



communicationdesigninc

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RICHMOND, VA 23230

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CommunicationDesign.com

PROPOSAL

**CREATIVE &
MARKETING SERVICES
RFP: GMU-1692-21**

SUBMITTED TO:

George Mason University
Purchasing Department

Erin Rauch, Assistant Director
erauch@gmu.edu

James F. Russell, Director
jrussell@gmu.edu

December 8, 2020



OUR CORE VALUES

We are committed to the following values
in all of our work:

Creativity

To exercise every opportunity
for imagination or original ideas
as appropriate to the project.

Service

To be responsive to client needs
throughout the design process.

Quality

To meet or exceed industry standards
in every aspect of every project.

Value

To provide professional products
at a competitive price.



CONTENTS

Statement of Interest	4
Services for Which We Are Best Suited	5
PROCEDURAL INFORMATION	
Cover Sheet	6
Attachment A –	
Small Business Subcontracting Plan	7
Payment Preference	8
QUALIFICATIONS AND EXPERIENCE	
Description of Our Experience	9
Names, Qualifications, Experience and Resumes of Personnel to be Assigned to Work with Mason	10
SPECIFIC PLAN / METHODOLOGY	
Our Approach to Providing Services	11
What, When and How Services Will Be Performed	12
CREATIVE SAMPLES	
Examples of Our Design Work	13-33
REFERENCES	34
PRICING	
Hourly Rate for Services	35



**RFP REFERENCE — X.A.3
STATEMENT OF INTEREST**

To whom it may concern:

Communication Design is pleased to submit a proposal in response to GMU-1692-21.

My company specializes in designing and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, and posters, etc. We also design websites.

My business partner, Bil Cullen, and I have worked together at Communication Design for nearly 30 years. Our work has focused primarily on non-profit organization — including universities — and we have worked with the University of Virginia and the College of William & Mary each for more than two decades.

Since 2017, we have been a preferred vendor for UVA, preapproved to work with any entity within the University. Our most recent work there includes the design of the alumni magazine for the School of Medicine and a capital campaign case statement for the School of Law. Over the course of the past 20+ years, we have done extensive design work at UVA with the College of Arts & Sciences, the McIntire School of Commerce, the School of Nursing, and the Darden School of Business. The projects have ranged from postcards and invitations, to capital campaign materials, magazines, viewbooks, and donor reports.

Our work with the College of William & Mary has included a broad range of projects as well, including work for Swem Library, such as annual reports, invitations, posters, signage, and environmental graphics. Most recently, we designed a series of environmental graphics on safety protocols at the library associated with Covid-19.

We would welcome the opportunity to add George Mason University to our client list. Please contact me directly at tim@communicationdesign.com or 804-354-5335 if you have any questions concerning this proposal.

Lastly, in addition to the examples of our design projects included in this PDF, I hope you will visit our website at CommunicationDesign.com to see a broader range of our work.

Thank you for your consideration.

Sincerely,

Tim Priddy
President and Creative Director



RFP REFERENCE — X.

SERVICES OFFERED IN RESPONSE TO GMU-1692-21

Communication Design is well-suited to provide the following services as outlined in the RFP:

X.A. (Creative Design)

3. Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, etc.

X.B. (Web Design and Production)

- 1. Creating, designing, and producing landing pages, mini websites, and other web templates.**
- 2. Provide proposed site/information architectures, page prototypes, and illustrations.**



RFP REFERENCE – XII.B.1.a.

COVER SHEET



Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS
GMU-1692-21

ISSUE DATE: November 04, 2020
TITLE: Creative & Marketing Services
PRIMARY PROCUREMENT OFFICER: Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER: James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: **Communication Design, Inc.**

Date: **December 8, 2020**

DBA: **Communication Design, Inc.**

Address: **3300 W. Broad Street, Ste. 204
Richmond, VA 23230**

By: 
Signature

FEI/FIN No. **54-1159470**

Name: **Tim Priddy**

Fax No. **n/a**

Title: **President**

Email: **cdi@communicationdesign.com**

Telephone No. **804-354-5335**

SWaM Certified: Yes: No: (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: **707434**

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.



RFP REFERENCE — XII.B.1.b.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Communication Design, Inc.

Preparer Name: Tim Priddy **Date:** December 8, 2020

Who will be doing the work: I plan to use subcontractors I plan to complete all work

Instructions

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 707434 Certification Date: October 4, 2019

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSB Cert #: _____
Contact Name: _____ SBSB Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSB Cert #: _____
Contact Name: _____ SBSB Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or \$ (Initial Term): _____ Contact Address: _____
Description of Work: _____



RFP REFERENCE — XII.B.1.c.

PAYMENT PREFERENCE

Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account.



RFP REFERENCE — XII.B.2.a.

OUR EXPERIENCE

Founded in 1979, Communication Design has extensive experience providing graphic design services to a broad range of clients, including educational institutions and nonprofit organizations, tourism initiatives, historical organizations, government agencies, as well as small businesses and large corporations.

More than 80 percent of our work is repeat business. Many of our client relationships span 5, 10, 15, and 20 years or more.

We have extensive experience incorporating existing brand identity standards into new communication and marketing projects for clients such as University of Virginia, College of William & Mary, CFA Institute, Dominion Energy, Preservation Virginia, Virginia Retirement System and ChildFund International.

We also have strong experience creating and implementing the brand identity for organizations such as Civil War Trails, Virginia Repertory Theatre and Virginia Historical Society.

Our work involves creating distinctive, memorable and appropriate designs for a range of media, including:

- print and web/online ads
- reports and magazines
- logos and branding
- brochures
- posters
- publications
- websites, emailers and digital publications
- large-format graphics, signage and displays

A hallmark of our work is the collaborative spirit in which it is undertaken. Our best work evolves from working closely with clients to create materials that directly address their communication needs.

With each project, we strive to live up to our philosophy:

In the visual communication designed by this firm, every detail is a conscious decision, related to the whole. Whether persuasive or informative, the work represents a unique integration of the beautiful and the useful. We provide this to our clients with unexpected personal service and economy.

OUR UNIVERSITY EXPERIENCE

Communication Design has provided graphic design services to the University of Virginia and the College of William & Mary for more than two decades.

Our work with the University of Virginia includes designing scores of projects, including work for Darden School of Business, College of Arts & Sciences, McIntire School of Business, School of Nursing, and School of Law. From multi-page publications — such as magazines, annual reports, viewbooks, capital campaign case statements — to invitations, postcards and annual fund solicitations, the work represents a broad range of formats. We currently design the alumni publication for School of Medicine.

Similarly, our work with William & Mary covers a broad range of projects, from annual reports, to invitations, to large-format supergraphics for building entrances and elevator doors. Most recently, we designed large-format graphics addressing safety guidelines in Swem Library during Covid-19.



RFP REFERENCE — XII.B.2.b.,c.

**NAMES, QUALIFICATIONS, EXPERIENCE, AND RESUMES OF PERSONNEL
TO BE ASSIGNED TO WORK WITH MASON**

TIM PRIDDY — Co-owner and Creative Director (1991–present)

Tim's work has been recognized by such organizations as the International Association of Business Communicators, Public Relations Society of America, and the American Institute of Graphic Arts. He has extensive experience designing print media and large-format media. Tim manages the design and production of the firm's work with the University of Virginia, Cameron Foundation, Dominion Energy, the Virginia War Memorial, and the College of William & Mary, among others.

Education:

BFA in Graphic Design, VCU School of the Arts, 1976–1980

MFA in Visual Communication, VCU School of the Arts, 1986–1988

Previous Work Experience:

Art Director, Corporate Communications, Best Products, 1980–1986

Design Director, Northeastern University Publications, 1988–1989

Instructor, School of Design, N.C. State University, 1989–1990

Senior Designer, Stygar Group, Richmond Virginia, 1990–1991

BIL CULLEN — Co-owner and Senior Designer (1990–present)

Bil's design work has been recognized by publications such as American Corporate Identity, Art Direction, and Print magazine's Regional Design Annual. He has also won awards from the Art Director's Club of Metropolitan Washington. Bil's expertise extends from signage design to print and website design. He has extensive experience designing complex, multi-page publications as well as detailed maps and financial data. Bil manages the design and production of the firm's work with Civil War Trails, CFA Institute, and the American Battlefield Trust, among others. Additionally, Bil manages the firm's technology, staying current with hardware and software.

Education:

BFA in Graphic Design, VCU School of the Arts, 1985–1989

Previous Work Experience:

Digital Equipment Corporation, Graphic Designer, 1989

U.S. Department of Agriculture, Graphic Designer, 1988

ROY MCKELVEY — Senior Designer and Programmer (1999 to present)

Roy's expertise is in website and interactive design. He is well-versed in WordPress and has created websites for Menokin Foundation, Robins Foundation, Free Clinic of Powhatan Capital Campaign, and Civil War Trails, among others. In addition, Roy teaches website and interactive design in the VCU School of the Arts.

Education:

BFA in drawing and painting, Carnegie Mellon University, 1975–1979

MS in Visual Interface Design, Carnegie Mellon University, 1983–1985

Previous Work Experience:

Associate Professor, Graphic Design, Virginia Commonwealth University, 1995 to present

Maya Design in Pittsburgh, 1994–95



RFP REFERENCE — XII.B.3.a.

OUR APPROACH TO PROVIDING THE SERVICES DESCRIBED HEREIN

Our philosophy: In the visual communication designed by this firm, every detail is a conscious decision, related to the whole. Whether persuasive or informative, the work represents a unique integration of the beautiful and the useful. We provide this to our clients with unexpected personal service and economy.

Our approach to providing graphic design and production services can vary from project to project, even with ones that appear similar on the surface. Every project has unique opportunities and challenges, and we strive to be flexible in our approach and in responding to those opportunities and challenges.

That said, most projects — simple or complex — involve a similar process and methodology. While the sequence can vary, below is a list of key steps in our approach:

1. Have a conversation with the project team to review the upcoming project in detail
2. Understand client preconceptions (including strengths and weaknesses of previous projects)
3. Define the budget and the schedule
4. Define key client contacts
5. Define the approval process
6. Understand the project's audience(s) and the context(s) in which the project will function
7. Understand the client's brand identity
8. Define the printing requirements and parameters
9. Read and understand the content
10. Review all options for imagery, including the quality and resolution of vector and pixel-based images
11. Establish a digital template that accommodates the content and the client's brand identity
12. Create a visual concept based on information gleaned in steps 1-11 above
13. Establish style sheets for visual hierarchy and aesthetics
14. Block out the content for fit, flow, sequencing, and preliminary client review/approval
15. Incorporate client feedback (throughout the process)
16. Finesse layouts, including typographic details (line breaks, rags, tracking, kerning, etc.) and critical image selection, cropping and placement
17. Engage proofreading services as needed and authorized by the client; spell check the document
18. Prepare digital files for printing, including optimizing Photoshop files for offset printing
19. Coordinate with printer as needed (throughout the process)
20. Review printer's proof to ensure they match the digital files approved by the client
21. Conduct a post-production review of the process and end product, as appropriate
22. Supply client with digital copies of the InDesign layout file and imported files (to the extent allowed by the stock photo agencies, which sometimes limit distribution of stock images).

A hallmark of our work is the collaborative spirit in which it is undertaken. Our best work evolves from working closely with clients — listening to and responding to client feedback throughout the process.

The same collaborative spirit extends to our work with related creative professionals — writers, photographers, illustrators — and subcontractors, such as printers, mailing houses and proofreaders.



RFP REFERENCE — XII.B.3.b.

WHAT, WHEN AND HOW SERVICES WILL BE PERFORMED

WHAT — Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, etc. Creating, designing, and producing landing pages, mini websites, and other web templates. Providing proposed site/information architectures, page prototypes, and illustrations.

WHEN — While the RFP does not specify a time frame for any specific projects, Communication Design's schedule is open and we are ready to commence work as soon as the project is awarded. One of the first tasks in our methodology is establishing a project schedule.

HOW — All design- and digital file-related production services and related project management services will be managed and performed in house by Communication Design's senior staff — Bil Cullen, Tim Priddy, and Roy McKelvey. We work exclusively on MacIntosh computers, using Adobe Creative Cloud. Our website design work is created primarily in WordPress.

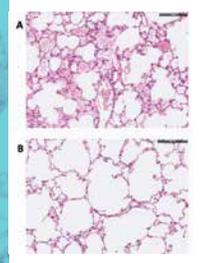


RFP REFERENCE — XII.B.4.
CREATIVE SAMPLES

UVA School of Medicine Magazine
A 32-page, twice-yearly, full color magazine created for alumni and friends of the School of Medicine



WHAT IS IT?



The video seen here from the lab of Barbara Mann, PhD '94, associate professor in the Department of Medicine, Division of Infectious Diseases and International Health. The video shows the lab's knowledge from managing human ACE2 mice infected with SARS-CoV-2. The major insight: Pathogens in infected mice were predominantly in the alveolar space, reminiscent of the alveolar space, and alveolar septal thickening. Panel A shows an infected lung, and Panel B is the control. Learn more about Mann's work and collaborative efforts of the Division of Infectious Diseases and International Health on page 20.

PHILANTHROPY IN ACTION

Leading by Example

For Rick and Denise L. Brown, MD '78, a first-generation college graduate of the College of Arts and Sciences and the School of Education, George has made his mark on the University of Virginia for more than 50 years. As an undergraduate student, he started the university's first band, playing the drums at football games and later at the National Association of University Bands in 1965. As a medical student, George co-founded the Multidisciplinary Society, the School's student leadership organization. As an attorney, he has supported UVA through various means, including his recent role as board president of the UVA Medical School Foundation and through philanthropy. George, who is a surgical oncologist, recalls that year he spent at UVA as the most important time of his life. It not only gave him the education, but also where he met his wife, Denise, a fellow UVA graduate, and many lifelong friends. "So many things that I have been able to do subsequent to my graduation in 1978 from medical school were predicated on my being a student at UVA," he says. "The extremely proud of being an alumna. It was easy for me to go back, both to visit and to work. I am grateful to UVA for that." In 2018, George led the UVA Multidisciplinary Society's 50th anniversary celebration, and he is proud to see how the Multidisciplinary Society is thriving today and how his former leadership opportunities for current medical students.



Rick and Denise Brown with their children.

"Thomas Jefferson once wrote, 'There are three areas in a person's life: scholarship, leadership and citizenship.' You want a balance in all of those things."

George has been honored by being the first recipient of the highest award given to alumni in 2012. That's when he also took forward to George the 20th anniversary celebration, which 2020 was postponed due to the COVID-19 pandemic. He shares how proud to join his in supporting the Multidisciplinary Society Leadership Scholarship Fund, as well as other things that are important to him. "Since 1982 every medical student has been a member of the Multidisciplinary Society, which encourages them to give to the particular field and other fields that they find important," he says. "In the time that we're living, we see the issue that scholarship and citizenship are being, we have to continue to be good graduates to support and not forget those principles. Hopefully we can be successful in our careers and continue to be important to everyone and especially those who have come through the University of Virginia."



George (center) with medical students at the 50th anniversary of the Multidisciplinary Society in 2018.



RFP REFERENCE – XII.B.4.
CREATIVE SAMPLES

UVA McIntire School Investors' Report
A 36-page special report with
infographics and acknowledgments
pertaining to the school's donors

McIntire Undergraduate Alumni

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2019
2020

\$4.5M DOLLARS RAISED FOR THE CENTENNIAL FUND IN 2019

UNIVERSITY OF VIRGINIA
McINTIRE SCHOOL of COMMERCE

INVESTORS' REPORT
2018 - 2019

FINANCIAL REPORT
Fiscal Year July 1, 2018 to June 30, 2019

REVENUE

Source	2018-2019	2017-2018
Operating Activities	\$ 26,563,862	15.51%
Investment Income	16,282,302	39.27%
Capital Gains	1,692,010	2.28%
Real Estate Income	77,597	0.00%
Other Income	4,212,138	8.54%
Net Change in Cash	7,481,093	14.52%
Total	\$ 50,798,032	100.00%

EXPENSES

Category	2018-2019	2017-2018
Salaries & Benefits	\$ 32,417,120	63.83%
Operating Expenses	7,508,617	14.76%
Capital Expenditures	6,770,851	13.33%
Other Expenses	821,252	1.62%
Total	\$ 50,518,840	100.00%

Sabina Ewing (McIntire '96) Honors Her McIntire Professors through the Centennial Fund for Faculty Excellence

Sabina Ewing, a 2019 graduate of the McIntire School of Commerce, has honored her McIntire professors through the Centennial Fund for Faculty Excellence. Ewing, who graduated with a Bachelor of Science in Business Administration, has been a successful professional in the financial services industry. She has worked for several major financial institutions and is currently a Senior Manager at a leading investment firm. Ewing's commitment to her alma mater is evident in her generous donations to the Centennial Fund, which supports the University of Virginia's efforts to attract and retain top faculty members. Ewing's story is a testament to the impact of a quality education and the lasting relationships formed at McIntire.



RFP REFERENCE – XII.B.4.
CREATIVE SAMPLES

UVA McIntire School Destinations Report
A 40-page special report with infographics and tabular statistics that illustrate the success of the school's graduates

2018-2019 Highlights

98%

ON-GROUNDS RECRUITING activity remained strong, with more than 300 organizations recruiting McIntire students at the University.

Undergraduate Placement
As of Aug. 21, 98% of the undergraduate Class of 2018 indicated they had accepted a position (92% were enrolling in graduate school (8%), or were not in the job market (2%).

\$75,068
AVERAGE SALARY

The average annual base salary for the undergraduate Class of 2018 is \$75,068; the median annual base salary is \$75,000.

Plus Bonuses
The average signing bonus for the undergraduate Class of 2018 is \$9,313 (includes information collected on 52% of those reporting). The average education bonus is \$5,844 (includes information collected on 27% of those reporting). The average estimated annual bonus is \$25,074 (includes information collected on 45% of those reporting).

94%

EMPLOYMENT
M.S. in Commerce
As of December 2018, 94% of those reporting in the M.S. in Commerce Class of 2018 were employed. The average annual base salary is \$67,557; the median annual base salary is \$69,500.

91%

EMPLOYMENT
M.S. in Global Commerce
As of November 2018, 91% of the M.S. in Global Commerce Class of 2018 reported being employed. The global average salary is \$73,085.

91%

EMPLOYMENT
M.S. in Accounting
As of August 21, 91% of the M.S. in Accounting Class of 2018 reported being employed. The average base salary is \$55,090; the median annual base salary is \$58,000.

100%

EMPLOYMENT
M.S. in the Management of Information Technology
As of graduation, 100% of the M.S. in the Management of Information Technology Class of 2018 reported being employed.

Graduate School Destinations
A total of 18 B.S. in Commerce Class of 2018 graduates (9% of the class) indicated they had enrolled in graduate degree programs, most of which include accounting, data science/business analytics, and finance.

CLASS OF 2018 Summer Internships Lead to ...
Ninety-two percent (92%) students of the undergraduate Class of 2018 indicated they had an internship during the summer before their fourth year at McIntire. Of those students, 50% (187 students) received full-time job offers, and 54% (172 students) accepted full-time employment with the company at which they interned.

CLASS OF 2019 Summer Internships Are Strong
As of August 21, 92% (354 students) of the undergraduate Class of 2019 indicated they had an internship during the summer prior to their fourth year at McIntire. The average internship monthly wage is \$5,600; the average internship hourly wage is \$25.

GRADUATE DESTINATIONS
M.S. in Global Commerce

The M.S. in Global Commerce Program is offered by the McIntire School in partnership with the renowned business schools: ESCADE Business School in Barcelona, Spain, and Lingnan University College in Sun Yat-sen University in Guangzhou, China. The unique program allows students to earn an M.S. in Global Commerce from McIntire, an M.S. in Global Strategic Management from ESCADE, and a certificate in International Business from Lingnan over the course of a year, while developing the skills needed to thrive in an increasingly globalized business environment.

Designed for high-achieving graduates with an undergraduate degree in business and able to fit full-time work experience, this innovative 40-month program provides a fresh look at business practices and strategy through study each from Asia, Europe, and for American—over business skills and cultural immersion—learned together since former academic advisors at the University of Virginia and January-March quarter term program at ESCADE, ending March-June to celebrate their graduation in June 2017.

2016	2017
32 Students - 50%	27 Students - 50%
26 Students - 43%	27 Students - 50%
89 Students - 140%	84 Students - 100%

EUR	USD*
35,869 €	50,203
42,397 €	54,500
28,578 €	37,381
\$1,492 €	\$87,968

Employment Percentage*
92%
93%
77%
81%

CLASS OF 2018 AND 2019 RECRUITING ORGANIZATIONS*

Asia	Europe	U.S.
Ariston	Amgen	A.T. Kearney
Asterline British Inlet	Amrop Business Inter	Accenture
Bain & Company	BOC	Capgemini
CBP Services	BNP Paribas	Capgemini Global Line
Deloitte	EDF Energy	CGI
DDI	EVG Systems	DLA Consulting
DDP	GS&E	ET
Networks Consulting Group	ING	Expedia
Kornit	Kraft Heinz	IBM
MP&G LLP	Landis	Manpower International
Mitica Resorts & Entertainment	M&Kover	Oracle
Nature	Motor Oilstar	Pharmaceuticals/Comps
SN&A	Norvis	Publicis
Sov Helix	Orkla	Raytheon
Procter	Orkla Packaging Specialist	Raytheon of Scotland
Procter International	Volvo	Raytheon
	ZARA	Siemens

*Based on a sample of U.S. in Global Commerce recruiting organizations. ■ McIntire Corporate Partner



RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

William & Mary Swem Library — *Vinyl supergraphics promoting the library's ranking in the Princeton Review*





RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

William & Mary Swem Library

*Vinyl supergraphics promoting a gallery exhibition
on the letters of James Monroe*



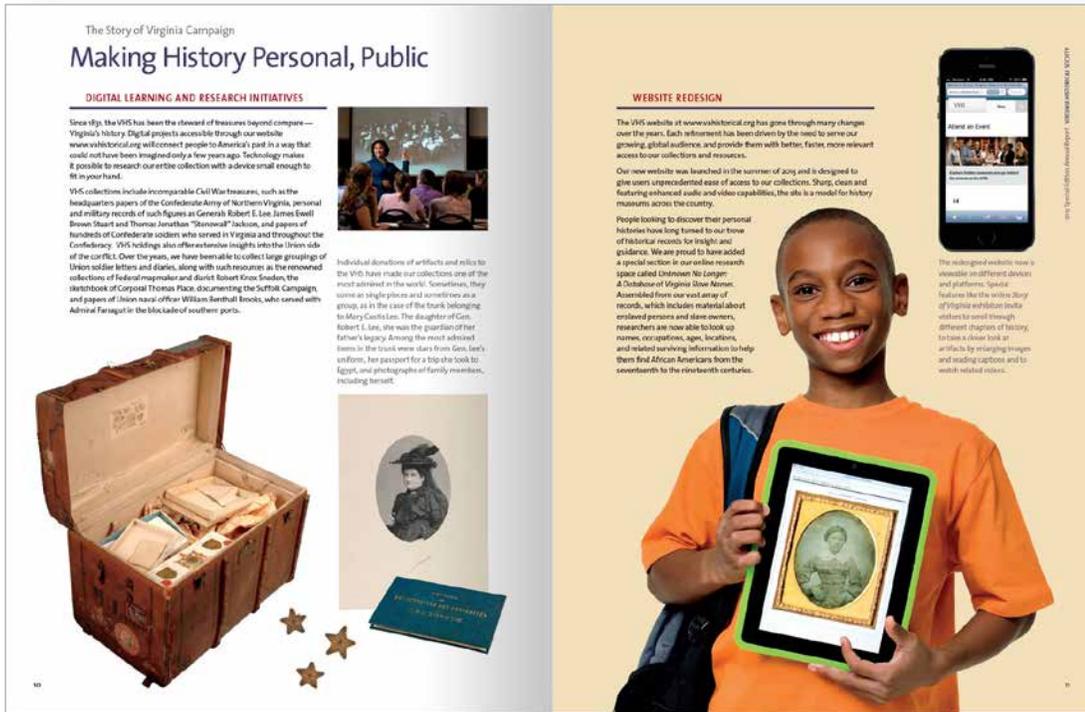


RFP REFERENCE — XII.B.4.

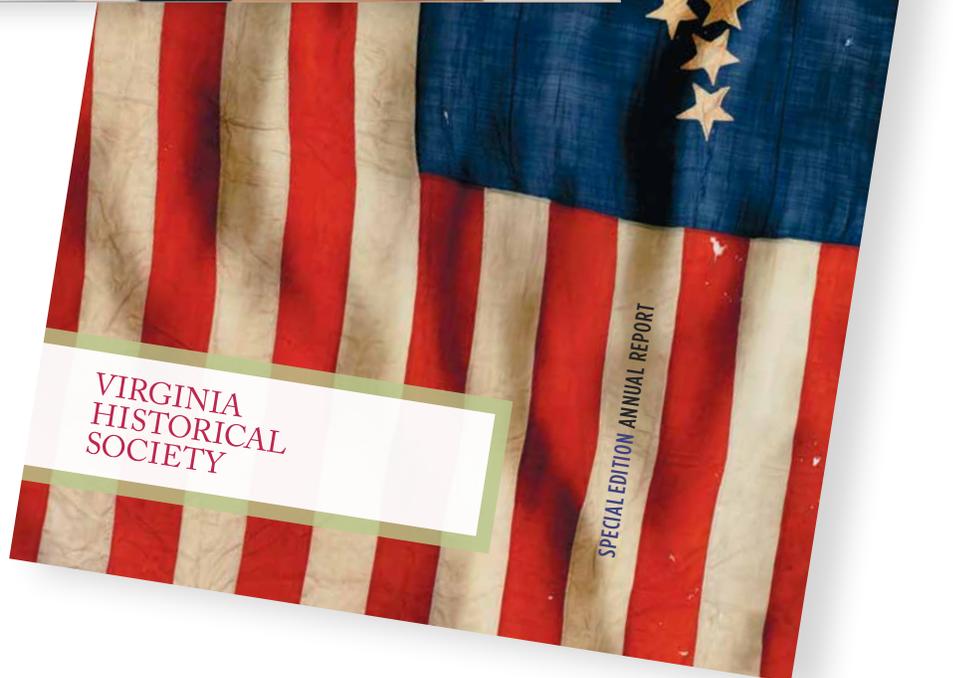
CREATIVE SAMPLES

Virginia Historical Society

Comprehensive branding and design services from 1997 through 2018 for a broad range of marketing and fundraising needs



Annual report/capital campaign case statement

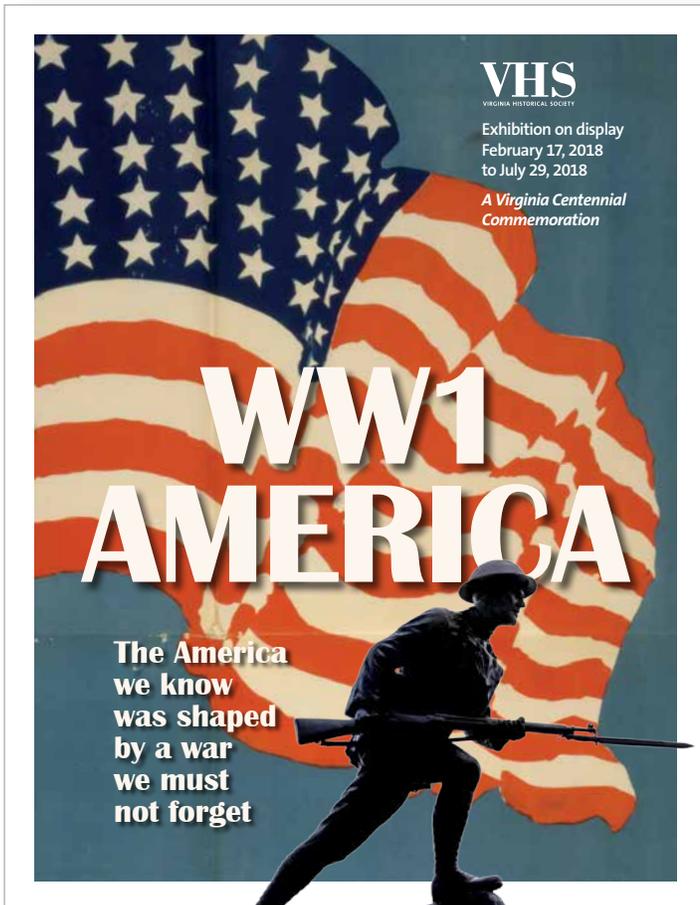




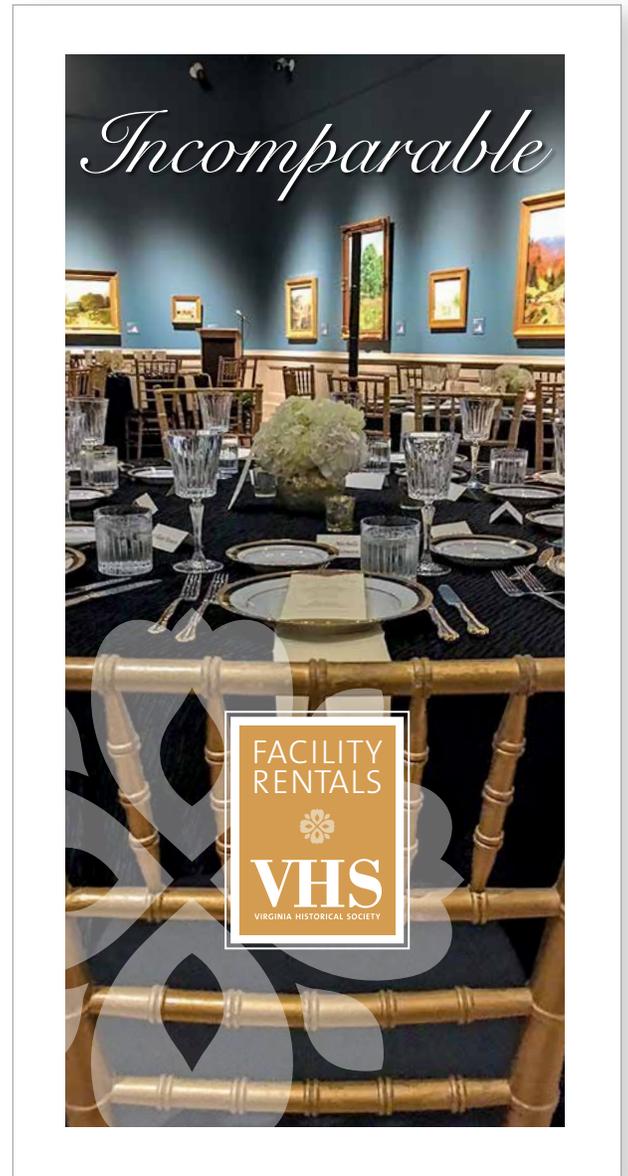
RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Virginia Historical Society
Brochure covers



Exhibition promotion



Facility rentals brochure



RFP REFERENCE — XII.B.4.

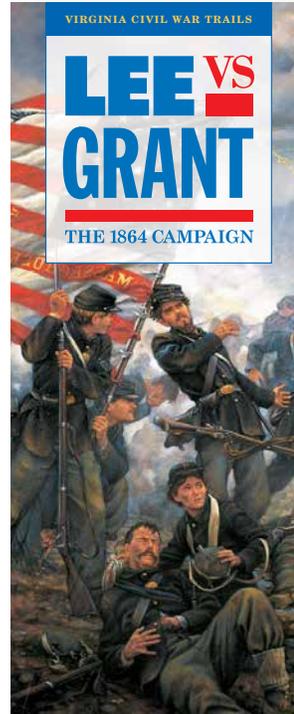
CREATIVE SAMPLES

Civil War Trails —

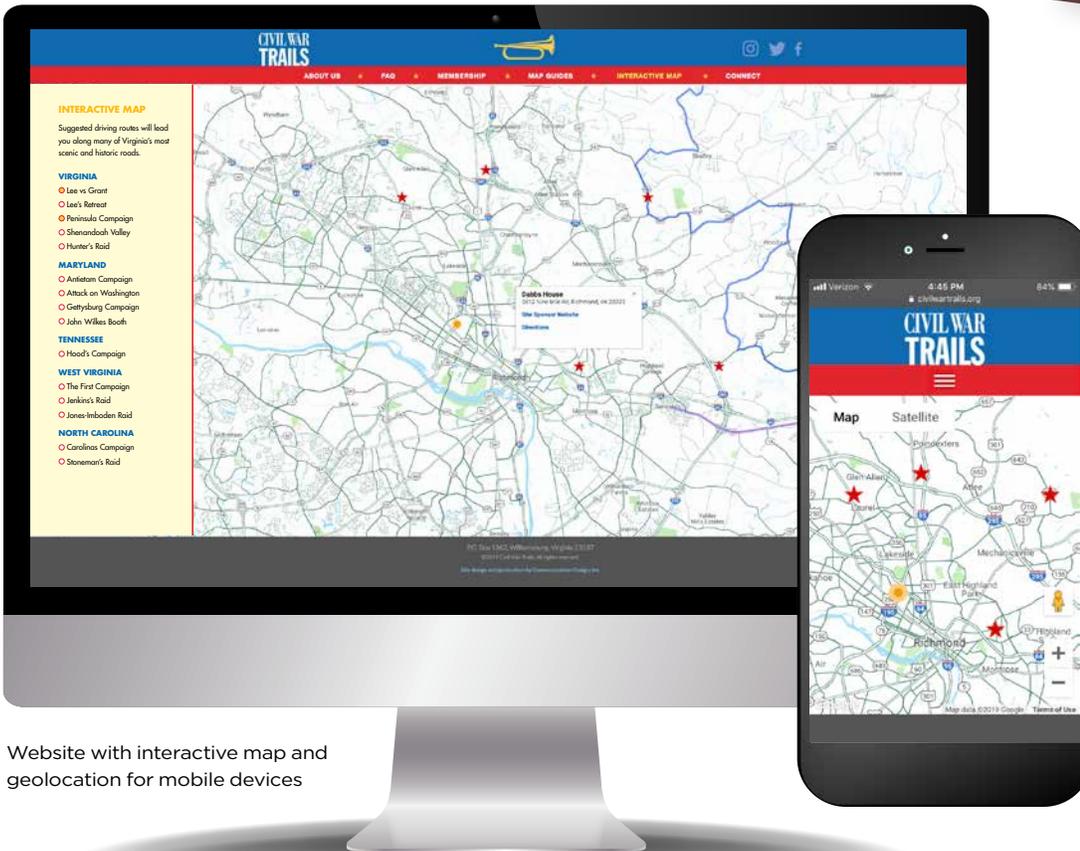
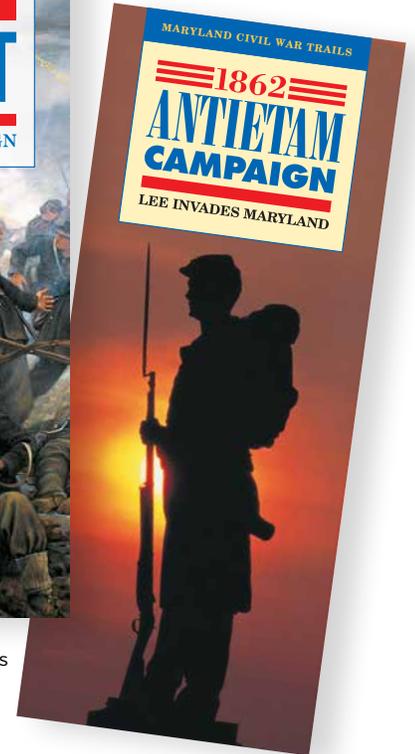
Comprehensive branding and design services since 1994 for a broad range of marketing needs for one of the largest driving trail tourism initiatives in the country



Wayfinding signage



Tourism brochure covers



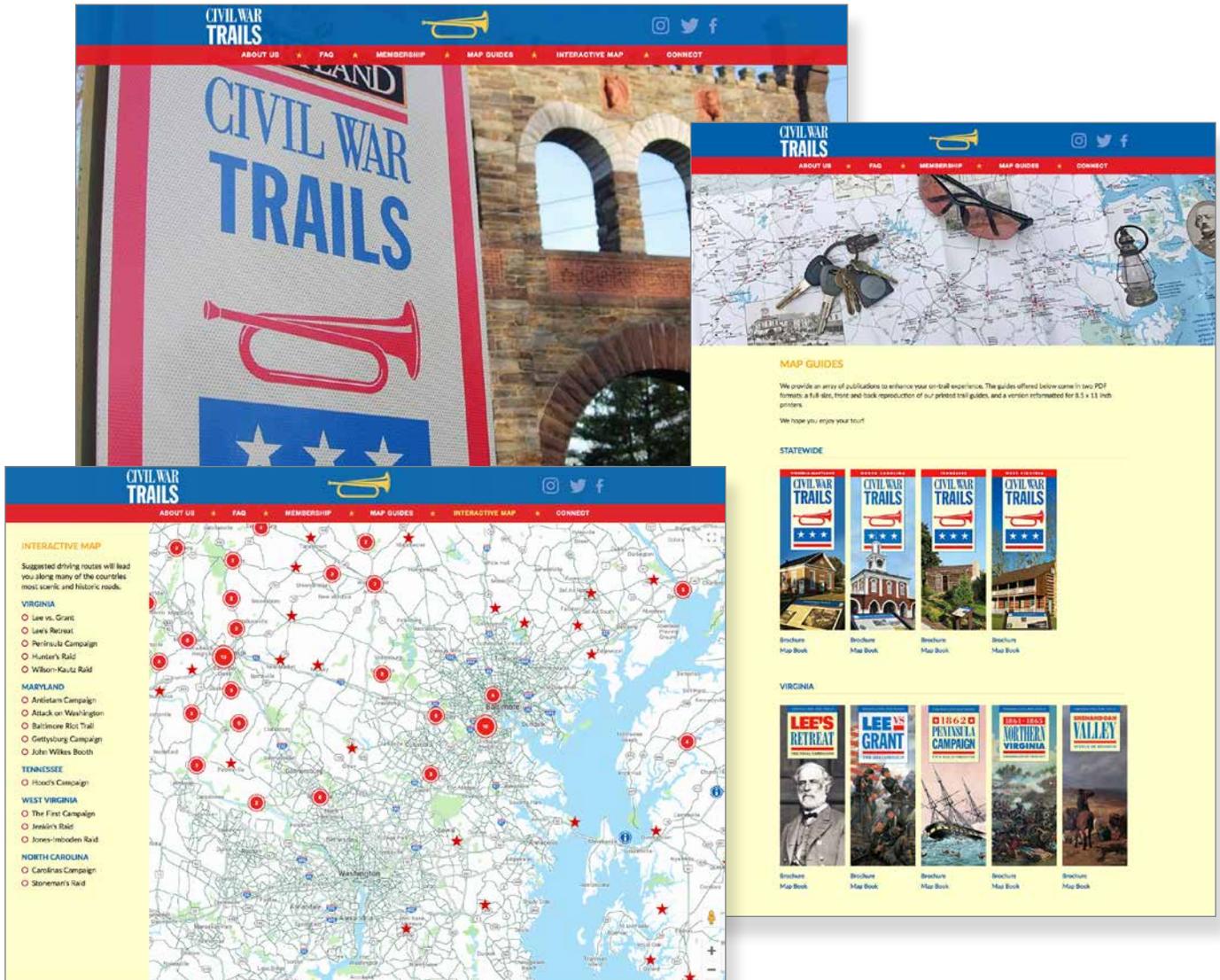
Website with interactive map and geolocation for mobile devices



RFP REFERENCE – XII.B.4.

CREATIVE SAMPLES

Civil War Trails website

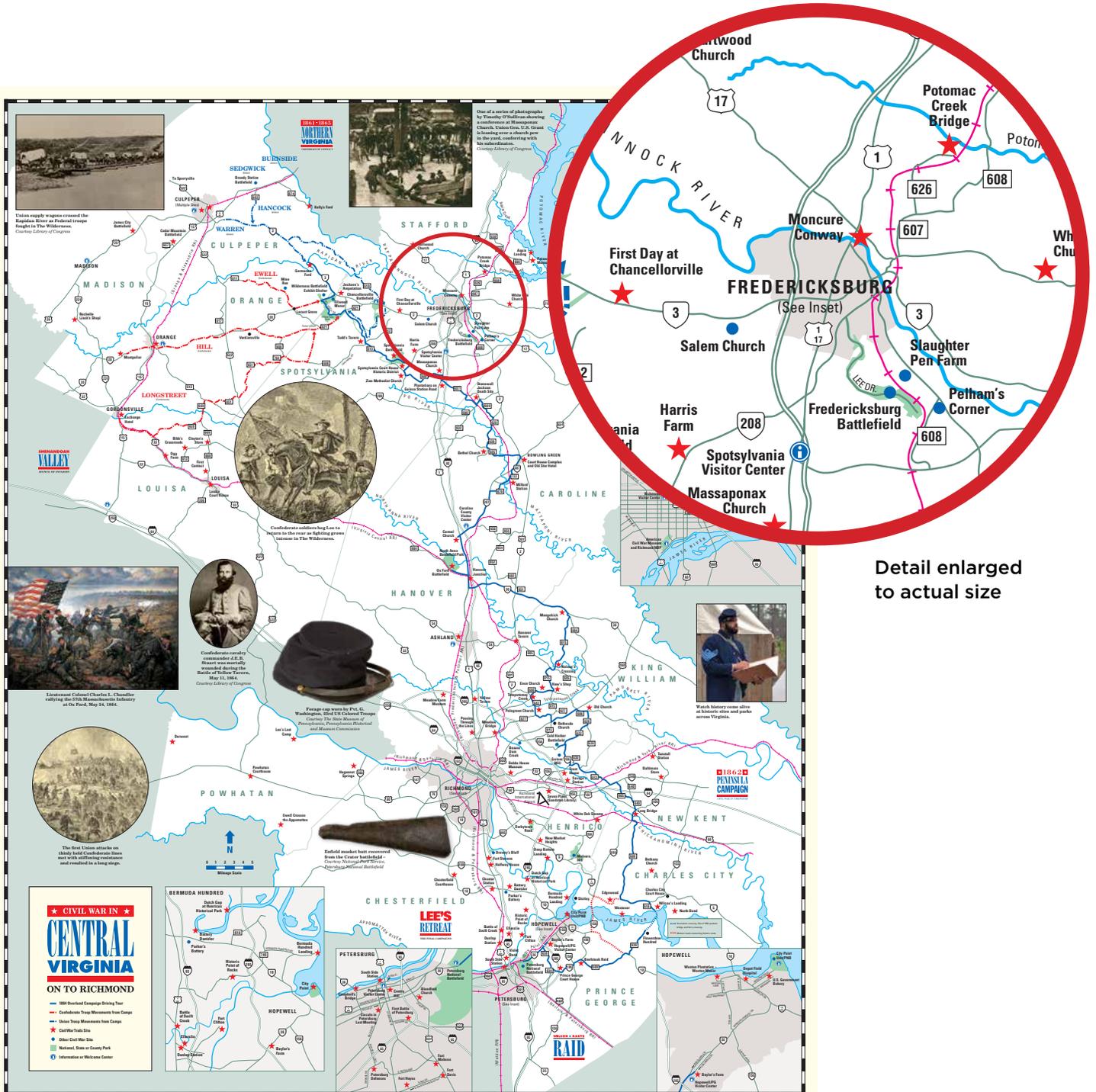




RFP REFERENCE – XII.B.4.

CREATIVE SAMPLES

Civil War Trails brochure: Central Virginia (map side)



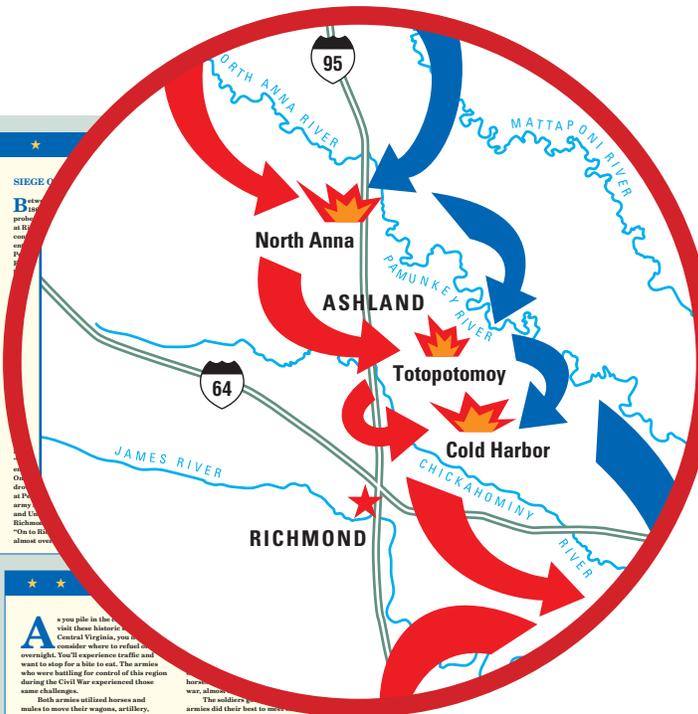
Detail enlarged to actual size



RFP REFERENCE – XII.B.4.

CREATIVE SAMPLES

Civil War Trails: Central Virginia (narrative side)



Detail enlarged to actual size

ON TO RICHMOND!

FRUSTRATED AMBITION

On to Richmond! The Union army crossed the Rappahannock River and attacked Lee in December but withdrew with heavy losses. In January 1862, Burnside tried again, but unseasonably warm weather and a heavy rainstorm halted his "Mud March" on the river's banks. Lincoln replaced him with Gen. Joseph Hooker, inspiring the Union soldiers camped near Fredericksburg. On May 3, Hooker met Lee's army as he attempted to go around the Confederates. Hooker failed spectacularly when Lee and Gen. Thomas J. "Stonewall" Jackson outmaneuvered him at Chancellorsville. Once more, "On to Richmond!" proved an illusory aspiration as Lee headed north again, to Gettysburg.

OVERLAND CAMPAIGN

In March 1862, Lincoln appointed a new commander-in-chief of all the Union armies, Gen. Ulysses S. Grant, who decided to accompany Gen. George B. Meade and the Army of the Potomac in the field. Grant ordered all Union armies to advance simultaneously at the beginning of May, in what he envisioned as a schismatic fight to the death of the Confederate forces. These advances occurred in Georgia and in three parts of Virginia: on the Peninsula, in the Shenandoah Valley, and between Culpeper County and Richmond—the Overland Campaign. On May 4, Meade's army began crossing the Rapidan River, and the next day the Battle of the Wilderness began, followed by the battles of Spotsylvania Court House, North Anna River, Totopotomoy Creek, and Cold Harbor. Dwindling manpower in the South meant that the enormous casualties had a greater effect on the Confederates. While Meade's army headed south toward Richmond, Gen. Benjamin F. Butler's Army of James called up the James River from Fort Monroe and occupied the Peninsula. Handled peninsula east of Petersburg. Petersburg but was replaced. Meade maneuvered around Lee's flank after Cold Harbor and crossed the James River a few miles east of Richmond. Both sides dug in, and a siege began that lasted almost ten months.

FIGHTING FOR FREEDOM

Soon after the Civil War began, Virginia's enslaved population began self-liberating by fleeing to Federal lines. Union Gen. Benjamin F. Butler, commanding at Fort Monroe in Hampton in May 1861, refused to return three escaped male slaves who had been laboring on Confederate fortifications. Butler declared them "contrabands of war," in effect, tools used to suppress the rebellion and therefore subject to seizure. This eventually became official policy.

The trickle of escaping slaves soon became a flood. Some slaveholders became afraid to believe that their "legal servants" had fled and accused the Federal of "stealing" them. Many owners moved their excess slaves deeper into Confederate territory to maintain possession. Despite their efforts, Confederate authorities estimated that 45 to 70 percent of Virginia's mature male slaves had fled by early 1862.

Both free and enslaved African Americans contributed to Union victory. They provided Federal commanders with information about Confederate troop movements during the 1862 Peninsula Campaign and the 1861-1862 Petersburg-Richmond Campaign. After the release of the Emancipation Proclamation on January 1, 1863, the Federal government authorized United States Colored Troops (USCT)—infantry, cavalry, and artillery regiments under white officers. By war's end, an estimated 300,000 African Americans had served. Before fighting for their freedom, they first had to fight for the right to fight, not merely to serve as teamsters and cooks. They also had to fight for equal pay with white soldiers. USCT's fighting in battles around Petersburg and Richmond in 1864-1865. One USCT soldier in the Battle of the Crater at Petersburg and four others at the Battle of New Market. Rightist east of Richmond earned the Medal of Honor for heroism. USCTs were among the first troops to enter Richmond after Confederate forces evacuated it on April 2-3, 1865.

RICHMOND WOMEN AND WARTIME INDUSTRY

Richmond was an important industrial center, one of the reasons it became the Confederacy's capital. In the face of wartime demands for manpower, women stepped in to support their husbands, fathers, and brothers called to military service. Many women worked in various industries to support their families, at a time when working outside the home was unusual for women. Most

In the most desperate days, at least one more victim died, including Susan. A few weeks later, on April 2, working-class women rampaged through downtown Richmond in what was called the Bread Riot. Organized by market worker Mary Jackson, hundreds of women broke into stores and stole food, clothing, and supplies. Victims of the tough economic times, shortages, rising prices, and their lack of political voice, the women expressed their rage in the riot. Confederate president Jefferson Davis himself came and pleaded with the women to stop and go home. The authorities responded quickly when they failed to comply, arresting and imprisoning several rioters. Eventually, aid was established for the wives of soldiers, but women lingered beneath the surface.

Besides the Confederate Laboratory, women labored in other factories that produced ammunition. They also worked in the city's many hospitals, which employed cooks, handsewers, and nurses. Class and ethnic identities were strong, and the experience of upper-class women differed from working-class women, who faced greater financial challenges as well as social discrimination. More affluent women organized relief efforts: raising money and collecting food for soldiers. One group even organized a Combined Society, raising funds to purchase and outfit a naval warship.

PHOTOGRAPHY

Instead of using a camera, photographers captured battlefields like Samuel A. Cady's (standing, far right). He followed the Union armies with heliograph and a darkroom on wheels to store large glass plates like the one the assistant holds. Cady in the darkroom with light-sensitive liquid collodion, the plate was covered and pushed to the camera, exposed, and then hauled back inside and developed while still wet. Exposure times lasted a few seconds to a few minutes depending on the light, so most pictures were taken in the dark. With Virginia's proximity to Washington and New York, it was probably the most-photographed battleground of the war by Matthew Brady's team. Alexander Gardner, and Timothy O'Sullivan among others. O'Sullivan photographed troops and wagons slowly crossing the Rappahannock River in Germanna Ford on wobbly pontoons he built on May 4, 1864, early in the Overland Campaign—in rare "action" photos.

CENTRAL VIRGINIA ON TO RICHMOND

For more information on other Virginia Civil War Trails, visit www.virginiacivilwartrails.org or call 1-800-VISIT VA.

Check us out on Facebook, and keep us posted on our Instagram and Twitter.

PLAN YOUR TRIP

Find out where to eat, drink, sleep, and stop by using these websites or call to get the inside scoop on how to travel like a local.

James City County Historic Site 424-2222	Stafford County 884-6332	Stafford County 884-6332	Stafford County 884-6332
Stafford County 884-6332	Stafford County 884-6332	Stafford County 884-6332	Stafford County 884-6332
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PHOTOGRAPHY

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RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Lewis Ginter Botanical Garden —
Design services for fundraising needs



**PLANNED GIFTS
YOUR LEGACY TO THE GARDEN**

You can provide for the future of the Garden while meeting your current financial, personal and philanthropic goals. A planned gift may offer you and your family significant tax benefits, greater financial flexibility and even lifetime income. Invested over time, any size gift can make a significant impact. Here are some of the most popular ways to make planned gifts. We are happy to help you personalize a gift that is right for you and your family.

**ESTATE GIFTS
THE GARDEN AS YOUR BENEFICIARY**

MAKE A GIFT IN YOUR WILL
An easy and straightforward way to receive potential tax savings for your estate is to include the Garden in your will or trust. The bequest can be for a specific dollar amount, a percentage of your estate, or another type of provision. We especially appreciate unrestricted bequests, as they allow the Garden maximum flexibility to deploy funds where they are needed most. Sample language for bequests is included on page 7, and also on our website.

TRANSFER IRA ASSETS TAX-FREE
Retirement accounts such as IRAs or 401(k) and 403(b) plans can be subject to double taxation, meaning a significant portion could go to taxes if left to your heirs. Retirement plans as to Lewis Ginter will tax-free. You can then leave more favorable assets to your loved.

SHARE YOUR LIFE INSURANCE
Gifts of life insurance policies can be made in various ways. You can name the Garden as a beneficiary, maintaining the flexibility to name other beneficiaries.

**CHARITABLE TRUST GIFTS
INCOME TO YOU OR THE GARDEN**

CHARITABLE GIFT ANNUITY
You can receive a charitable income tax deduction and periodic payments.

CHARITABLE REMAINDER TRUST
A charitable remainder trust allows you to receive income from your gift.

CHARITABLE LEAD TRUST
A charitable lead trust allows you to receive income from your gift.

Please use this chart to determine the charitable gift option that best suits your needs.

	ESTATE GIFTS	Retirement Assets	Life Insurance	CHARITABLE TRUST GIFTS	Charitable Gift Annuity	Charitable Remainder Trust	Charitable Lead Trust
I want to make a gift ...							
During my lifetime		*	*	*	*	*	*
After my lifetime	*	*	*				
I want to make a gift with ...							
Cash	*	*	*	*	*	*	*
Appreciated assets	*	*	*	*	*	*	*
I want to receive ...							
Income				*	*	*	*
Assets				*	*	*	*

SUSTAINING THE GARDEN FOR FUTURE GENERATIONS

Whether you come here to find peace and solitude, deepen your connection to nature, or spend time with loved ones, we hope you recognize the impact of Lewis Ginter Botanical Garden within our region. By including the Garden in your financial or estate planning, you can sustain our mission of connecting people through plants to improve communities.

In 1926, Orren Aronst imagined a botanical garden as a place of solace and beauty that would enrich the lives of people in Richmond, Virginia, and the surrounding region. Her generous bequest made the Lewis Ginter Botanical Garden possible. As a nonprofit garden, we are grateful for the thoughtful and forward-thinking benefactors who have built upon this dream.

Please consider joining the tradition of visionary giving to support the Garden's future. Your planned gift can help ensure that Lewis Ginter continues to thrive as a source of inspiration, awakening and learning the generations to come.

Planned giving brochure



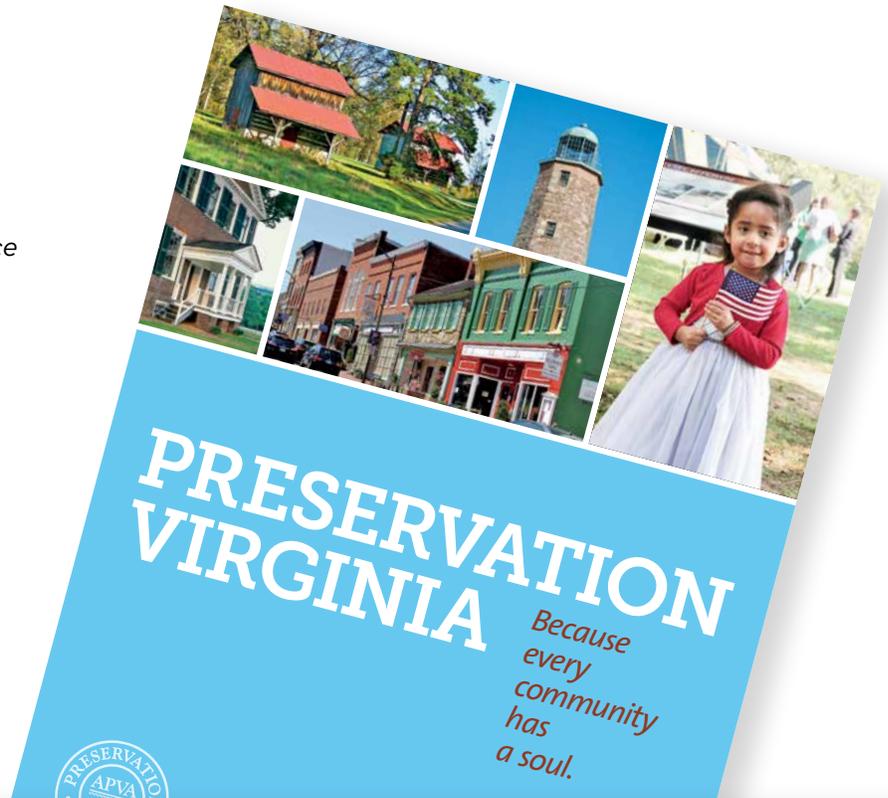


RFP REFERENCE — XII.B.4.

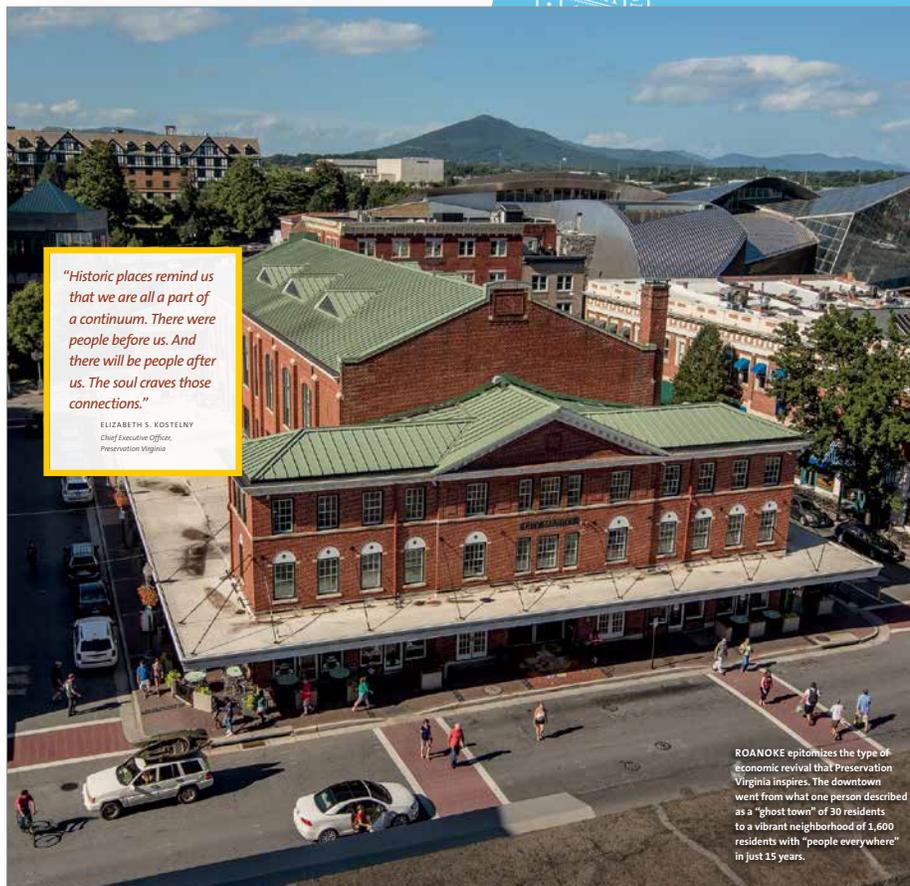
CREATIVE SAMPLES

Preservation Virginia

A diverse range of design services since 2010 for member communications, marketing and fundraising needs



Capital campaign case statement



"Historic places remind us that we are all a part of a continuum. There were people before us. And there will be people after us. The soul craves those connections."

ELIZABETH S. KOSTELNY
Chief Executive Officer,
Preservation Virginia

ROANOKE epitomizes the type of economic revival that Preservation Virginia inspires. The downtown went from what one person described as a "ghost town" of 30 residents to a vibrant neighborhood of 1,600 residents with "people everywhere" in just 15 years.

Why Preserve History?

Enriching every community, resident and visitor of the Commonwealth.

IN VIRGINIA, historic preservation doesn't live behind velvet ropes. It's alive in downtowns that have reclaimed themselves. It's visible on country roads dotted with tobacco barns. It's felt on Main Streets, in classrooms and at dinner tables.

The results of historic preservation are everywhere across our Commonwealth, bearing testament to its power to shape our lives, communities and culture. These results are tangible and intangible, economic and psychological, aesthetic and intellectual.

- Historic preservation is critical because it:
- Gives us a sense of identity and history — collectively and individually
 - Strengthens communities — protecting and perpetuating their best qualities, and enhancing overall quality of life
 - Boosts the economy — spurring growth in the private and public sectors, benefiting all socioeconomic statuses

For more than a century, Preservation Virginia has invested in historic preservation in Virginia — working to reverse decaying downtowns and instill a new sense of pride in the hearts of our towns and cities. Today, evidence of this work abounds: Main Streets thrive, rural landscapes are being saved and a sense of place permeates every corner of the Commonwealth.

These images are part of a larger picture of what we at Preservation Virginia want to make possible for years to come.

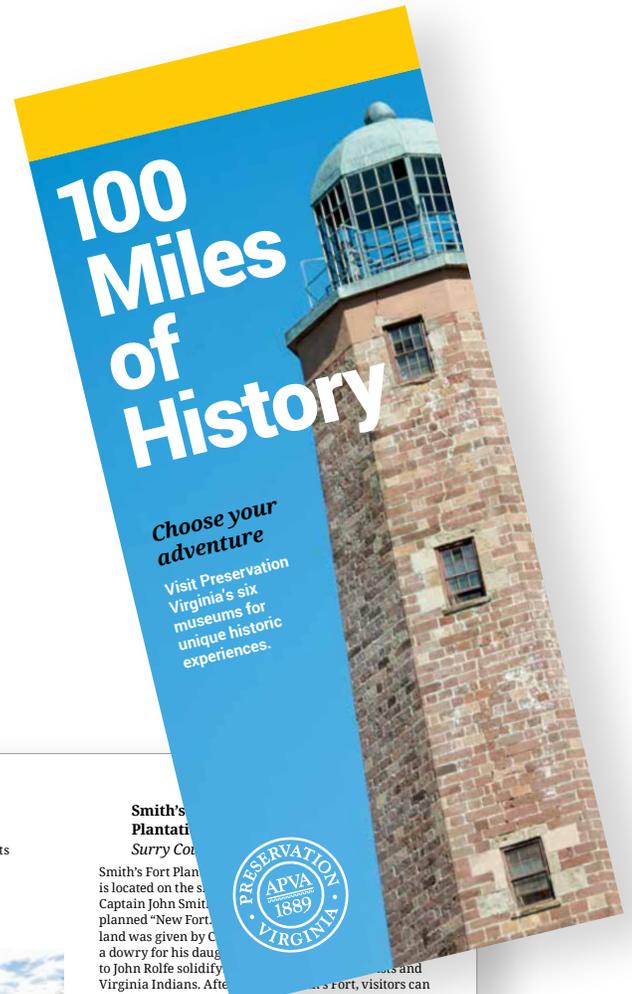




RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Preservation Virginia



Tourism brochure



Patrick Henry's Scotchtown, Hanover County

Scotchtown is the only original standing home of Patrick Henry, patriot and orator of the American Revolution, open to the public. Henry lived here from 1771-1778 and conceived his most influential revolutionary ideas at the home. Guests can learn how his ideas of revolution spread and influenced future generations.

[historicscotchtown](https://www.facebook.com/historicscotchtown)

The John Marshall House, Richmond

John Marshall is known as the "Great Chief Justice" for his role in creating the modern Supreme Court. With the largest collection of original Marshall family pieces, guided tours of his home offer an in-depth look at the formation of American government and the nation's complex history. **Purchase a block ticket to visit Scotchtown and the John Marshall House for one low price!**

[johnmarshallhouse](https://www.facebook.com/johnmarshallhouse)



Historic Jamestowne, James City County

Historic Jamestowne is the actual site of the first permanent British settlement in North America. Guests can explore how archaeology, science and history are telling the complete story of survival, democracy and freedom in Colonial America.

[historicjamestowne](https://www.facebook.com/historicjamestowne)



Smith's Fort Plantation, Surry County

Smith's Fort Plantation is located on the site of the first permanent British settlement in North America. Captain John Smith planned "New Fort" and the land was given by Captain John Rolfe as a dowry for his daughter. The fort was used to solidify relations with Virginia Indians. After the fort, visitors can ride the Jamestown-Scotland Ferry for free to visit Historic Jamestowne or take a short car ride to Bacon's Castle.

[smithsfort](https://www.facebook.com/smithsfort)

Bacon's Castle, Surry County

Bacon's Castle is the oldest brick dwelling in North America and was once home to prosperous merchant and planter, Arthur Allen. The home features 17th century English formal gardens restored by the Garden Club of Virginia and outbuildings, including an original 1830s slave quarter. Tours cover the lives and legacies of the families, including those of the enslaved people and sharecroppers, who lived at Bacon's Castle.

Purchase a block ticket to visit Smith's Fort and Bacon's Castle for one low price!

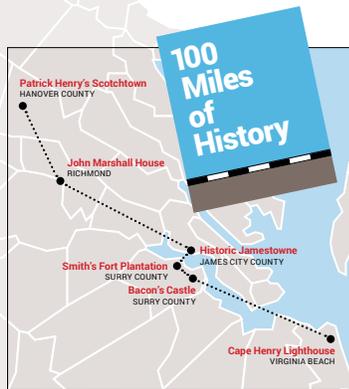
[baconscastle](https://www.facebook.com/baconscastle)



Cape Henry Lighthouse, Virginia Beach

Cape Henry Lighthouse is the first federally funded lighthouse. It was authorized by George Washington and overseen by Alexander Hamilton. Visitors can climb the tower and participate in walking tours of the historic Cape Henry area surrounding the lighthouse.

[capehenrylighthouse](https://www.facebook.com/capehenrylighthouse)



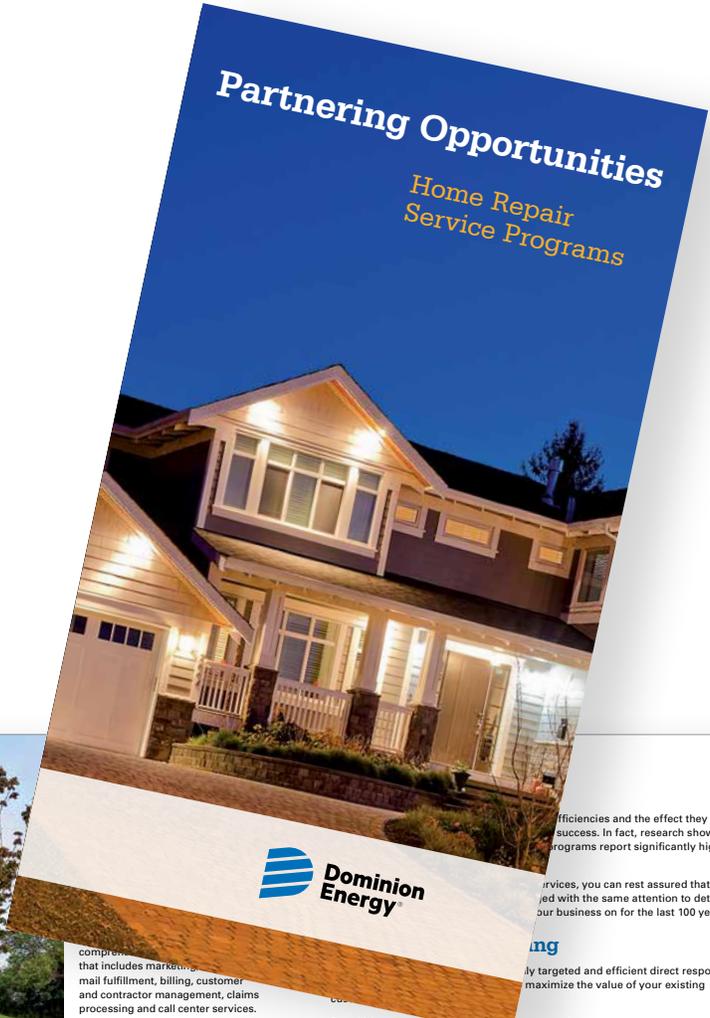


RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Dominion Energy

A diverse range of design services since 1982 for more than a dozen departments within the corporation



Home repair service brochure



Who We Are

Dominion Products and Services, Inc., formed in 1995, is a full-service, turnkey provider of home repair service programs with over 1.1 million customer relationships across the United States.

What We Provide

Dominion Products and Services, Inc. specializes in providing our partners with a suite of private labeled home repair service programs. Each program operates as a natural extension of our partner's business functions to maximize brand value, increase customer satisfaction and ensure regulatory acceptance.

Who We Serve

- Investor Owned Utilities
- Electrical Cooperatives
- Municipalities

Behind the scenes, our proprietary technology manages each customer relationship, and our state-of-the-art customer solutions center provides a 24-hour, live body interface for claims reporting and dispatching. Repairs are addressed quickly and effectively through a highly selective network of pre-screened, and licensed contractors.

Post repair follow up and satisfaction surveys ensure a positive customer experience from start to finish.

Sales and Customer Service

Our full service customer solutions center utilizes automatic call recording and a custom-designed customer relationship management tool to best serve our customers.

Our centers are staffed with highly trained and dedicated customer service representatives who have a deep knowledge of our services, program benefits and competitive environments. Full-time trainers ensure they are supplied with the latest program information and sales techniques and allow new programs and partners to be seamlessly integrated.

Each partner receives dedicated toll-free numbers allowing calls to be answered to your specifications, further enhancing the customer experience and adherence to brand standards and requirements.



Contractor Network

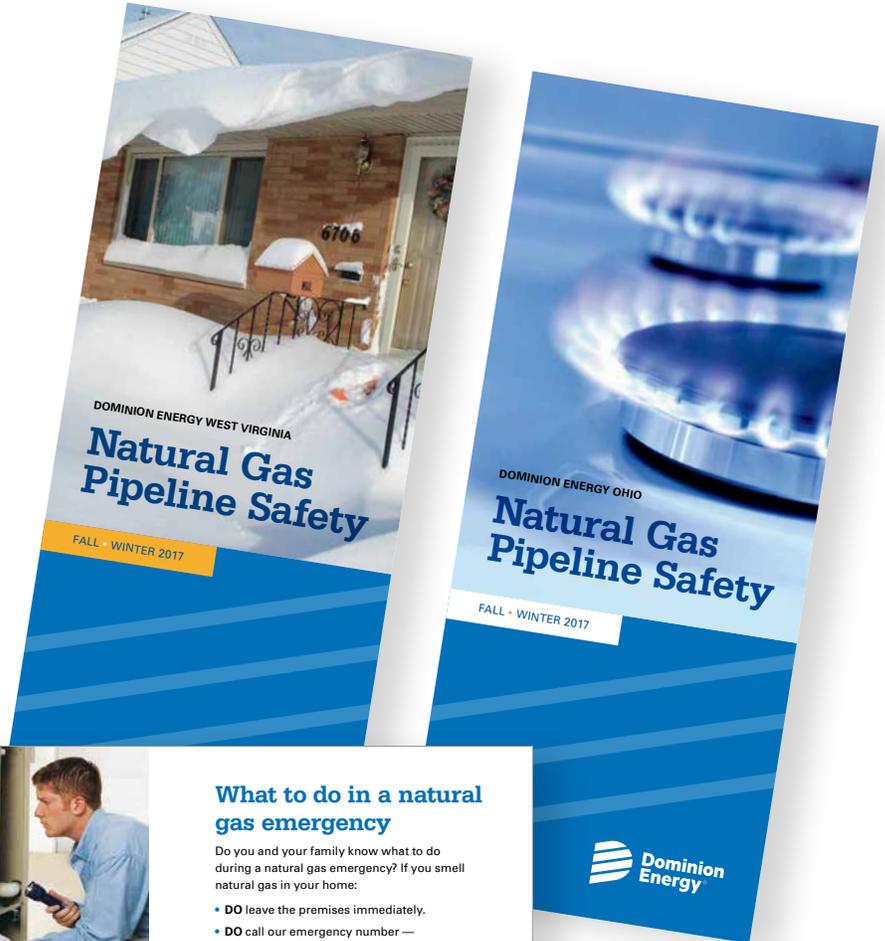
Dominion Products and Services' in-house claims department will set-up a contractor network comprised of local, licensed and pre-screened professionals.

Dominion Products and Services' dedicated staff of contractor coordinators monitor repair performance and contractor compliance through post-repair callbacks, spot inspections and repair satisfaction surveys to ensure partner and customer satisfaction.





RFP REFERENCE — XII.B.4.
CREATIVE SAMPLES
Dominion Energy



Natural gas safety brochures

Line markers tell of what's below

Throughout the year, Dominion Energy West Virginia performs maintenance activities on the rights of way over our natural gas pipelines, ranging from aerial patrolling to walking the lines for leak detection, to mowing and clearing. While some activities are performed annually, others occur less frequently.

Recently, the company embarked on a line marker maintenance program following our recent name change.

Company representatives are walking our pipelines to replace 17,500 line

marker decals in West Virginia and are adding markers as needed. They will report any areas of concern if they find obstructions or encroachments that could block or restrict safe access to our pipelines.

The decals advise everyone to call 811 before digging and provide our phone number in case of a natural gas emergency. The markers indicate the approximate path of our pipelines that run through, or adjacent to, customer properties, as well as those of other landowners. You will not need to be present while we perform this maintenance work. It won't impact your gas service.

This work, which is part of our continuous Pipeline Safety Integrity Program, is designed to ensure the safe operation of our pipelines. The decals are just one small part of our company's commitment to public and employee safety.



Safety inside your home

Natural gas appliances are very safe to use. However, Dominion Energy West Virginia recommends a professional heating system and gas appliance inspection each year for early detection of leaks, corrosion or other issues that can lead to hazardous conditions in your home or office.

A malfunctioning or poorly vented appliance can create carbon monoxide gas, which can be deadly. Carbon monoxide, or CO, is a colorless, odorless gas, but does produce soot. **Be safe — install a battery-powered carbon monoxide (CO) detector in the hallway of your home near sleeping areas.** Replace the batteries every 6 months and the detector as recommended by the manufacturer. While a CO detector is no substitute for annual



inspections of heating systems, the alarm can alert you to the presence of CO. For more information about carbon monoxide, visit DominionEnergy.com, keyword *carbon monoxide*.

Property owners are responsible for the piping that runs from the gas meter to gas appliances, whether the piping is internal, external, buried or exposed. Failure to properly maintain your house line or appliances can lead to life-threatening conditions or property damage from fires or explosions.

What to do in a natural gas emergency

Do you and your family know what to do during a natural gas emergency? If you smell natural gas in your home:

- **DO** leave the premises immediately.
- **DO** call our emergency number — **1-800-934-3187** — from a safe distance.
- **DO** meet our truck so you can let our representative in to investigate.
- **DO NOT** remain in the building or attempt to investigate.
- **DO NOT** turn on or off any appliances, lights, phones, garage door openers, etc.
- **DO NOT** smoke, use lighters or matches, or operate vehicles, elevators or power equipment.



If none of your gas appliances are working properly, it could mean your natural gas service has been interrupted. Call us at **1-800-934-3187** and we will send out a representative to investigate.

Report energy theft

Damaging or bypassing the gas meter or related utility-owned property constitutes a theft and creates a safety hazard that could lead to explosions or fires that could threaten lives and property.

If you suspect natural gas theft, you can report it by calling **1-800-688-4673** or by visiting DominionEnergy.com, keyword: *Natural Gas Theft* to report it confidentially.

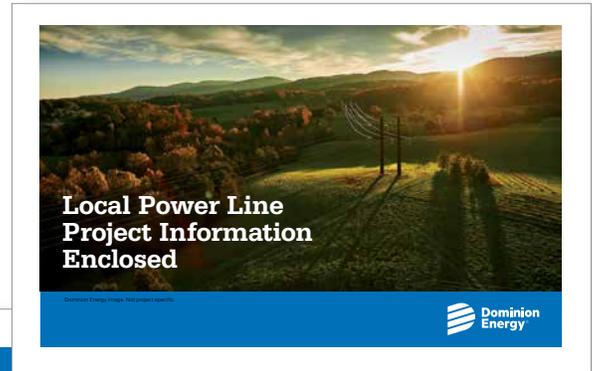




RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Dominion Energy



IMPORTANT
Local Power Line Project Information
Suffolk Swamp Winfall Transmission Line Rebuild



AT DOMINION ENERGY, we are committed to providing safe and reliable electricity to our neighbors. You are receiving this postcard because your property is near the Suffolk Substation and a nearby electric transmission line. We need to rebuild this existing 230 kilovolt (kV) electric transmission line connecting the Suffolk Substation to the Winfall Substation in North Carolina. This 34-mile line has been in operation for more than five decades and needs to be replaced to maintain reliability for our customers. This project will replace a total of 283 structures.



Thank you for your understanding and patience throughout this process. Your electric service will not be interrupted as a result of this important project.

CONTACT US
Please visit DominionEnergy.com/suffolk for project updates. Or contact us by calling 888-291-0190 or sending an email to powerline@dominionenergy.com.

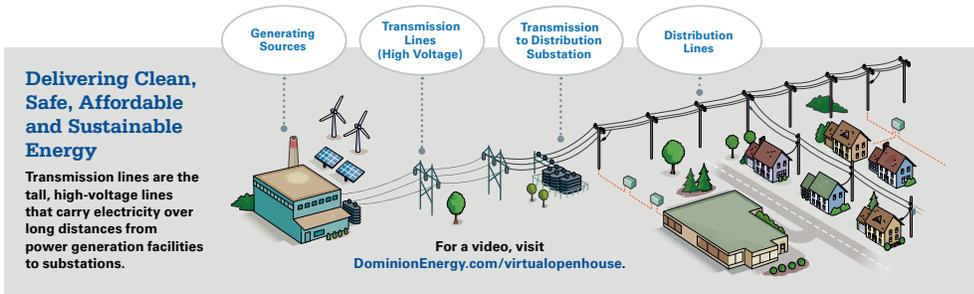
New Typical Structure
MATERIAL: Weathering steel H-frame structures
AVERAGE HEIGHT: 67 feet
Rendering is for illustrative purposes only. Actual structure heights will vary.

WHAT:
This proposed project is to rebuild the existing 230 kilovolt (kV) Suffolk Swamp Winfall electric transmission line. No new right of way is needed. Beginning next fall, we plan to start building roads to access the right of way. Construction, including the installation of new weathering steel structures, will begin in 2021. Construction is expected to be complete in 2023.

WHY:
This electric transmission line and the existing wooden structures have been in operation for over five decades and have reached the end of their service life. A total of 283 structures must be replaced to maintain continued reliability and comply with current mandatory federal standards. The new, brown weathering steel structures will be built in the same general location as the existing structures.

WHERE:
The 34-mile transmission line is located between Suffolk, Virginia, and Winfall, North Carolina.

OPEN HOUSE
Thursday, May 9, 2019
5 p.m. – 7 p.m.
Forest Glen Middle School
200 Forest Glen Drive
Suffolk, VA 23434
Dinner will be provided.
(drop by anytime during these hours)



Power line project direct mail

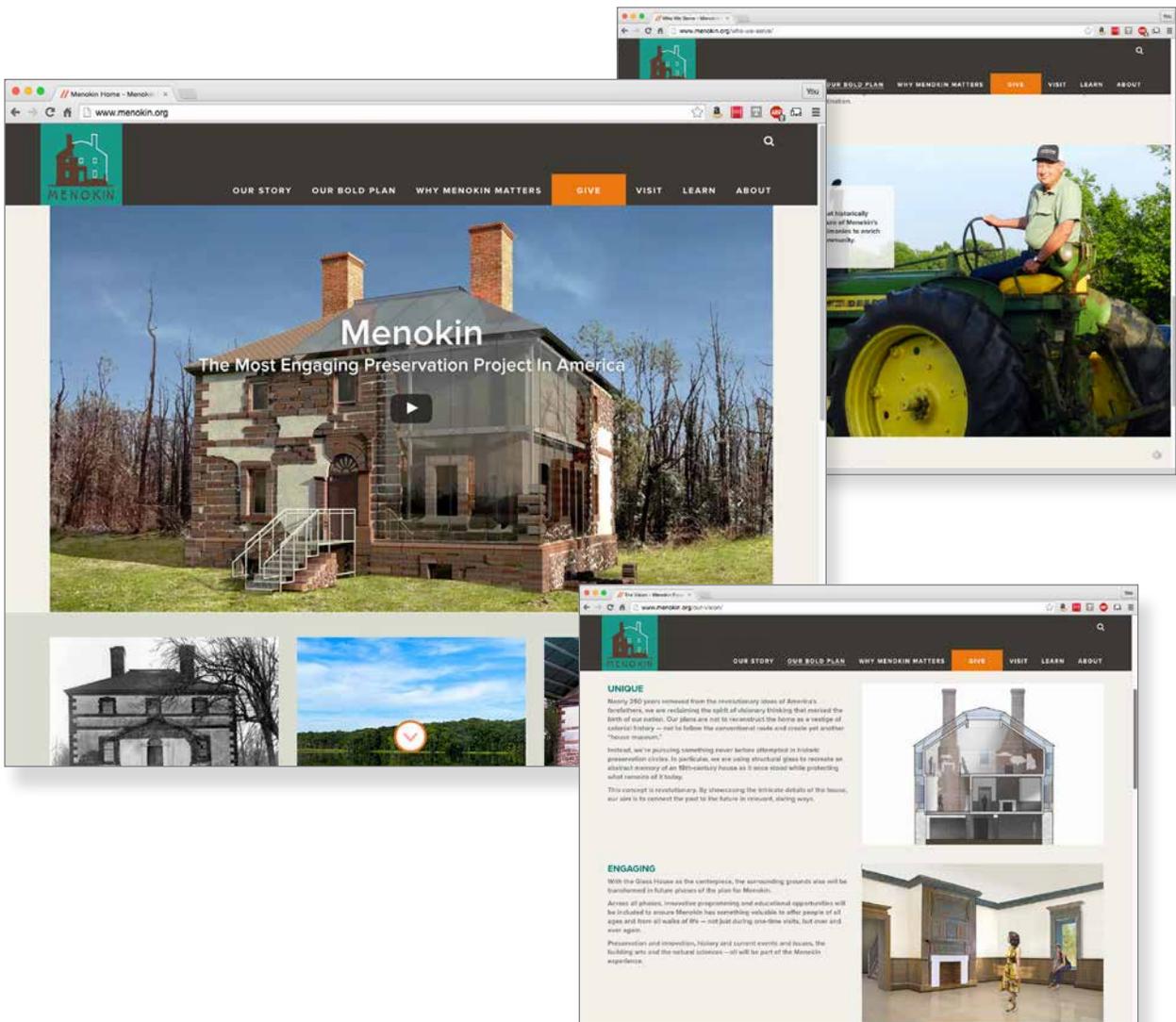


RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Menokin Foundation

*Design of fundraising materials,
including website*



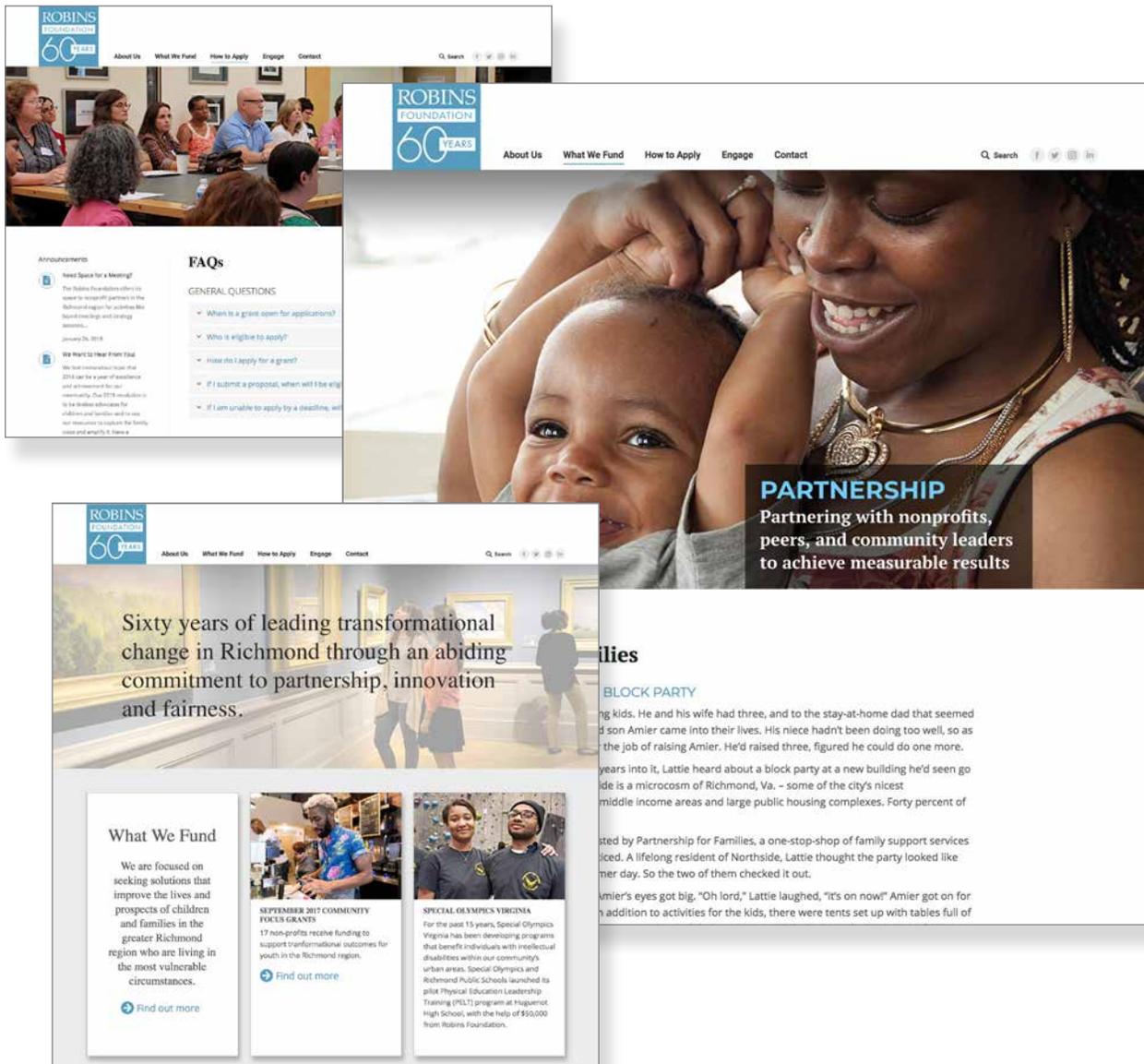


RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Robins Foundation

Design of branding materials,
including website



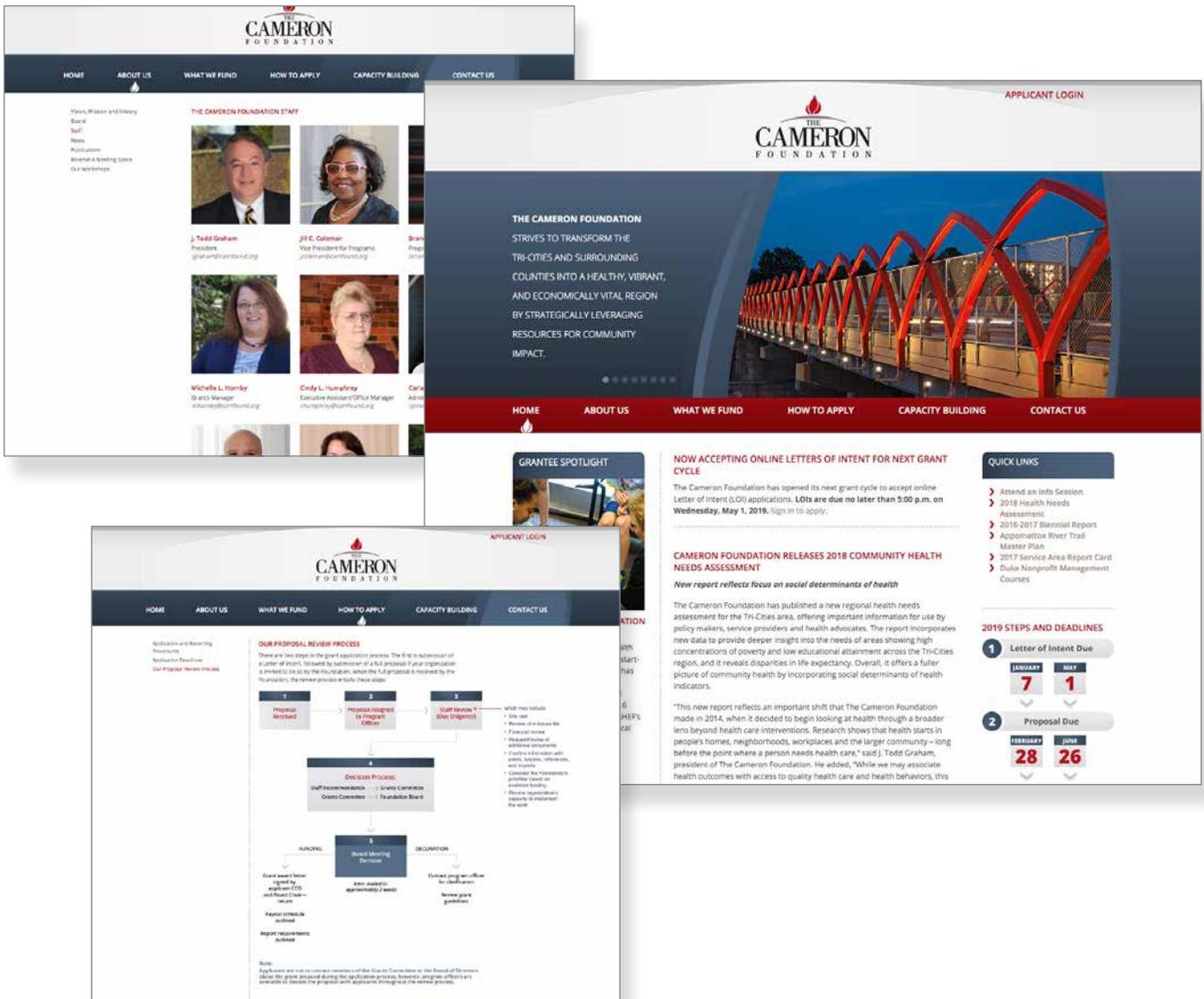


RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Cameron Foundation

Design of communication materials,
including website





RFP REFERENCE — XII.B.5.

REFERENCES

Denise Forster — Director, Foundation Communications

University of Virginia Law School Foundation

580 Massie Road, Charlottesville, VA 22903

434-924-4678

forster@law.virginia.edu

Date of service: fall 2019

Project: Design of Benchmark, a 24-page, magazine-format Capital Campaign Case Statement

Liz Taylor — Associate Director, Marketing and Communications

University of Virginia, Medical Alumni Association and Medical School Foundation

P.O. Box 80076, Charlottesville, VA 22903

434-924-2346

lct6r@virginia.edu

Date of service: summer 2019 to present

Project: Redesign of Virginia Medicine, a 32-36 page twice-yearly alumni magazine

Brooke Braun — Director, Marketing and Communications

University of Virginia McIntire School of Commerce

P.O. Box 400173, Charlottesville, VA 22904-4173

434-924-9559

bab2ab@comm.virginia.edu

Date of service: fall 2018 to fall 2019

Projects:

2018-19 Investors' Report, a 36-page annual report for donors to the McIntire School of Commerce

2018-19 Destinations Report, a 40-page report of placement information on graduates of the McIntire School of Commerce

Tami Back — Associate Director of Strategic Communications and Outreach

Earle Gregg Swem Library

The College of William & Mary

400 Landrum Drive, Williamsburg, VA 23186

757-221-3127

tcbac@wm.edu

Date of service: summer 2015 to present

Projects: A broad range of print projects (annual reports, posters, invitations, etc.) and large-format, environmental graphics (interior and exterior) for Swem Library



RFP REFERENCE — XII.B.6.

PROPOSED PRICING

Projects can be estimated individually for a turn-key fixed price based on project specifications, or charged hourly (in quarter hour increments) at \$105/hour.

In-house services provided by Communication Design include:

- Visual concept development
- Visual research
- Design and layout
- Photoshop processing of images for offset printing.
- Digital-file production
- Coordinating with printers and other outside vendors
- Reviewing printer's proofs
- On-press review and approvals
- Website architecture analysis and reorganization
- Development and customization of WordPress themes
- Design of custom web forms
- Design and development of custom Google Maps
- Web image color correction and image sharpening