I do. It's time you showed me your goods.

(CFO opens briefcase, hands over files)

CFO: You have a reputation. Those others...they don't care about my business. They say they do, but you know how they are. All talk and no action.

CEO: (leans forward on desk) We have needs.

FF BANK: (VO) She was bold and beautiful. I like that in a CEO.

FF BANK: Nice receivables.

FF BANK: (VO) I told her. But I noticed something that disturbed me. I looked up.

FF BANK: A bit of trouble with your cash flow.

FF BANK: (VO) He seemed a bit embarrassed

FF BANK: I see it all the time. It's normal.

FF BANK: (VO) I looked back at the paper.

FF BANK: I can help you.

CEO/CFO: Really?

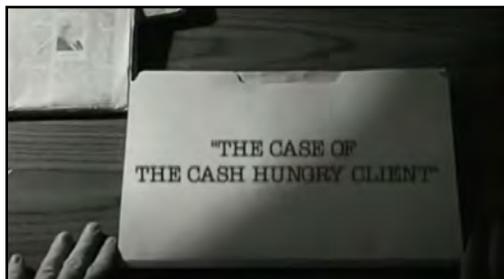
FF BANK: Of course. That's what I do. I can help you here with working capital, and here with cash management. And here with wealth management and succession planning.

CEO: How can we thank you?

FF Bank: Do good by your community and your customers. Make your loan payments on time. Eat three square meals. Always cross at the light. Never...

FF Bank: (VO) But they were gone. There was a chance, a good chance, that they would make it. They left stronger than they came. Because someone recognized and asked for my help. I'm FF Bank. That's what I do.

(Music Outro)



Print Collateral



flyADVANCED Aircraft detail sheets and folder



I was engaged to manage the marketing for a merger of three airport locations which included an FBO, flight training school, and charter flight service into a single rebranded service offering.

All collateral was redesigned and rewritten, incorporating the new carbon fiber pattern. I negotiated co-op dollars and a new fuel supply contract with Shell Oil that helped pay the marketing expenses and moved the company from multi-million dollar loss to profitability in less than 12 months.

AUDIENCE: xxx

PRODUCTION: In-house



COMPANY BIOGRAPHY

FBO • MRO • CHARTER • HANGARS • RENTALS • TRAINING • SALES



flyADVANCED is a worldwide charter, aircraft management, FBO, MRO, and flight training facility with locations in Wilmington, DE; Philadelphia, PA; and Lancaster PA. It is one of the few air management operations that offers *fully integrated* aircraft services. flyADVANCED also operates the largest authorized Cirrus Service Center in the United States.

flyADVANCED Lancaster, PA is a full service maintenance facility servicing various piston engine aircraft.

flyADVANCED Wings Field, PA serves Philadelphia and the surrounding suburbs. It runs the airport operations and serves as the airport's sole FBO and hangar provider.

flyADVANCED Wilmington, DE serves the mid-Atlantic region. It is the only CAA-certified FBO on the field, incorporating the highest industry standards and customer satisfaction ratings for jet and prop aircraft services.

5,000 Airports across the U. S. make flyADVANCED your most convenient flight option. Your "home base" can be anywhere and change with each flight: the plane can come to you. Whether your flight is for a family vacation to Martha's Vineyard or a business trip across the ocean, flyADVANCED offers the best flying experience of your life.

Commitment to Excellence - flyADVANCED was founded on a single promise: to provide the highest quality aircraft management services regardless of plane make and model. Whether you visit us for refueling or using our full service capabilities in aircraft maintenance, you can trust the work we do will be of the highest quality and appropriate for your needs.



flyADVANCED owner Regis de Ramel has flying in his blood.

His Great Uncle, Norman Prince, founded and flew with the Lafayette Escadrille in World War I. Great Grandfather Frederick Henry Prince, Jr. also flew for the Escadrille shortly after its creation.

Regis earned his pilot's license at age 19 and several years later founded Air Newport, a Rhode Island air-charter operation he still owns and operates today. He later joined Cirrus Aircraft as their Regional Sales Director.

In 2009, he acquired Advanced Aircraft Services, Lancaster, now the largest Cirrus authorized service center in the United States. In 2011, he earned the contract to manage Wings Field in Blue Bell PA and operates the only FBO on site. Aero Ways Inc., an executive aircraft maintenance and charter operation in Wilmington, Delaware was merged into flyADVANCED in 2014.

flyADVANCED

Wilmington, DE • Blue Bell, PA • Lancaster, PA

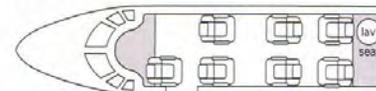
302.324.9970 215.646.0400 717.735.5179

BEECHJET 400A

Twin jet flies up to 8 passengers in spacious comfort



FLOOR PLAN



PLANE DETAILS & AMENITIES

- Refurbished 2005
- Up to 7+1 passenger capability
- Executive configuration seating
- 1,693 nmi, 3,135 km, 1,949 mi range*
- 510 mph (820 km/h) cruise speed
- 15.6 foot internal length
- 4.9 foot internal width
- 4.8 foot cabin height
- WIFI
- Airshow system / AV capabilities
- Refreshments cabinet with hot & cold beverages
- Belted lavatory

*Range is approximate. Actual range varies depending on travel conditions, load weight and other factors.

flyADVANCED

Wilmington, DE • Blue Bell, PA • Lancaster, PA

302.324.9970 215.646.0400 717.735.5179

Print Collateral



General Ecology Water purifier retail brochure



General Ecology

This retail brochure needed to work in a point of purchase display rack with other items not produced by the company.

Education was an important component of the piece. This was designed to promote the education first and the need to purify drinking water to establish credibility before promoting the product solution.

Contaminant icons were custom-developed for brochure and incorporated into other collateral developed going forward.

AUDIENCE: Retail customers of outdoor supply stores; store employees

PRODUCTION: In-house

This clear, clean looking water...

**could make you
VERY, VERY,
SICK.**

Safe Water Guide

Why *purify* instead of just filter your water?

Purification with First Need® goes far beyond what mere filters can remove from your water.

First Need Purifiers protect you from the *cysts, bacteria and viruses* that can exist even in the clearest appearing water sources. Filters just can't offer this comprehensive protection and chemicals don't destroy cryptosporidia.

First Need Purifiers provide *full protection, and remove chemicals* like pesticides, chlorine and iodine. So, you don't replace one toxin with another. In fact, General Ecology's purifiers are the only ones certified to EPA standards to purify water instantly, without the use of chemical additives.

Effectiveness

	Bacteria	Giardia	Viruses	Pesticides/ Toxic Chemicals	Dirt & Sediment	Fuel, Taste and Odors	Indicates End Of Useful Life
First Need	✓	✓	✓	✓	✓	✓	✓
Iodine	✓		✓				
Chlorine Treatment	✓		✓				
Filter	?	?		?	✓	?	?
Boiling	✓	✓	✓				?

✓ Indicates that the product has that feature.
? Indicates that results may be inconsistent.

How First Need® Works

The First Need uses a unique, proprietary Structured Matrix™ technology to perform several purification processes:

- Ultra-Fine Microfiltration** captures and physically removes bacteria, Cryptosporidia, and water-borne particles and sediment larger than 0.1 micron (0.4 absolute).
- Broad Spectrum Molecular Capture** extracts contaminants such as trail sprays, solvents and pesticides. It also removes the bad tastes, odors and colors.
- Electrokinetic Action** removes colloids and other particles too small to be removed by Ultra-Fine Microfiltration.

Quality Commitment

For over 20 years, General Ecology has provided the world's finest drinking water health protection to its customers worldwide. Our commitment to quality provides that each and every Structured Matrix cartridge is inspected, tested and serialized. Quality assurance testing includes bacterial removal, chemical purity, flow and structural integrity examination.

General Ecology Inc. *the pureance of safe water*

151 Sheree Blvd., Exton, Pennsylvania 19341 USA
www.general-ecology.com
800-441-8166
MADE IN USA 200319

Manufactured by:
General Ecology, Inc.
151 Sheree Blvd
Exton, PA 19341 USA
(610) 363-7900
(610) 363-0412 FAX

European Sales Office:
General Ecology Europe, LTD
St. Andrews House
26 Brighton Road
Crawley, W. Sussex RH10 6AA UK
44 (0)1293 400644
44 (0)1293 539022 FAX

© 1997 General Ecology, Inc.
©™ Trademarks of General Ecology, Inc.
EPA Est. Reg. No. 37403-PA-01

All health claims not in compliance with local or state laws are hereby withdrawn.

Aqueous spot coating gave the water a slick, wet look that contrasted with the non-coated parts of the brochure.

Anytime you use water, whether you drink it directly or use it to brush your teeth or clean your cookware, you expose yourself to whatever is *in* the water. If it has microorganisms or certain chemicals, you could be in for abdominal pain, cramps, fever, nausea, chills, vomiting, and headaches. In 1996, studies reported by Journal of American Water Works Association showed between 100 and 300 million microorganisms per liter in 107 drinking water sources that were studied.

Why take a chance? Now it's easy to ensure that your water will be safe and taste great... with a First Need® Purifier. And you can do it naturally without the mess or time involved with boiling, or adding unpleasant and increased levels of chemicals such as iodine or chlorine to your water. First Need Purifiers work....the first time, every time, all of the time!

First Need Benefits



- Provides safe, delicious-tasting water
- Works instantly and naturally, without added chemicals
- Removes dangerous bacteria, cysts, and viruses
- Removes trail sprays, pesticides and other toxic chemicals
- Makes virtually any fresh water source safe to drink

Certified to EPA standards for microbiological purification



First Need®: The natural, ecological way to safeguard your drinking water

It is counterproductive to add toxic chemicals such as chlorine or iodine to make your water drinkable. Those are some of the chemicals you should want to remove, together with other contaminants. Even if you are lucky enough not to have an immediate sensitivity to them, they taste bad: you shouldn't add them to your water by choice.

You DO have a choice. Unlike other systems, First Need is the **only purifier that adds no chemicals** to your water. In fact, First Need is unmatched in removing chemicals like pesticides, herbicides, iodine and chlorine as a part of its total purification process.

That means that First Need purified water is clear, clean and safe - instantly and reliably.

The First Need Purifier also protects users against post treatment infection by locking collected pathogens in the sealed canisters for safe and easy disposal.

*...low cost and dependable performance has made General Ecology's First Need® the de facto standard...
- Backpacker Magazine*

Removes All 3 Types of Water Contaminants



Microbiological - bacteria, cysts and viruses that can make you seriously ill.



Chemical - chlorine, iodine, asbestos, pesticides and other compounds, bad for both short- and long-term health concerns.



Aesthetic - foul tastes, odors and colors that make the water taste, smell or look bad.

Removing the contaminants is important! Some treatments merely attempt to poison bacteria, but leave residue and toxins in the water with the assumption that they cannot harm you. But if the system doesn't destroy both the organisms *and the toxins, which are what really cause sickness*, you can still become ill. First Need removes both the organisms and the toxins.

Simple and Easy

First Need Purifiers weigh only 15 oz, and can purify almost two quarts of water per minute. That's much faster than any other portable units; it's also faster than boiling and chemicals processes.



First Need purifiers are easy to use and maintain. Decreased water flow indicates "clogging" and the need for backwash or canister replacement.

First Need's Structured Matrix™ is superior to chemical treatment: it works in any pH and temperature range that you are likely to encounter.

Print Collateral



Rouse Chamberlin Homes Home floor plan details and folder



Rouse Chamberlin Homes
WELCOME HOME

PROJECT: I was hired to update all marketing efforts. My plan included rebranding of the company, change of marketing channel use and messaging, and a logo/tag line redesign.

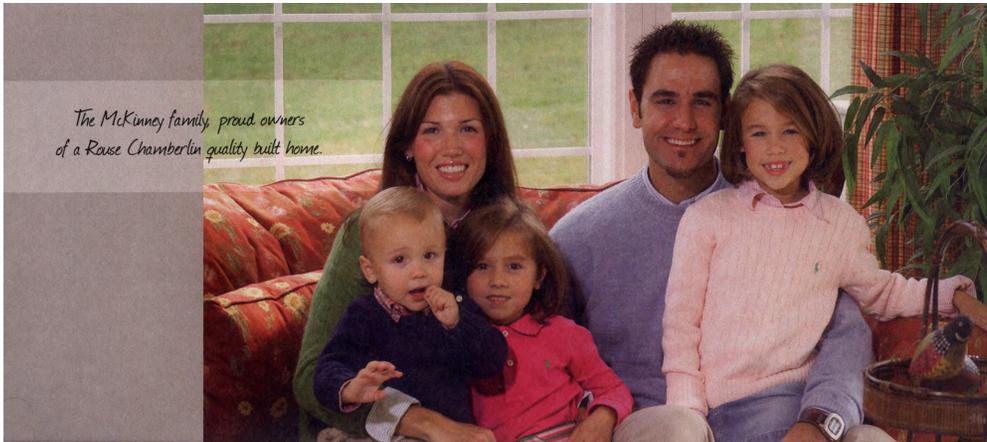
The folder is used at every site to brand and establish value of the builder and homes.

The new floor plans included four icons for a fast reference for the elements most important to a home owner: number of bedrooms, number of baths, garage capacity, and total size. Photos replaced cheap-looking drawings. The new plans could be printed in-house, reducing print costs, speeding changes, and customization by site.

AUDIENCE: First-time and first move-up home buyers

PRODUCTION: In-house





The McKinney family, proud owners of a Rouse Chamberlin quality built home.

It's more than just a home...it's YOUR HOME.

Nearly everything of any significance in your life will happen here in your home. So picking the right home is more than important. It's critical.

Rouse Chamberlin Homes is recognized in the industry and by home owners as a builder offering the highest quality and highest home value available in our market. The National Association of Home Builders awarded us their America's Best Builder and National Builder of the Year awards. Home owners offer glowing testimonials for their homes and the building process.

Rouse Chamberlin Homes isn't just a company name: it's a commitment from us to you that you will get the best home your money can buy.



It's more than
just a home

It's **YOUR HOME**

Nearly everything of any significance in your life will happen **here**, in your home. So picking the right home builder is more than important: it's critical.

Rouse Chamberlin Homes is recognized in the industry and by home owners as a builder offering the highest quality and highest home value available in our market. The National Association of Home Builders awarded us their *America's Best Builder* and *National Builder of the Year* awards. Home owners offer glowing testimonials for their home and the building process.

Rouse Chamberlin Homes isn't just a company name; it's a *commitment* from us to you that you will get the best home your money can buy.

Home values can be measured in many ways. It can be expressed as the cost per square foot of space or the market price for the home. Those are the easy measures, but any real statement of value for new construction includes other factors, including your community, home warranties and long-term maintenance needs.

As a Rouse Chamberlin Homes buyer, you'll find that your home value is among the best with every measure used. Combine them all and our value truly stands apart. No other builder can claim or offer the absolute attention to the buyer value that we offer.

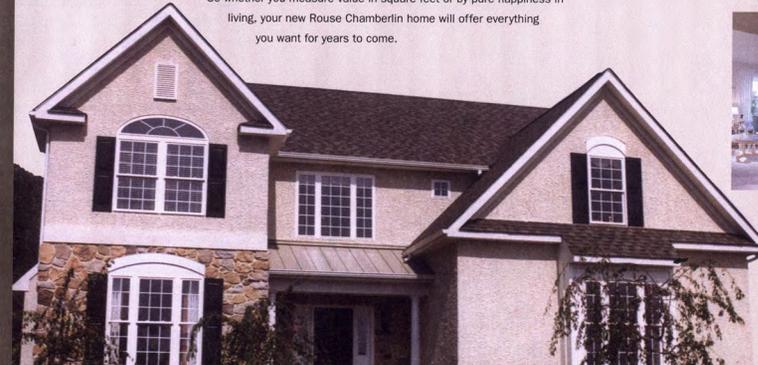
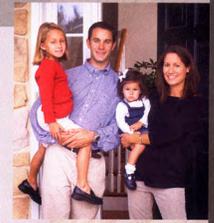
So whether you measure value in square feet or by pure happiness in living, your new Rouse Chamberlin Home will offer everything you want for years to come.

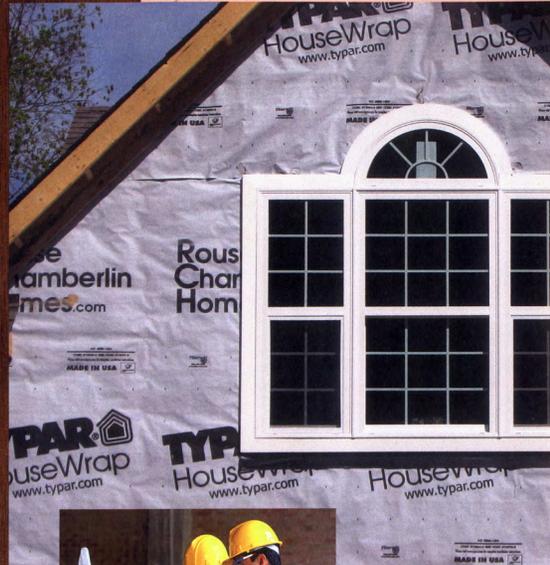
VALUE of a Rouse Chamberlin HOME

Home value can be measured in many ways. It can be expressed as the cost per square foot of space or the market price for the home. Those are the easy measures, but any real statement of value for new construction includes other factors, including your community, home warranties and long-term maintenance needs.

As a Rouse Chamberlin Homes buyer, you'll find that your home value is among the best with every measure used. Combine them all and our value truly stands apart. No other builder can claim or offer the absolute attention to the buyer value that we offer.

So whether you measure value in square feet or by pure happiness in living, your new Rouse Chamberlin home will offer everything you want for years to come.





The quality of new home construction begins long before the first nail is hammered or cement is poured for a foundation. It starts with a builder commitment to the buyer and to the finished home.

From inception, our homes are designed to be energy efficient, resource smart, and match current lifestyle needs.

Then Rouse Chamberlin Homes incorporates high grade construction materials and supplies from companies with long-standing reputations for their quality. These builder grade supplies exceed the quality of what can be purchased even under the same brand at consumer building retailers.

Our building processes focus on doing things the right way as opposed to the fast way. We employ experienced craftsmen who place the same focus on quality work.

The result is a home of the highest construction quality. It exceeds building code and passes a stringent 425 point inspection process that in itself is more critical than that of other builders.



QUALITY Built Home

The quality of home construction begins long before the first nail is hammered or cement is poured for the foundation. It starts with a builder commitment to the buyer and the finished home.

From inception, our homes are designed to be energy efficient, resource smart, and match current lifestyle needs.

Then Rouse Chamberlin Homes incorporates high-grade construction materials and supplies from companies with long-standing reputations for their quality. These builder-grade supplies exceed the quality of what can be purchased even under the same brand at consumer building retailers.

Our building processes focus on doing things the right way as opposed to the fast way. We employ experienced craftsmen who place the same focus on quality work.

The result is a home of the highest quality. It exceeds building code and passes a stringent 425 point inspection process that in itself is more critical than that of other builders.

Selection of your home options and finishes are a critical part of home buying. Many builders provide only a small number of physical samples and offer photos in their place. We think the Rouse Chamberlin Homes way offers you a better option.

Scheduled appointments at our 2500 square foot dedicated Design Center offer you the right way to make your important sales selections. Large countertop samples, cabinet colors and finishes, and flooring make it easy to see patterns and textures as they will look in your home. Full kitchen and bathroom displays let you see how cabinets, appliances and vanities will actually look installed.

The end result of the Design Center is easy to quantify: happier home buyers. Decisions are easier to make and feel better. Surprises are eliminated. Your finished home turns out exactly how you planned it.



Selection of your home options and finishes are a crucial part of home buying. Many builders provide only a small number of physical samples and offer photos in their place. We think the Rouse Chamberlin Homes way offers you a better option.

Scheduled appointments at our 2500 square foot dedicated Design Center offer you the right way to make your important sales selections. Large countertop samples, cabinet colors and finishes,

and flooring make it easy to see patterns and textures as they will look in your home. Full kitchen and bathroom displays let you see how cabinets, appliances and vanities will actually look installed.

The end result of our Design Center is easy to quantify: **happier home buyers**. Decisions are easier to make and feel better. Surprises are eliminated. Your finished home turns out exactly how you planned it.



HOME BUYING Made Easier

Step by Step

Buying a new construction home involves many steps on a specific schedule. Unplanned changes can impose unexpected costs to the buyer and delay home settlement.

Rouse Chamberlin Homes has organized your home buying steps to make it easier for you to know in advance *what* you need to do *when*. From picking your model to selecting your home features to moving in, you'll know what to do every step of the way.

We are proud that so many of our buyers tell us that our Step by Step process made the home buying experience a pleasure.



1	Purchase Decision	Your first and most important step is selecting your perfect home. Check our communities, home sites and amazing floor plans. With so many great options, you're bound to find the perfect selections for YOUR new home.
2	Financing	We'll help you determine how much home you can afford. Then we'll show you some of the secrets behind getting the best financing available. We make it easy with preferred lenders who offer very competitive rates AND fee rebates.
3	Structural Selections and Agreement of Sale	Prior to construction, you'll sign an agreement of sale and make the structural selections for your new home. You'll also learn about all of the critical dates and milestones for construction, and your role in them.
4	Non-Structural Selections	At this stage, you will make the non-structural selections which will personalize your home. These include selection of kitchen cabinets, countertops, flooring, rugs, electrical options, lighting and more. Our exclusive Design Center and Design Center Manager makes the whole process fun and easy.
5	Pre-Drywall Walkthrough	After framing is completed, you'll see the quality of construction, and the plumbing, electrical and HVAC elements throughout your home.
6	Pre-Settlement Walkthrough	On the day of settlement, prior to actual settlement, you will receive a thorough review of your new home. You'll also receive an orientation on the various systems that run your home. Any questions you have will be answered.
7	Settlement and Delivery	The big moment! You sign the final papers and receive the keys to your new home! Settlements that use our Preferred Partners run smoothly and easily, as they have for thousands of other Rouse Chamberlin Homes buyers!
8	45-Day Review	Our commitment to you and a home you love continues. Your questions will be answered and warranty issues you have will be addressed.
9	1-Year Review	Your one year anniversary in your new home is a great time to re-evaluate the home systems and performance. We'll inspect and repair warranty-covered issues including drywall issues related to settling. Plus we'll answer any other questions you have.



New Features grid shows standard home and upgrade potential for fast comparisons with and between Rouse Chamberlin Homes models

Expansion Options integrated as up-sell options

Color throughout and wood background give the plan a polished, upscale appearance

With extremely limited photography available, focus was moved from illustrations of elevations to a single impressive image and expansion capabilities within the floor plans themselves.

COVENTRY

ALTERNATE ELEVATIONS



Elevation III
Shows with standard stone front facade, optional side entry garage and transom above front door with 9" stone floor ceiling option.



Elevation IV
Shows with optional side entry garage and stone front facade.



Elevation I
Shows with optional side entry garage, stone front facade, and optional transom window above front door with 9" stone floor ceiling option.



Elevation II
Shows with optional side entry garage, stone front facade, and optional transom window above front door with 9" stone floor ceiling option.



Stone, brick and stucco facades, fireplace, metal porch roof, dormers, optional transom window, dining room box bay windows, light fixture locations, window boxes and other elements are either options not included with elevation or are decorating elements not available as options from the builder. *Photo includes optional features or other elements not available from builder. © 2012 Rouse Chamberlin LLC 122012

Redesigned floor plan inserts

WHY? Standard expanded
 Sell potential
 Sell more than base
 Show potential

SQ. FT.	BEDROOM	BATHS	Garage	STUDY
2545	4	2 1/2	✓	
2750	5	3 1/2		

MOGL SHEETS

INSIDE

LONGWOOD

Second Floor

STANDARD

MAX #?

OPTIONAL

FIRST FLOOR

LONGWOOD

FRONT

11' x 17'

OUTSIDE BACK

2545
2750

4
5

MATCH CURRENT FOLDER DESIGN WOOD BKGD?

100 ROUSE CHAMBERLIN HOMES, LOWE/ROUSE HOME

500 LANTON COMMONS, SATON PA19341

SQ FT. • BEDROOM • BATH •

QUESTIONS: HOW TO SHOW FLOOR PLAN EXPANSION? MISSING NOW
 HOW TO SHOW PHOTOS AS OPPOSED TO ILLUSTRATIONS
 OR HOW TO MIX ILLUSTRATIONS/PHOTOS?
 (ELEVATIONS SKETCH, BUT FRONT ILLUSTRATION PHOTO)
 USE DESIGN FROM FOLDER OR TOO CLOSE = DISINTERESTING

TARGETS:

RENTORS (NEVER GET SSO)

BUYERS (1st EXPOSURE) (SUMMARY POTENTIAL)

Just for fun, here's the original brainstorming sketch I made for redesigning the floor plans.

The Malvern

alternate elevations

second floor

first floor

The Malvern

Illustration #1

Illustration #2

Illustration #3

Illustration #4

For comparison, here is an old floor plan sheets used. Note the less desirable sketches with long paragraphs of italics type. The inside used unattractive black & white images only.

White Paper



Measurement Mojo Gated white papers



Measurement Mojo targets pharmaceutical companies. They needed a complete marketing plan for a new business direction with a new value proposition.

Three white papers were created to serve as gated content related to the primary pain points of higher-level pharma executives and move prospects through the marketing funnel.

I was contracted to develop a plan, rewrite all existing marketing content and create/implement related campaigns.

AUDIENCE: Pharma Marketing Directors with multi-line responsibilities and C-suite executives with company-wide bottom-line responsibility.

PRODUCTION: Outside production partner



WHITE PAPER



PHARMACEUTICAL



WHITE PAPER

PHARMACEUTICAL

LIE 1

The 5 Biggest Lies We Tell Ourselves in Brand Management

DESPITE KNOWING THEY AREN'T TRUE

WHITE PAPERS **PHARMACEUTICAL**

LIE 1

Revenue increases mean that we are spending our money optimally

CASE STUDY

It's often said that revenue is the most important metric for a business. But revenue alone doesn't tell the whole story. It's also important to consider how much money you're spending to generate that revenue. This is where the concept of Return on Investment (ROI) comes in. ROI is a measure of the profitability of an investment. In the context of brand management, ROI is a measure of the profitability of a marketing campaign. It's calculated by dividing the net profit of a campaign by the total cost of the campaign. A high ROI indicates that a campaign is profitable, while a low ROI indicates that a campaign is not profitable. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to optimize its marketing spend and increase its ROI.

MOJO RECOMMENDATION

LIE 1

Revenue increases mean that we are spending our money optimally

CASE STUDY

It's often said that revenue is the most important metric for a business. But revenue alone doesn't tell the whole story. It's also important to consider how much money you're spending to generate that revenue. This is where the concept of Return on Investment (ROI) comes in. ROI is a measure of the profitability of an investment. In the context of brand management, ROI is a measure of the profitability of a marketing campaign. It's calculated by dividing the net profit of a campaign by the total cost of the campaign. A high ROI indicates that a campaign is profitable, while a low ROI indicates that a campaign is not profitable. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to optimize its marketing spend and increase its ROI.

MOJO RECOMMENDATION

LIE 1

Revenue increases mean that we are spending our money optimally

CASE STUDY

It's often said that revenue is the most important metric for a business. But revenue alone doesn't tell the whole story. It's also important to consider how much money you're spending to generate that revenue. This is where the concept of Return on Investment (ROI) comes in. ROI is a measure of the profitability of an investment. In the context of brand management, ROI is a measure of the profitability of a marketing campaign. It's calculated by dividing the net profit of a campaign by the total cost of the campaign. A high ROI indicates that a campaign is profitable, while a low ROI indicates that a campaign is not profitable. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to optimize its marketing spend and increase its ROI.

MOJO RECOMMENDATION

LIE 2

Our marketing and sales teams are well aligned and working together with maximum efficiency

CASE STUDY

It's often said that marketing and sales are two sides of the same coin. But in reality, they are often at odds. Marketing teams are focused on generating leads, while sales teams are focused on converting those leads into customers. This can lead to inefficiencies and wasted resources. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to align its marketing and sales teams and improve their overall performance.

MOJO RECOMMENDATION

LIE 2

CLASS REGIONAL PERFORMANCE

CASE STUDY

Class Regional Performance by 1/30/2018

MOJO RECOMMENDATION

LIE 3

More leads bring higher sales

CASE STUDY

More leads bring higher sales. This is a common belief, but it's not always true. More leads can lead to higher sales, but only if those leads are qualified and ready to buy. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to identify and qualify its leads, resulting in higher sales.

MOJO RECOMMENDATION

LIE 3

LEAD GENERATION & CONVERSION

CASE STUDY

Lead generation and conversion are two key metrics for any business. Lead generation is the process of identifying and attracting potential customers, while conversion is the process of turning those leads into customers. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to optimize its lead generation and conversion efforts.

MOJO RECOMMENDATION

LIE 4

Web traffic went up, so it proves that our campaign is working correctly

CASE STUDY

Web traffic is a common metric used to measure the success of a marketing campaign. However, an increase in web traffic does not necessarily mean that a campaign is working correctly. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to analyze its web traffic and determine if its campaign was truly successful.

MOJO RECOMMENDATION

LIE 4

PAID SEARCH PERFORMANCE

CASE STUDY

Paid search is a key component of any digital marketing strategy. However, it's important to track and analyze its performance to ensure it's delivering the best results. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to track and analyze its paid search performance.

MOJO RECOMMENDATION

LIE 5

It's the best we can do

CASE STUDY

It's the best we can do. This is a common phrase used to describe a situation where a business is stuck in a rut and unable to improve. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to break through its current limitations and achieve better results.

MOJO RECOMMENDATION

LIE 5

It's the best we can do

CASE STUDY

It's the best we can do. This is a common phrase used to describe a situation where a business is stuck in a rut and unable to improve. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to break through its current limitations and achieve better results.

MOJO RECOMMENDATION

LIE 5

It's the best we can do

CASE STUDY

It's the best we can do. This is a common phrase used to describe a situation where a business is stuck in a rut and unable to improve. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to break through its current limitations and achieve better results.

MOJO RECOMMENDATION

LIE 5

It's the best we can do

CASE STUDY

It's the best we can do. This is a common phrase used to describe a situation where a business is stuck in a rut and unable to improve. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to break through its current limitations and achieve better results.

MOJO RECOMMENDATION

LIE 5

It's the best we can do

CASE STUDY

It's the best we can do. This is a common phrase used to describe a situation where a business is stuck in a rut and unable to improve. In this case study, we will explore how a pharmaceutical company used Measurement Mojo to break through its current limitations and achieve better results.

MOJO RECOMMENDATION

White Paper



EwingCole Industry and function-specific white papers



PROJECT: Ewing Cole is the 33rd largest AEC firm in the United States, bidding on and completing engineering and construction projects of \$20 million and higher.

Four white papers were ghost-written in a compressed time-frame to use as credential-building tools for specific AEC areas. Each involved collaboration with a different discipline Vice President and primary research to write.

AUDIENCE: Company and government officials, approval committees with responsibility for influencing and selecting RFP respondents for construction and engineering projects.

PRODUCTION: In-house

HIGH PURITY WATER
GENERATION, STORAGE,
& DISTRIBUTION

PHARMACEUTICAL
MANUFACTURING PROCESS
FOR SEMISOLID DOSAGE FORMS

MANAGING
KEY PLANNING DRIVERS
FOR MANUFACTURING

THE IMPORTANCE OF IN SCIENCE & TECHNOLOGY

Water is the most common raw material used in manufacturing. Used from its source, water often contains a wide range of contaminants including organic matter, high levels of minerals, and other contaminants that affect the quality, consistency and safety of finished products. Reliable control of water quality is critical for successful manufacturing and adherence to Good Manufacturing Practices (GMP) and Current Good Manufacturing Practices (cGMP).

GENERATION OF HIGH PURITY WATER
The generation of high purity water begins with an understanding of the incoming water chemistry and the end operations required to generate high purity water. On the basis of that analysis, one or more of the following steps are required:

- Multi-media Filtration** - An initial filtration step to reduce the level of suspended solids/turbidity. Water high in these particulates reduce the effectiveness of other downstream equipment.
- Water Softener** - Removal of dissolved minerals and impurities responsible for water hardness.
- Activated Carbon Filtration** - Removal of chlorine, chloramines, sediment, volatile organic compounds (VOCs) and total organic carbon (TOC) reduction. Through the process of adsorption, pollutant particles in the fluids are trapped inside the pore structure of the carbon substrate.

OVERVIEW OF STATE OF THE ART SINGLE-USE-SYSTEMS (STS) TECHNOLOGIES



SINGLE USE MANUFACTURING OFFERS BOTTOM-LINE ADVANTAGES

THE GROWTH AND ACCEPTANCE OF SINGLE-USE-SYSTEMS (SUS)

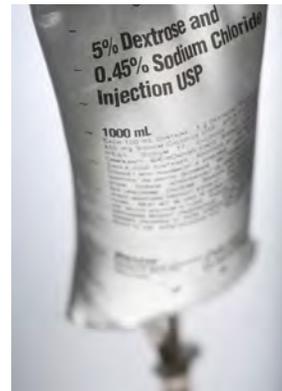
The appearance of the first flexible plastic bag systems for intravenous and dialysis solutions in the late 1950's signaled a significant breakthrough for single-use-systems (SUS).

Since that time, innovations in single-use/disposable technology for the bio-processing industry have grown exponentially. These systems increasingly compete favorably with traditional stainless steel systems for both new and retrofitted manufacturing facilities.

The lure of SUS has been particularly keen in the Contract Manufacturing (CMO) sector, where the advantages it offers for increased flexibility and speed of product changeover are particularly attractive. The potential advantages that SUS technology offers over traditional stainless steel (SS) processing has been well documented and reported in recent years.

These benefits of single-use-system manufacturing include:

Reduced Initial Capital Investment - SUS requires a lower capital expenditure for equipment, process utilities (high purity water and steam), and facility footprints. Modular designs with SUS often result in reduced classified space requirements accompanied by associated cost savings. SUS does not eliminate any utility system but reduces overall water (Clean-in-Place - CIP) and steam (Steam-in-Place - SIP) usage.



Drip bags are one of the common Single-Use-System (SUS) manufacturing items for the health care industry

Single-use components replace the time consuming set-up, validation and post-production cleaning requirements of traditional stainless steel parts, and the cost associated with them. These components often include tank liners, specialty mixing bag systems, and pre-sterilized connectors and tubing, among others.

Safety and Quality - The components and process improve aseptic processing and sterility assurance while reducing the opportunity for cross contamination while improving sterility assurance.

Flexibility and Speed to Market - SUS offers real benefits in flexibility by reducing the time needed to get a facility up and running initially and following subsequent changes. Change-over times between products/campaigns is greatly reduced, making SUS particularly attractive to CMO's who often need to deal with production schedule changes due to last minute labor, raw materials or product demand issues. It also allows equipment that might have otherwise been dedicated to a single product now support multiple product production work.

Improved scalability and surge capacity - These systems offer more efficient scaling capabilities which are more challenging with conventional manufacturing.

SINGLE-USE-SYSTEM CHALLENGES

When evaluating the case for SUS in a particular application, the design team must also consider the following factors that may restrict the use of disposables.

Warehouse Storage and Handling - Warehouse storage and staging areas must be provided and optimized for incoming single-use disposable items. Handling and setup / breakdown times must also be taken into consideration.

Direct Waste Disposal - How are single-use items to be decontaminated and disposed of after use, and at what cost compared to non-disposable equipment? **Leachables and Extractables (L&E)** - This factor ranks as the number one concern with SUS. The level of concern has reduced in recent years due to the Bio-

OVERVIEW OF STATE OF THE ART SINGLE-USE SYSTEMS (STS) TECHNOLOGIES

Process Systems Alliance (BPSA) taking a leading role in addressing this and other issues related to SUS implementation.

Breakage of Bags and Lost Product - This concern is offset by the higher risk of leakage and contamination inherent in traditional SS systems.

Single-Source Issues - Manufacturers have been concerned for cost and availability issues related to becoming dependent on proprietary systems available from a single source. However, the growing number of vendors offering related or equivalent systems have helped alleviate this concern.

SINGLE-USE SYSTEMS/VENDORS

Today, a wide range of SUS options are available for almost every unit operation employed in bio-processing, ranging from buffer/media preparation and cell culture bioreactors to final formulation and filling. A representative sampling of available systems include:

Buffer/Media/Product Hold - One of the earliest applications of SUS bag technology was in the area of sterile buffer, media, and product (harvest) hold and/or transfer operations, dating back to the early '90's. Today, a wide assortment of disposable bag systems are available. Integrated with pre-configured disposable tube sets complete with aseptic connectors and sterile liquid filters.

Aseptic Connectors - Single-use aseptic connectors create sterile tubing connections within and between single-use systems and stainless processing equipment for process fluid transfer.

Quick disconnect fittings are used with laminar flow hoods for quick and secure connections. **Single-use Steam-In-Place connectors** provide connections between single-use systems and stainless processing equipment, requiring a steam supply at the point of connection. **Tubing-to-tubing single-use sterile connectors** allow for connections without a laminar flow hood or tube welder, allowing for sterile fluid transfer between single-use systems even in gray space.

caption



300 L Single Use Mixer, 250 L Single Use Bioreactor - Thermo Fisher Scientific - Used with permission

There are also sterile disconnect couplings providing shutoff valves which maintain fluid sterility during or after disconnection of single use tubing, even in uncontrolled environments.

Bio-Reactor Systems - For cell culture processes. Bio-Reactor seed and production trains comprised entirely of SUS disposable systems are now possible, starting with laboratory seed flasks, scaling up to intermediate Wave bag reactors and final continuous stirred tank production reactor designs.

While SUS technology has made some inroads into microbial fermenter design, the higher heat loads and gas exchange rates required for typical fermentation processes limit the current batch size to about 500L.

Chromatography - Pre-packed disposable column systems reduce the downtime necessary for repeatedly packing and unpacking columns and increase turn-around cycles. Use of sanitizing and cleaning chemicals are minimized and

OVERVIEW OF STATE OF THE ART SINGLE-USE SYSTEMS (STS) TECHNOLOGIES

risks of accidental exposure are greatly reduced or eliminated.

Filtration - With Normal Flow or Dead End Filtration (NFF), matter is retained through size exclusion and is complementary to chromatography selectivity. The feed stream moves perpendicular to the membrane and purified liquid passes through the membrane. Tangential Flow or Cross Flow Filtration (TFF or CFF) is an alternate filtration method where matter is retained through size exclusion and is complementary to chromatography selectivity. Feed stream moves parallel to the membrane surface with filter cake being flushed away during the process.

In both cases, as the filters end their useful life, they are simply replaced, reducing cleaning expense and time.

SUS Mixing Systems - Mixing systems include superconducting drive unit designed for compatibility with interchangeable containment tanks which can hold disposable bags of varying volumes. Reduced cleaning and sterilization demands provide potential savings up to and exceeding 60% with a reduced risk of cross-contamination.

Bio-Reactor Systems - For cell culture processes. Bio-Reactor seed and production trains comprised entirely of SUS disposable systems are now possible, starting with laboratory seed flasks, scaling up to intermediate Wave bag reactors and final continuous stirred tank production reactor designs.

While SUS technology has made some inroads into microbial fermenter design, the higher heat loads and gas exchange



Single Use Sensors, one single-use element - Thermo Fisher Scientific. Used with permission

rates required for typical fermentation processes limit the current batch size to about 500L.

Normal Flow or Dead End Filtration (NFF) - Matter is retained through size exclusion and is complementary to chromatography selectivity. The feed stream moves perpendicular to the membrane and purified liquid passes through the membrane. As they end their useful life, filters are simply replaced, reducing cleaning expense and time.

Tangential Flow or Cross Flow Filtration (TFF or CFF) - Another filtration method where matter is retained through size exclusion and is complementary to chromatography selectivity. Feed stream moves parallel to the membrane surface with filter cake being flushed away during the process.

Pumps - Single-use pumps are designed for a variety of applications, including bioreactors and the transfer of media and maintaining pH control; harvest

clarification; chromatography for capture and polishing; and formulation and filling.

SINGLE USE SYSTEMS SERVE MULTIPLE MANUFACTURING NEEDS

Single-Use-Systems provide many manufacturers with the flexibility and capabilities they need to deal with in their manufacturing operations. The older limitation of limited suppliers and relatively few options have been addressed as the market has grown. And the total economic cost, when factoring in all costs, make SUS an attractive alternative.

Careful attention to the up-front planning of the systems with qualified partners can help ensure that companies reach their objectives of flexibility, initial and ongoing costs, and capacity and scalability by evaluating single-use systems on a case-by-case basis.

EWING COLE

With over 300 professionals located in Philadelphia, New York and California, EwingCole is nationally recognized for design excellence and an integrated approach to developing Architecture, Engineering, Interior Design, and Planning solutions.

References

1. Road Map to Implementations of Single-Use Systems, Hagg, Boehm et al, BioProcess International, April 2010.
2. Single-Use Systems as Principal Components in Bioproduction, Whitehead, BioProcess International, June 10, 2016.
3. Application of Single-Use Disposable Technology in Biopharmaceuticals - Manufacturing, Economic and Regulatory Issues by Corcoran, Foster, American Pharmaceutical Review.
4. https://www.fda.gov/oc/foia/foia_library/Biotechnology/WhitePapers/Documents/WhitePaperHowSingle-Use-Containers-Advantage-Aseptic-Processing.pdf
5. GE, Health Science White Paper, An environmental life cycle assessment comparison of single-use and conventional bioprocessing technology.

EWINGCOLE • Philadelphia, PA 215.923.2020 • New York City, NY 212.897.4033 • Irvine, CA 949.417.7550 • ewingcole.com

Digital marketing - Case study



Meridia Interactive Solutions Use case studies - long format



I was engaged by a marketing firm to construct three case studies for a technology firm that supplied electronic voting devices.

These studies needed to match previous studies in terms of 'voice' and present perspectives that had not been covered in the past. It was also written to SEO positively.

AUDIENCE: Influencers and decision-makers in the use and purchase of voting systems. Survey companies and end-users in various industries.

PRODUCTION: N/A

Stow is a Go on Electronic Voting

How do you plan and run a socially-distanced Town Meeting in less than two weeks during a pandemic? Easily, without fear.

Town Meetings in Stow, Massachusetts, are a setting where tradition has long held sway. Hundreds of residents crowd into a single room to consider matters related to budgets, zoning issues, citizen petitions, and other concerns, then raise colored cards in the air to cast a yea or nay vote for each item on the warrant. It's a very public display of civic pride and priorities where everyone present can see how everyone else voted.

Town Meetings can last for several hours as discussions are held and votes are tallied. Close votes can require hand recounts by pairs of volunteers and highly controversial votes can result in a paper ballot vote. Lengthy warrants, extended discussions, and the necessity for recounts or paper ballots can cause a single meeting to stretch over multiple nights.

But in the face of the COVID-19 pandemic, Stow officials knew that this tradition could easily lead to a public health disaster. It simply wasn't safe to bring together hundreds of people and try to conduct business in the usual manner. "COVID hit hard and we needed to figure out how to run our Town Meeting efficiently and achieve its goals," says Deb Seith, Assistant Town Clerk in Stow. "We could not just skip it. We needed to find a way for our residents to feel they could safely participate."

Stow's Board of Selectmen and Town Moderator suggested having indoor and outdoor seating options for the meeting as a way to accommodate several hundred people at a responsible social distance. But that approach created new challenges. "How would we tabulate the results?" asked Seith. "How much additional time would it take to complete dual-site voting—and how long would people be outdoors in the July heat?" That last concern held the potential for additional health problems for attendees. "We needed a way to get the voting done as quickly and efficiently as possible."

Proof of concept

Ross Perry, Stow resident and Town Administrator of nearby Sterling, Massachusetts, told Seith about Sterling's experience with the EZ-VOTE electronic voting solution from Meridia Interactive Solutions. Using a wireless electronic solution would enable Stow citizens to gather while social distancing and vote on articles faster and more accurately than traditional Town Meeting procedures would ever allow. It could also easily address the dual-site challenge because

votes could be cast and counted from both locations simultaneously.

Seith spoke to administrators in other Massachusetts towns that had incorporated electronic voting systems and received similar positive feedback. As a matter of due diligence, she reached out to several electronic voting solution vendors for quotes, whereupon she immediately encountered a new challenge: Stow's Town Meeting was to take place in just two weeks. Only one vendor could affordably provide the clickers, software, and support that quickly—Meridia, whose EZ-VOTE solution had already been recommended. "Because I knew Ross had vetted Meridia on behalf of the town of Sterling and knew him to be both thorough and fiscally responsible, I felt comfortable going forward," says Seith.

Real time response

The team from Meridia set up the EZ-VOTE system and the PowerPoint presentation through which voting results would be available in real time. On the day of the Town Meeting, more than 200 clickers were distributed to assembled residents. After a brief tutorial for on using the clickers and how to verify that votes had been recorded, the Town Meeting commenced. While other Town Meetings configure EZ-VOTE to identify how each citizen has voted on an article—mimicking the voting visibility that would occur in a traditional Town Meeting—Stow chose to configure EZ-VOTE to capture only the number of yea and nay votes. The Moderator received the results for both locations and would immediately announce the total votes cast, yea and nay counts, and whether it passed by clear majority vote.

High acceptability among users

"Everybody thought the clickers were great," says Seith. "The indoor and outdoor votes were captured simultaneously and tallied in seconds—which wouldn't have been possible if we had been voting in a traditional manner." The Moderator could see at a glance how many people had voted and announce a countdown to close the voting window. The system eliminated the need for recounts/hand counts for any close votes and no one questioned the accuracy of the vote count. Despite the new structure and dual-site accommodation for the pandemic, the meeting went smoothly and wrapped up quickly.

Fast implementation, exceptional support

"Meridia's customer service has been outstanding," says Seith. "We had such a short timeframe in which to pull this off. Other vendors thought I was nuts. They said there was no affordable way to do this in two weeks. But Meridia did it. They even had backup equipment in case something broke. At one point my own laptop wasn't playing nicely, but Meridia had a spare one right there and let us use that. That level of support was huge."

Well prepared for the future

In towns throughout New England, the tradition of Town Meeting runs deep, as does a tradition of rising to the occasion when confronted by adversity. For Stow, EZ-VOTE provides a compelling solution to the challenge of bringing their residents together at a time when "together" can pose real risks.

Press Release



flyADVANCED

A conversation with Regis de Ramel



An important part of the rebranding and marketing of the flyADVANCED locations was to create awareness for the operation.

This long-format interview was created to approach local media for business coverage of flyADVANCED and Regis de Ramel.

It resulted in three feature publication articles within 60 days, including a custom photo spread done by one publication.

The text is partially reproduced here.

AUDIENCE: Business community in the greater Delaware/Brandywine region

PRODUCTION: In-house

A DIALOG WITH REGIS DE RAMEL, PRESIDENT AND CEO OF flyADVANCED

The president of the mid-Atlantic integrated aircraft management company offering maintenance, FBO and MRO services, hangar, worldwide charter and flight training shares his thoughts on competing with larger service providers, the market for private aviation and building a corporate culture that changes the public's view on air travel.

Independent operators in the aviation industry face tremendous challenges, competing among themselves and with large national and international providers. 41 year old Regis de Ramel has a vision he has already been sharing with others for nearly two decades. Owning and managing three profitable flyADVANCED locations already places him in a unique position among small-to-medium sized operators.

What was your start in aviation?

It dates back long before I was born. My great grandfather Fredrick H. Prince was a successful businessman who is best known for his business ventures including the Union Stockyards and Transit Company, for which he served as Chairman. His son and my great uncle Norman Prince, founded and then flew with the all-American Lafayette Escadrille in World War I. This was revolutionary... nothing like that had ever existed prior. Air flight was in its infancy and this was a group of pilots committed to protect another country with their own lives.

Norman died on a mission in 1916. My great grandfather Frederick Henry Prince also joined and flew with them. The Escadrille later served as the model for the American Air Force. So you can say that flying has always been in my blood. I earned my pilots license at age 19 but worked my first job at a non-aviation focused company which developed the first master-planned office park in the United States. Shortly after, I moved to Newport, Rhode Island and founded Air Newport, an air-taxi business. There, I was finally able to merge my love for flying with my desire to change the way people thought about air flight.

Change it how?

To show both business professionals and flight enthusiasts that flying is not out of reach, but instead could be a first choice. That it is a very practical way to get from point A to point B and the benefits it provides: the time saved and convenience gained from using a local airport. And for some, the thrill of flying just to fly.



And then you sold Air Newport. Why?

My next phase was to evangelize and sell Cirrus Aircraft. In running Air Newport, which made use of Cirrus aircraft, those planes crystalized my ambitions on changing the way people think about air travel. So I became Regional Sales Director to Cirrus in 2003. To do that, I couldn't run the day-to-day operations of Air Newport. And I wanted it to survive. We had built a nice business, an important business. An entrepreneur may hate letting his babies go, but to close them down is even worse.

In 2007 it was time to take the next step in my larger goals. I formed Stratus Alliance, an aggregation charter operation for Cirrus owners aimed at business travelers. In 2009 I purchased the assets of Advanced Aircraft at the Lancaster Airport. That gave us a repair facility that would later become the largest authorized Cirrus Service Center in the United States. I could build it into a wider foundation of my bigger goals: transforming how people think about air travel.

2011 brought with it a significant opportunity, right?

Yes, after a lot of work, I won the long-term contract to manage all operations at Wings Field in Blue Bell PA. The location provides flight lessons, charter, FBO and MRO services, aircraft maintenance and management for light jet and piston aircraft. That gave us two locations from which to operate. Which of course always leads you to think....where will the third be located?

That opportunity presented itself in 2014 with an operation in Wilmington Delaware – Aero Ways Inc.

Buying Aero Ways Inc. was a turning point in your strategy implementation?

Absolutely. It came with a lot of positives, including location and assets. Of course, it also came with a number of challenges. That's the nature of any business...sorting through them and turning them to the positive. The location significantly expanded our capabilities, making us a different aviation company. We were no longer just light aircraft. We were now jets, too...heavy jets, light jets. That is exciting!

How did you handle the transition at the Wilmington, Delaware site?

(Laughing) Carefully. Methodically. Aero Ways' founder stayed and is still with us. He's a great inspiration as an entrepreneur and embodies the spirit of making things happen. He plays a leadership role and continues to serve a key client.

We did change some personnel around. For our new goals, it made sense to use resources differently, and invest in some that would bring us to our next level. There were things that each location could teach the others.

We have a wonderful relationship with our fuel supplier and it has only gotten better. They were very supportive of the change-over and were flexible as our needs changed with the change in ownership.

Our existing clients liked the existing service that they were getting but I could envision how we could improve it and attract new clients.

This is a very different environment than the other two locations. The types of planes served, obviously. But also the competition on the field. And the geography. Being located in Delaware, there are distinct tax advantages for owners. Proximity to Philadelphia is also a big plus.

How does the addition of KILG change the rest of your organization?

In the beginning they ran completely separately. After all, they were completely separate operations. But we needed to bring the staff together, first under a single culture, a common purpose and vision, before we ever got to a common name. So I started there.

We each talked about our own area and what did or would make us better than our competition and better than we ourselves were yesterday. No matter what words we used to describe our mission, it came back to our clients and TRUST. So it all started there.

Then there were the mechanical things...all challenging but more functional in nature. Merging branding, email systems, signage, accounting, those kinds of things support marketing but are really operational in nature, and necessary to get to the next stage. We are at the tail end of those changes now.

Article continues

Press Release



flyADVANCED Welcome Back Dan Steadman



Part of the rebranding included hiring (and hiring back) qualified flight instructors. Flight lessons total over \$20,000 to complete and are often done over six months to two years. Beginning with small aircraft, about 25% of students go on to train for additional licenses.

This release was written more as a story than a traditional press release. This was done to promote the recent merger of three locations under a unifying brand and promote the new capabilities that resulted. This piece was reprinted *as written* in multiple publications.

AUDIENCE: Men and women ages 21-50.

PRODUCTION: In-house

flyADVANCED welcomes back Daniel Stegeman as Chief Flight instructor and Chief Charter Pilot



At 11,000 plus flight hours and experience in over 40 models of planes, **Daniel Stegeman** isn't your typical Chief Flight Instructor. Flight instructors typically start their teaching career somewhere near the required minimum, around 250 hours, and use their instructional time to build their own air time. They then leave for other aviation jobs and are replaced by others pilots who look to do the same thing.

Stegeman's hiring is flyADVANCED's continued effort to change the flight instruction paradigm and utilize more experienced pilots as instructors for its flight school. Stegeman himself developed the flight department for Bentley Systems in Exton, PA; founded Airshares Fractional Cirrus program for the Philadelphia market; and has served as a Captain for two 135 Charter companies over the last several years.

But why change the flight training model that the industry is accustomed to and deems acceptable? "Commitment to creating better pilots," noted Regis de Ramel, CEO of the companies that make up flyADVANCED. "One of the challenges in the traditional method is that instructors are more limited in their knowledge. Imagine having an instructor that graduated with a Ph. D. in the topic instead of a bachelor's degree. Imagine that person had years of real life experience under a huge variety of conditions. How much more complete would your training be?"

Stegeman agrees. "Many pilots have experience flying of one or two models of planes. It means that their instruction is very specific to the plane. Pilots with wider experience in both hours flying and models flown teach differently. And that makes it easier when students change plane models. Imagine learning to drive a car but your lessons are geared to just one particular model. When you get in a different car, you can't easily drive the new car. That approach limits you as a driver and as a pilot. We can do better, but it starts with managing the flight training process and the instructors in a different way."

Just 1 percent of the U. S. population holds a pilot's license. The number of ground and flight hours required for students to complete their training varies, as does the total time it takes to complete those training hours. 70% of those seeking a pilot's license do so for recreational purposes. Many have a mix of personal and business goals, including managing multiple location businesses.

"flyADVANCED is taking action to be the leader in training," de Ramel noted. "We want to change the way people think about air travel and Dan will be an integral part of our continued growth in that area."

Flight training is currently conducted at Wings Field Blue Bell, Pennsylvania.

flyADVANCED is a mid-Atlantic provider of executive and personal integrated aircraft management, Fixed Base Operations (FBO), charter, rental and flight training services. www.flyadvanced.com.

Radio advertising



J Karen Jewelers Engagement ring radio ad



[Listen to the radio ad](#)

This subcontracting assignment from a local agency involved creation of a series of radio spots for multiple clients. This ad was for a local jewelry retailer with two locations.

To make it interesting listening, I counter-balanced the announcer-read copy with a female having her half of a conversation with her non-present boyfriend. The result is a fun back-and-forth cadence that delivers the message with more warmth and emotion than simple reading.

AUDIENCE: Men thinking of or planning to getting married, ages 22 to mid-40's, low to moderate incomes.

PRODUCTION: Radio station using on-air talent

RADIO AD (:60)

Music intro

MALE: She's been dropping you hints

FEMALE: I've been thinking about our future

MALE: Every chance she gets

FEMALE: Did you hear? Bob and Janey just got engaged

MALE: Last month at your cousin's engagement party

FEMALE: Oooh, look at her ring

MALE: She loves you

FEMALE: I love you

MALE: And you love her. It's time. You need to go to J Karen Jewelers.

FEMALE: Oooh, J Karen Jewelers. Is that for me?

MALE: J Karen Jewelers has the highest quality diamond engagement rings

FEMALE: Look at the sparkle

MALE: They offer discounted prices every day, so you don't have to wait for a sale. And they have purchase plans available

FEMALE: Oh honey. It looks like it cost so much.

MALE: J Karen has the largest selection of jewelry in the area.

Plus, expert gemologists to help you.

Please don't go anywhere else. She's counting on you.

J Karen Jewelers. Exton Square Mall and the Gateway Center on 202 next to TJ Maxx.

Music outro

Print advertising



Gordon Pharmaceuticals Product advertising campaign



This small pharma company embraced their “small and friendly” reputation by using less formal ads to set them apart from their more corporate competition.

Their current contracted person was MIA and they needed both ads and their annual catalog completed for mailing in January.

Owner said that I ‘got it right the first time.’”

AUDIENCE: Podiatrists, Podiatric Office managers

PRODUCTION: In-house

Don't Sweat the Sweat

DRY
DRIER
DRIEST

Bromi-Lotion
ANTIPERSPIRANT LOTION
NET CONTENTS 4 FL. OZ.
Gordon Laboratories • Upper Darby, PA 19082

FORMADON
10% FORMALIN SOLUTION
Gordon Laboratories
NET CONTENTS 3 FL. OZ.
Gordon Laboratories • Upper Darby, PA 19082

FORMA-RAY
20% FORMALIN SOLUTION
Gordon Laboratories
NET CONTENTS 2 FL. OZ.
Gordon Laboratories • Upper Darby, PA 19082

From the less severe to the most challenging cases of excessive foot perspiration and odor, Gordon Laboratories offers the most complete selection of solutions. To treat bromidrosis and hyperhidrosis, Bromi-Lotion provides an alcohol-free lotion option incorporating the drying power of aluminum hydroxychloride. Formadon and Forma-Ray offer an aqueous Formalin-based topical drying agent and disinfectant to eliminate more severe cases of hyperhidrosis and reducing the odor-causing bacteria flora that often thrives in moisture.

NDC 10481-1050- FORMADON
ACTIVE INGREDIENT: Formalin (10% of U.S.P. strength)
DESCRIPTION: Formadon provides a preferable vehicle for the topical application of Formalin solution. It is formulated with an aqueous perfumed base which helps minimize the characteristic pungent odor.
DIRECTIONS: Apply to feet twice weekly or as prescribed by a Physician.
HOW SUPPLIED: 2 oz. sponge lip bottle NDC-05-4 oz. plastic bottle NDC-2
PHARMACOLOGY: Formalin, a solution of Formaldehyde, has been extensively used as a drying agent as well as a disinfectant. Direct topical application of Formalin solution has been an extremely useful way of dealing with odor-causing bacteria on the surface of the skin. The elimination of hyperhidrosis is of paramount importance in reducing bacteria associated with odor and wetness. Formalin, in drying the skin surface, reduces bacterial flora which can thrive in moisture.
CONTRAINDICATIONS/WARNINGS: Avoid frequent use. Avoid contact with eyes or mucous membranes. Do not apply to open wounds. Should signs of irritation develop, medication should be discontinued. Irritates eyes, nose, and throat. Avoid breathing vapors. Use with adequate ventilation. In the event of eye contact, flush copiously with water and get medical attention. Keep out of reach of children. For external use only. Harmful if swallowed. Contact a local Poison Control Center immediately. Do not induce vomiting. If conscious, give eight ounces (240 mL) of milk, water or water with activated charcoal. Keep well closed in a cool place. Federal law prohibits dispensing without a prescription.

NDC 10481-3015- FORMA-RAY
ACTIVE INGREDIENT: Formaldehyde (20% of U.S.P. strength)
DESCRIPTION: A tinted aqueous perfumed base provides a preferable vehicle for the topical application of Formalin solution to relieve severe conditions of bromidrosis and hyperhidrosis. This formula is double the strength of Formadon. Formalin solution dries the skin's surface, and makes a very good drying agent after surgery or laser treatment.
DIRECTIONS: Apply to feet twice weekly or as prescribed by a Physician.
HOW SUPPLIED: 2 oz. sponge lip bottle NDC-05-4 oz. plastic bottle NDC-2
PHARMACOLOGY: Formalin, a solution of Formaldehyde, has been extensively used as a drying agent as well as a disinfectant. Direct topical application of Formalin solution has been an extremely useful way of dealing with odor-causing bacteria on the surface of the skin. The elimination of hyperhidrosis is of paramount importance in reducing bacteria associated with odor and wetness. Formalin, in drying the skin surface, reduces bacterial flora which can thrive in moisture.
CONTRAINDICATIONS/WARNINGS: Avoid frequent use. Avoid contact with eyes or mucous membranes. Do not apply to open wounds. Should signs of irritation develop, medication should be discontinued. Irritates eyes, nose, and throat. Avoid breathing vapors. Use with adequate ventilation. In the event of eye contact, flush copiously with water and get medical attention. Keep out of reach of children. For external use only. Harmful if swallowed. Contact a local Poison Control Center immediately. Do not induce vomiting. If conscious, give eight ounces (240 mL) of milk, water or water with activated charcoal. Keep well closed in a cool place. Federal law prohibits dispensing without a prescription.

Gordon Laboratories
6801 Ludlow Street • Upper Darby, PA 19082
610.734.2011 • 800.356.7870 • FAX 610.734.2049 • www.gordonlabs.com



A free inspection... so what's the catch?

There is no catch. Really.

We do thousands of roof inspections a year. It's fast and easy for JRC Services to do an additional inspection while in your the area doing work for one of your neighbors. Other roofers charge up to \$250 and don't offer the written inspection we do.

Most inspections require no action by the home owner. But homes near each other have been through the same weather conditions and face the same environmental elements. Your neighbor's compromised roofing might be your predictor of possible problems.

If you do have a situation that needs addressing

We can help you. Finding roofing problems early and repairing them is a lot less expensive than waiting for evidence *inside* your home. By that time, repairs can run into thousands or even tens of thousands of dollars.

Our staff consists of homeowners themselves who live and work in Florida. We are experts at working with insurance claims and minimizing homeowner out-of-pocket expense.

ONE INSPECTION identifies FOUR TYPES of potential damage



WEATHER DAMAGE

Wind, hail, rain, sleet and high winds can all have a major impact on roofing elements and their integrity. Under the right conditions, a single significant storm can result in the kind of damage that destroys the integrity of your roof seal. As unbelievable as it sounds, wind alone can compromise your roof structure.

Once the moisture seal is breached, future storm and weather related events can damage



MECHANICAL DAMAGE

Damage to roofing materials or sealing properties is many times caused by human interaction. It may be the result of improper installation, damage to materials during installation, or - ironically - previous inspection-related activities.

Traffic on your roof for other reasons can also cause damage that leads to a weakening of its protective properties through tearing and dislodging tiles or breaking or dislodging the protective coatings on the tiles themselves.



MANUFACTURING DAMAGE

Damage or wear to shingles and their protective coating or granular bonding can be the result of manufacturing defects, or to post-manufacturing shipping and handling. Even a few compromised tiles can break the moisture seal roofs are intended to provide. Flaws are often overlooked by installers.

The result is often a shortened roof life expectancy with the risk of unexpected damage despite a roof that is young and appears to be in good shape.



ENVIRONMENTAL DAMAGE

Animals and insects can cause serious damage to roofs and subsequently to the inside of your home through nesting, hives and other infiltrations.

Algae, moss and mold are more than a nuisance; each can contribute to roof degradation and also lead to health issues for residents when it finds its way onto the home. Attracted to moisture and humid environments, they also retain moisture and contribute to the rotting of tiles well before their life expectancy.



Your 00 Point Inspection Report provides greater confidence

Your Inspection Report also assesses the general condition and structural integrity of your roof and supporting elements, including:

Structural integrity including uneven roof planes and sagging. Gutter, fascia and soffit condition are evaluated. Chimney masonry and attic venting are evaluated.

Material integrity includes shingle examination for looseness, missing or curling. Stains, moss, rust, and loose or missing fasteners are noted. Shingle aggregate settled in roof valleys or drainspouts are documented along with gaps in rubber boots and seals around vent pipes.

Workmanship quality focuses on roof and flashing installation errors or inconsistencies which lead to a compromised moisture seal.

A complete written assessment outlines the findings, indicating the severity of the issues and the need for corrective action. Specific notations are added by the inspector to provide additional insights.

Your report should be used as a baseline to compare with future inspections. It is suitable for insurance purposes including proof of condition and repair claims.



A 00 point COMPLETE roof inspection

Client Journey Mapping



Haverford Trust Client Journey Mapping



I was subcontracted by a large marketing firm to produce the customer journey for a private financial investment client.

I conducted interviews with members of the team and used additional outside resources to construct a better picture of the journey and gaps in the company's efforts.

Conclusions and action steps were provided to help the company improve their targeting success with clients and influencers.

AUDIENCE: Individuals and families with \$1 million and greater of investable assets; influencers for that group including accountants and estate lawyers.

PRODUCTION: In-house



Stage 3 – Evaluating Choices
Prospects are motivated to use their research to compare options in anticipation of making a change.

Client goal: Identify the optimal solution and make a change

What portfolio managers said:

- It can take several meetings and 2-4 months or more to be chosen by client
- Some acknowledged challenges:
 - Weak website offering – clients can't write checks or self-access funds
 - Investment selections don't offer as wide a variety as the market offers
 - Investing services have become commoditized and it can be hard to justify fees
 - What to send to a prospect can be a challenge: pitch book is too much, don't want to include too many attachments, general brochures are general
 - No proposal system, can take 8-16 hours to create a proposal alone, let alone present it

Stage 3 – Evaluating Choices
Prospects are motivated to use their research to compare options in anticipation of making a change.

SELECTION CRITERIA

COUPLES	ENTREPRENEURS
<p>Advisor related</p> <ul style="list-style-type: none"> • Personality match with Portfolio Manager • Trust knowledge, skills and reputation <p>Service Related – Do you offer what I need</p> <ul style="list-style-type: none"> • Personal Services – investments, trust, taxes • Types of investments • Returns • Fees 	<p>Personal value proposition</p> <ul style="list-style-type: none"> • Individual and family focus • Personal financial goals <p>Service Related – Do you offer what I need?</p> <ul style="list-style-type: none"> • Personal Services – investments, trust, taxes • Types of investments • Returns • Fees <p>Business Service Related – Do you offer what I need?</p> <ul style="list-style-type: none"> • Services – Investments, trust, taxes, professional access • Types of investments • Returns • Fees

Stage 3 – Evaluating Choices
Serious evaluation options and solutions by narrowing choices to a few select providers

Business goal: Position Haverford Trust as **the** high value, knowledgeable, and ideal solution

Touchpoints:

- Direct – In-person and Zoom meetings, phone calls, follow-up emails, event invitations
- Direct – Social media, Blogs, Web site, Advertising of brand, sponsorships,
- Indirect – Family, friend, professional referrals as affirmation, Public Relations

Organizational Activities:

- Follow up and connect with leads and previous meetings
- Reinforce the brand *and advisor personas* through appropriate advertising, PR, social media, public-accessible content
- Leverage lawyers and accountant relationships who service the clients

Client Journey Mapping



Atlantic Credit Union Client Journey Mapping & sales/marketing problem-solving



With auto loans down 20%, I was tasked with bringing back auto loans to the credit union, in direct competition with dealer indirect lending.

The problem as described is that the lender is in a disadvantaged position. The customer mapping revealed an alternative approach.

My program increased auto loans by 40% within 11 months by mapping the member journey, identifying problems and creating a new way of marketing auto loans (tying financing to a discount purchasing program).

AUDIENCE: Existing members: Individuals and families with the highest propensity to buy new autos as determined by research demographics and dollar balances in accounts..

PRODUCTION: In-house

Gary Zenker • 610.883.2346 • www.linkedin.com/in/GaryZenker

MARKETING STRATEGY SUCCESS ATLANTIC CREDIT UNION

CHALLENGE: Atlantic Credit Union faced a 20% decline in auto loans, which served as a critical entry point for many households to credit union membership. Marketing analysis determined that auto financing was a minor detail in the typical auto purchase, relegated as a footnote to the purchase transaction. Car dealers had the loans virtually locked up because of their ability to process the loan any time the dealership was open and complete the loan faster than any bank or credit union.

The process of buying a car is best described like this:

A ▶ R ▶ T ▶ P_f
Activation of Interest Research of Vehicles Test Drive at Dealership Purchase (w/ finance)

In most cases, the credit union didn't know who was seeking a car purchase until (or if) the call came to finance the vehicle.

SOLUTION: Atlantic taught members a different way to buy a car that placed the auto financing in the beginning of the auto buying process by instituting two new strategies. First, Atlantic set up a discount buying program which gave members lower non-haggle pricing than they could negotiate on their own with a variety of dealers. Second, it made the discount buying service available through a loan pre-approval that offered loan guarantees based on credit score. This was, at the time, very different from what the industry was doing. Overlapping mailers were sent quarterly to those members with the highest propensity (as determined by demographic) to buy new cars. The discount buying process required the member to call the credit union at the beginning of the purchase process. People cared most about buying their car at the lowest price possible, giving Atlantic the opportunity to move the financing to the beginning of the buying process.

RESULTS: Atlantic saw a 40%+ increase in auto loans within 14 months at a time when auto sales were down 20% nationwide and dealers were offering 0% financing to attract buyers. There was no concession made in rates offered and no difference in the quality of the loans as compared to those made prior to program implementation. Atlantic took loans from the auto dealers and was able to convince people to pay for what they could get for free elsewhere.

GARY ZENKER
1243 Eastwick Circle, West Chester, PA 19380 • 610.883.2346 • garyzenker@gmail.com

*"You are the real deal; you understand the strategic importance of marketing and how to execute an effective and successful strategy and successful strategy."
— Carol Martinovic, COO - Vice President*

Copyright 2022 Gary Zenker.

Marketing Plan



Marque Engineering Marketing Plan



Marque Engineering engaged me to create a full marketing plan and assist them through the implementation.

The Plan was delivered in deck form with separate worksheets to track responsibilities, activities and progress.

The project included development of the company Vision, Mission, Client Commitment, and “Marque Way” narrative. It also involved SWOT analysis, identification of key future market segments and goals, redesign of all collateral and media strategy.

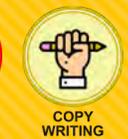
AUDIENCE: Prospects and existing clients in Marque’s marketplace; organizations that would subcontract engineering services to Marque.

PRODUCTION: In-house



Marketing Plans are highly confidential and include non-public information and strategy in addition to public research and content. For that reason, I can make this plan available for examination *during* a meeting for discussion but cannot offer it as an attachment.

Marketing Plan



Aston Industries Pty Global Marketing Plan



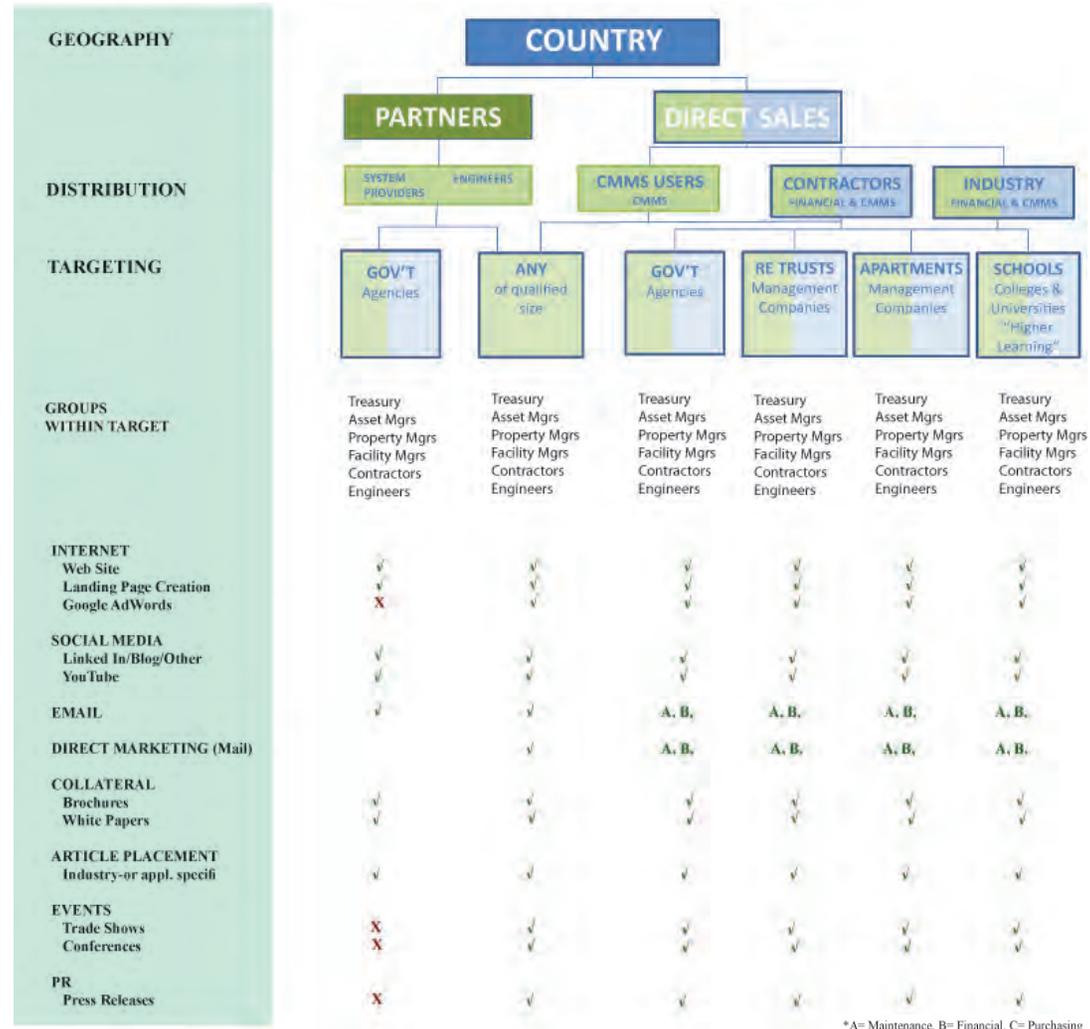
This Australian company had a SaaS offering - a CMMS software application - and was looking to expand globally but didn't have direction or a plan.

I created a full Marketing Plan including competitive analysis (they claimed not to have any competition) and potential partners who would recommend or subcontract their service. The plan also included SWOT analysis, targeting matrix, and global launch schedule. I also created handout materials for their conference booth.

AUDIENCE: Treasury Asset and Property Managers, Facility Managers, Contractors, and Engineers who are prospective users of the services; SaaS companies with a product that would benefit from Aston's improved interface.

PRODUCTION: In-house

MARKETING PLAN OVERVIEW ASTON INDUSTRIES



Marketing Plans are highly confidential and include non-public information and strategy in addition to public research and content. For that reason, I can make this plan available for examination *during* a meeting but cannot offer it as an attachment.

Business Plan



Axiom For Men Business Plan for Funding



I was engaged to create a business plan for this start-up cosmeceutical firm.

During the process, I identified cash flow issue which would have shut down the operations early and recommended revised funding goals. I also made observations and suggestions that changed their approach to the entire business.

This start-up funded in just 45 days with comments that the plan was extremely well-written.

AUDIENCE: Angel investors, private equity firms, private investors

PRODUCTION: In-house



Business Plans are highly confidential and include non-public information and strategy in addition to public research and content. For that reason, I can make this plan available for examination *during* a meeting but cannot offer it as an attachment.

Digital Marketing



Measurement Mojo Digital Marketing campaign



Measurement Mojo
THE THRILL OF PERFORMANCE

I was contracted to construct a Marketing Plan and guide implementation for this company as they were completely changing direction and target audience.

Elements included:

- Marketing plan
- Web site restructure and rewrite
- Marketing funnel architecture
- eMail marketing
- Landing pages
- Social media postings including LinkedIn
- Gated white papers

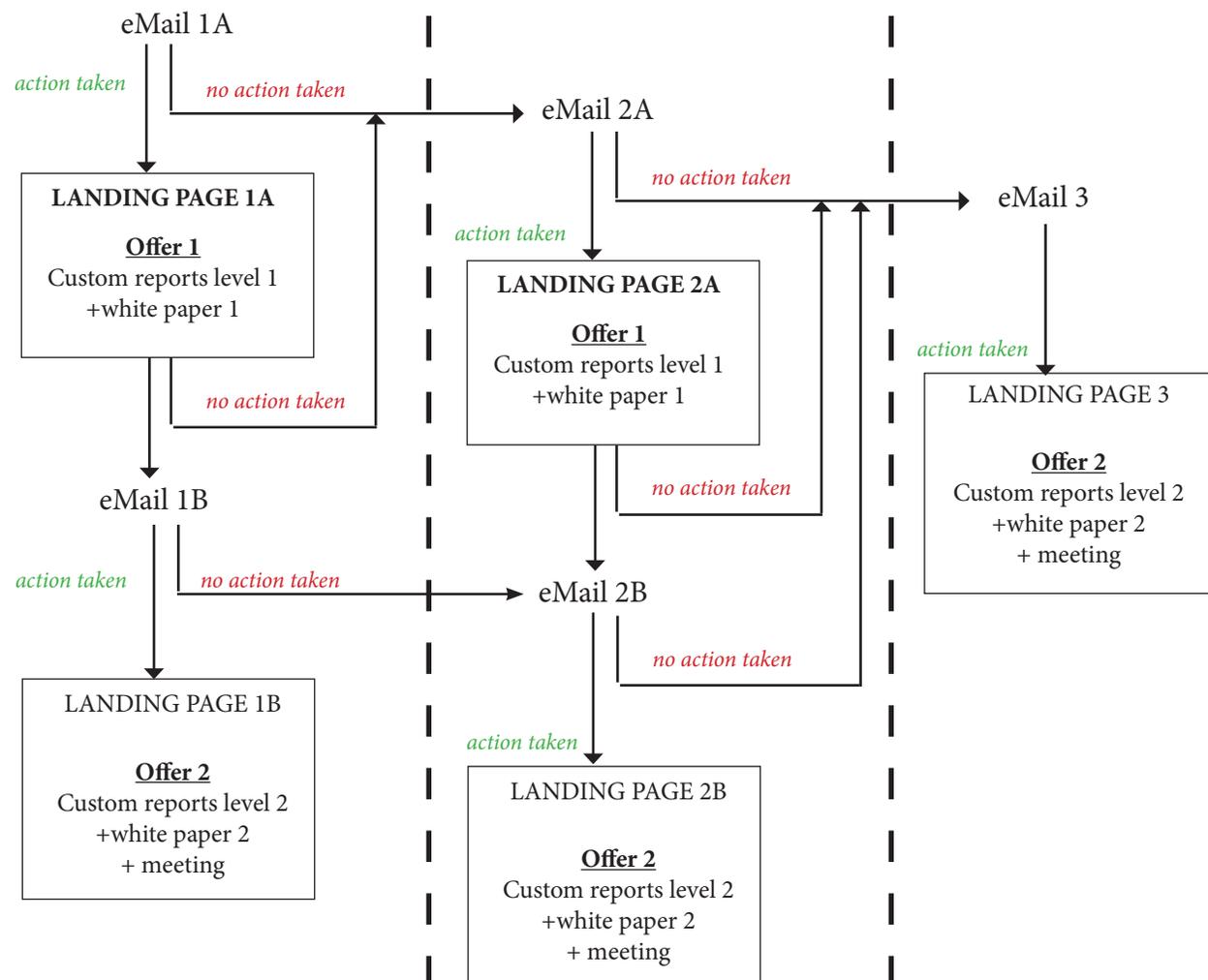
AUDIENCE: Pharma marketing and sales executives responsible for multiple product lines; C-Suite executives responsible for company level bottom-line performance.

PRODUCTION: In-house

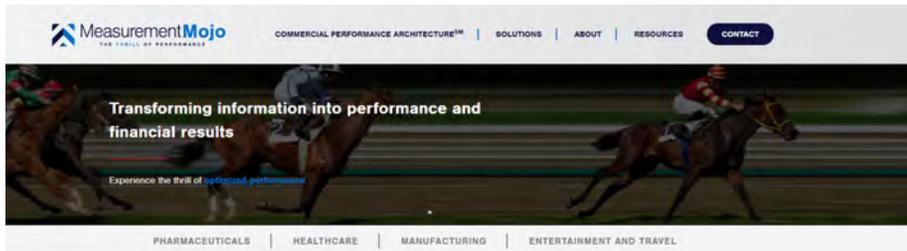
Digital Campaign Structure

A series of three emails make up this campaign

- eMail series 1 and 2 make the same offers with a different description and delivery
- eMail 3 jumps to the second offer immediately, again described differently
- Landing pages are linked to and may also be accessed through social media and blog links
- Custom reports include specific information on industry, responder company and competition as filled out in response form - a valuable offer to move people to next level response



Web site



Your data and your people hold the keys to optimized performance.

Even when things are running well, system inefficiencies, team misalignment, and competing priorities prevent you from reaching your true potential. Your own marketing and sales KPIs may actually be holding you back by telling you the wrong story.

What's preventing your organization from even better performance? We can show you - and help you remove the bottlenecks and obstructions. By closely examining current processes and leveraging data science, we can uncover new strategies to align teams, focus on prioritized actions, and better align operational financial performance.

Revenue increases and expense savings

Our implementations have saved clients millions annually and generated the same in revenue increases based on current spending. Implementations typically provide a positive Return On Investment within the first year and often within six months.

Unleash sales and marketing potential with **performance insights**

MARKETING

Confidently articulate your team's contribution to brand revenue with a persistent focus on marketing performance, alignment across partners and agile decision-making.

[EXPLORE MARKETING SOLUTIONS](#)

SALES

Grow sales revenue through the alignment of customer needs, experience and performance management.

[EXPLORE SALES SOLUTIONS](#)



MARKETING & SALES

Support a performance-first marketing and sales strategy. Design a measurement plan to empower agile decision-making and support more effective execution. Improved performance starts with measuring the effectiveness of your people, process, information and technology.

Web site modifications include:

- Rewrite or editing of all web site text to better tie to the real value proposition for each of the targeted professional types
- Improving writing cadence and focusing on specific needs of audience
- Shortening sentences and paragraphs to facilitate reading speed and comprehension
- Addition of four key target market selections beneath hero graphic to specifically alert industries this solution is for them
- Addition of web pages targeting each of the four markets
- Narrowing of hero graphic height to push text falling below it "above the scroll"
- Change out graphics to focus on team achievements

White papers



Web sites are dynamic and SEO benefits from continual additions and modifications to optimize relevance and content. The current web site for this organization currently reflects the work I did in rewriting and restructuring..

Blogs/Social Media content examples

Longer versions - LinkedIn, Facebook

The difference between KPIs and metrics

The difference between metrics and KPIs is huge, but many people use them interchangeably... and incorrectly. The implications of their misuse are often the core of marketing and sales strategy errors.

Counts like web traffic, banner clicks, impression counts, email opens are **activity metrics**. They measure a specific activity. Without the context of their cost impact of each and the ability to tie them back to sales, they hold little value to understand their connection to higher-level goal activity.

KPIs are those measures which tie back to both goal activity - typically sales and revenue - either directly or through key activities that lead to them. They include associated costs so that comparisons can be made.

Thus, the number of overall visitors to a website would be considered a metric, while a cost per lead from a specific source that filled out a form for additional information on a medicine might be considered a KPI: one being a general measure and the other a specific measure that can be tied back to both the ultimate goal and the costs associated with that action.

Learn more. Download the Measurement Mojo White Paper: *KPI Disconnects: Their impact on YOUR company performance and the connection to the Commercial Ratio* {link}

KPI Disconnects impact company performance

After nearly a decade of working with pharma companies to improve their efficiency and optimization, Measurement Mojo was able to identify the five most common KPI disconnects negatively impacting productivity and sales.

The most interesting observation has been that it didn't matter how large or small the company was, how long the company has been in business, or how many brands the company manufactured and marketed.

The five areas are:

- 1) An excess of activity reporting with no context to understand their financial impact
- 2) Measurement of activity with no tie-in to spending
- 3) Limited details on what caused the changes in the trends
- 4) No actionable insights describing how to improve the KPI
- 5) No tie-in to financial metrics - i.e. revenue increases or expense reductions

Most companies exhibited more than one of these disconnects, and Measurement Mojo analysis identified actions to be taken that provided revenue improvements of over 20% and/or expense reductions of the same amount.

Learn more: Download the Measurement Mojo white paper: *KPI Disconnects: Their impact on YOUR company performance and the connection to the Commercial Ratio* {link}

KPI disconnects and their relevance to the Commercial Ratio

KPI disconnects negatively affect revenue and cost optimization. These disconnects influence the measures that company leaders and investors use to compare and contrast companies and brands.

The Commercial Ratio measures efficiency and productivity focused on the company's marketing and sales functions.

The purpose of Sales & Marketing

$$\text{COMMERCIAL RATIO} = \frac{\text{REVENUE GROWTH}}{\text{SALES \& MARKETING EXPENSE}}$$

Sales & Marketing are typically the highest expense category on the income statement, so it's very visible.

Executives and investors alike can use the commercial ratio in two ways:

- Evaluate a high level measure of efficiency and productivity related to the sales and marketing functions
- Compare the measures of different brands or between companies.

At the highest level, it indicates whether the KPIs used to measure and adjust performance are correctly correlated to the goals of sales results and ROI. Disconnects surface with the Commercial Ratio either being too low (less than 1.0) or too high (over 1.7).

{meter image of commercial ratio}

Ratios that are low or high indicate inefficiencies embedded that, when corrected, could improve the company or brand performance. Those measures are often due to KPIs that are disconnected from goals, and misalignment in the people, processes, information and technology that serve as the foundation for all success.

For a more detailed look at this topic, download the Measurement Mojo white paper: *KPI Disconnects: Their impact on YOUR company performance and the connection to the Commercial Ratio* {link}

Shorter versions - Twitter

The difference between KPIs and metrics. People use them interchangeably...and incorrectly. KPIs tie back to both goal activity and cost. Metrics don't. It's often the core of marketing and sales strategy errors. Learn more. Download the White Paper: {link}

KPI disconnects impact company performance. After ten years and dozens of pharma studies, we've identified the five most common KPI disconnects in Marketing & Sales across the industry. Learn what you can do to reverse their negative impact on your revenue and costs. {link}

Email text 1

The Commercial Ratio

It changes the way YOU can look at your Marketing and Sales efficiency and productivity. It changes the way INVESTORS value your company.

This relatively simple measure has a lot of power embedded in it. That's because it reflects overall efficiency and productivity (or the challenges therein) in your marketing, sales, and operations.



The ratio is a standardized performance metric that communicates how efficiently the engine is running from the top down.

Pharma leadership and investors are both finding the ratio a way to better understand the company's sales and marketing ecosystem.

Companies with Commercial Ratio measures that are too low or too high often have KPI measures that are misaligned to actual goals. That is, the elements being measured in marketing and sales ARE NOT correctly aligned to the elements that influence sales revenue and expense optimization. That's a huge miss.

Measurement Mojo, industry experts in analyzing and resolving productivity and efficiency issues, can help you better understand where those disconnects are buried in your company.

We are offering you an informational KPI Disconnect and Commercial Ratio Report Package to better understand how those disconnects are affecting your organization. There is no cost for this.

To get your KPI Disconnect and Commercial Ratio Report package, go to insights.measurementmojo.com/crp1 and use this invitation code: 1967752

Whether you are already aware of the Commercial Ratio or this is your first education, there is huge value to you in understanding its implications.

Understanding and getting ahead of the curve on the Commercial Ratio implications is critical to making it work for and not against your company.

We are committed to your success.

Again, to get your package, go to insights.measurementmojo.com/crp1 and use this invitation code: 1967752

Digital - Social Media



flyADVANCED Digital Marketing campaign



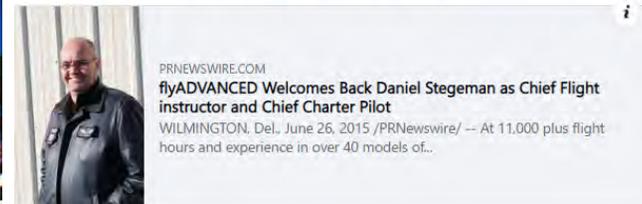
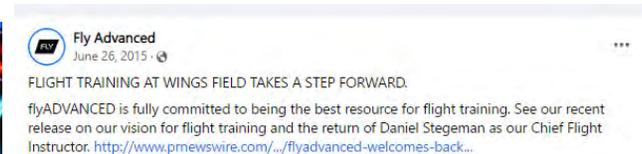
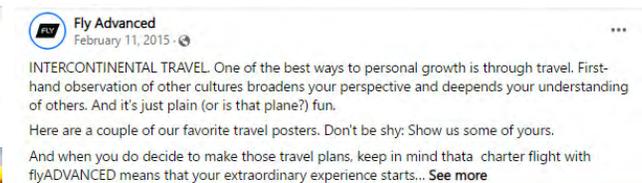
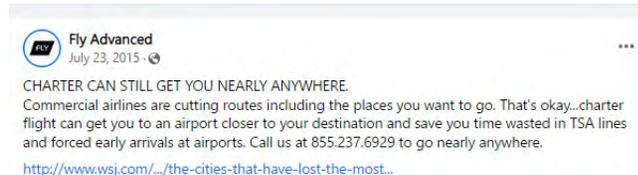
As a part of the overall Marketing Plan and rebranding, there was a focus on using social media more effectively. I created a social media schedule and researched/wrote all messages, balancing fun related facts with messaging that sold company services.

Channels included:

- Facebook
- LinkedIn
- Twitter

AUDIENCE: Prospects for flight school; private and business charter aircraft rental prospects; FOB services users

PRODUCTION: In-house



Fly Advanced
August 17, 2015 · 🌐

Everyone has a story about their passion for flight. We bet that you do, too. Tell us and everyone here about yours. We all want to know. Post a picture if you have a couple.

Here's just one video example of someone's very special first flight:
<https://www.youtube.com/watch?v=3TmC1GYIeQ>

Fly Advanced
July 8, 2015 · 🌐

WE LOVE LOOKING AT OLD PHOTOS RELATED TO AIR FLIGHT. It makes us realize how safe airflight is now and how much risk they took back then to be pioneers.

Fly Advanced
June 1, 2015 · 🌐

THE ONLY SOLO FLIGHT BETTER THAN THE FIRST ONE IS THE SECOND ONE. Congratulations to Reginald (Regi) Van Genechten, who made his second solo flight on May 17, 2015.

Maybe YOU know someone who should get the experience of a lifetime! A Discovery Flight can put someone you love in the cockpit and at the controls of a Cirrus aircraft (right next to an instructor)! See the world and flying in a whole new light!... [See more](#)

SOCIAL MEDIA CALENDAR

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Facebook	Flight pop-culture trivia	Services offered	Flight training related	Classic aero materials + Vid	Weekend weather/events	Classic airplane pics	History of flight facts
LinkedIn	Flight pop-culture trivia	Services offered	Flight training related	Classic aero materials + Vid	Weekend weather/events	Classic airplane pics	History of flight facts
Twitter	Flight pop-culture trivia	Services offered	Flight training related	Classic aero materials + Vid	Weekend weather/events	Classic airplane pics	History of flight facts
YouTube	X	X	X		X	X	X

Gary Zenker's background

Things about me that you might want to know



There's enough grey in my goatee that you can tell I've been around a while. I've learned from my mistakes and learned from other people's mistakes. I like the latter better.

I like....no, I *need* to understand how things work and why they work. I am endlessly curious about the how and why. I'm likely to ask twice as many questions as the next person. That makes me the better writer and marketer. I'm your devil's advocate. If there are holes in your marketing logic, I'll find them. Sorry, it's just the way I think. Analytical matched with creative. Two sides of the same coin for me.

Some people hire me as a writer and they get the marketing as the bonus. Some hire the marketer and get the writer as the bonus.

Sometimes I work client-side as an employee; other times, as an outside contractor - whichever works best for the client. I've worked with financial services, AEC and engineering, high tech and SaaS, healthcare and pharmaceuticals, and air transportation industries, as well as non-profits. The products and services may be different, but success is driven by the same process: understanding the audience demographics, identifying the buyers' journey and pain points; understanding the products, and creating the content that addresses the real need.

At my very core, I'm a storyteller. All great marketing includes storytelling. I founded and continue to run two local writers groups - 2009 and 2011 - to help other writers better their craft, get published, and build relationships. I also run events to place the spotlight on local authors and help them build their own platforms. Search my name on Google or YouTube and you'll find videos of me reading my short stories. Search me on Amazon and you'll see that I've published a bunch of books, as well.

Creative and analytical. Fiction and non-fiction. Two sides of the same coin in my brain: I embrace both sides and use them to forward client objectives.

Testimonials

80 written recommendations, 1000+ skill endorsements - www.Linkedin.com/in/GaryZenker

“Gary is very detailed oriented, a creative problem solver and collaborative team member. Gary can see both the short-term and long-term goals and execute a marketing plan well.”

*Jessica Straghan, First VP,
Willow Financial Bank*

“Strong interpersonal skills and a unique ability to motivate any team. His “out of the box thinking” gets everyone engaged and invested in any project’s success. His ideas were successful in helping us exceed our goals. He has always been a team player who serves as both a Manager and Mentor for the entire staff.”

*Paige Willover, VP Regional Sales and Service,
First Financial Bank*

“Gary’s talents lies in his ability to LISTEN, ANALYZE and COMMUNICATE concepts in engaging ways. He has an exceptional ability to quickly understand a variety of situations. I highly recommend Gary for those who not only want to get something done, but who want a superior implementation.”

*Kirt Barden, Regional Manager of Leasing
Leshar Nationalease*

“Gary is a pleasure to work with. He is a team player and very easy to work with. He provides great marketing advice and problem solving skills. He is also a great listener.”

Amy Dinning, Training VP

“He took the time to listen and to understand what I wanted, and what I did not want, and delivered a finished product promptly.”

*Jill Kring Carter
Public Relations and Communications*

“Gary has the rare ability to keep an eye on both the forest and the trees. Gary developed a comprehensive strategy for creating a professional, sophisticated presence across multiple media channels. He coached us through objectives of the plan with skill and respect for the input of fellow committee members. He’s been a unifying and supportive presence in a group that is too frequently fractious and confrontational. His recommendations are creative and perceptive—and tactfully presented. He thinks strategically (and) has a keen eye for detail. He shepherds projects in a collaborative spirit that keeps the process moving forward and keeps the participants engaged.”

*Tamara Fox,
Director of Development and Marketing,
Chester County Community Dental Center*

“...A good sense of the bigger picture and don’t just focus on the nuts and bolts of program execution. You are honest and fair and keep people motivated for the right reasons.”

Dave Gilpin, Principal, Datamark

“You don’t realize how good an organizer Gary is until you’ve been to an event organized by someone else. Gary handles obstacles so effortlessly that most of the attendees at his events never know there was a problem. He gets my highest recommendation!”

Wayne Anthony Conaway, Author

“Strategic marketing insight with implementation acumen: this guy knows his stuff! Gary was able to LISTEN to my goals and achievements to date, EXTRAPULATE them into a broader perspective, APPLY his own knowledge and work in the area to expand my scope and perspective, and OUTLINE the steps (and details) for successful implementation and moving forward.” Gary’s marketing process was methodical, well organized, and creative.

John Boulanger CPA

“Gary is the most insightful business coach I’ve worked with since Brian Tracy.”

*Kevin Donlin, President
Client Clo0nning Systems*

Tremendous things to say about Gary - super focused, clearly experienced and ultimately dedicated to making the time together count.

*Dominic Phillips, Chief Visionary Officer
DPEM*

“Gary makes the abstract stract.”

Debbie Piotrowicz, VP Progress Bank

“Gary is a true professional who is amazingly creative and good at thinking outside of the box. Working with Gary is a pleasure.”

Lori Cooperstein, Owner, Graphique Design

“Gary takes great pride in creating and delivering strong marketing campaigns. It is always a pleasure to work with Gary.”

Tracy Panati, VP Human Resources, DNB First

“Gary is responsive and very client centric. He is in tune with market trends...is a team player and worked very hard to keep marketing aligned with strategic objectives.”

Chris Breslin, SVP, First Financial Bank

“Gary’s enthusiasm, can-do attitude and attention to detail were critical to the project’s success.”

Liz Ruff, Marketing Director, Gecko Group

“...honest and genuine...committed to see people he works with do better.”

*Brian Tagliaferro, Development Director,
Handi-Crafters, Inc.*

“Gary not only has a great imagination, but he LISTENS, which is invaluable (and all too rare) in a marketer.”

Tom Varley, SVP Trust, First Financial Bank

“Great results. Personable. Expert. If you want someone to develop your own (marketing) plan that doesn’t just come out of a box, Gary is your man.”

*Don Price, Director,
Chester County Community Dental*

“Creative, determined, successful and fun. I learned a great deal from you and your thoughts are right on with my values.”

Steve Novak, VP Sales, DNB First

“You are the real deal; you understand the strategic importance of marketing and how to execute an effective and successful strategy.”

Carol Humenick, COO, Atlantic Credit Union

“Working with Gary has been a pleasure! Our introductory meeting spontaneously became a seven hour strategy session. Gary worked collaboratively, inserting his expertise without forcing his viewpoints. As a result, we have a completed business plan that is professional and very likely to achieve our goals.”

Rik Morris, Partner, Axiom For Men

“...Enthusiasm, high energy and an expert in marketing. It was refreshing to work with someone who made proactive efforts in marketing and support the sales team’s efforts and goals. Gary is always teaching while working...”

*Colleen Whalen, Sales Leader,
Rouse Chamberlin Ltd.*

“Gary Zenker is a Marketing Genius! He takes the time to understand your business and offers marketing strategies that are easy to implement to begin a more targeted marketing campaign.”

Rosemary Augustine, Author and Publisher

“Just spend a few minutes with Gary, and he’ll come up with more good ideas than you’ve had or been given your whole last year.”

*Max Rivers, Marriage Mediator and Trainer
Business Partner, TheMarriageMediator.net*

“Gary is an incredible thinker, problem solver and LISTENER. His extraordinary energy is both impressive and contagious. He made great suggestions on how to incorporate (Social Media to) better target my audience. He goes above and beyond one’s expectations to ensure all problems have been solved!”

*Anita Marcial, Director of Alumni Relations,
The Tatnall School*

“I often call Gary to tap into his wealth of marketing/PR knowledge because I know that he will also have an idea or two for me that can be easily and immediately implemented.”

*Christopher Saello, VP Development
United Way*

“His approach and ability to distill information very quickly and concisely is an asset.”

*Chad Jenkins, Partner
Videoworks.com*

Contents

Just want to see the samples of the copywriting?

It's embedded in the pages, you just may need to enlarge the viewing size a bit:

Video (via YouTube)

- [ECRI Institute Cross-CheQ](#)
- [EVSCO Pharmaceuticals Novasomes](#)
- [Luv 'em Pet Care Infomercial](#)
- [First Financial Bank Business Banking](#)

Print Collateral

- EVSCO Pharmaceuticals
- flyADVANCED Sell Sheets
- General Ecology Brochure
- Rouse Chamberlin Homes Prospect Brochure and Floor Plans

Radio Ads (via YouTube)

- [J Karen Jewelers](#)

White Papers

- Measurement Mojo
- EwingCole AEC

Print Advertising

- EVSCO Pharmaceuticals
- Gordon Laboratories
- Assorted Financial Institutions

Client Journey Mapping

- Trust Investment Firm
- Atlantic Credit Union

Press Releases

- [flyADVANCED](#)

Digital Marketing

including email, website, social media

- Measurement Mojo

Marketing Plans & Business Plans

Because these contain confidential data, examples are only available on request