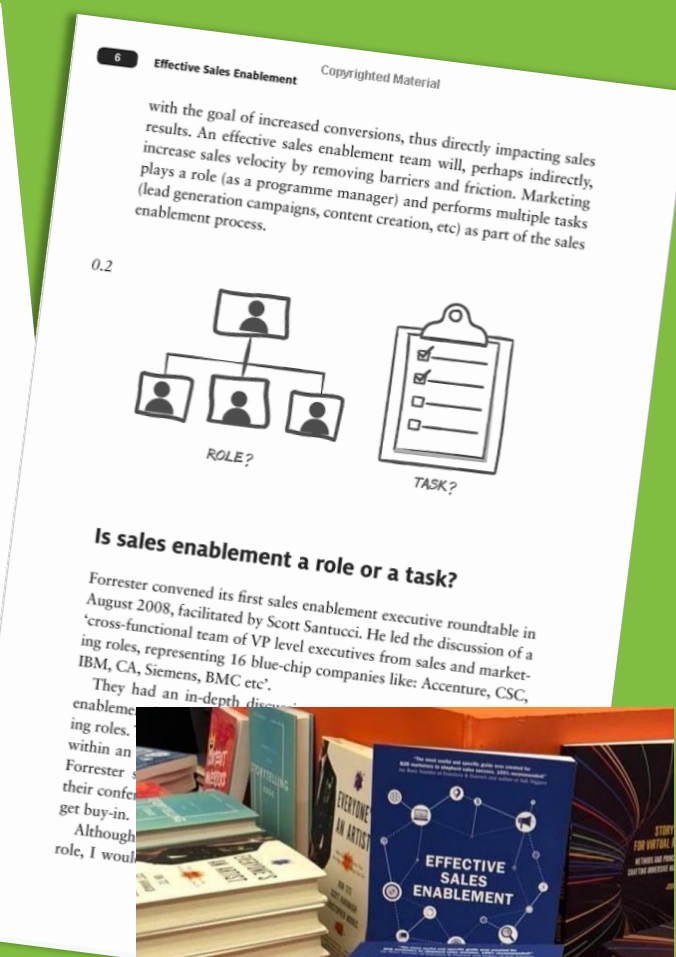
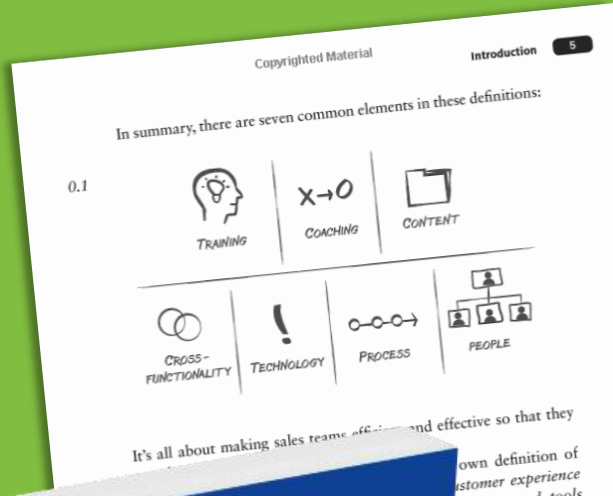
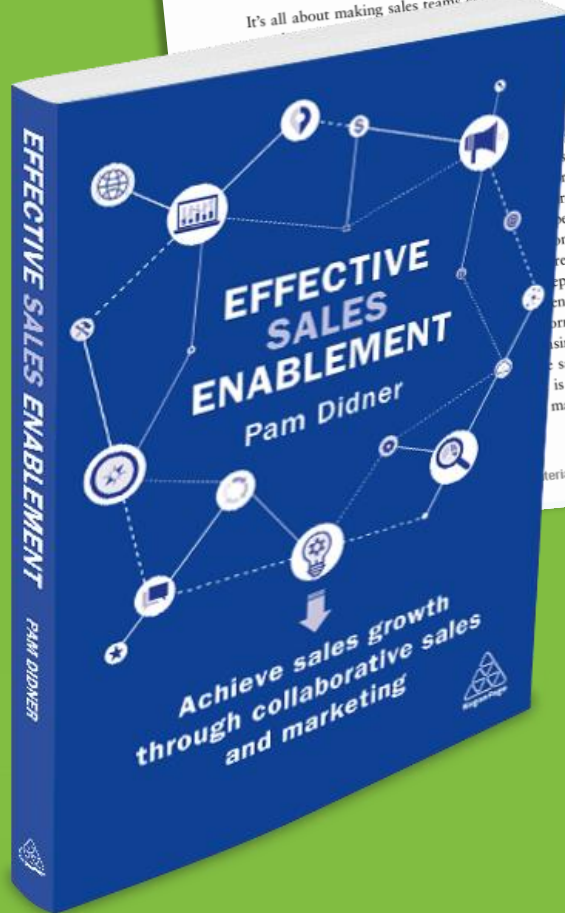


MARKETING PROFESSIONAL

BOOK DESIGN
COVER, LAYOUT,
HAND-DRAWN
DIAGRAMS, EBOOK
DESIGN, WEB
PROMO ART

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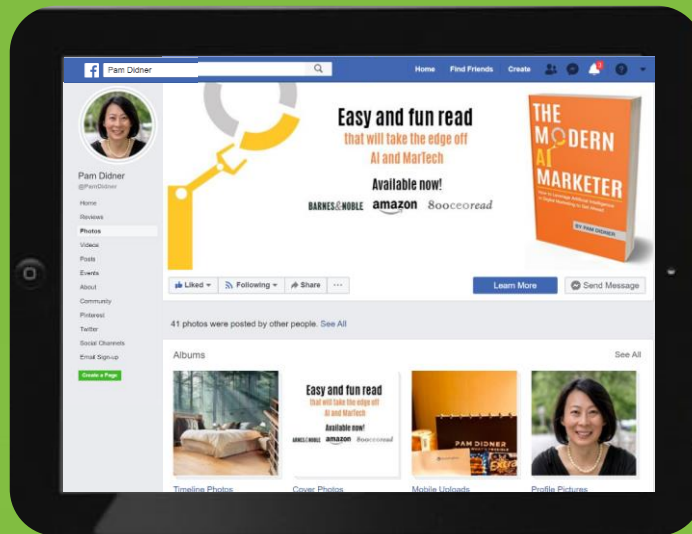
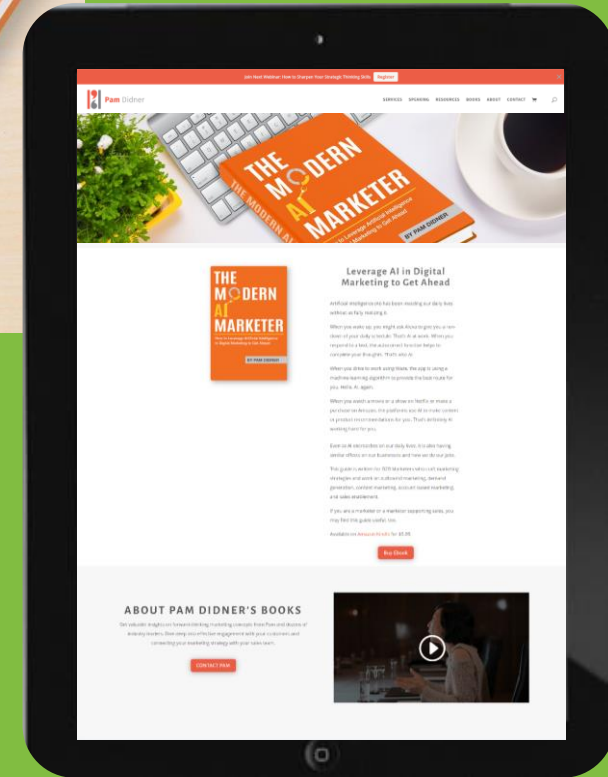
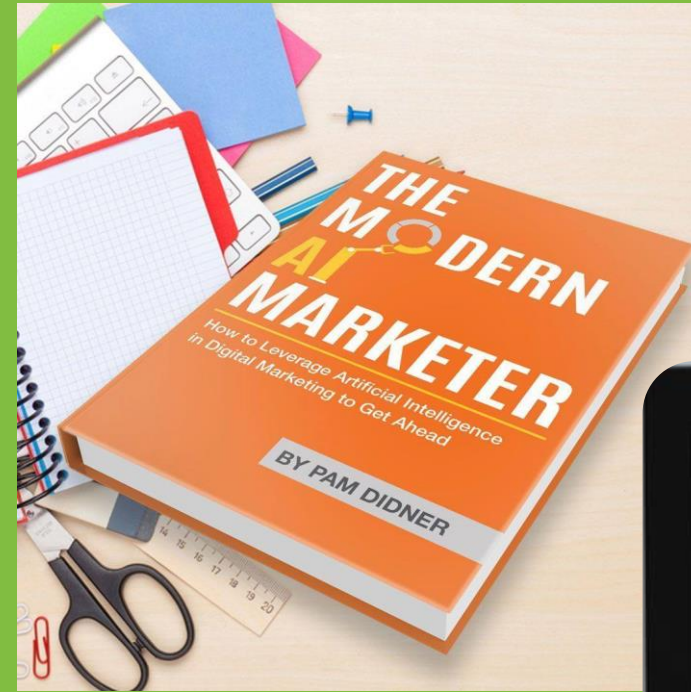
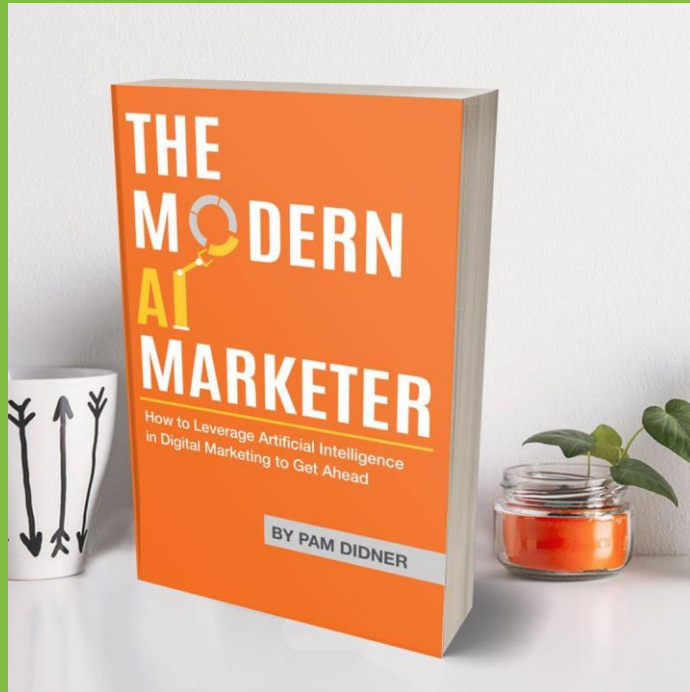


MARKETING PROFESSIONAL

BOOK DESIGN
BOOK COVER, WEB
AND SOCIAL
PROMO ART

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HEALTHCARE COMPANY

LARGE FORMAT
CONVENTION
BANNERS

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EASY

One partner.
One point of care.



 **DOHMEN**
LIFE SCIENCE SERVICES



DATA DRIVEN

Holistic data picture.



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TRANSPARENT

Your brand.
Your experience.



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PERSONALIZED

For every product
and patient.



 **DOHMEN**
LIFE SCIENCE SERVICES



OBJECT STORAGE

CONTENT REPOSITORY



ENTRUST BUSINESS-CRITICAL DATA
TO THE MOST RELIABLE
AND SCALABLE STORAGE PLATFORM.

ENTERPRISE COLLABORATION



FUEL WORKPLACE PRODUCTIVITY
ACROSS THE GLOBE WITH SECURE,
DISTRIBUTED ACCESS TO VALUABLE CONTENT.

BACKUP



GET EASY, SCALABLE BACKUP
AND ALWAYS-ON DATA FOR DEPENDABLE RECOVERY
AND SECURITY AT 80% LOWER INFRASTRUCTURE COST.

ARCHIVE



KEEP CONTENT ACCESSIBLE
WITH A SCALABLE, RELIABLE AND SECURE
LONG-TERM DATA ARCHIVE.

TECHNOLOGY
COMPANY

EVENT MATERIAL
LARGE FORMAT POSTER

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POWERED BY



HOSTED BY



MARKETING PROFESSIONAL

PROMOTIONAL POSTCARD AND FOLLOW UP SOCIAL MEDIA POSTS

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Ready for a quick break?

Kick back with a cup of tea and some sweet treats.

Oh, wait, check out the back!

A promotional postcard for the book 'Effective Sales Enablement' by Pam Didner. The postcard features a photo of Pam holding the book, a tea bag, and a teacup. The text says 'Ready for a quick break? Kick back with a cup of tea and some sweet treats. Oh, wait, check out the back!' Pam Didner logo is in the bottom right corner.

Effective Sales Enablement is a book for marketers written by a marketer.

It's a light and easy read – just perfect with tea and chocolates!

If you love the book, and I hope you do, please spread the word!

Virtual hugs,
Pam

A social media post featuring a cartoon illustration of Pam Didner with hearts around her head. The text says 'Effective Sales Enablement is a book for marketers written by a marketer. It's a light and easy read – just perfect with tea and chocolates! If you love the book, and I hope you do, please spread the word! Virtual hugs, Pam' Pam Didner logo is in the bottom right corner.

Get it on **AMAZON** today!

A social media post featuring a cartoon illustration of Pam Didner. The text says 'Get it on AMAZON today!' Pam Didner logo is in the bottom right corner.

Getting started is easy with a can-do attitude and scrappy implementation. We all need to start somewhere.

A social media post featuring a line drawing of a teacup and steam. The text says 'Getting started is easy with a can-do attitude and scrappy implementation. We all need to start somewhere.' Pam Didner logo is in the bottom right corner.

“Marketing comes in different forms and functions. This is both blessing and a curse.”

A social media post featuring a background of marketing icons like a computer, lightbulb, and gear. The text says 'Marketing comes in different forms and functions. This is both blessing and a curse.' Pam Didner logo is in the bottom right corner.

TECHNOLOGY COMPANY

SELL SHEET

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Your scalable and on-demand software development team

Unleash your development team's full potential with flexible, highly effective staffing solutions.

What if you could increase business growth, make innovations in AI, machine learning, and data analytics, and save time hiring contract developers for your software team all at once?

That's where we come in.

Get your time back and your projects done with our always-available team of experts ready to meet deadlines.



- Access our in-house team of developers **without going through your internal hiring process**
- Fill the knowledge gaps on your team **with our team** of highly-skilled software development experts
- Set up a flexible, scalable team of developers on-demand so you're never without **the help you need, when you need it**
- Take advantage of our customizable, **agile team structure** and manage the team hands-on or let us do it for you.



Here's how we do things.

Avente helps businesses grow in ever-changing technology environments by allowing **IT teams to reach their full potential.**

We transform businesses with our full-cycle offerings and scalable hybrid staffing models, from initial identification of business requirements and system testing, to **service implementation and maintenance.**



Let us take your software projects to the next level.

Schedule a call: (844) 385-1556
Contact us: sales@avente.com



Your scalable and on-demand software development team

Unleash your development team's full potential with flexible, highly effective staffing solutions.

What if you could increase business growth, make innovations in AI, machine learning, and data analytics, and save time hiring contract developers for your software team all at once?

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MARKETING PROFESSIONAL

SELL SHEET

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Pam Didner

Accelerate Marketing's Contribution to Sales with Content Marketing, Sales Enablement, and Account-based Marketing

Discover how Pam Didner can help you with her structured methodologies and templates.



Enterprise and B2B Services



Strategy, Digital Planning, Messaging, Content, and More

- Marketing strategy planning
- Messaging framework development
- MarTech evaluation and assessment
- Content planning based on customer journey and sales stages
- Enable sales via account-based marketing and co-marketing

Keynote and Workshop Training Tailored to Your Needs

- Technology's impact on sales and marketing
- Future trends including AI, Cloud, AR/VR, and Big Data
- Sales and marketing collaboration
- Content marketing
- Sales enablement

In Practice



Expertise

- Strong business acumen with a sales and marketing mindset
- Translate 'big picture' into actionable plans and tactics
- Ability to lead and get things done

Recognition

- Top 20 B2B Startup Marketing Influencers
- 30 Top Content Experts That Will Make You Smarter
- Top 10 B2B Marketers at B2BMX and more...



Client Portfolio



pam@pamdidner.com • 503-610-8009 • www.PamDidner.com/services/





INTELLIGENT OUTSOURCING™ FOR DRUG AND DEVICE MANUFACTURERS

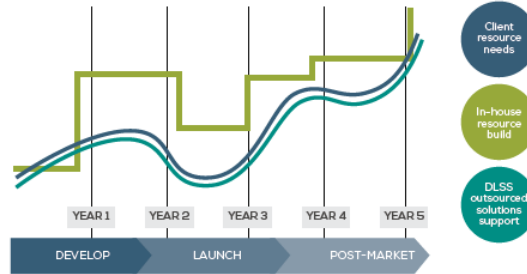
Dohmen Life Science Services helps BioPharma, Rare Disease and Medical Device companies connect with customers, grow their business and realize their vision. Leverage our infrastructure, best practice expertise and broad set of services to bring new drugs and devices from concept through FDA approval to market.



Deploy What You Need, When You Need It.

Across the product life cycle, our model gives you:

- Infrastructure needed to scale quickly
- Industry experts to partner with you
- Insights to help your business grow and succeed



A Broad Set of Services.

<p>COMPLIANCE SERVICES</p> <p>Quality and regulatory guidance that reduce time to market.</p>	<p>SUPPLY CHAIN</p> <p>Linking you directly with your customers.</p>	<p>FINANCIAL & MARKET ACCESS</p> <p>Optimizing the performance and collectability of your revenue.</p>	<p>PATIENT SERVICES</p> <p>Caring for your patients with Rare Disease.</p>	<p>TECHNOLOGY</p> <p>Using disruptive technology to create a better health experience.</p>
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Industry Challenges Deserve New Solutions.

In the changing landscape of healthcare reform, personalized medicine and consumerism, there's an industry shift that needs new solutions.

TRADITIONAL MODEL:



OUR MODEL:



Why Dohmen Life Science Services?

Connect with Customers.
Grow your Business.
Realize your Vision.

Power your growth with intelligent outsourcing.

To learn more about our services, visit www.dlss.com or call 855.247.1330.



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HEALTHCARE COMPANY

2-SIDED SELL SHEET

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RESTAURANT MENU ITEMS

BREADFRUIT PRODUCTIONS

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JERK SHACK CARIBBEAN BARBECUE

SHAREABLES

BOSTON BAY JERK WINGS

Imported Jamaican pimento wood smoked jumbo wings marinated in house made jerk. \$10

COCONUT SHRIMP

Crunchy jumbo shrimp hand dipped in flaky coconut batter, served with island slaw & sweet chili sauce. \$11

CARIBBEAN SALSA & CHIPS

Plump diced tomatoes, roasted pineapple, spicy jalapeno, mango, & corn with premium tortilla chips. \$8

BBQ SMOKED BEEF BRISKET SLIDERS

Dry rubbed, prepared low & slow, finished with our Caribbean BBQ sauce. Served on fresh Hawaiian roll & topped with Island slaw. Served with crispy fries. \$14

FESTIVAL CORNBREAD FRITTERS

Sweet & crisp traditional Jamaican corn bread fritters. \$5

ORIGINAL JERK SHACK MAC N' CHEESE

Campanile pasta baked in our signature seasoned three-cheese sauce, topped with crispy, tender burnt ends. \$14

JERK NACHOS

Premium tortilla chips, melted Monterey Jack cheese, fresh Caribbean salsa, black beans, sliced avocado, & scotch bonnet aioli sauce. \$12
Add sliced Jerk Chicken \$2. Chopped onion \$5.

HANDHELDS

BBQ JERK BURGER

Our premium beef patty with our signature dry rub topped with melted cheese, crispy onion strings & Caribbean BBQ sauce on a fresh brioche bun. With crispy fries. \$14

JERK WRAP

Chopped jerk chicken, grilled onion & red pepper, Monterey Jack cheese, lettuce, tomato & scotch bonnet aioli, wrapped in a warm flour tortilla. With crispy fries. \$12

SMOKED CARIBBEAN BBQ BEEF BRISKET SANDWICH

Dry rubbed & prepared low & slow, finished with our Caribbean BBQ sauce, on a fresh ciabatta roll. With crispy fries. \$15

BBQ JERK CHICKEN SANDWICH

House made jerk marinated boneless thigh finished on the grill with our Caribbean BBQ sauce topped with melted cheese, grilled pineapple, lettuce & tomato served on a fresh brioche roll. With crispy fries. \$13

MAINS

JERK BOWL

Freshly prepared chopped jerk chicken with warm coconut rice, black beans, sliced avocado, cilantro, & fresh Caribbean salsa. \$13

OUR FAMOUS JERK CHICKEN DINNER

Imported Jamaican pimento wood smoked chicken in our house made jerk marinade. Served with coconut rice & peas, braised cabbage, & sweet plantains. Yuh man... \$16

SMOKED CARIBBEAN BBQ BEEF BRISKET DINNER

Dry rubbed, prepared low & slow, finished with our Caribbean BBQ sauce. Served with coconut rice & peas, braised cabbage, sweet plantains. \$19

CARIBBEAN RAINBOW SALAD

Diced jicama, avocados, grilled pineapple, cilantro, lettuce, cucumber, red onion, tomato, & caramelized plantains tossed in our house made horsey lime dressing. \$13
Add sliced Jerk Chicken \$5. Sautéed Shrimp \$4. Chopped Pinais \$5.

RASTA PASTA

Linguine tossed with coconut cashew pesto, seasonal vegetables, & grated Romano cheese. \$13
Add sliced Jerk Chicken \$5. Sautéed Shrimp \$4. Chopped Pinais \$5.

FISH & CHIPS

Red Stripe beer-battered fresh cod, island slaw, scotch bonnet aioli sauce. Served with crispy fries. \$14

OXTAIL

UPON AVAILABILITY. Caribbean style braised oxtail, coconut rice & peas, white corn tortilla strips. \$21

DESSERT

HOT FUDGE CHOCOLATE CHIP COOKIE SUNDAY

Fresh baked chocolate chip cookie topped with creamy vanilla bean ice cream, shredded coconut, creamy hot fudge. \$8

REGGAE CAPITAL USA CHEESECAKE

Chicago-style cheesecake with dark rum caramel sauce & sweet caramelized plantains. \$7

SIDES

Fried Plantains \$5	Coconut Rice & Peas \$4
Festival Cornbread Fritters \$5	Island Slaw \$4
Crispy French Fries \$4	Sautéed Cabbage \$3
Mac N' Cheese \$5	

THE REGGAE CAPITAL OF AMERICA • GREAT CARIBBEAN CUISINE

WILD HARE

SIGNATURE COCKTAILS

ARE RUM PUNCH

recipe. Stir it up! \$10/14

Island rum, fresh lemon juice. \$14

Crème de banana, orange juice. \$12

Crème de coconut, pineapple juice. \$14

Island rum, ginger beer, pineapple juice. \$14

LOMA

fresh lime juice, agave. \$12

KAYARITA

Espolon Blanco Tequila, blue curacao, simple syrup, fresh lime juice. \$14

PRESSURE DROP

Grey Goose Vodka, Patron Citronge, fresh lemon, splash of cranberry. \$14

THE COOL RULER

Grey Goose Vodka, peach schnapps, pineapple juice, cranberry juice. \$14

MONTEGO MANHATTAN

Crown Royal Rye, sweet vermouth, ap. aged brown sugar, dash of bitters, maraschino cherry garnish. \$14

NATTY OLD FASHIONED

Makers Mark Kentucky Straight Bourbon, simple syrup, nutmeg, cherry & orange garnish. \$14

WINE

BUBBLES

Segura Viudas Brut, Spain \$9

Alexa Prosecco Rose, Italy \$9

WHITE WINE

Pinot Grigio

Due Torri, Italy \$10/35

Chardonnay

Black's Station, California \$10/35

House White \$8/28

RED WINE

Cabernet Sauvignon

Matthew Fritz, California \$12/40

House Red Blend \$8/28

Rose

La Vieille Ferme France \$10/35

WELCOME TO THE WILD HARE!
Private party for up to 20 guests. We have LIVE REGGAE and DJ entertainment starting at 8pm. The Lounge offers comfortable seating, food from our chef catering, and a private bar.

www.wildharemusic.com, ask your server, or email us at info@wildharemusic.com.



JERK SHACK CARIBBEAN BARBECUE

LATE NITE MENU

BOSTON BAY JERK WINGS

Imported Jamaican pimento wood smoked jumbo wings marinated in housemade jerk. \$10

COCONUT SHRIMP

Crunchy jumbo shrimp hand dipped in flaky coconut batter, served with island slaw & sweet chili sauce. \$11

BBQ JERK BURGER

8oz premium beef patty with our signature dry rub topped with melted cheese, crispy onion strings & Caribbean BBQ sauce on a fresh brioche bun. With crispy fries. \$14

BBQ SMOKED BEEF BRISKET SANDWICH

Dry rubbed, prepared low & slow, finished with our Caribbean BBQ sauce. Served on a fresh ciabatta roll with Island Slaw & crispy fries. \$15

BBQ JERK CHICKEN SANDWICH

Housemade jerk marinated boneless chicken thigh finished on the grill with our Caribbean BBQ sauce, melted cheese, grilled pineapple, lettuce, tomato on a fresh brioche bun. Served with crispy fries. \$13

FISH & CHIPS

Red Stripe beer-battered fresh cod, Island slaw, scotch bonnet aioli sauce. Served with crispy fries. \$14

SIDES

CARIBBEAN SALSA & CHIPS

Plump diced tomatoes, sweet pineapple, spicy jalapeno, mango, & corn with premium tortilla chips. \$8

FESTIVAL CORNBREAD FRITTERS

Sweet & crisp traditional Jamaican corn bread fritters. \$5

BASKET OF FRIES

Crispy French Fries. \$5

THE REGGAE CAPITAL OF AMERICA • GREAT CARIBBEAN CUISINE

WILD HARE

SIGNATURE COCKTAILS

FAMOUS WILD HARE RUM PUNCH

Secret recipe with proven results.

CONSCIOUS PARTY PALOMA

Don Julio Silver Tequila, grapefruit fresh lime juice, agave nectar, splash of soda over ice. \$14

KAYARITA
Espolon Blanco Tequila, blue curacao, simple syrup, fresh lime juice. \$14

PRESSURE DROP
Grey Goose Vodka, Patron Citronge, fresh lemon, splash of cranberry. \$14

THE COOL RULER
Grey Goose Vodka, peach schnapps, pineapple juice, cranberry juice. \$14

MONTEGO MANHATTAN
Crown Royal Rye, sweet vermouth, spiced brown sugar, dash of bitters, maraschino cherry garnish. \$14

NATTY OLD FASHIONED
Makers Mark Kentucky Straight Bourbon, simple syrup, dash of bitters, nutmeg, cherry & orange garnish. \$14

m. iced tea, simple syrup, fresh

Island rum, crème de orange juice. \$12

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Island rum, crème de orange juice. \$12



MARKETING WORKSHOP

PRESENTATION WORKSHOP MATERIALS

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On the Same Page



Questions	Key Strategy Elements (Templates)
What do we want to accomplish?	A two-pager
To whom do we market?	Personas
What is the editorial plan and content roadmap?	A high-level editorial plan
What can we say?	Messaging frameworks
What are the marketing channels?	Marketing Channel Summary
How much money do we need?	Budget breakdown
What is the measurement of success?	KPI

- URL
- Partner Included?
- Translations
- Completion Date
- Posting Date
- Status
- Owner/HQ/Geo/Agency
- Notes

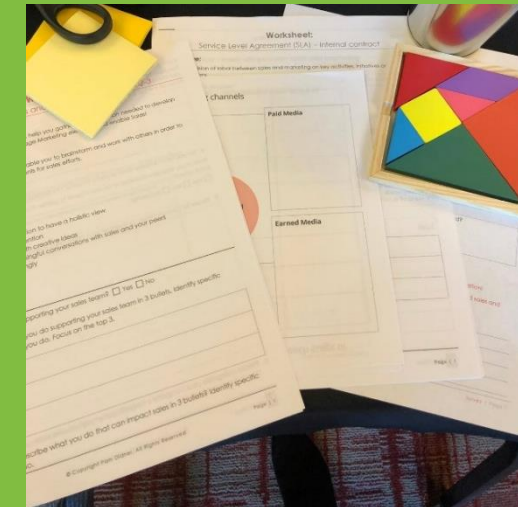
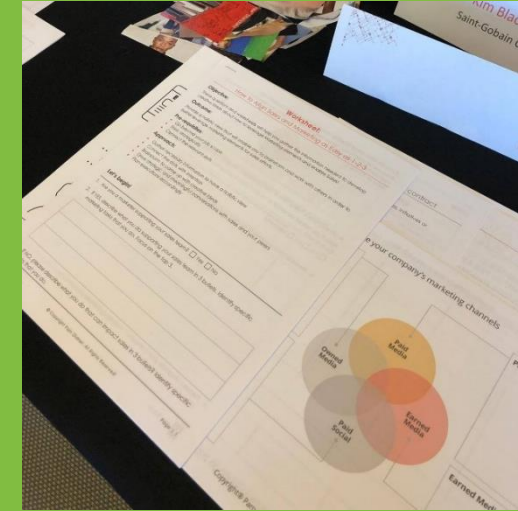
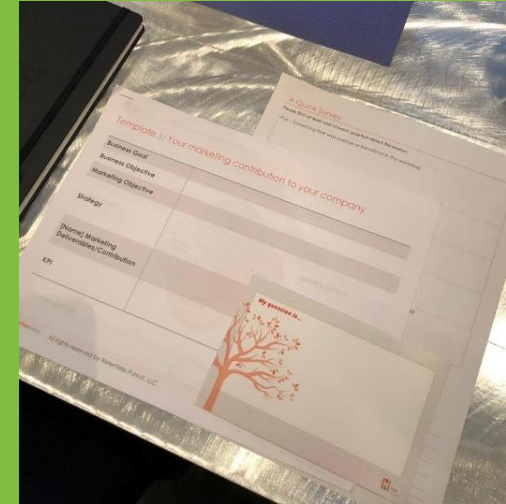
Map to:

- Products from team
- Customer challenges from personas
- Customers Journeys from customer touchpoints

Message Framework Template



Marketing Dynamic			
Campaign Objectives			
Campaign Goal			
Target Audiences			
{Customers} Challenges			



INCIVEK CASE STUDY



Strategic thinking lead to Pivotal unbranded creative (continued)

- This quick response was unique to INCIVEK and Abelson Taylor identified this as a way for INCIVEK to differentiate itself from Victrelis. Abelson Taylor's campaign gave HCPs a reason to believe that INCIVEK was more potent because:
- Higher volume of patients achieved Undetectable HCV with Incivek: ~96% vs ~44% with Victrelis
- Incivek triple therapy lasted for only 12 weeks (vs 44 weeks for Victrelis)
- Victrelis wasn't even on board until Week 4.

Abelson Taylor developed the key strategic insight that differentiated INCIVEK — faster is better — as viral loads dropped faster. An unbranded HCP campaign highlighting a decreasing viral load paid this off.



INCIVEK CASE STUDY

Unbranded Campaign

Abelson Taylor's unbranded multi-channel campaign began developing the message 12 months prior to drug launch and 6 months prior to Vertex's press being in the field. The non-personal campaign included:

- SEM campaign
- Journal ads
- Convention collateral
- Email marketing
- Website support and tie in to conferences

Strategic thinking supported successful launch

To prepare for the head-to-head launch with Victrelis, Abelson Taylor developed a campaign that highlighted INCIVEK delivered a powerful, treatment with revolutionary speed. Merck's Victrelis attempted to differentiate itself by its precision, or the safety of the drug. Focusing on speed allowed us to reframe the disease approach and capture leadership quickly.



VICTRELIS: Efficacy + Precision (loss rash)



INCIVEK: Efficacy + Speed (a trademark of efficacy)



ENBREL: OUR LAB IS EVERYWHERE CASE STUDY



From our qualitative and quantitative research, we realized rheumatologists believed that they already knew everything about existing brands in the rheumatology space and the services these brands offered. As a result, they did not want to engage in discussions about patient support or other differentiated services which deliver long-term value, which presented a challenge for ENBREL as the brand wanted to reshape long-standing perceptions. Many rheumatologists were also convinced that Humira provided a more comprehensive suite of services.

Challenge: Leverage our understanding of The Mindset Of Our Target Audience — Rheumatologists (continued)

Here's a look at what we uncovered about rheumatologists in the course of our research:

- They are high science enthusiasts, tinkers, and puzzle solvers
- They believe that patient gratitude and finding answers to complex situations are some of the most rewarding aspects of their job
- Their favorite pastimes include reading and exercise
- They read the news online daily
- Lean toward the introverted side of the social spectrum



TECHNOLOGY COMPANY

CASE STUDY SELL SHEETS

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VENTURE TECHNOLOGIES	CLIENT	INDUSTRY	SOLUTION	PROVIDER
CASE STUDY	PINNACOL ASSURANCE	Insurance	UCloud Hosted Voice and Collaboration Solution	Venture Technologies

Pinnacle Replaced an Outdated Telephone System with Voice over IP Technology, with Ucloud Managed by Venture Technologies.

RESULTS

700
new handsets

300
contact center agents

Unlimited VoIP
connections anywhere

Greater resiliency
during weather events

"I really need my technical people working on internal solutions that help our customers, as opposed to changing phone extensions. With UCloud, our helpdesk just calls Venture Technologies and we rarely involve our network engineers."

- Tim Marsh, Support Services Manager, Pinnacle Assurance

"I would choose Venture Technologies and the UCloud solution again in a heartbeat."

- Tim Marsh, Support Services Manager, Pinnacle Assurance

Pinnacle has benefited in multiple ways from its move to hosted VoIP, including better utilization of IT staff, lower phone costs, a reduced data center footprint and associated costs, and greater business resiliency during weather events or natural disasters. Because UCloud is hosted, Venture Technologies manages and maintains the solution and the infrastructure supporting it. This enabled Pinnacle to redeploy the two or three network engineers who used to administer the phone system to more critical business projects.

The prior phone system had taken up five racks in Pinnacle's data center while UCloud requires none, so Pinnacle has been able to save money on electricity for cooling in its data center.

By far the biggest benefit delivered by UCloud was the ability for Pinnacle employees to work from home. On the legacy system, the company had 50 licenses, so only 50 of the more than 600 employees could be logged into the phone at any given moment. With UCloud, Pinnacle can have an unlimited number of people connected to VoIP securely, from anywhere.

These benefits and more make UCloud an extremely cost-effective telephone and collaboration solution for Pinnacle Assurance. Marsh said the company has no regrets about making the switch to hosted VoIP.

UCloud
CISCO
VoIP

About Venture Technologies
As a premier IT Solutions Provider, Venture Technologies, Inc. delivers the best in Premise Infrastructure Solutions, Collaboration Solutions and VTCloud® Services and Business Applications Consulting Services to private and public organizations throughout the United States and abroad. We provide a broad array of cloud, infrastructure-based and business applications based services to help organizations unlock the value and true potential of information technology. Our enterprise-class products and consistently certified engineers provide unparalleled (99.999% uptime) service. We help you improve productivity, optimize resources and maximize ROI.

VENTURE TECHNOLOGIES	CLIENT	INDUSTRY	SOLUTION	PROVIDER
CASE STUDY	PINNACOL ASSURANCE	Insurance	UCloud Hosted Voice and Collaboration Solution	Venture Technologies

TriZetto Deploys a New, Evergreen, and Highly Efficient Datacenter Environment with Venture Technologies and Pure FlashStack

THE CHALLENGE

Pinnacle Assurance is a Denver-based company that has been providing Colorado businesses with worker's compensation insurance for more than 100 years. More than 57,000 employers trust Pinnacle to help them protect their businesses with best practices that help keep workites safe, get injured workers back to work, and maintain a healthy, prepared workforce for a strong economy.

In 2015, Pinnacle was ready to replace an outdated telephony system with Voice over IP technology. At first, Pinnacle pursued a proof of concept for hosted Cisco VoIP with a large, national provider. But they were soon frustrated by escalating costs and a lack of service. They decided to work with Venture Technologies, a smaller provider that could give them local service with a personal touch.

THE SOLUTION

Venture Technologies is a certified Cisco Hosted Collaboration Solution (HCS) provider, with operations across the U.S., including an office in Englewood, Colorado. In 2016, Pinnacle worked with Venture Technologies to implement 700 new handsets, 300 contact center agents and the UCloud hosted Cisco VoIP solution.

UCloud enterprise-class Cisco VoIP and Collaboration were implemented at a fraction of the cost of a premise-based solution. No software costs are involved with UCloud—only a fixed per-user monthly investment. UCloud offers a rich feature set, including dozens of included standard features and many premium features available.

"In our industry, we make a lot of phone calls and it was costing quite a bit in toll charges. We were at end of life on an old legacy system, and although it was a reliable system, it didn't give us any rich features. We wanted to move into VoIP to create some savings."

- Tim Marsh, Support Services Manager, Pinnacle Assurance

"Venture Technologies seemed to care about our success and proposed a solution that would create a lot of savings."

- Tim Marsh, Support Services Manager, Pinnacle Assurance

UCloud
CISCO
VoIP

VENTURE TECHNOLOGIES	CLIENT	INDUSTRY	SOLUTION	PROVIDER
CASE STUDY	TRIZETTO	Healthcare Technology	Pure FlashStack	Venture Technologies

TriZetto Deploys a New, Evergreen, and Highly Efficient Datacenter Environment with Venture Technologies and Pure FlashStack

RESULTS

\$16,000
annual savings

7:1
data reductions

¼ less time
for database maintenance

22 fewer days
for database conversions

"Venture Technologies has been able to build out and deliver new FlashStacks to TriZetto in as little as three weeks, from door-to-door. Their TCO is staggeringly low, and the solution is completely functional for TriZetto's business needs."

- Rene Lopez, VP of Architecture and Hosting Operations

"Venture Technologies has been an agile partner capable of building, configuring and delivering storage systems quickly based on my business needs. Their team is certified on the entire solution, so they are my first call for all components within FlashStack; I don't need any third parties for support."

- Vin Panwarthi, President, Venture Technologies

TriZetto is using the Venture Technologies Pure FlashStack solution across 13 data centers. The result has been a data environment with lower total cost of ownership and easier scalability. In the datacenters, 336 units of floor tile have been consolidated to 13, for operational savings of over \$16,000 per year.

The environment performs with dramatically greater efficiency. TriZetto has experienced data reductions as high as 7:1 in their environment. The company has also enjoyed large improvements in batch processing speeds.

TriZetto enjoys an environment today that is far easier to manage and maintain. Before Venture Technologies and FlashStack, database migrations took about 50 hours; today, they complete in less than 10 hours. Database maintenance can be performed in one quarter of the time. Database conversions that previously required 26 days can be performed in 4 days now.

Here Lopez and Panwarthi, Venture Technologies President, VTS, stand in front of the Pure FlashStack.

About Venture Technologies
As a premier IT Solutions Provider, Venture Technologies, Inc. delivers the best in Premise Infrastructure Solutions, Collaboration Solutions and VTCloud® Services and Business Applications Consulting Services to private and public organizations throughout the United States and abroad. We provide a broad array of cloud, infrastructure-based and business applications based services to help organizations unlock the value and true potential of information technology. Our enterprise-class products and consistently certified engineers provide unparalleled (99.999% uptime) service. We help you improve productivity, optimize resources and maximize ROI.

VENTURE TECHNOLOGIES	CLIENT	INDUSTRY	SOLUTION	PROVIDER
CASE STUDY	TRIZETTO	Healthcare Technology	Pure FlashStack	Venture Technologies

TriZetto Deploys a New, Evergreen, and Highly Efficient Datacenter Environment with Venture Technologies and Pure FlashStack

THE CHALLENGE

TriZetto, a Cognizant company, provides world-class healthcare technology solutions and services to the healthcare industry. The company delivers payer technology solutions for more than 370 health plans and provider solutions to more than 300,000 healthcare providers. TriZetto services, including benefits administration, care management, and claims processing, touch over half of the U.S. insured population. TriZetto processes millions of medical claims each night with Service Level Agreements (SLAs) in place to ensure rapid processing times for their customers. Two years ago, Rene Lopez, then VP of Architecture and Hosting Operations, began looking for ways to improve TriZetto's data infrastructure. He wanted to build out an entirely green field datacenter environment to replace an aging, complex environment that had become difficult to tune and manage. With too many solutions from different vendors across many data centers, maintenance was expensive and migrations were painfully slow. Each time his team had to build a new application stack, deployment took too much time.

THE SOLUTION

Lopez wanted to partner with an accredited systems integrator that could deliver fully configured storage systems—ready to integrate into TriZetto's data environment—and start working on day one. He needed a single integrator who would procure, order, build, configure, and deliver fully converged infrastructure.

TriZetto selected Venture Technologies and the Pure FlashStack solution. Venture Technologies delivers virtualized infrastructure solutions that help businesses conserve data center real estate and reduce storage costs. The team at Venture fully supports infrastructure solutions with in-house expertise capable of configuring the network, the flash, the virtualized environment and the compute chassis.

Built for the Cloud, FlashStack is an all-flash, converged infrastructure solution, tested and validated by Pure Storage to reduce complexity and risk. FlashStack consists of industry-leading components from Cisco, VMware, and Pure Storage. The all-flash design ensures high performance, high availability, and a simpler design that requires less power, cooling, and space in the data center.

The solution is designed, implemented, monitored and supported from cradle to grave by Venture Technologies. TriZetto can quickly and easily add capacity because the Venture Technologies solution is designed once, then deployed and repeated as needed to scale—delivering a faster time to value.

"I hate seeing equipment in boxes, when I walk by a box of equipment that I haven't been opened or integrated into the environment, I know it's costing the company money without producing results."

- Rene Lopez, VP of Architecture and Hosting Operations, TriZetto

"FlashStack is a holistic approach to TriZetto's data environment. Network, compute, storage, and backup are all in one stack for better performance, better economics, and better resiliency."

- Vin Panwarthi, President, Venture Technologies

PURE STORAGE
FLASH STACK CI

MOBILE ADVERTISING COMPANY

EVENT MAP

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185 Clara Street, Suite 100
San Francisco, CA 94107

We want this GDC week to be your best one yet!



Best coffee

1. Blue Bottle, 66 Mint Plaza
2. Phiz Coffee, 425 Market St
3. Sightglass Coffee, 270 7th St
4. Iron Horse Coffee Bar, 25 Maiden LN

Healthy eats

5. Juice Shop, 142 2nd St
6. Whole Foods, 399 4th St
7. Urban Picnic, 125 Kearny
8. Pressed Juicery, 75 1st St

Best for client meetings

9. Hakkasan, 1 Kearny St
10. Fang, 660 Howard
11. RN74, 301b Mission St
12. Cockscomb, 564 4th St

Best bars

13. B93 Proof, 83 1st St
14. Novela, 662 Mission
15. View at Marriott Marquis, 780 Mission
16. Local Eaterie, 691 Market St
17. Dirty Habit, 12 4th St

Things to do

18. Exploratorium, Pier 15
19. SFMOMA, 151 3rd St
20. Coit Tower, 1 Telegraph Hill Blvd
21. Cable Car Turntable, Powell & Market St
22. Ferry Building Marketplace, 1 Sausalito

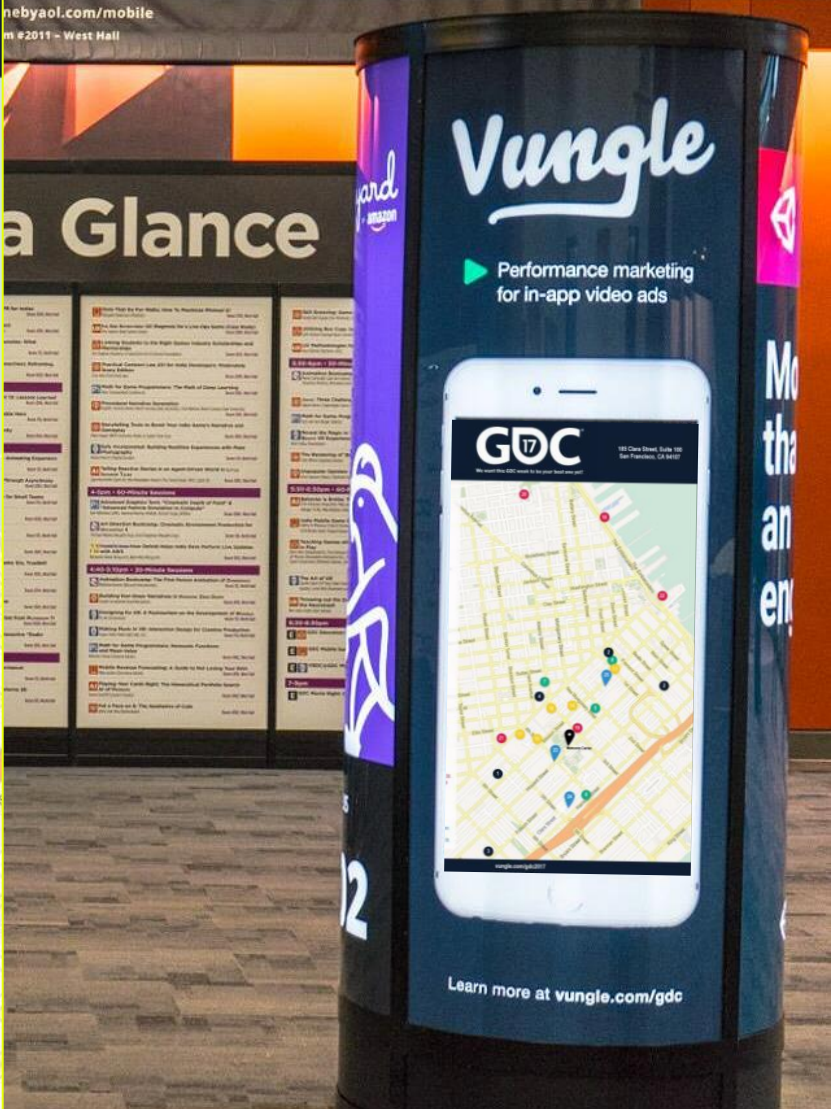
Vungle

Things to do

23. Free pedicab rides
24. Vungle HQ: Free massages, smoothies and coffee bar, March 1, 12-4:30pm
25. Vungle GDC Party: Harlot, 46 Minna St

vungle.com/gdc2017

nebyaol.com/mobile
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Vungle

▶ Performance marketing for in-app video ads

GDC 17
185 Clara Street, Suite 100
San Francisco, CA 94107

Learn more at vungle.com/gdc

OVERVIEW OF APPROPRIATE CONTROLS TO PROTECT BRANDS

How is brand safety maintained, data management and security related to PII, agency process to protect privacy, especially in sensitive conditions (i.e. mental health related), and other relevant practices



Security Policy and Procedures

We currently partner with a Managed Security Services Provider who is monitoring our network activity on a 24/7 basis. In addition to using an MSSP and since independent audits are only good for point-in-time assessments, we also use a product called Qualys to identify vulnerabilities in real time as opposed to waiting for the results of an annual assessment. We also leverage a product called BISO to continuously monitor our external security posture. Further, during onboarding for new hires, our employees are asked to review our Network Security Policy which also outlines acceptable use of our technologies and how client data should be handled appropriately. Lastly, we invested in a security appliance in-house, called DarkTrace to help us detect anomalous activity on our network that could potentially result in a breach.



Data Center Security

Although we're not required to, we still use a third-party security company to assess our internal and external vulnerabilities on an annual basis. Our data center is fully fault tolerant. We have a cloud hybrid infrastructure that allows us to tier our file server data up to Azure, allowing users to connect to Azure in the event of a smoking hole scenario.



Network and Operational Security

In addition to IDS/IPS and a NGFW, we use RADIUS for authentication to network and infrastructure devices, as well as LDAP and IPsec authentication for user network access from home. To protect from malicious code, we currently use Cisco AMP for endpoint protection. Additionally, we invest in a security appliance, in-house called DarkTrace to help us detect anomalous activity on our network that could potentially result in a breach. For security updates, we use a product called Qualys to assess our vulnerabilities in real time to help us stay on top of critical patching.



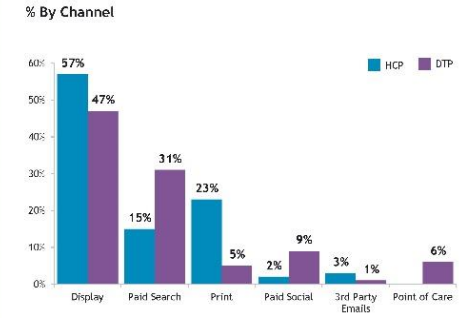
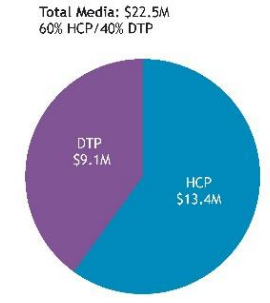
Business Continuity and Disaster Recovery

Over the years, we have architected and implemented an on-premises/hybrid cloud infrastructure. For example, AT's E-Mail service is hosted with Microsoft in Office 365. Another example is how we handle backups of our mission critical data. Our active projects are housed on a file server whose backups are replicated daily to georedundant locations in the Microsoft Azure Cloud.



AGENCY BACKGROUND/COMPANY OVERVIEW

Questions	AT Response
Agency size (including parent company/network)	246 employees We are an independent agency
Total media investment managed, by channel and key audience (i.e. HCP / Consumer)	\$22.9mm annual net media managed



AGENCY PHILOSOPHY AND CULTURE

"What's best for the brand" is the ultimate deciding factor.

Fostering fruitful client + agency relationships

AbelsonTaylor prides itself on strong, lasting client/agency relationships. Successful partnerships happen when we become an extension of the brand management team and start with open communications - making sure we understand the business goals and the metrics we will use to assess our progress. Based upon our experience, there are three indispensable characteristics that define successful client/agency relationships:

Relationships across client stakeholders

The truth is that the best brand team/agency partnerships aren't just brand team/agency partnerships. There must be partnerships between the agency and medical, regulatory, and legal reviewers, agency and client MarComm teams, agency and client IT infrastructure, and agency and media planning. We relish the opportunity to work across all our clients' many stakeholders and with other supportive agencies to make innovative, effective projects happen.

Proactive, 365-day partnership

Partnerships require proactive work, and our work doesn't end once our materials hit the field. Our agency teams pride themselves on being true partners 365 days of the year. While some parts of the annual cycle are less busy than others, we never stop thinking about what's best for our client's brand, offering continuing strategic analysis, or proactively generating tactical ideas throughout the year.

Respectful communication and healthy debate

The brand team and agency team engage as true partners. Both teams bring high-level marketing acumen to overcome whatever the market throws their way. Communication is honest, respectful, open, and welcomes differences of opinion. Opinions are considered with open minds and with "what's best for the brand" as the ultimate deciding factor.



We're independent!
We do whatever is best for the client



"Brand First" mentality



Highly experienced, strategically-immersed team



Average Brand Relationship is 5+ Years

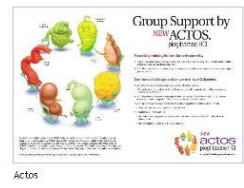
THREE ACCOUNTS WE'RE MOST PROUD OF: TAKEDA

If there is a greater compliment to an agency than a company entrusting them with their first (hopeful) blockbuster, it can only be them also entrusting the same agency with their 2nd and 3rd blockbusters—from launch to LOE. That company was TAP (Takeda-Abbott-Alliance) and they hired AT in 1994 to launch Prevacid. Thus beginning our decades long partnership with Takeda.

In 1998, after establishing a small commercial presence in the US (by small we mean ~50 people, which was significantly smaller than AT), Takeda hired AT to launch Actos and then, in 2006, to launch Dextilant (the successor to Prevacid). We helped all three brands work through the growing pains of launch, to achieving blockbuster status through to LOE.

The work we've done is some of the most iconic in the industry—the Prevacid GI Actos campaigns are both in the Medical Advertising Hall of Fame and Dextilant won an industry first digital award for it's groundbreaking MOA surface table in 2009—which was recently recognized with the Medical Advertising Hall of Fame Digital Pioneer Award. These brands launched with and maintained some of the most iconic brand imagery in the industry throughout their lifecycles.

We're proud that our partnership continues to be one of the strongest in the industry, leading to other brand assignments for their diabetes franchise and obesity therapy, Contrave. And this partnership is still strong 25 years later as Takeda has entrusted us with the HCP and DTC responsibilities for their GI franchise products Amitiza & Motegrity and the HCP responsibilities for rare disease product Natpara. While we value our relationship with Takeda, we're under no illusion, that the reason it has continued for so long is driven by our ability to deliver results—helping their products go from hundreds of millions to \$1B and beyond.



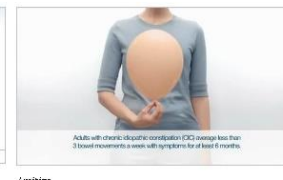
Actos



Prevacid



Dextilant



Amitiza

[Click here to play video \(contains audio\)](#)



PHARMA COMPANY

CORPORATE EVENT POSTCARD

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AVANIR
pharmaceuticals



Celebrate
Success + Goals



Have fun



Empower



Enable



Base Camp

The Marketing Team Is:
A high performing team that develops and drives **strategic direction** and **leads innovation**.

The Foundation
Trust • Support • Communication



AVANIR
pharmaceuticals



C
Commit to serving together
Collaborate: No silos, share best practices
Customer/Patient Advocate: Voice of the customer

A
Achieve with integrity
Transparency: Share information (good or bad), no hidden agenda
Accountability: Own it and keep commitment

R
Rise to the challenge
Courageous: "Explore beyond your comfort zone"
Innovation: No "bad" ideas, be creative, good to great

E
Energize each other
Fun: Enjoy each other (eg; coffee, lunch)
Support: Celebrate the team and each other's success

NOT FOR PROFIT
NEIGHBORHOOD
ASSOCIATION

EVENT TRIFOLD
BROCHURE

★ ★ ★ ★
**BIKES
BITES
& BREWS**
NORTH MAYFAIR

SEPTEMBER 1-3
@ **Kostner and Lawrence**
CHICAGO, IL 60630



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September 1

Rod Tuffcurls & the Bench Press
8PM-10PM



Chicago Food Trucks!

Local breweries all 3 days



Co.

Saturday, September 2

10AM-10PM
Beavers Coffee & Donuts 9AM

★ **ACTIVITIES!**

North Branch Trail Family Fun Ride! 10AM



Meet us at the Fest for a leisurely bike ride on the North Branch Trail
Escort by CPD/CDOT. Bike tune-up/repair by Tailwind Cycles

★ **MUSIC!**



Jim Gill 12:45PM-1:30PM
The Dark Passengers 2PM-3:30PM
Rhythm Method 4PM-5:30PM
All Tuned Up 6PM-7:30PM
Breakfast Club 8PM-10PM

★ **FOOD!**

10AM-10PM
Seafood City
Tina's Chicago
Food Trucks!



★ **BREWS!**

12PM-10PM



Sunday, September 3

10AM-10PM

★ **ACTIVITIES!**

Kidz Korner
Friends of Palmer Park
Inflatables, crafts

Bingo! 10AM-12:30PM
CPD District 1

Matt Farr
(guitarist/singer)
12:30PM-1:30PM

Hokulea of Polynesian Arts
2PM-3PM

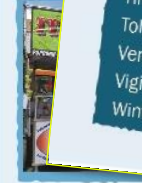
★ **MUSIC!**



'Stack
6PM-7:30PM

★ **ACTIVITIES!**

Tina's Chicago



★ **BREWS!**

12PM-10PM

Supporting Sponsors

Chicago Progress, LLC
Windgate Wealth Management



Friends of the Fest

- 7-Eleven
- Alderman Margaret Laurino
- Angelo's Wine Bar
- Bikes 'N Roses
- Breadfruit Productions
- DB Handyman
- Friends of Palmer
- Gamblers
- Hala In
- Hökūlea Academy of Polynesian Arts
- Irene Yungerman Real Estate
- Marie's Restaurant
- MASOM
- Maya Travel
- Mayfair Restaurant
- Parkway Bank
- Seafood City
- Shibam City
- Sun AutoWerks
- SunnyDay Tap & Restaurant
- Swedish Covenant Hospital
- Tailwind Cycles Chicago
- The Cabin/The Picnic Basket
- Tina's Chicago
- Tohle Funeral Home
- Verio Graphics
- Vigil Printing and Mailing Services
- Wintrust Bank



His name was Smoke



NOT FOR PROFIT
ANIMAL RESCUE

TRIFOLD
BROCHURE

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Why Final Farewell?

No Shelter Animal's Life Should Be Forgotten

Our nation's shelters are overcrowded and euthanized but to euthanize when full. Animals ending up in shelters – strays, dogs or neutered, animals bred for puppy mills (and sold by pet stores), and animals who are surrendered for lifestyle issues. One out of every 3 seconds in the US according to the ASPCA, shelter animals are only euthanized when they are overcrowded or behavior. Unfortunately, however, thousands of animals are euthanized every day. By fully understanding the problem we can work toward a solution. We want to grow a community of animal lovers to advocate for animals while they are still alive who have lost their lives.

No shelter animal's life
should be forgotten.

You can help animals like Smoke.
Donate. Volunteer. Get involved.
Call: 1-855-SOS-PETZ
Visit: FinalFarewell.Live
Like: facebook.com/FinalFarewell.Live

Final Farewell is a group of compassionate animal advocates who wish to ensure that the animals who do not make it out of shelters are never forgotten and that their memory is honored.

Final Farewell is a
501c3 nonprofit organization
www.FinalFarewell.Live
facebook.com/FinalFarewell.Live
1-855-SOS-PETZ

When these animals are even more crowded, these animals are even more at risk in life. Peace, and recognition to the animals who are in shelters is important to us at Final Farewell. These animals were living, breathing beings and not just more than a garbage bag and anonymity. Through animal advocacy, Final Farewell collects the remains of euthanized pets from participating shelters and conducts ceremonial ash-scattering tributes for those who did not make it out alive. Honoring death and paying tribute to the lives of those who do not survive, we not only provide dignity and meaning to their deaths, we also promote awareness of the plight of shelter animals and the importance of helping, through adoption, donating, and volunteering. In this way, honoring death can help inspire the saving of lives.

At Final Farewell, we strive to honor those animals who did not make it out alive.

Our members conduct ceremonial ash-scattering tributes in peaceful locations.

Our ceremonies are simple and meaningful. Each act has a purpose. Wind chimes are used at the beginning and end of each ceremony. They create peace and serenity while symbolizing positive energy.

A poem is read. Ashes are scattered and aimed toward water to wash away the animal's sorrow and pain. The wind carries their spirit away in peace. The sun allows their soul to shine in a better place and symbolizes life, hope, and unity, inspiring us to work together to bring about change. The ceremony concludes with a final farewell and a quiet moment to honor those lives lost.

Honor a fallen shelter animal with a
Final Farewell ceremonial kit.

Ceremonial kits are available for a donation. Join other animal advocates and honor animals nationwide. Together we can save lives.

Our kits include:

- Wind chimes
- Ceremony container
- Poem
- Transport container
- Final Farewell t-shirt



Final Farewell uses all proceeds from ceremonial kit donations to save as many animals from death row as possible.

1-855-SOS-PETZ

Facebook.com/FinalFarewell.Live

HOARDing is HOT!



DECORATE

BE VINTAGE. BE CHIC. BE MODERN. BE CLASSIC. BE RARE



RECYCLE*

BE GREEN. BE ECO-FRIENDLY. BE CONSCIOUS



COLLECT

BE THE HUNT. BE THE FIND. BE THE DEAL. BE IN LOVE



HOARD

WE BUY. WE SELL. WE RESTORE. WE REPAIR. WE APPRAISE

Shop

ANTIQUES	ONE-OF-A-KIND	VICTORIAN
VINTAGE	SHABBY CHIC	COLONIAL
COLLECTABLES	ART DECO	GENTLY USED
RETRO CLOTHING	URBAN HIP	JEWELRY
MID-CENTURY	RECYCLED	APPLIANCES



★ BUY VINTAGE! RECYCLE THE PAST, SAVE THE FUTURE!



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ASK ABOUT
WHAT ELSE WE DO.
IT'S AWESOME!

HOARDing is COOL!



DECORATE

BE VINTAGE. BE CHIC. BE MODERN. BE CLASSIC. BE RARE



RECYCLE*

BE GREEN. BE ECO-FRIENDLY. BE CONSCIOUS



COLLECT

BE THE HUNT. BE THE FIND. BE THE DEAL. BE IN LOVE



HOARD

WE BUY. WE SELL. WE RESTORE. WE REPAIR. WE APPRAISE

Shop

ANTIQUES	ONE-OF-A-KIND	VICTORIAN
VINTAGE	SHABBY CHIC	COLONIAL
COLLECTABLES	ART DECO	GENTLY USED
RETRO CLOTHING	URBAN HIP	JEWELRY
MID-CENTURY	RECYCLED	APPLIANCES



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ASK ABOUT
WHAT ELSE WE DO.
IT'S AWESOME!

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PROMOTIONAL
POSTERS

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HOARDing
is **COOL!**

Shop

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VINTAGE	SHABBY CHIC	COLONIAL
COLLECTABLES	ART DECO	GENTLY USED
RETRO CLOTHING	URBAN HIP	JEWELRY
MID-CENTURY	RECYCLED	APPLIANCES

HOARD HOARD ANTIQUES
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HOARDing
is **HOT!**

Shop

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VINTAGE	SHABBY CHIC	COLONIAL
COLLECTABLES	ART DECO	GENTLY USED
RETRO CLOTHING	URBAN HIP	JEWELRY
MID-CENTURY	RECYCLED	APPLIANCES

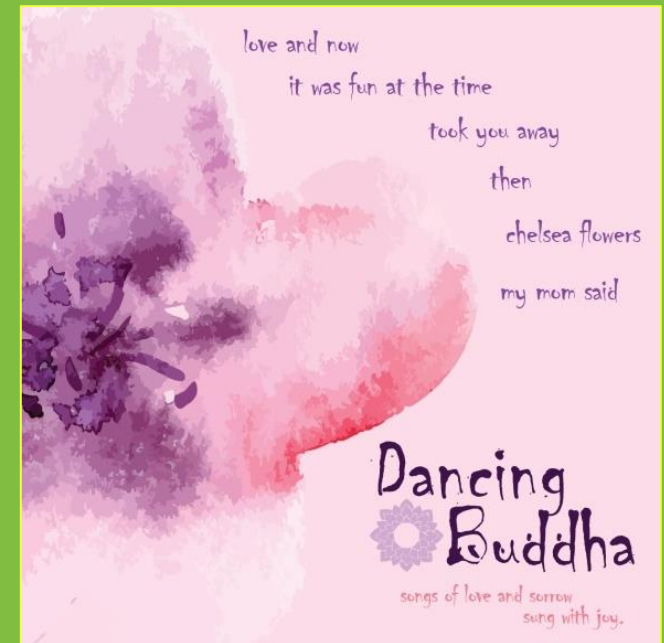
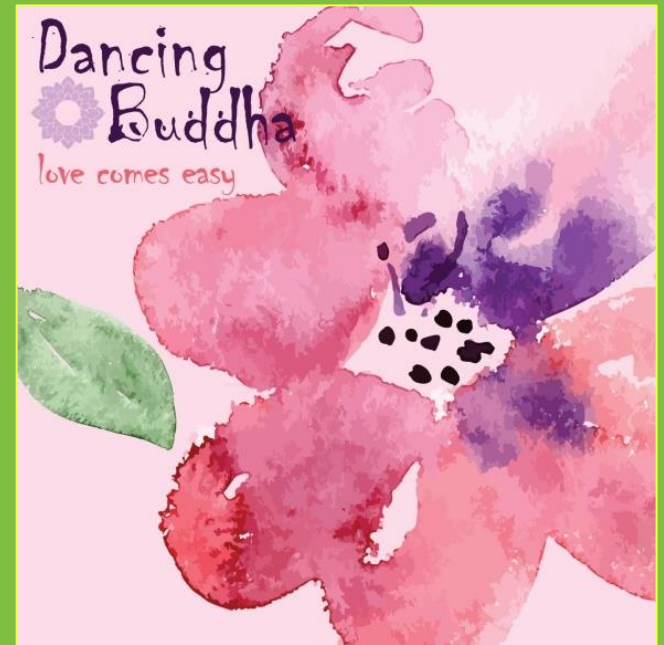
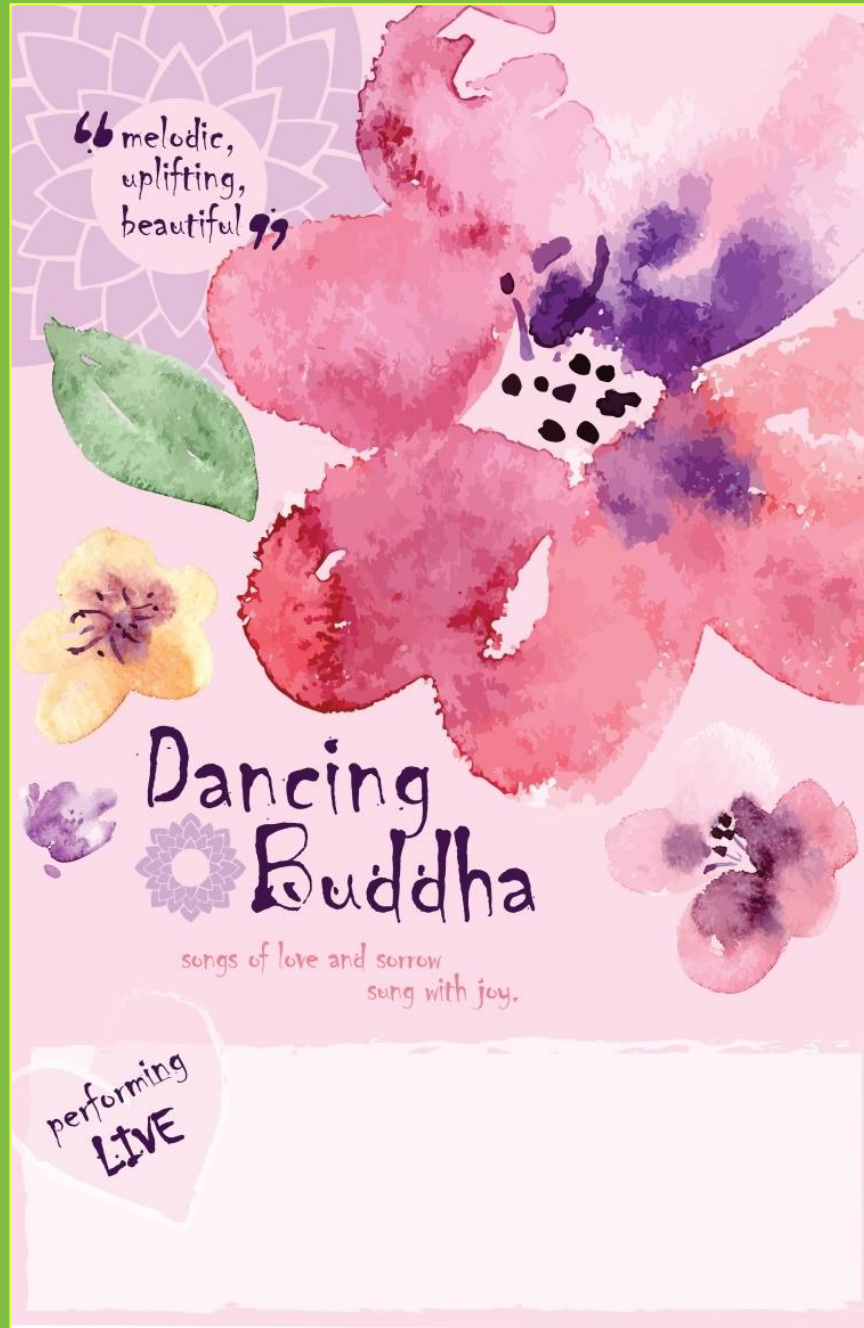
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MUSIC
ENTERTAINMENT

RE-USABLE GIG
POSTER AND CD ART

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DMP

THE DAVID MICHAEL PROJECT



**TEA IN KERLA
TOUCH & KISS
STAY WITH ME
HIYA LIVINN
BREAK**



DMP THE DAVID MICHAEL PROJECT

**MUSIC
ENTERTAINMENT**

**CD AND SOCIAL
MEDIA BANNER ART**

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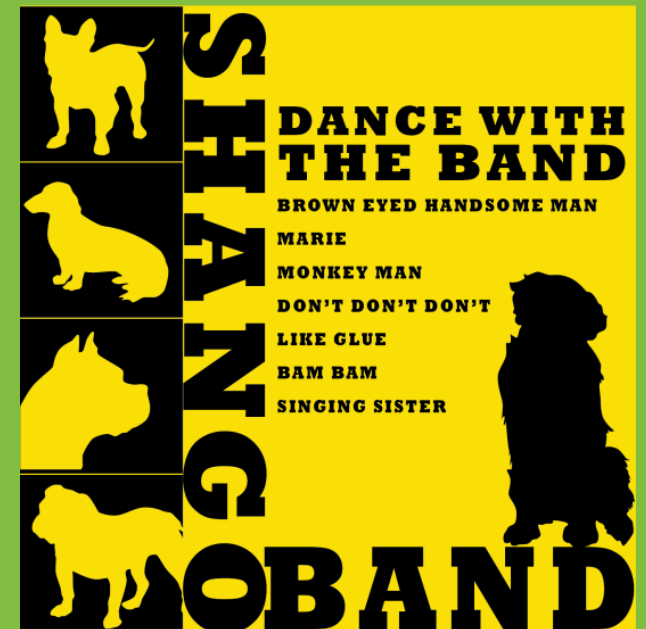
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MUSIC
ENTERTAINMENT

RE-USABLE GIG
POSTER AND CD ART

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Igzabihir Yakal

Side A
 A Child Is Born
 Son Is Given Dub
 Streets Of Glory
 Glorious Dub
 Love In A Higher Region
 Dub In A Higher Region

Side B
 Ancient King
 Dubwise
 Who Say Jah Is Dead?
 Lie Them A Tell Dub
 Signs Of The Time
 Warning Sign Dub

ALL TRACKS PRODUCED, RECORDED & MIXED BY A. GOLDSTEIN (DUB CREATOR) @ THE DC STUDIO, NL FOR KING SHILOH MAJESTIC MUSIC.

ALL VOCALS & LYRICS BY PETER BROGGS (PETER BROGGS)

PUBLISHING: HORNES & MORITZ (Moritz)

HARMONIZATION BY A. GOLDSTEIN (DUB CREATOR) FOR KING SHILOH MAJESTIC MUSIC

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CATALOG



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ANIMAL RESCUE

T-SHIRT DESIGN

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CHARITY FUND- RASING START-UP

T-SHIRT DESIGN



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ADVOCACY
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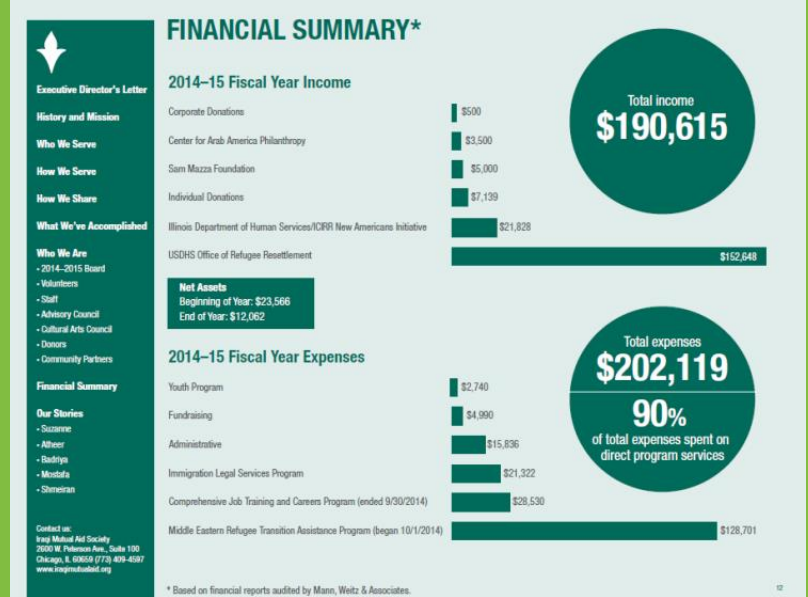
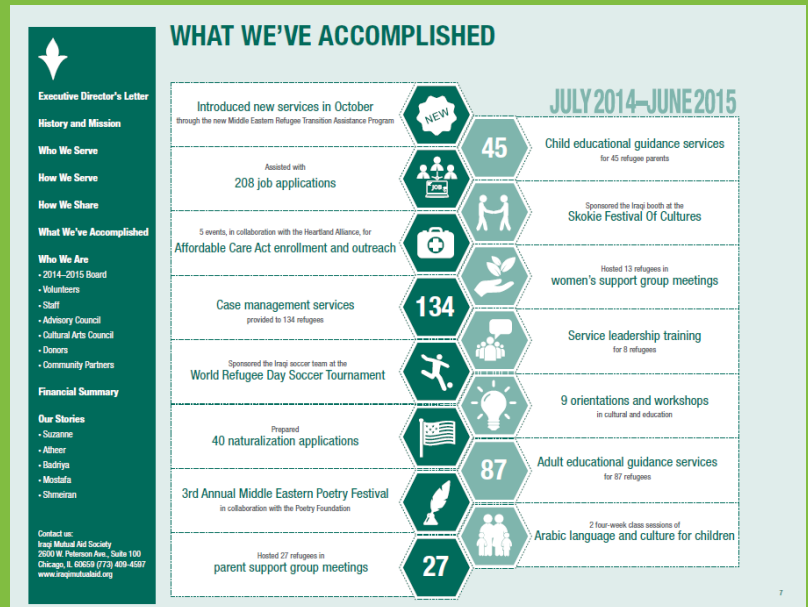
ANNUAL REPORT

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The Iraqi Mutual Aid Society fosters the well-being and self-sufficiency of Middle Eastern refugees and immigrants in the United States through easing their transition to life in America; forging connections between Middle Eastern and American society; and facilitating the preservation and exchange of Middle Eastern culture.



NOT FOR PROFIT NEIGHBORHOOD ASSOCIATION

QUARTERLY NEWSLETTER



Volume 84, No. 2

March/April 2015

Chicago, IL

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2015 NMIA Meetings

April 1	Sept 2	Nov 4
May 6	Oct 7	Dec 2
June 1		

Like us on Facebook! facebook.com/NorthMayfairImprovementAssociation

President's Message

by Lynn Burmeister, NMIA President

At long last, winter has loosened her grip on our weather. The days are longer, nights are warmer and people are celebrating as they emerge from their homes and begin the process of cleaning up their yards from the mess of winter. We wait all winter for that one day when the promise of spring takes hold and wins the seasonal battle of "how long can this last?" With the puddles of melting snow, longer days of sunshine and temperatures above freezing, it seems as if that day is soon. Ah, the promise of spring.

It's this time of year when great plans are made. Talks of picnics, block parties, graduations and weddings. Signup for baseball teams, gardening coops and community clean-ups...all are occurring and already, plans for the North Mayfair 4th of July parade are on the agenda. It's also this time of year when we ask you to join North Mayfair and partner with us as we work to follow our mandate of improving North Mayfair.

Membership is easy. You can sign up in many ways – use the application in this Improver, sign up online at www.northmayfair.org or join at any NMIA meeting. For just \$10, you receive our digital full-color Improver and next this year is a \$20 membership which includes all five issues of The Improver mailed to your home. Please join today – together we can make things happen!



NMIA Meetings: First Wednesday of each month. Meet and greet at 6:45. Meeting at 7pm. Join us for a relevant topic and to meet your neighbors in a fun and interesting setting!

NMIA in April: ABC's – Academics, Business and Community!

At NMIA's April 1 meeting, Palmer Principal, La Shawn Ray, will discuss Palmer's new Level 1 status and discuss volunteer opportunities. North Mayfair business development is also on the agenda, so bring your ideas for more resident-friendly business in our area!

The NMIA Business Development Committee is looking for volunteers. Serving as a resource for zoning questions in the Lawrence and Elston Avenue business districts, the committee will also create goals and a plan for more resident friendly development, possibly engaging local universities, urban planners and others. For more, contact Jim O'Reilly, joreilly70@gmail.com. Visit northmayfair.org for upcoming event details.

Letter from the Alderman by Margaret Laurino, 39th Ward



The Chicago Park District will open Online Registration for Summer 2015 programs on Monday, April 13 and Walk-In Registration on Saturday, April 18. Please contact Gompers Park (773-685-3270) or the Chicago Park District website at www.chicagoparkdistrict.com for more information.

The overnight parking ban and snow-related parking restrictions are still in effect until April 1 whether or not there is snow.

Protect yourself and your home by signing up for Cook County Recorder to Deeds Karen Yarbrough's free property fraud alert program at cookcountypropertyfraudalert.com or by phone at 800-728-3858. After you sign up, if someone tries to attach

any legitimate or fraudulent documents to your property deed, you will receive a notification from the Recorders Office and can address suspicious activity immediately.

If you have questions or concerns, please contact my public service office at 773-736-5594 or email us at ward39@cityofchicago.org. You can register to receive my e-news at www.AldermanLaurino.com or send us an email.

Infrastructure Insights

The Roads Will Rise and Fall with You This Time of Year



This is the time of year we begin to notice those rough car rides again. It's an annual lament in Chicago. Snow and salt are nearly gone, weather is warming up and the roads rise to meet us – or at least the bottom of our cars and axles!

Elizabeth Granato is the Director of Infrastructure and Community Development for Alderman Laurino

and the 39th Ward. Among her responsibilities is managing street repair and resurfacing. Last fall, Liz provided some insight into how road repairs are addressed in the 39th Ward.

Street Repair/Repave Workflow

Whether a street is repaired or repaved is prioritized based on the condition of a street as determined by Liz and her team. Liz completes street surveys in January, identifying streets for repave or major repair. Major repair includes new curbs, fixing sinking catchbasins and resurfacing streets, among other things. Liz can plan two years out. If priorities change, a street planned for repair may be pushed to the following year.

Ward office street surveys, along with a high volume of complaints from residents, can boost a street not on the list to current year repair.

Liz recommends calling the alderman's office in January, February and March for street repairs. She reports that the cost to resurface one block (not including curbs) is approximately \$65,000.

File Street Complaints Now

If you see major street damage, report it to the alderman's office for menu money budget consideration. Report potholes in any of the following ways:

1. Call or email the alderman. The office passes your complaint along to CDOT.
2. Call 311 and get a case number for followup
3. File online at www.cityofchicago.org under File/Report



At the June 2014 NMIA Meeting, Alderman Laurino said that "98% of the ward's menu money had been dedicated to street repair and repaving."

Menu money is the \$1.4 million the city allocates to each ward annually for use of the alderman's discretion. Some wards practice participatory budgeting and deploy all or part of menu money to projects selected by residents. In the 39th Ward, Alderman Laurino determines the menu and it is programmed by late April or early May.

Can Your Garden Be A Monarch Café? By Lisa Hautschild



Monarchs love scarlet milkweed also called blood-flower (*Asclepias curassavica*), swamp milkweed (*Asclepias incarnata*) and butterfly flower (*Asclepias tuberosa*). Adults also consume nectar from fruit-bearing trees and flowers. They're attracted to water (so fountains are great) and even liquids from mushy bananas, oranges and watermelon. Sunny places including warm rocks will be favorite monarch hangouts.

Monarchs lay their eggs and feed their offspring on primarily one plant – milkweed. Larvae emerging from the eggs eat the milkweed which has toxins that accumulate in the growing butterfly's body, making it lethal to many predators. The butterfly also helps milkweed reproduce. As it feeds on the nectar, it carries pollen from one milkweed to the next.



Host a butterfly bash! On a sunny day, expect a fluttering crowd in a yard with butterfly bush, purple coneflower, Joe-Pye weed, black-eyed Susan, lantana, verbena, Sedum 'Autumn Joy' and liatris. Many of these also attract another lovely pollinator – the bee!

CAPS Recap by Nevin Haling



Our local CAPS territory has been realigned. We are still under the umbrella of the 17th Police District, but our CAPS territory and meetings encompass Sectors 11, 12 (North Mayfair) and 13. Our new District 17 CAPS Police Representative is Sgt. Anderson.

The most important attributes of the CAPS program are the cooperation and more importantly, the involvement of residents within the sector. We are all really the eyes and ears of the 17th District Police Department and they truly count on us to keep an eye out for ANYTHING that may seem out of the ordinary. They encourage residents to call 911 in an emergency or use 311 in non-emergency situations, but to also contact them at CAPS.017District@chicagopolice.org with ANY suspicious or 'out of the ordinary' situations noticed. The CAPS meeting is a very good opportunity for area residents to also report any problems or situations that DO NOT benefit the safety of our community.

Our CAPS Court Advocacy Committee is looking for volunteers. Please contact Anna at the 17th District Police Station CAPS office 312-742-4410 if you want to volunteer or learn more. Court Advocates organize volunteers to attend court to support victims and witnesses. Advocates follow cases that can range from violent crimes, such as murder or sexual assault, to drug dealing and public drinking, abandoned buildings and negligent landlords and problem liquor stores.

Senior Citizen Action Committee Meeting, April 21

3rd Tuesday of every month at the 17th District Police Station, 4650 N. Pulaski Road, 11am.

CAPS Meeting, April 22

4th Wednesday of every month, Mayfair Church, 5020 N. Pulaski (behind Salvation Army), 6:30pm.

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Butterfly Attractors for Your Garden



Perennials

Monarchs and other butterflies love several types of bee balm (*Monarda*) especially scarlet bee balm (*Monarda didyma*), wild bergamot (*Monarda fistulosa*) and spotted bee balm (*Monarda punctata*). They are also attracted to the purple coneflower (*Echinacea purpurea*), black-eyed Susan (*Rudbeckia*) and the lovely, spiky purple perennial called *Liatris*. Spring-flowering primrose (*Primula*) and summer-blooming yarrow are also great. Things you might consider weeds – aster, thistle, goldenrod and dandelion – are also nectar-producing plants much loved by monarchs.

Annuals

Marigolds provide a zesty orange power punch to your garden's color scheme, but did you know they also provide nectar for monarchs and repel undesirable insects from the garden? They may even deter rabbits when planted as a border. Butterflies also favor zinnias and sweet alyssum, a fragrant and hardy flowering groundcover that lasts all summer. Cosmos is also fun with its bright flowers and tall, thready leaved stems that bloom happily in the summer sun.

For more info, visit pollinator.org

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Characteristic No. 2

Make employees feel their jobs are important

<h3>CEO & Team Member Dialogue</h3>  <p>Levy Expediter</p> <ul style="list-style-type: none"> • Quarterly newsletter • CEO dialogue • Articles / insights from the field • Industry news 		<h3>Recognition Programs</h3>  <p>Levy Hot Shots</p> <ul style="list-style-type: none"> • Innovative ideas • Sharing of best practices 	
 <p>Year End Video Newsletter</p> <ul style="list-style-type: none"> • "ESPN" highlight reel • CEO inspiration / message 		 <p>Levy Legends</p> <ul style="list-style-type: none"> • Monthly nominations from guests and the field • Spotting "legendary" acts of hospitality and winning one customer at a time • Monthly winners and grand prize winners • Monetary / recognition / prizes 	
 <p>Company Update Meetings</p> <ul style="list-style-type: none"> • 6x a year • Hosted by departments • What's happening, awards, a chance to laugh 		 <p>Wall of Fame</p> <ul style="list-style-type: none"> • Photos with CEO and Chairman • Stars of the company 	
<h3>Training & Development</h3>  <p>Creating Legends</p> <ul style="list-style-type: none"> • Company wide orientation 		 <p>Keys to the Future</p> <ul style="list-style-type: none"> • Cultivating hourly into managers • 1/2 year program 	
 <p>Top Gun</p> <ul style="list-style-type: none"> • Managers developed into DO's • Year long program 		 <p>Strive for Five, Fast Track</p> <ul style="list-style-type: none"> • Job specific training 	
 <p>Culinary Academy</p> <ul style="list-style-type: none"> • Ongoing chef training • Internal & external teachers 		 <p>Management Academy</p> <ul style="list-style-type: none"> • Further developing managers • Intensive week-long immersion 	
 <p>LIFT</p> <ul style="list-style-type: none"> • All support resources • "A week in the life..." of operations 		 <p>Culinary, Beverage & Service Olympics</p> <ul style="list-style-type: none"> • Generating ideas from the field • Year-long competitions • Major prizes / recognition 	
		 <p>BIGGIE</p> <ul style="list-style-type: none"> • Pulling innovations from the field • Year-long competitions • Monetary / recognition 	

Levy DREAM TEAM

IMPACT PLAYER OF THE YEAR

Cathy Nockels

Senior Regional Controller, Home Office




Cathy Nockels brings a strong understanding of operations and **amazing** financial prowess to positively impact both daily operations and our biggest events. Cathy started her Levy career as an office manager at Kiel Center, quickly growing to the role of a Home Office resource, where she maintains a **harmonious balance** with the field while expertly guiding her locations and team members through daily tasks, problem solving and long-range planning.

Cathy is widely **known and respected** for her in-depth training of on-site teams and is completely at home in the field. Her positive attitude and willingness to support and guide every financial project from daily details to major events make her an immediate go-to for any location. Known as the authority on cash room operations, Cathy is an integral part of daily operations, budgeting and forecasting for her region, and has become the centerpiece of major events from the Kentucky Derby to the U.S. Open.

She approaches each project as a true **team player** who is sure to arrive with a plan and deliver on the task at hand. Cathy is **dedicated** to making an impact at all costs. She spent three straight days in the cash room at the U.S. Open in 2007, and expecting the same commitment would be needed the following year, she brought a cot, a change of clothes and handfuls of smiles in 2008 – giving the location managers every **confidence** she was committed to getting the job done right!



SUMMER 2005

Levy Expediter

DISHING UP GREAT NEWS

Picture This!

Levy flashes back to a summer full of innovation, inspiration and celebration. We enjoyed picnics and barbecues, car trips with the family, peanuts and cotton candy at ball games, and all of the fun things that summertime brings to life.

With our passion as restaurateurs on the rise, take a moment to look back and **Picture This:** Summit 2005 captures imaginations at Orange County Convention Center... Levy satisfies a sweet spot with suite owners at the ALSD Conference at Philips Arena... Fulton's on the River swims into the dining scene in Chicago... and that's just a **snapshot** of the latest and greatest!

A new **reel of film** shows great things ahead! Eat with Your Bear Hands Café and TRex let Levy take the stage on innovation, while Raymond James Stadium and Charlotte Bobcats Arena put our concessions expertise in **focus**. Our heart and soul beats strong **capturing** the spirit of Levy Cares, as our many locations share contagious enthusiasm and heartfelt hospitality with their communities. Every **picture** reminds us of the dedicated people that embody our core values, making our Company truly unique.

So **flashback** to summer and get ready to **zoom** into a fantastic fall, full of fresh ideas, exciting twists and tasty turns... enjoy your journey through the **lens** of the Levy Expediter... **Smile and say cheese!**



Levy Recipes

Barbecue Deviled Eggs

Gas Jimenez, Executive Chef
 Levy Events Catering

Ingredients

- 12 Large Eggs
- 1/4 cup Mayonnaise
- 1/3 Cup finely Chopped Pork
- 1 Tablespoon Dijon Mustard
- 1/2 Teaspoon Salt
- 1/2 Teaspoon Pepper
- 1/8 Teaspoon Hot Sauce
- Garnish: Paprika

Method

Place eggs a large saucepan and cover with water. Bring to boil. Cover, remove from heat. Let stand 15 minutes. Cut peeled eggs in half lengthwise. Remove yolks. Mash yolks with mayonnaise. Stir in pork and remaining ingredients. Blend well. Sprinkle with paprika.
 (If you want to omit the chopped pork, add a drop of liquid smoke).



Grilled Artichoke

Billy Gorman, Executive Chef
 Jake Melnick's Corner Tap

1 artichoke, trimmed of spines (use scissors to trim leaves of spiny edges and trim top of artichoke 1/4 inches).
 Place artichoke in salted rapid boiling water.

Cook 20 minutes or until artichoke is tender. (Poke end to test.)
 Place in ice bath to cool rapidly and slice artichoke in half. Clean the inside of artichoke with a spoon. Season with salt, pepper and olive oil to likeness. Grill artichoke until it is warm throughout. Squeeze fresh lemons over artichoke to finish. Serve with melted butter or dipping sauce on the side.



Peach Bellinis With Watermelon Ice Cubes

Bistro Toujours

- 1/2 cup Peach Puree
- 1 Tablespoon Peach Syrup
- 1 Watermelon Ice Cube
- Fill to the top with Champagne and serve!

To make watermelon ice cubes:
 Puree the watermelon (add water to create a runny texture), pour into ice molds and freeze.



Levy For Life



The Levy team stretches in preparation for the big race!

Since 1983, May has been National Physical Fitness and Sports month. Individuals and organizations everywhere join together to promote the value of physical activity in the pursuit of happier, healthier, more productive lives. To kick off National Fitness month, *Levy for Life* sponsored a team for the JP Morgan Chase Corporate Challenge, which is a 3.5 mile run/walk, which took place in Grant Park. Approximately 15,500 participants from 450 companies took part in this 24th annual event.

To further promote fitness and health, *Levy for Life* is sponsoring the Walk for Life Challenge. The goal of the Walk for Life Challenge is to increase your activity level to reach 10,000 steps per day by using a pedometer and walking log, which are helpful tools to assist you in tracking the number of steps you take on a daily basis. While many people believe physical activities such as running, jogging and weight lifting count towards fitness, those who increase their number of steps consistently show improvement in weight, body fat, cholesterol level and overall fitness level. The toughest thing about starting a fitness program is developing a habit-walking daily will help. If your location is interested in participating in your own Walk for Life Challenge, please contact the Benefits Department at the Home Office.

By walking 30 to 60 minutes a day, you are on your way to better health!



Levy Concessions Buzz



What's New?

Our Ship has Come In:
 Raymond James Stadium
 Home of the Tampa Bay Buccaneers
 Start Date: August 2005

Brew Town Basketball:
 Bradley Center
 Home of the Milwaukee Bucks
 Start Date: July 2005

New in North Carolina
 Charlotte Arena
 Home of the Charlotte Bobcats
 Start Date: October 2005

Food and Furniture
 World Market Center
 Las Vegas version of the Merchandise Mart
 Start Date: July 2005

What's HOT?

2005 S&E Beverage Olympics Kicks-Off

As the liquid version of the Culinary Olympics, the Beverage Olympics is a competition that provides the perfect tonic to keep our teams ahead of the curve.

The grand prize winners will find themselves surrounded by the inspiration of the islands where rhythms and relaxation abound and beverages are served to YOU just the way you request. SALUT!



International Scene

In soccer news, international soccer superstar David Beckham and his team Real Madrid played Home Depot Center's own Galaxy in an exhibition game at the stadium in July. Levy team members served more than 17,000 beverages, 3,000 nachos and 3,500 hot dogs to 30,000 raving fans!



Soccer team, Real Madrid, poses for fans at the Home Depot Center during an exhibition soccer match vs. the Galaxy. Unfortunately, Beckman and his gang won the match over the home town boys.

What's NOT?

Ketchup on your Hot Dog!
 Go for the **BIG DAWG** with all the fixins.



On the Road

Chris Miller, Regional Director of Operations, was inducted as a member of the board of directors of the National Association of Concessionaires (NAC) during the NAC and International Association of Assembly Managers (IAAM) Conference in Washington DC. Congratulations Chris!

SMALL BUSINESS AND NOT FOR PROFIT

PROMOTIONAL POSTCARDS

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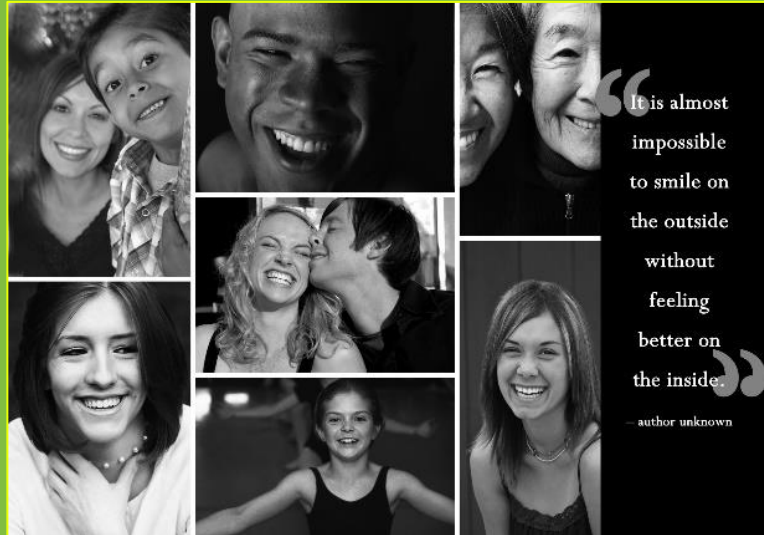
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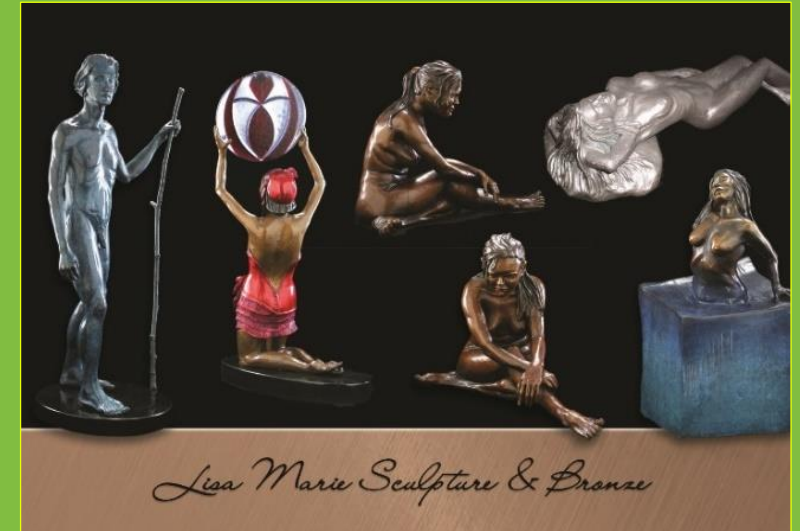
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“It is almost impossible to smile on the outside without feeling better on the inside.”

—author unknown



Lisa Marie Sculpture & Bronze

5th annual **Halloween Hoopla** **Free admission**

SUNDAY, OCTOBER 26
NETTELHORST SCHOOL

Enjoy!

Fun family events at Nettelhorst School: 12pm–3pm
Trick or Treating at local merchants: 3pm–6pm

WWW.LAKEVIEWEAST.COM

44 46 ART

Tiffany Holms, LakeWalk: 2007, Interactive Video Installation

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Central Lake View Merchants Association
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Monday Margarita Madness 1/2 price House Margaritas! House Tequila – with appetizer or entrée	Wednesday Wine n' Dine 1/2 off selected wines with dinner With entrée, 1 bottle per table, selected wines only
Tuesday 2 for Tuesdays Buy 1 entrée, 2nd entrée, 1/2 price Receive 1/2-off entrée of equal or lesser value	Thursday Taste Treat 1 FREE appetizer w/ entrée 1 per table, does not include Botana Compuesta

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