



 **DKullman**  
empress of prose

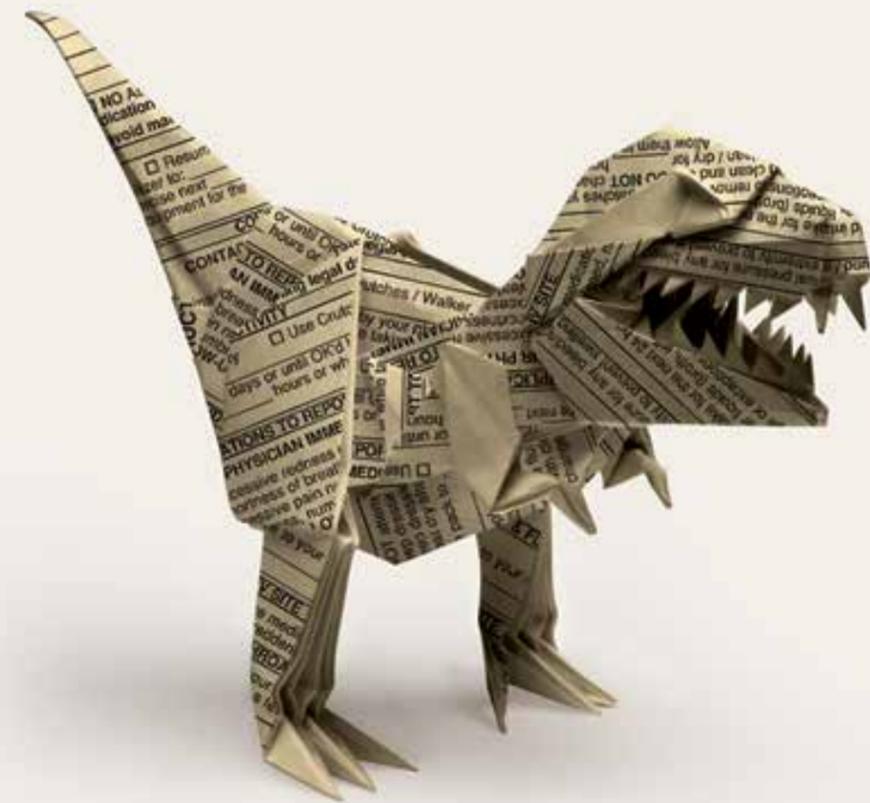
## DIGISTOR CAMPAIGN

Digistor digitizes medical records, eliminating the need for paper files. This B2B campaign cleverly sends the message that Digistor can make paper medical records extinct through the use of origami dinosaurs. The ad series focuses on different attributes of Digistor's services, and the tradeshow materials extend the theme. The campaign won a Gold ADDY.

My role: Concepts and copywriting

Agency: Esser Design

It's time to make *paper* medical records extinct.



Capture Management Services. *Evolved.*

Moving from paper medical records to the digital world can be made easy. Especially with DigiStor to help you make the evolutionary leap. DigiStor's on-site consulting and customized Health Information Capture Services provide the support you need to accurately manage electronic and traditional media. That means the timely input of patient information needed to ensure a better bottom line. It also means anywhere access to review, analyze, code and complete electronic patient records critical in patient care, customer service, compliance, and more. All of which evolve your organization's data.



Visit [www.digistor.net](http://www.digistor.net) to sign up for Sunday's 2006 AHIMA Exempla Record Center Tour, or call us to arrange a private tour during the conference. Call 866-944-3411 anytime for a free, on-site assessment.

Make your record **processing** rates soar.



We'll swoop in and provide **timely** input of patient information.

DigiStor can transfer your paper medical records to digital files quickly and accurately. At one location, we process an average of 926 accounts per day – including inpatient, outpatient/clinical, outpatient/surgery and ED records. And we have a bird's eye view of the big picture, helping you to better support the mission of your organization.

Visit [www.digistor.net](http://www.digistor.net) or call 866-944-3411 anytime for a free, on-site assessment.



It's time to make **paper** medical records extinct.



Capture Management Services. **Evolved.**



September 12th, 2006

See what's driving the **evolution** of health information capture.



Join the **DigiStor/AHIMA 06 Exempla Record Center Tour!**

Want to see the next evolution of health information capture? Join DigiStor for a tour of the state-of-the-art Exempla Healthcare Record Center in Denver. Round-trip transportation is provided.

**Where**

Buses will leave from the Denver Convention Center.

**When**

AHIMA Convention 06  
Sunday, October 8, 2006  
1-4 p.m.

**Why**

To showcase DigiStor's role in assisting with Exempla's transition from paper to electronic medical records.

[Click here to visit DigiStor's web site](#)

[Click \*\*here\*\* to register](#)

[Click here to visit the AHIMA web site](#)

We'll pull our **weight** to make you more efficient.



Let us be the **force** behind your capture management workforce.

Without the right partner, moving from paper-based information to electronic medical records can be a hairy situation. That's why DigiStor provides the staff and project management you need to achieve mammoth results. When you need onsite consulting and Health Information Capture services, we've got the solutions you need to move your medical records forward in a big way.

Visit [www.digistor.net](http://www.digistor.net) or call 866-944-3411 anytime for a free, on-site assessment.



We've got the drive to move **paper** medical records to the digital world.



Capture Management. **Evolved.**

DigiStor can help you capture **paper** medical records electronically.

DigiStor's on-site consulting and customized Health Information Capture Services provide the digital support you need to accurately manage electronic and traditional media. That means timely input of patient information. Anywhere access to patient records. And improved care and compliance.

*All of which transport your organization's data to the next level.*



Visit [www.digistor.net](http://www.digistor.net) or call 866-944-3411 for a free, on-site assessment.

## MARABOU RANCH AD CAMPAIGN

Marabou is a private, shared ranch community in Steamboat Springs, Colorado. The owners were looking for a fresh advertising approach to boost sales in a down economy. A series of print ads, a revamped website and a TV commercial were created to showcase the land and the luxury amenities offered at this beautiful community.

My role: Brand platform, concepts and copywriting

Agency: Sieb



THIS IS THE OTHER SIDE  
OF THE FENCE.

For Marabou owners, the grass really is greener. This shared working ranch offers community, seclusion, luxury and nature in abundance. Deserved pleasures commence immediately upon purchasing a homesite, with immediate access to six luxurious, prebuilt Owners' Cabins and Marabou's Ranch Village – boasting the River House Lodge, Outfitter's Cabin,

spa and fitness center, and state-of-the-art theater. World-class fly fishing and access to Marabou Master Guides – top-tier athletes who share outdoor adventures with you – make other ranches green with envy. Homesteads start at \$1.8 million, with generous financing available. For details, call 877-879-7919. Or visit [www.MarabouRanch.com](http://www.MarabouRanch.com)

*Marabou*  
STEAMBOAT SPRINGS



TIME WASTED IS TIME  
WELL SPENT.

For Marabou owners, the grass really is greener. This shared working ranch offers community, seclusion, luxury and nature in abundance. Deserved pleasures commence immediately upon purchasing a homesite, with immediate access to six luxurious, prebuilt Owners' Cabins and Marabou's Ranch Village – boasting the River House Lodge, Outfitter's Cabin,

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*Marabou*  
STEAMBOAT SPRINGS

 This is not intended to be an offer to sell nor a solicitation of offers to buy real estate in Marabou by residents of Connecticut, Hawaii, Idaho, Illinois, New Jersey, New York, Oregon, Pennsylvania, or South Carolina, or any other jurisdiction where prohibited by law. No offering can be made to residents of New York until an offering plan is filed with the Department of Law of the State of New York. This offer is void where prohibited by law. Equal Housing Opportunity.



LEAVE NO ADVENTURE  
UNTURNED.

For Marabou owners, the grass really is greener. This shared working ranch offers community, seclusion, luxury and nature in abundance. Deserved pleasures commence immediately upon purchasing a homesite, with immediate access to six luxurious, prebuilt Owners' Cabins and Marabou's Ranch Village – boasting the River House Lodge, Outfitter's Cabin,

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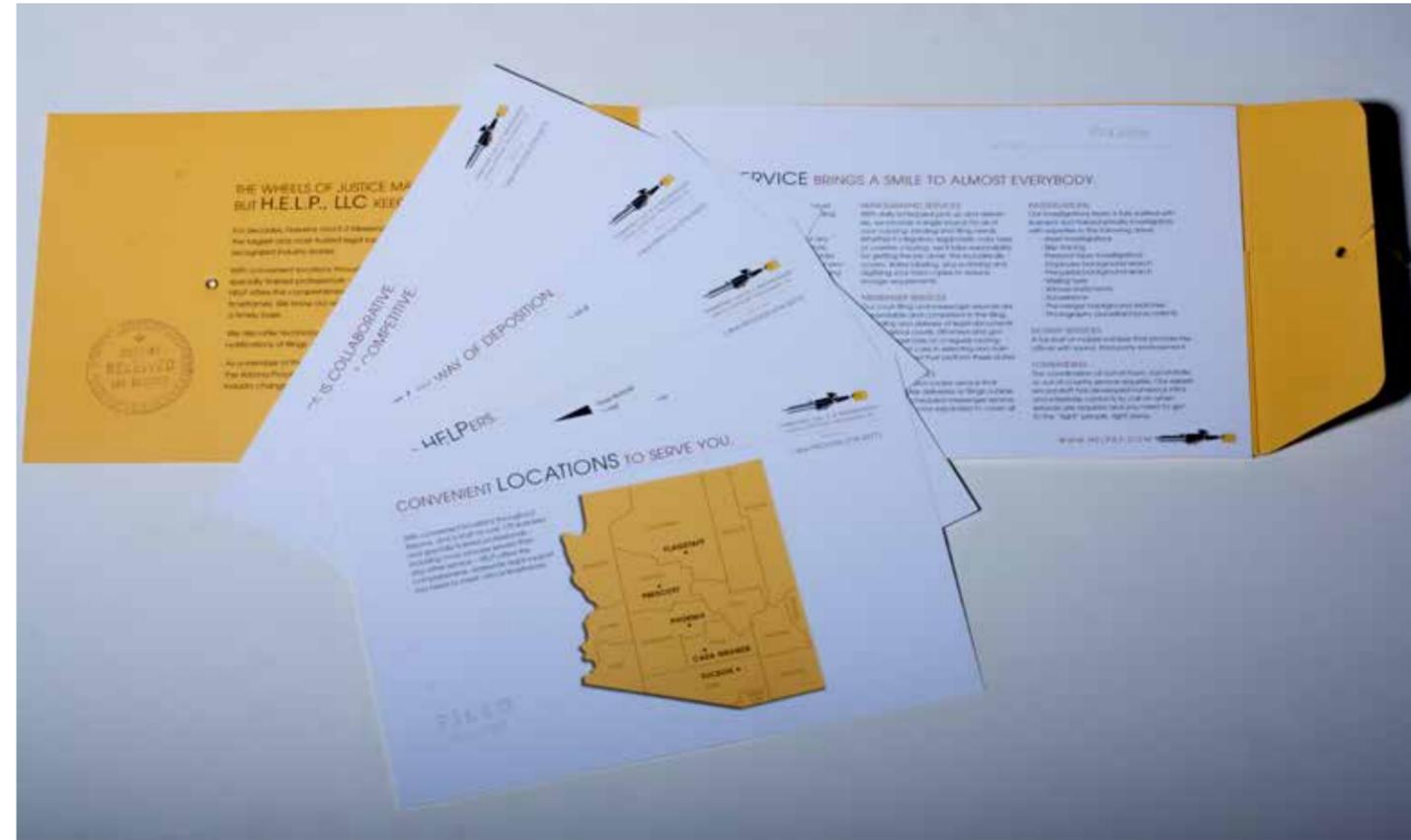
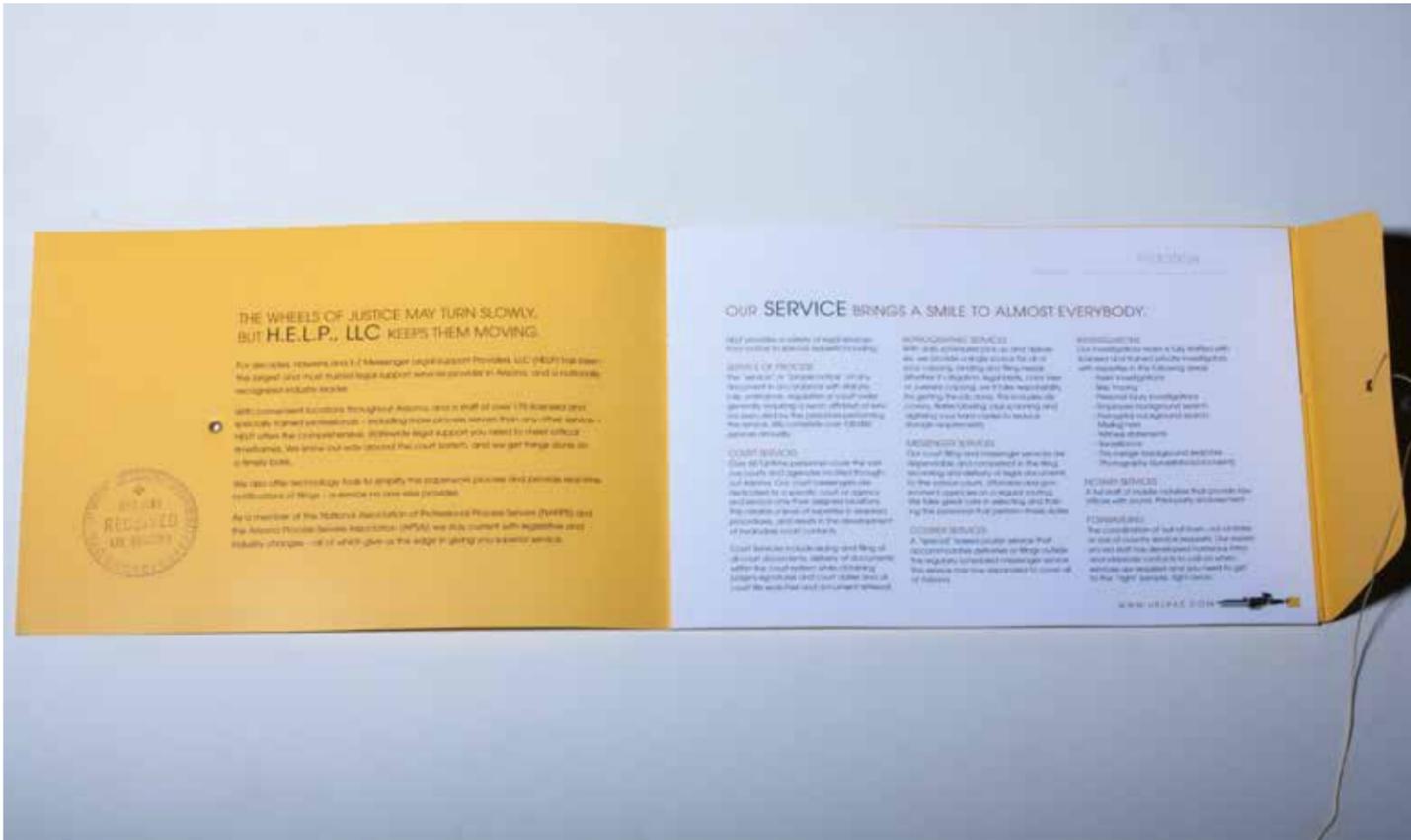
### HAWKINS & E-Z MESSENGER CAPABILITIES BROCHURE

Hawkins & E-Z Messenger is a legal support services provider that performs process serving and document filing on behalf of law firms. Their capabilities brochure was designed to look like the manila file folders in which legal documents are often contained for transport to court, with interior pages cleverly utilizing actual legal document stamps as design devices.

My role: Concepts and copywriting

Agency: Granich Design



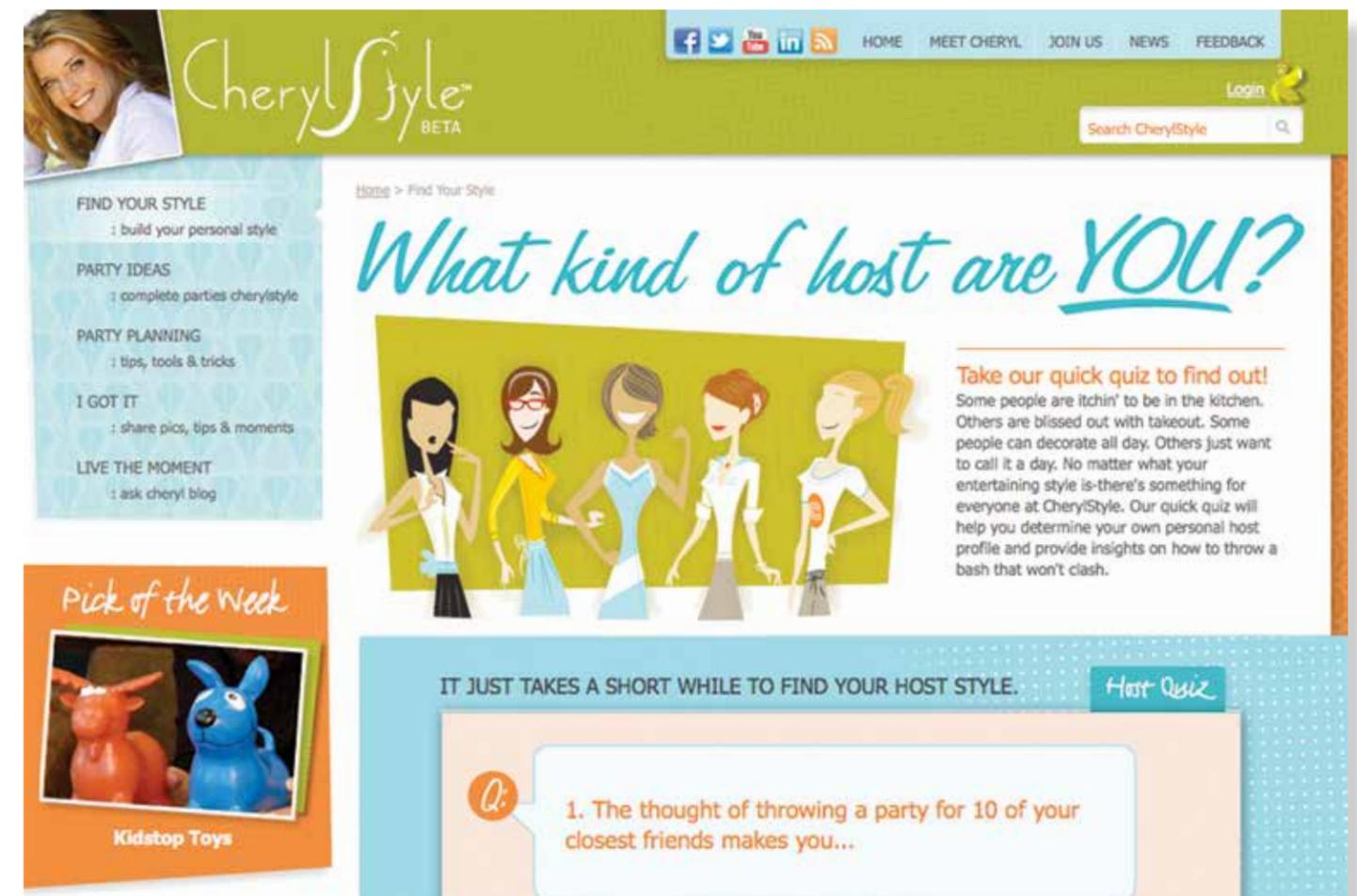


## CHERYLSTYLE WEBSITE

A robust website for a lifestyle media company targeting mothers of school-age children with an annual household income of \$100,000+. The website contains how-to articles on entertaining, a hostess-style quiz, and a party-planning section with 100 categories of parties (including print and play instructions on how to throw them).

My role: Managing editor of staff of three writers, primary content provider

Agency: The Lavidge Company





(Today is also Face Your Fears Day! Not sure if you fear spiders, but if you don't, we're giving away a set of four spider cupcake holders! Comment on my [CherylStyle Facebook page](#) and tell us about your fears for a chance to win. We'll pick a random winner tomorrow!)

I'm foregoing the standard cupcake tower this Halloween in favor of these cute (and kind of kooky) [spider cupcake holders](#) from Crate and Barrel.

It never fails to make me smile when I see them on the table. In fact, I love how the spooky spider legs hold my Halloween cupcakes, place cards and snacks in paper cups. They can be stacked on the buffet or given away to your favorite hostess. And since they're made using powder-coated metal, I find them easy to clean with just a damp cloth.

Best of all, a set of six is less than \$10 on the "web" at [Crate and Barrel](#). Check them out: they're so much fun, everyone will be "goblin" 'em up!

Recommend Send Be the first of your friends to recommend this.

Tweet 0 Share +1 0



Bird's eye view—Don't just wing it! For a quick cleanup trick that will also protect your table, put a clear cellophane tablecloth down before setting the table.

#### FOOD & BEVERAGE

#### Food: Making It a Treat to Eat

##### Season's Eatings

This menu's merry makings include "home"-made dinner rolls, chicken skewers with "pearl" onions and "ornament" tomatoes on "white" rice with "snow" peas. For dessert, serve candies and cordials. The cocktails aren't just the usual case of the holiday blues. Try a softer cocktail of Smirnoff Ice with Blue Curacao served in a triangular martini glass and garnished with a blue-and-white peppermint stick. For a non-alcoholic option, serve clear lemon-lime soda.

##### To Inspire or Acquire

Martini Glasses | [crateandbarrel.com](#)  
 Round Nickel Tray | [www.amazon.com](#)  
 Mini Ice Cube Trays | [www.amazon.com](#)

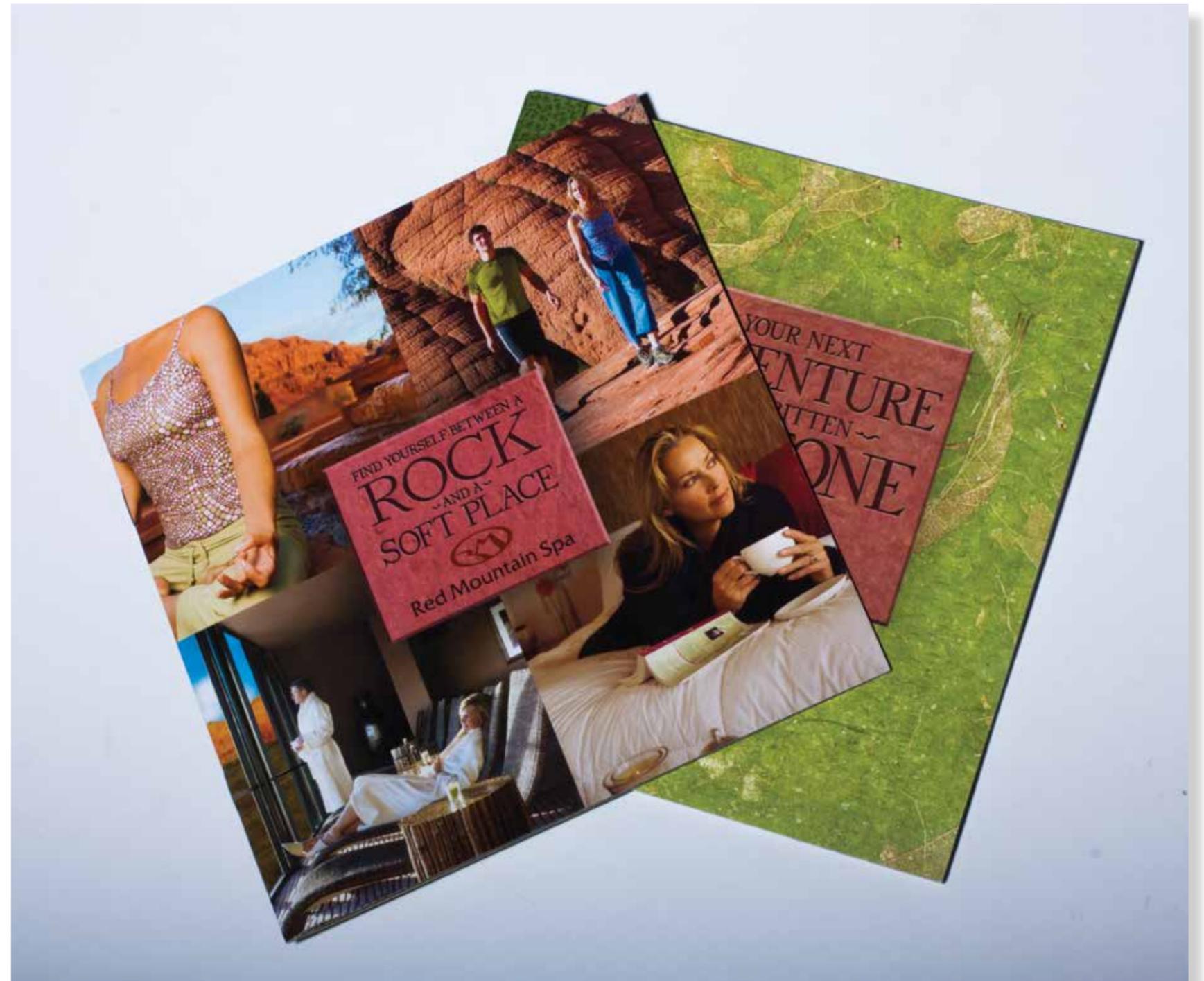


## RED MOUNTAIN SPA CAMPAIGN

Red Mountain Spa in St. George, Utah needed a major facelift. The features and benefits of this stunning property weren't being adequately conveyed in the spa's existing advertising and collateral pieces. I created the new campaign theme, "Find yourself between a rock and a soft place" to showcase the area's stunning topography while juxtaposing it with the serenity of the spa experience.

My role: Concepts and copywriting

Agency: Estudio Ray



*Veterinarian and Culinary Arts*

**Food for Thought**  
 The experience continues as you enjoy Canyon House Restaurant. Canyon House is a fine dining restaurant where you can enjoy a variety of fresh and natural ingredients which are smoked and delicious. At Red Mountain, we believe our guests to receive the pleasure of the side of...  
 Changing the way we think about food and eating is the key to success. We do not advocate deprivation or severe restriction. We know if it is not conducted by long-term...  
 Have daily meals are short-term solutions. At Red Mountain Spa program and are guaranteed to be satisfying and enjoyable.  
 Nutritional information is provided for each dish or food served. Meals are served in each Canyon House Restaurant. Breakfast and lunch are buffet and evening seated dining. Red Mountain Spa offers a distinguished menu. Additional wines and beverages are available. Canyon House Restaurant is a fine dining...  
**Red Mountain Adventure Cuisine**  
 Every food. This cuisine is specifically designed to supply the necessary nutrition, vitamins and energy for sports enthusiasts. Every food supplies a winning combination of higher protein, lower calories and nutrients for optimum performance during your Red Mountain Spa active adventure.  
 Every cuisine. Our vegetarian cuisine was developed for our guests who prefer a plant-based diet and is recommended for your guests concerned with weight management, weight loss or seeking a lower fat diet.  
 Call of the Wild. These dishes are...  
**A Sampling of Our Cuisine**  
 • Pizzabello Wellington  
 • Oven Roasted Free Range Balmore Chicken  
 • Molasses Seared North American Elk  
 • Red Mountain Trout  
 • Oven Roasted...

*Sagestone at Red Mountain Spa - at a glance*

...  
**MASSAGES**  
 Arctic Fusion Body Massage\* 75-minutes  
 Canyon Spa - Warm Stone Massage\* 75-minutes  
 Outdoor Cobana Massage Additional charge  
 Pregnancy Massage 50-minutes  
 Red Mountain...



*Where high desert meets outdoor adventure.*



**DISCOVER THE HEALING POWER OF RED EARTH AND BLUE SKY.**

Red Mountain Spa. It's not your mother's spa. It's a place where you can be active or relax as you like, anytime you like. Here, stunning red rock cliffs, black lava bed gardens and vivid landscape invite exploration. Where daily guided hikes, rock-climbing outings, canyon-hugging bike rides and group exercise classes meet any fitness level - from thrill-seekers to chill-seekers. Where you can choose your own adventure - whether it's for body, mind or spirit.

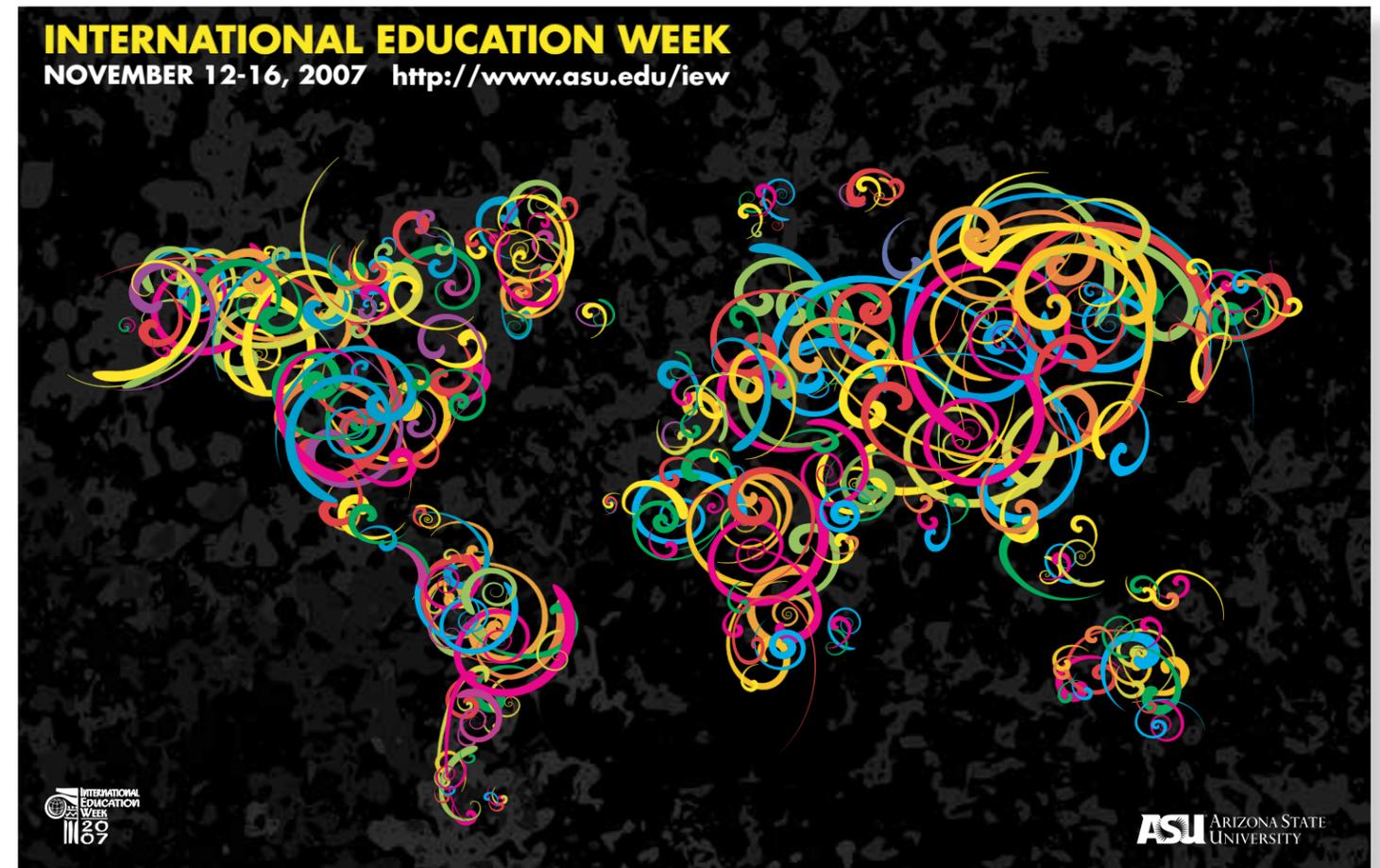
Whether you come seeking sports or solitude, spiritual sanctuary or spa pampering, Red Mountain Spa offers a landscape of limitless possibilities.

## ASU INTERNATIONAL EDUCATION WEEK POSTER

Each year Arizona State University hosts International Education Week, a weeklong event featuring unique cultural presentations by various colleges and departments within the university. This poster was created as a “Save The Date” piece that was posted throughout the campus.

My role: Event Marketing Director

Designer: Safwat Saleem





## WILDFLOWER BREAD COMPANY

Wildflower Bread Company is the place to enjoy great food and conversation in a friendly neighborhood setting. Each season brings fresh new menu items that require promotional posters, counter signs and table tents. These pieces are kept simple and clean, and minimal in concept, just like the restaurants.

My role: Concepts and copywriting

Agency: Fervor Creative



**NEW**

# taste buds

## IN BLOOM

### Spicy Cuban

chicken breast, ham (92% fat-free), brie, giardiniera hot peppers, roasted red peppers, arugula, dill pickle, honey mustard and chipotle sauce on toasted Caraway Rye



 All-natural, cage-free, antibiotic- and hormone-free chicken  
 All-natural pork, raised antibiotic- and hormone-free

### ENJOY

## Rosemary Chicken Linguini

chicken breast, rosemary cream sauce, lemon, sundried tomatoes, petite peas and grated parmesan

*Available after 3 pm*





# BREAD

## *of the month*

PLEASE USE TONGS TO SAMPLE

*award-winning \* handcrafted \* baked fresh daily*

ANY WAY YOU SLICE IT,  
IT'LL MAKE YOUR NEXT MEAL GREAT!

**fresh**  
FLAVORS

*Wild Breeze*  
Blended treats perfect for the summer heat!



**new!** Mango Passion Fruit Frozen Lemonade

ALSO TRY OUR Georgia Peach

**tasty**  
PEACH PIE

Juicy peaches are tossed in cinnamon and sugar, then baked to perfection, giving new meaning to the word peachy!



Visit us online at [wildflowerbread.com](http://wildflowerbread.com)  
 @WildflowerBread facebook.com/WildflowerBread  
 Check in on FourSquare Review us on Yelp

Printed on recycled paper by a certified environmentally responsible printer, reducing our ecological footprint.



**a taste**  
of SUMMER

CATCH OUR SUMMER SANDWICH FOR A LIMITED TIME

**Atlantic Haddock Provençal**

**new!**

THE PERFECT SUMMER PASTA  
**Pasta Primavera**  
Served after 3 pm



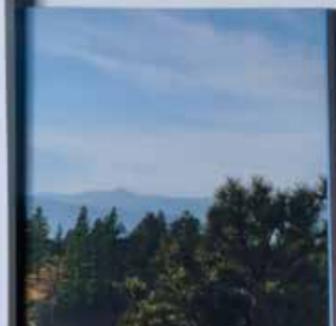
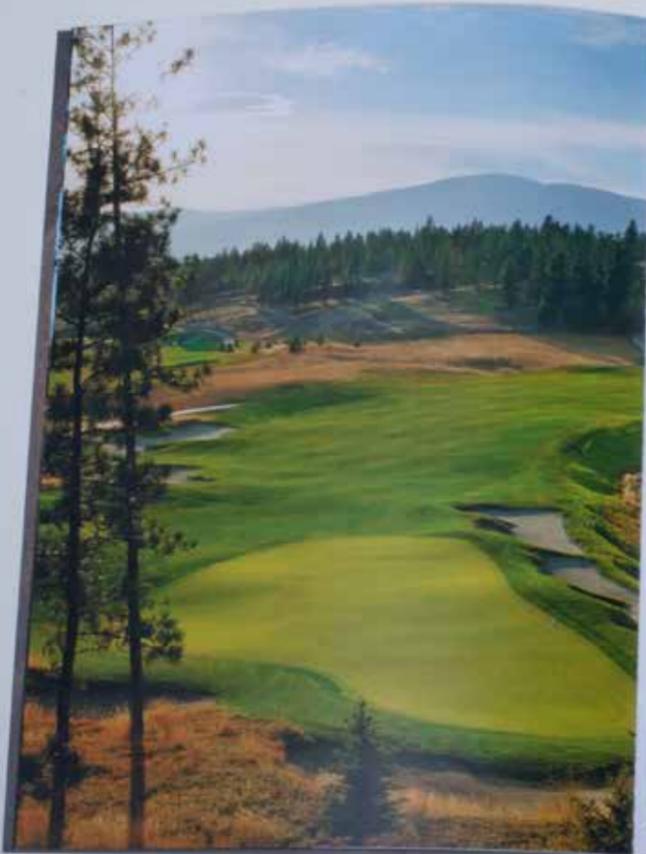
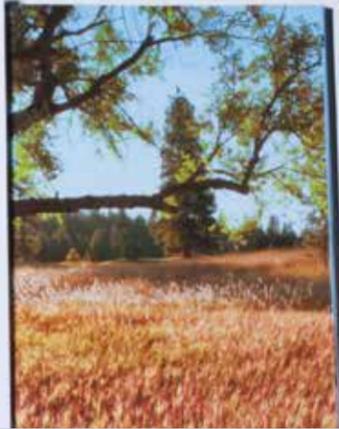
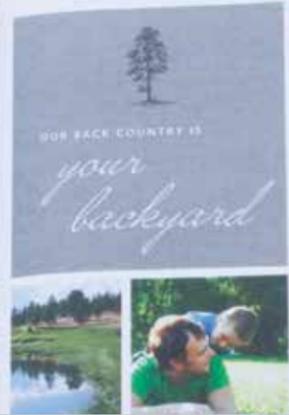
## WILDERNESS CLUB - MONTANA

A brochure designed to entice prospects to purchase a home site at this exclusive, luxury community. The Wilderness Club is family-friendly and highly amenitized, with several of the brochure pages featuring community events and activities. Several shorter sheets are bound in with the brochure pages, highlighting specific points about the property. The last pages include a strong call-to-action with a pricing incentive for customers to buy.

My role: Concepts and copywriting

Agency: Fervor Creative





### THE RIGHT CLUB.

Under a cathedral of blue sky sits the highly acclaimed Wilderness Club golf course, ranked #1 Golf Course in Montana by *Golfweek* (2012). Golf legend Nick Faldo has capitalized on his experience as a five-time international major champion to design one of the most visually exciting and best golf experiences in North America.

There's nothing like being on home turf. Amazing views are afforded from every one of the championship course's 18 magnificent holes, and there's a short-game practice centre here, as well. With access to a club like this, you're going to watch your life take on a whole new course.



## YOGURT MILL BROCHURE

With stores in Modesto, California, this homegrown frozen yogurt chain is known for its family-friendly vibe, community-minded support and outstanding fro-yo creations. The menu brochure touts all of its offerings and provides nutritional information. The collateral pieces advertise upcoming flavor promotions.

My role: Copywriting

Agency: Fervor Creative



# yogurt



<b>Toppings</b>	each .75	<b>Sizes</b>	
Fresh Fruit		Child	1.95
Dry		Mini	2.95
Hot Fudge		Small	3.35
3 Scoops = 1 Topping		Medium	3.75
		Large	3.95
		Ex-Large	5.95

<b>Yogurt Sundays</b>	4.39	<b>Yogurt Shakes</b>	16oz 3.85 24oz 4.65
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- Banana Split
- Strawberries N Poundcake
- Brownies N Fudge
- Chocolate
- Vanilla
- Strawberry
- Oreo
- Peanut Butter
- Create Your Own

<b>Root Beer Yogurt Float</b>	16oz 3.19
-------------------------------	-----------

<b>Yogurt Cones</b>	3 Swirl 1.95 6 Swirl 2.45
---------------------	------------------------------

Add .50 for waffle

FRESH



## welcome to yogurt mill!

Since we first opened our doors in 1984, we've been passionate about frozen yogurt. Ours is **swirliciously nutritious and delicious**. It's made fresh daily from the healthiest, premium ingredients – and served up in generous swirls of yogurt goodness.

Of course, our goodness isn't just about the yogurt. We love our customers and go the extra mile to make them smile. We're also proud of our healthy work culture, and are committed to supporting our employees and our community. It's easy to see why we've received the **Modesto Bee's Reader's Choice Award** for the last nine consecutive years.

We hope you enjoy eating our fro-yo as much as we enjoy swirling it!



# yogurt



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Add .50 for waffle

Besides tasting great, our Fro-Yo is super healthy, too. It's chock full of good-for-you stuff like Calcium and Vitamin D, plus protein and healthy antioxidant vitamins A and E. It also has live, active probiotic cultures to ensure the **proper balance for your body's health**.



FRESH

Give our swirl a whirl!

# tea

Tea-licious!

Our tea lattes and smoothies put the fresh in refresh. Brewed from black, green or chai tea, they're **simply tea-licious**, and good for you, too.

<b>Frozen Tea Lattes</b>	16oz 3.85	24oz 4.65
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- Chocolate Chai**  
vanilla yogurt, chai tea, chocolate, cinnamon
- Vanilla Chai Chip**  
vanilla yogurt, black & chai teas, chocolate shavings

- Strawberry Almond**  
vanilla yogurt, green tea, strawberry puree, splash of almond
- Coconut Green Tea**  
vanilla yogurt, green tea, coconut, Matcha, shredded coconut

<b>Frozen Tea Smoothies</b>	16oz 3.75	24oz 4.55
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- Razzle Dazzle**  
raspberry juice, black tea, banana, strawberries, orange sherbet
- Strawberry Fields**  
apple juice, green tea, strawberries, banana, vanilla yogurt

- Mango Mamba**  
pineapple juice, black tea, mango, pineapple sherbet, vanilla yogurt
- Pom Passion**  
lemonade, green tea, pomegranate juice, peaches, mangos, strawberries, pineapple sherbet

<b>Fresh Fruit Iced Teas</b>	16oz 2.75	24oz 3.25
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- Tahitea**  
black tea, orange, passion fruit, splash of cane sugar
- Peach Passion**  
black tea, peach, pomegranate, splash of cane sugar
- Strawberry Lemonade**  
green tea, lemonade, strawberry puree



sweet

# coffee

Make the daily grind more palatable with a lusciously refreshing array of iced and blended coffees – all designed to **shake up your day**.



<b>Espresso Shakes (Awake Shakes)</b>	16oz 3.85	24oz 4.65
---------------------------------------	-----------	-----------

- Cappuccino**  
our special cold brewed coffee blended with our classic vanilla yogurt
- Chocolate Mint**  
chocolate & vanilla yogurt, cold brewed coffee, chocolate shavings.

- Mocha**  
chocolate & vanilla yogurt and cold brewed coffee

<b>Coffee Frios (Ice Blended)</b>	16oz 3.75	24oz 4.55
-----------------------------------	-----------	-----------

- Mocha**  
cold brewed coffee, chocolate, ice
- White Chocolate**  
cold brewed coffee, Ghirardelli white chocolate, ice
- Caramel**  
cold brewed coffee, chocolate, Ghirardelli caramel, ice
- Toffee Coffee**  
heath bits, vanilla, coffee, ice

- Triple Chocolate Frio**  
chocolate, Ghirardelli white chocolate, dark chocolate flakes, cold brewed coffee, ice
- Mint Chip**  
chocolate, crème de menthe, dark chocolate flakes, cold brewed coffee, ice

caffeine has never been so chill.

# yogurt



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Add .50 for waffle

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FRESH

Give our swirl a whirl!

## nutritional information

Serving size 1/2 cup – 83 grams. Percent daily values are based on a 2,000 calorie diet.

	Non Fat	Low Fat	Tart	Sorbet	No Sugar Added
Calories/oz	25	30	23	20	20
Calories/Serving	100	120	90	80	80
Calories from Fat	0	15	0	0	0
Total Fat (g)	0	2	0	0	0
Saturated Fat (g)	0	1	0	0	0
Cholesterol (mg)	5	5	0	0	0
Sodium (mg)	75	85	60	0	80
Fiber (g)	0	1	0	0	0
Carbohydrates (g)	20	22	20	21	18
Sugar (g)	14	17	13	15	5
Protein (g)	3	3	3	0	4
% DV Vitamin A	0	0	2	2	0
% DV Vitamin C	0	0	2	2	2
% DV Calcium	10	10	10	0	15
% DV Iron	0	2	0	0	0

Nutritional information based upon the following flavors: Vanilla Frosty, Old World Chocolate, Original Tart, Strawberry Mousse and Mango Tango. For nutritional information on other flavors, please ask your server.

Note about Allergens: Please be aware that Yogurt Mill products are prepared and manufactured in an environment where allergens are present (peanuts, tree nuts, soybeans, wheat, milk or eggs). For this reason, we cannot guarantee the products being served are free of any food allergens.



## catering

to your every whim

Looking for catering that everyone will crave? Look no further. Yogurt Mill Catering is the ideal way to bring some yumminess to your next business meeting, employee appreciation day or celebration. Your guests will find it a welcome change from the same old pizza party. In fact, they'll eat it up!

## drive-thru

to get your cup!

Tempt yourself with take-out. When you want to enjoy a treat without leaving your seat, our Oakdale location offers the convenience of a double drive-thru. Honk if you're happy!

**Roseburg Square**  
801 W Roseburg Ave  
Modesto, CA 95350  
Flavorline: 209-523-MILL (6455)

**Double drive thru**  
2509 Oakdale Rd  
Modesto, CA 95355  
Flavorline: 209-551-MILL (6455)

**Northpointe Shopping Center Coming Soon!**  
2400 Pelandale Ave  
Modesto, CA 00000

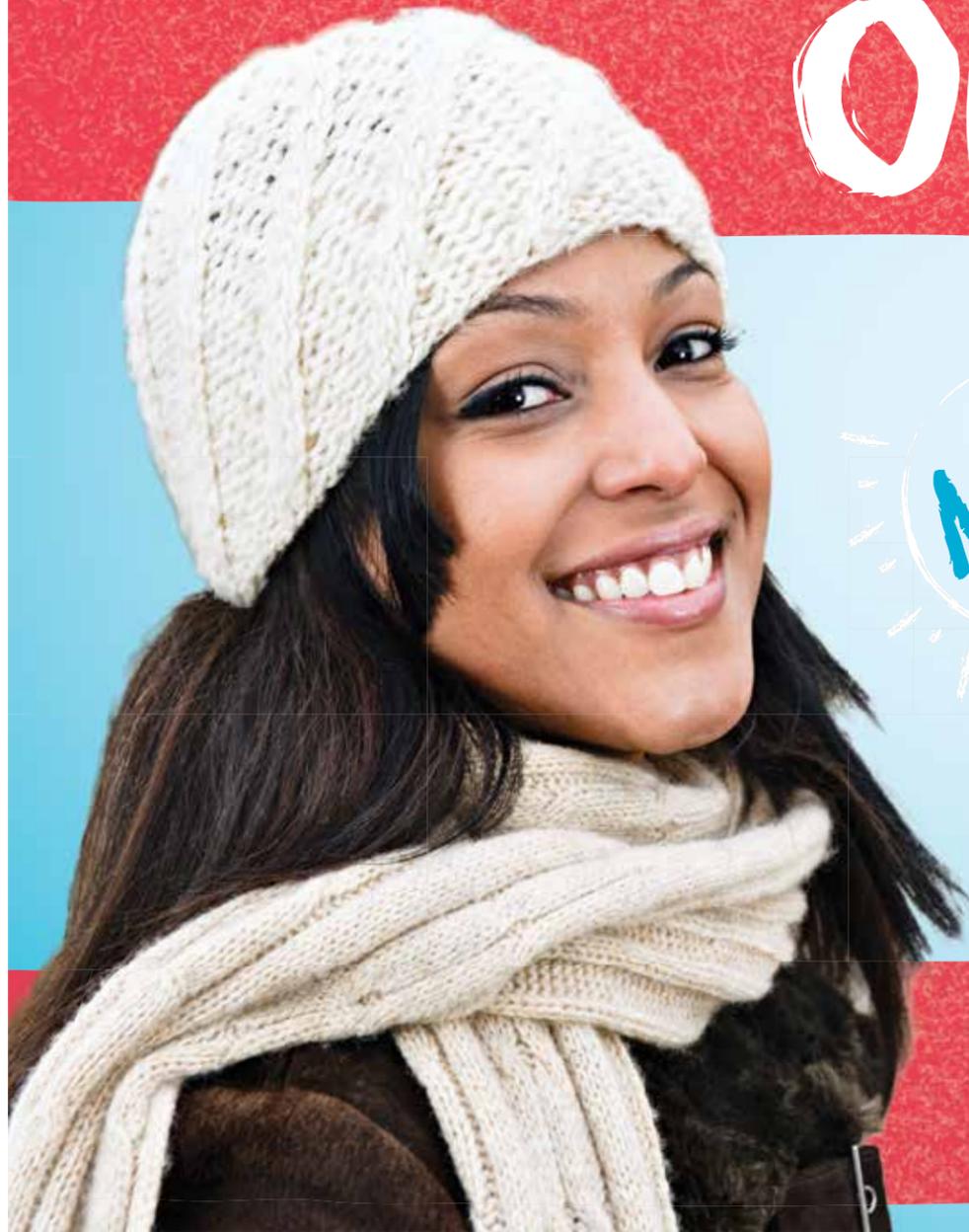
3 locations to satisfy your cravings!

## Yogurt Mill

©2010 Yogurt Mill

PEPPERMINT

OREO COOKIE



NEW



ONLY AT



Yogurt Mill

HOLIDAY IN A CUP



empress of prose

# PUMPKIN PIE

ONLY AT 

Yogurt Mill



FRESH FROM THE PATCH!

NEW!

# Sweet Peach

NEW

ONLY AT 

Yogurt Mill



harvest the goodness

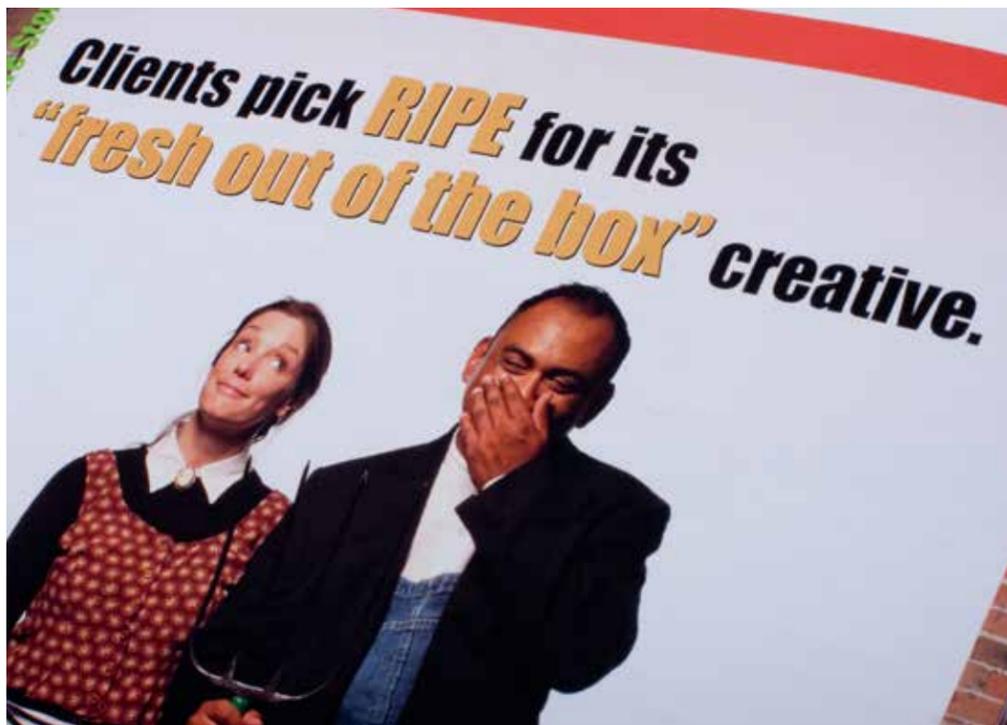
## SOUTHWEST GRAPHICS MAGAZINE

Southwest Graphics was formerly a magazine for the printing industry in Arizona, I was asked to become its managing editor and persuaded the publisher to expand the magazine's audience to include the entire creative community in Arizona. For three years, I wrote and edited content, and managed a staff of freelance art directors and photographers.

My role: Managing editor and writer

Agency: Runbeck Publishing





Clients pick **RIPE** for its "fresh out of the box" creative.

Our goal is to cultivate a long-term relationship that will grow and ripen.



Always hire people better than you - otherwise you won't grow. That's just one of the uncommon insights shared by Susannah Fields and Mark Muñoz, co-principals of RIPE Creative, a Phoenix-based, internet-related branding and design firm.

Another is empowerment. The duo believe in encouraging staff members to use their skills to fly. "We've learned to give them as much autonomy as they can handle. We want our people - even our juniors - to be in clear meetings," says Muñoz.

Both philosophies are indicative of RIPE's "fresh out of the box" thinking, also the company's slogan. But the partners say it's not just creative for creative's sake.

"We offer our clients a personal touch and look at the bigger picture to help develop their brand potential," Fields says. With a fresh approach, the firm targets a client's specific needs to implement a strategic plan.

"We offer creativity with a purpose," Muñoz explains. "We're very strategic about how we approach our clients' business."

RIPE collaborates with its clients to ensure that the end results of a project are meaningful and effective. "Our goal is to cultivate a long-term relationship that will grow and ripen," Fields says.

It's a philosophy that's working. RIPE's clients include Sun Consulting, HealthSource, Humana, P&Gmail and Young Development.

Fields and Muñoz have diverse backgrounds that include publications, signage and trade-show design, as well as experience working at newspapers, design firms and corporations.

"A lot of people don't have the production background that we do," Fields says. "We can take jobs from

start to finish. And we have no account executives - clients deal directly with us."

Fields and Muñoz met while employed at World at Work's in-house marketing department. Then, the needs of starting their own agency were soon planned. While the two share a strong creative partnership, the relationship is completely platonic.

"She's not my wife," Muñoz laughs. "See sometimes it looks like it."

The partners say they'd eventually like to be the son of a Money Analyst. Their goals are to be known for effective and progress-oriented, and for expertise at reaching the award-winning Hispanic market, which Muñoz says is one above marketing. "It's an entirely different mindset. A multidigital one."

Contact:  
RIPE Creative  
43 W. Apollo Road  
Phoenix, AZ 85041  
602.304.0201  
www.ripecreative.com



SolarScape: Globe event installation. Cassis: Cassis online signage. Photography: Seymour & Boudin

## ACADEMY BANK ADS AND BROCHURE

A newspaper campaign and brochure targeting business owners by touting the benefits of securing a commercial loan from Academy Bank. Headlines convey that business expansion is easy by expressing the idea that “this is where you are...but this is how you can grow.” The brochure extends the theme using a roll-fold format.

My role: Concepts and copywriting

Agency: Creative Engine



From  
working hard  
to  
**WORKING  
CAPITAL.**

From  
external hard drive  
to  
**INTERNAL  
SERVER ROOM.**



From  
stockroom  
to  
**STOREHOUSE.**



Accelerate your business growth with Academy Bank's low-rate commercial loans. As a privately held bank, you have access to local decision makers who can help you reduce costs and support working capital for equipment or expansion. We think of ourselves as entrepreneurs doing business with other entrepreneurs. And we tailor solutions to fit your unique business needs.

 **Academy Bank**

To learn more, call one of  
our local lenders today at  
719-208-8910

## OLYMPIAN LABS

Olympian Labs creates serious supplements. The owners desired a brand look and feel that communicated their products' legitimacy, purity and quality. The result? A campaign that encompassed educational product newsletters, sales materials, shelf and bottle tags, and POP displays.

My role: Concepts and copywriting

Agency: E.B. Lane



IS YOUR  
**TOILET**  
 GETTING MORE OUT OF YOUR  
**SUPPLEMENTS**  
 THAN YOU ARE?

Introducing VitaVeg® - 100% pure vegetarian capsules that contain no animal by-products. 

Like us, you're concerned about taking the best supplements. But gelatin capsules are made with animal by-products, which means you're not really getting a product as clean or as pure as it could be. That's why Olympian Labs introduced VitaVeg® capsules, an all-natural 100% vegetarian formulation that contains no bovine, no pork and no dairy for the purest, cleanest supplement available. So pure, the capsule is even certified kosher. And while it's more expensive to manufacture a vegetarian capsule, our commitment to quality means we don't pass that cost along to you. Of course, what's inside our capsules is beautiful, too. We offer one of the most complete lines of vegetarian formulations on the market. With ingredients that are lab analyzed by our on-staff Ph.D. chemist for potency. And purity. Our fillers, such as rice flour, are natural ingredients that are chemical- and additive-free. We even protect and cushion our capsules with rayon instead of cotton because its bacterial resistant. And we package them in



amber glass bottles, which block out the light and lock in freshness. To get more out of your supplements, look to the people who put more into them, Olympian Labs. For more information on our complete line of proprietary formulations, call 1-800-475-5883. Or visit our Web site at [www.olympian-labs.com](http://www.olympian-labs.com).

*If your joints ache, you can take some comfort in this.*

Olympian Labs Joint Comfort was developed to support healthy joints and connective tissues for arthralgia-sensitive individuals. Our formulation contains Boswellia Serrata and Curcuma Extract (Turmeric), which are used in Ayurvedic medicine for their anti-inflammatory and anti-arthralgic properties. Plus, Cytospora Sphaerata, or "CJR-MAT" which means "Sugar Destroyer," is added for improved sugar tolerance. Best of all, Joint Comfort doesn't

GET SERIOUS

YOUR  
**SUPPLEMENTS**  
 SHOULD PROBABLY BE  
**TAKING**  
 SUPPLEMENTS.

Often, as little as 5% of a supplement's active ingredients may actually be absorbed by the body. 

Supplements aren't all created equal. In fact, some are downright ineffective. Many don't provide enough active nutrients to do the job they're supposed to. And poor absorption can result in a loss of up to 95% of their intended benefit. That's why at Olympian Labs, we use advanced technologies like Maximum Assimilation Technology™ (MAT) and Controlled Delivery Technology™ (CDT) to help you better absorb and assimilate our supplements. At the right times. In the right places. For 100% effectiveness. Our goal is to combine scientific research with principles of nutrition to provide formulations that work not just in a laboratory, but in you. In the real world. Plus, all our ingredients are lab analyzed by an on-staff chemist to ensure



100% potency and purity. To get more out of your supplements, look to the people who put more into them, Olympian Labs. For more information on our complete line of proprietary formulations, call 1-800-475-5883. Or visit our Web site at [www.olympian-labs.com](http://www.olympian-labs.com).

*CDT is at the heart of our CoQ10 vegetarian formulation.*

Several clinical studies show the benefits of CoQ10, especially for the heart. But if it doesn't have the right delivery technology, the body only absorbs a small percentage of it. With Olympian Labs CDT™, our CoQ10 is released in precise doses. At precise times. Clinical studies show that this steady delivery and consistent dosage help you derive more benefit from your CoQ10.

**OLYMPIAN LABS**

GET SERIOUS ABOUT SUPPLEMENTS.

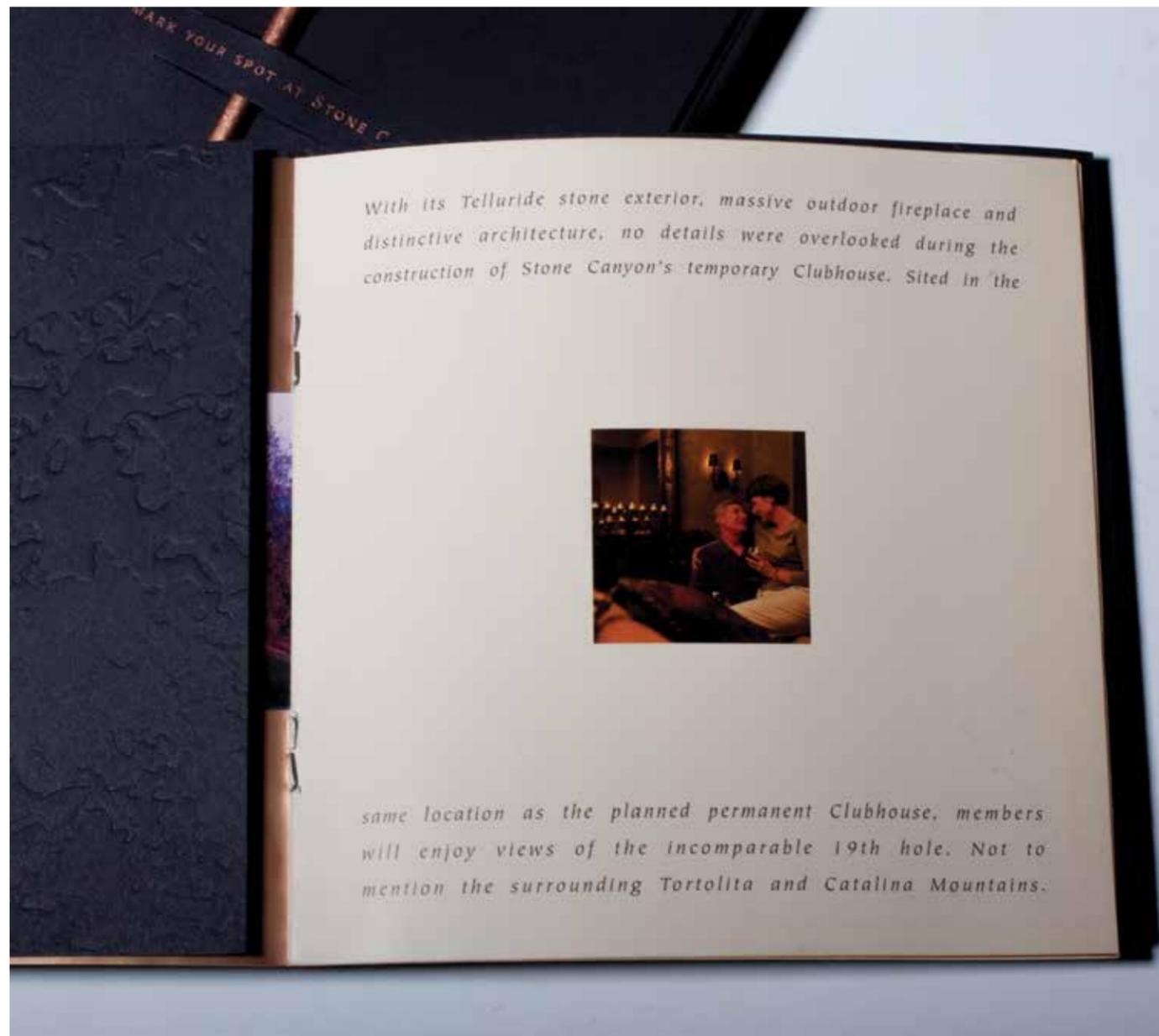
### STONE CANYON CLUB DIMENSIONAL MAILER

This dimensional piece for the Stone Canyon Golf Club in Tucson was the third and final piece in a series of mailers inviting golfers to become members at this exclusive club. Recipients opened the box to find a mini-brochure featuring stunning golf photography and a copper tee inviting them to “Come and mark their spot” at the club.

My role: Concepts and copywriting

Agency: Sieb





## MARRIOTT TV SPOTS

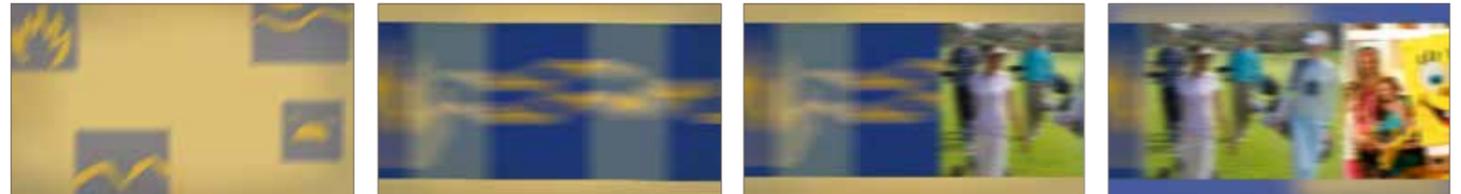
Television scripts created to promote club membership and an LPGA golf tournament at J.W. Marriott's Desert Ridge Resort in North Phoenix. The membership spot targeted families with children to persuade them to join the hotel's private kid-friendly club versus joining a stuffy country club. The LPGA spot was created to promote an upcoming golf event. Both used the hotel's existing imagery to make a compelling visual – and verbal – case.

My role: Concepts and copywriting

Agency: Sieb

**SIEB** | 1 - J W Marriott  
Club Membership TV :30

VIDEO: Elements of logo slide in from top, bottom, left and right, then line up in a row, move left, followed by stream of photo images.  
Images are moving very fast and synchronized to upbeat music.  
AUDIO: Music up & under VO throughout



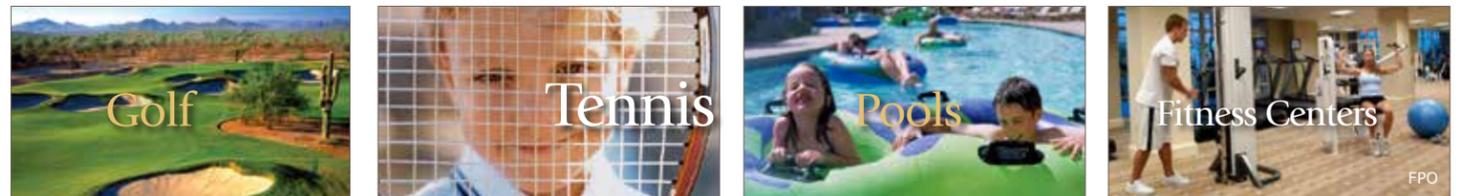
VIDEO: Stream of photo images stop. One image grows to full frame. Super comes in from right and grows, then spreads right. Slight shift right and left of type to music beat. Super exits left.  
Images are always moving, with Ken Burns effects. Dissolve to next full frame image. Similar transition and motion style continues. (This section shows only main imagery, supers and voiceover, without transitions.)



WOMAN AVO: What private country club do you know...

That welcomes kids...of all ages?

VIDEO: Similar transition and motion style continues.



AVO: Gives you access to a Five-Star resort...every day?

AVO: Offers discounts...on everything?

VIDEO: Transitions are slow zooms and dissolves to illustrate macro to micro experience.  
AUDIO: Music under VO throughout



AVO: Technicolor sunsets. Beautifully framed.

Lush Sonoran Desert. Naturally inspired.

A luxurious oasis. Infinitely satisfying.

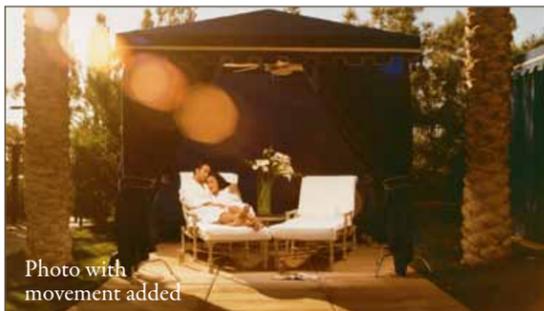
VIDEO: Logo dissolves up and out. Music comes up as VO pauses.



AVO: Palmer and Faldo golf. Uniquely challenging.

Acres of pools.

VIDEO: Similar transition and motion style continues.



(See image options on next page\*)



AVO: Refreshingly cool.

Luxurious spa. Simply indulgent.

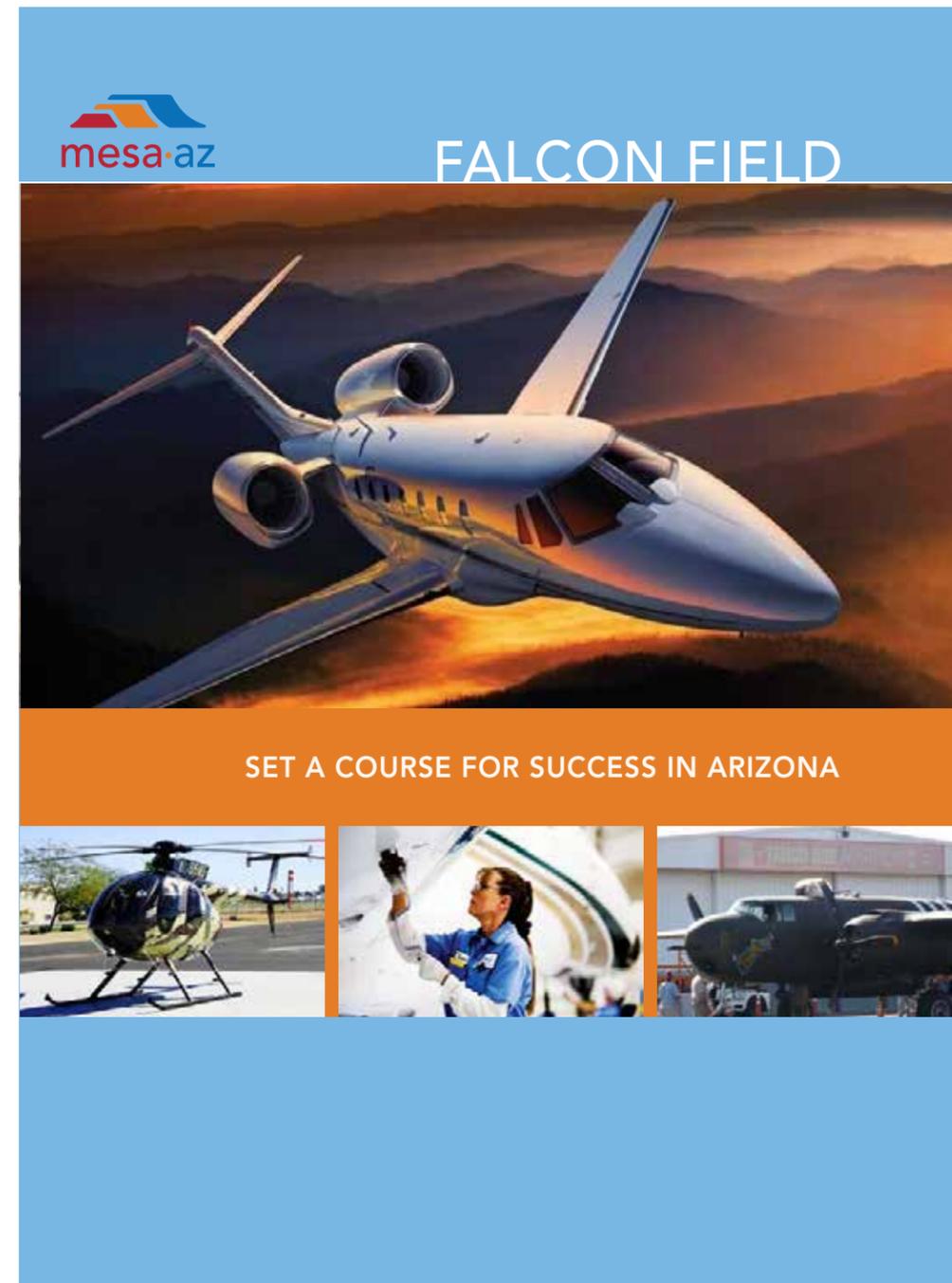
Your every need.

## FALCON FIELD BROCHURE

This brochure targets potential tenants of commercial and industrial lease space at Falcon Field Airport in Mesa, Arizona. Chalk full of facts including employment and education statistics, surrounding area leisure activities and housing demographics, the brochure makes a compelling case for business relocation at the airport.

My role: Concepts and copywriting

Agency: Sieb



## THE SKILLS YOU WANT. THE TALENT YOU NEED.

Mesa and its surrounding cities offer a well-educated workforce that's easy to maintain, thanks to Arizona's sunny climate and exceptional quality of life.

Arizona is a right-to-work state with a low level of unionization and labor wage rates significantly below the national average. Workers' compensation and unemployment insurance (payroll taxes) also are lower than any other state in the Western region.

Local colleges and universities offer business-education partnerships for specialized training in high-tech industries including composites, manufacturing and electronics technology, plus aeronautical engineering and aircraft maintenance. Customized programs can be developed to train new or existing workers to quickly respond to changing market demands.

### EDUCATION PARTNERS

- Arizona State University-Polytechnic Campus
- Mesa Community College
- Chandler-Gilbert Community College
- University of North Dakota



## CLEARING THE WAY FOR A BRIGHT FUTURE.

In 2009, Falcon Field Airport approved a \$77-million master plan for substantial airport infrastructure improvements to include a new terminal building, additional taxiways, expanded aircraft parking, landscaping, lighting and signage. A phased outline of proposed developments is available upon request.

## A DESTINATION FULL OF POSSIBILITIES

Mesa, Arizona

From outdoor adventures such as mountain biking, hiking, and waterskiing, to professional sport, great shopping, arts, culture and fine dining, Mesa is a thriving metropolitan area offering recreational and lifestyle possibilities. Nearby award-winning master-planned communities, including Mountain, showcase residential living options designed to fulfill the needs of a wide range of golf aficionados, outdoor enthusiasts, and executives alike.



## A DESIRABLE LOCATION FOR GENERAL AVIATION BUSINESSES

Want to watch your business take off? Consider relocating to Falcon Field; a vibrant general aviation reliever airport located in Mesa, Arizona, the 38th largest city in the country. Since it's right in the heart of Arizona, it's also one of the fastest-growing and most dynamic economies in the nation. The Phoenix area is projected to reach a population of 6.3 million. This booming location offers an unparalleled opportunity to watch your aviation-related business take off.

### FALCON FIELD AIRPORT ANNUAL ECONOMIC IMPACT

- Businesses on-airport generate more than \$2 billion in direct spending annually to the economy
- On-Airport Business District: over 95 businesses and 1,000 jobs
- Off-Airport Employment Center: more than 13,000 jobs

## AS FRIENDLY ON THE GROUND AS IT IS IN THE AIR

Falcon Field Airport (FFZ) boasts near-perfect flying weather with over 325 days of sunshine annually. It also offers a warm and welcoming business environment. In combination with its proximity to major freeways, including the new, six-lane Loop 202 Red Mountain Freeway, it's no wonder Falcon Field has become one of the busiest general aviation airports in the USA.



## FROM A PROUD HISTORY TO A PROFITABLE FUTURE

## MEET SOME OF OUR HIGH-FLYING TENANTS

- The Boeing Company (Military aircraft Home of the Apache Helicopter)
- Tango One Aviation (Fixed base operator; aircraft fuel)
- Falcon Executive Aviation (Fixed base operator; aircraft fuel)
- Heliponents (Aircraft sales/rental; aircraft fuel)
- Alliant Techsystems (ATK – Ordinance products)
- MD Helicopters (Commercial helicopters)
- Special Devices, Inc. (Manufacturers of chemical air-bag igniters)
- Nammo Talley Defense Systems (Propellant-based defense products)
- Timken (Bearing manufacturer)
- Trans-Matic (Deep drawn transfer presses)
- Sol Focus (Manufacturer of photovoltaic systems)
- Aerocast, Inc. (Manufacturer of castings for the aerospace industry)
- Inter-Coastal Electronics (Design and manufacture of instrumentation equipment)
- GST/Dukes Industries (Boutique manufacturer of aerospace products/components)
- Arizona Aircraft Painting (Aircraft painting)
- Desert Jet Center (Hangar sales / leasing)
- Reilly Aviation (Hangar sales / leasing)
- Aeromarine America, Inc. (Aircraft maintenance and repair)
- Air West International (Air charter services)
- Arizona Heliservices, Inc. (Air charter services)
- Arizona Aircraft Interior Design (Aircraft interiors)
- General Aviation Services (Hangar sales / leasing)

"Falcon Field Airport provides a platform for both real estate development and economic development in Northeast Mesa. The airport is an economic engine, which has created a hub for commerce and industry and acts as a catalyst to attract not just Fortune 500 companies, but also many small- and medium-sized businesses that use private aircraft for business."

– Lois C. Yates, Executive Director, Falcon Field Area Alliance

"We developed 75,000 square feet of hangars at Falcon Field. It was one of the most enjoyable development experiences I've ever had with a municipality. The City of Mesa was extremely helpful throughout the entire process. I truly believe they helped me develop a better product for the city and its citizens. And I've had nothing but good dealings with the employees at Falcon Field – from top to bottom. They're just a great bunch of people."

– Joe Reilly, President, Reilly Aviation

"The team at Mesa Falcon Field and the City of Mesa has demonstrated their ongoing commitment to businesses in and around the airport. Their organizational capabilities and dedication to our success enable us to deliver time and time again. Our continuing trust in them and their willingness to roll up their sleeves and get things done is unparalleled. We value Mesa Falcon Field as a strategic partner in our business."

– David Langenhuisen, President, Phoenix Engine Services, Inc.

## A WELCOME DEPARTURE FROM TYPICAL LEASE TERMS

The 7,000-acre Falcon Field Business District provides a wide range of affordable options suitable for nearly any operation. Available properties can handle everything from the smallest start-up to an industry giant requiring thousands of square feet. The airport is city-owned, making lease terms "business friendly" and highly competitive. Falcon Field and the City of Mesa's Economic Development department work hand-in-hand to ensure a seamless transition for business relocations, and are happy to provide assistance with the leasing and permitting process.

- No primary property tax for on - and off - airport property
- Alternative corporate income tax calculations
- No inventory tax
- No franchise tax
- Foreign Trade Zone is available to qualifying companies. Benefits include a reduction in real and personal property taxes by nearly 80% in perpetuity.

## ELEVATE YOUR FALCON FIELD AIRPORT (FFZ) KNOWLEDGE

- Two runways (5100' and 3800')
- 850+ aircraft are based at Falcon Field
- 265,000+ flight operations annually
- Multiple fueling options (FBO's)
- Designed for B-II aircraft
- FAA Air Traffic Control Tower
- 450+ aircraft hangars

Falcon Field Airport offers the infrastructure to support a wide range of industries and the operations to support those such as maintenance, repair and overhaul, manufacturing, research and development activities.



## HILTON WEDDING BROCHURE

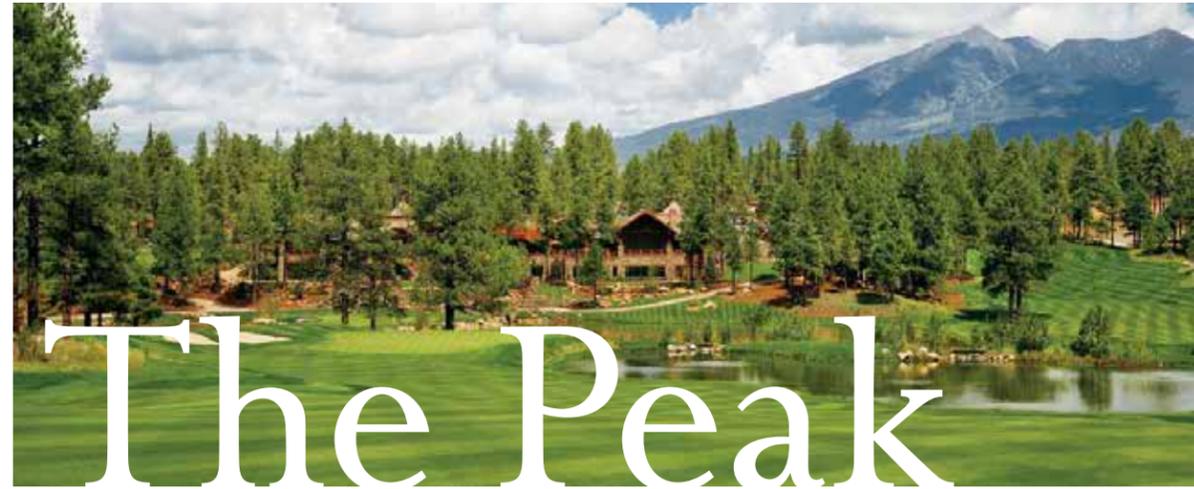
Hilton Hotels wanted to promote its wedding package offering across its entire hotel chain. The resulting collateral package included a pocket folder housing a smaller wedding planning brochure, an informational brochure explaining Hilton's wedding capabilities, and templated slip-in sheets. The theme, "Something Blue" was used as a conceptual device to complement Hilton's corporate color – blue.

My role: Concepts and copywriting

Agency: The Sieb Organization







# The Peak

## PINE CANYON

An advertising campaign and community newsletter for a luxury masterplanned development in Flagstaff, Arizona. I developed the community's first tagline, "7,000 feet closer to heaven," which referenced the location's higher altitude and desirable climate. The playful campaign headlines describe community amenities and activities.

My role: Concepts and Copywriting

Agency: Esser Design

### PINE CANYON ELEVATES ITS STANDING. *Luxury golf community takes top honors for golf and clubhouse.*

#### 2007 "Best in the West" – Gold Nugget Grand Award

The Pine Canyon Clubhouse won the 2007 "Best in the West" Gold Nugget Grand Award for Best Public/Private Recreational Use Facility. Sponsored by the Pacific Coast Builders Conference, this prestigious annual awards program honors creative achievements in architectural design and land-use planning. Gold Nugget winners all share one common denominator: excellence and innovation in addressing complex design/build issues.



#### Ranked #4 "Best in the State of Arizona" – *Golf Digest*

When it came to evaluations of Shot Values, Design Variety, Resistance to Scoring, Memorability and Aesthetics – we scored. That's why we're extremely proud of our *Golf Digest* ranking – #4 Best in the State of Arizona – especially since it was our first year of eligibility. And we're dedicated to improving our position in the years to come.



#### 2007 Clubhouse of the Year – *Golf Inc.*

As the centerpiece of our community, the Pine Canyon Clubhouse is an ideal gathering place for friends and family – and boasts gourmet dining, a grand spa and fitness center, and elegantly appointed men's and women's lounges. It was selected the best new private clubhouse for 2007 by *Golf Inc.* magazine. Entries were submitted from developers and owners around the nation, and winners were selected on the basis of overall design concept, aesthetics and efficiency.

"IT LOOKS LIKE A PLACE I WOULD  
LIKE TO BE AT. THEY TOOK THIS  
PROJECT TO ANOTHER LEVEL  
OF DETAIL."

- Steve Power, Architect (Judge)

#### Top 100 Golf Communities in America – *Travel & Leisure Golf*

Eligibility for this prestigious award requires considered communities to offer property owners membership in a private club with limited public access. Each club is reviewed in six categories: golf amenity; residential architecture and style; location; management; non-golf amenities; and environmental stewardship. We're proud to be counted among the best of the best in this category.

## FEATURES

Rustic and Remarkable –  
The Pine Canyon  
Clubhouse

Lifestyle Photos

Quotes from Pine Canyon  
Members

Pine Canyon Gives Back

Member Spotlight  
• Don & Dominique Dady  
• Jack & Dianne Bowman

Meet Pine Canyon  
Members  
• Natalie Gulbis  
• Ken Whisenhunt

Get Hooked on Trout  
Creek Park

Northern Arizona –  
Living at its Peak

The Nurture of Nature

Cool Facts-At-A-Glance

Letter from the President

# ADVENTURE. AND GRANDEUR.



Where upscale meets down to earth. *With breathtaking national forest land right in your backyard at Pine Canyon, outdoor adventure abounds – everything from hiking and biking to golfing and skiing. Community amenities are just as impressive – with a signature clubhouse, state-of-the-art fitness center and luxury spa. Just what you'd expect from a private golf community lifestyle.*



**Custom homesites with an unmatched view.**

*New custom homesites surround the 18th hole of the community's Jay Morrish signature golf course.*



**Introducing our newest Pine Canyon homes.**

*In addition to custom homes, new Elk Pass townhomes are priced from \$725,000 and offer stunning views from the 12th fairway.*



**Camp Pine Canyon is full of summer adventures.**

*A safe, fun and educational program that lets members' kids experience a summer of thrilling activities.*

Townhomes from the low \$700s  
Custom homesites from the mid \$300s  
Homes starting under \$1 million

866~779~5700  
WWW.PINECANYON.NET

Pine Canyon Realty

Jaime Tapia ~ Designated Broker

Phoenix 104°  
Sedona 97°  
Payson 95°  
Flagstaff 82°  
Average high temperature for July 2007

Obtain the Property Report or its equivalent required by Federal and State law and read it before signing anything. No Federal or State agency has judged the merits or value, if any, of this property. This is not an offering in any state where prohibited by law. Prices are subject to change without prior notice. All plans, intentions and materials relating to Pine Canyon and the Pine Canyon Club, or any townhome or condominium project within Pine Canyon, are subject to addition, deletion, revision, change or other modification from time to time at the discretion of the developer without notice.

# SACK RACES. AND SACRED PLACES.



Where upscale meets down to earth. *Mountain time is the ideal way to spend family time at the private golf community of Pine Canyon. Kids enjoy plenty of recreation at Camp Pine Canyon, while their parents enjoy total relaxation at our luxury spa. And the whole family can explore the high country's sacred natural beauty with hiking, biking and fishing galore.*



**Camp Pine Canyon is full of summer adventures.**

*A safe, fun and educational program that lets members' kids experience a summer of thrilling activities.*



**Introducing our newest Pine Canyon homes.**

*In addition to custom homes, new Elk Pass townhomes are priced from \$725,000 and offer stunning views from the 12th fairway.*



**Pine Canyon Clubhouse both grand and intimate.**

*This centerpiece of the community is a gathering place for friends and family, and houses a grand spa and fitness center.*

Townhomes from the low \$700s  
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# GREENS. AND REDS.



Where upscale meets down to earth. *The private golf community of Pine Canyon is known for its colorful lifestyle – whether it's teeing off on our 18-hole championship course, sampling fine vintages at our annual wine tasting, or enjoying the year-round amenities and beauty offered by our four-season destination.*



**Pine Canyon Clubhouse both grand and intimate.**

*This centerpiece of the community is a gathering place for friends and family, and houses a grand spa and fitness center.*

Golf Digest 2007-2008  
"4th Best in Arizona"

Golfweek 2006 & 2007  
"Residential Course of Distinction"

Mountain Living Magazine 2006  
"Top ten places to buy"

Golf Digest 2005  
"Top ten new private golf courses"



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DD Kullman  
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copythatclicks.net