

BCTD

P O R T F O L I O

Cedric Morris

cm@bctd.info

bctd.info

WHAT I DO /



Possessing exceptional conceptual abilities and a strong aptitude for creative thinking, I am skilled in effectively communicating compelling narratives that inspire action, influence opinions, and evoke emotion, resulting in meaningful change.

WHO I AM /

As a graduate of Howard University, my name is Cedric Morris and I specialize in creating elegant and original designs that elicit strong emotions from viewers. My approach to design is rooted in storytelling, using color and texture to convey the purpose behind my art.

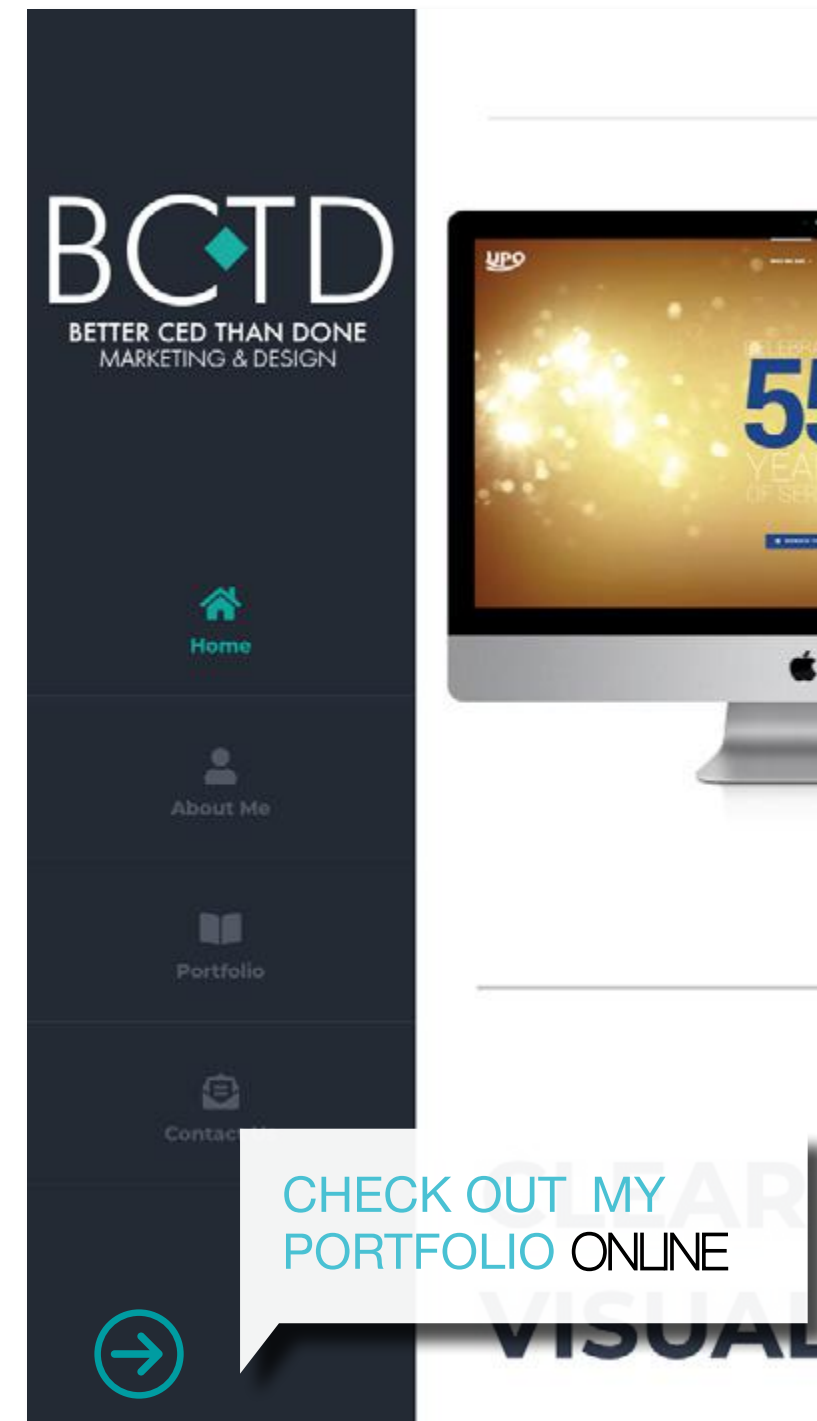
I understand the importance of understanding my clients' needs, so for each project, I conduct thorough research to understand their products, physical location, and target audience. This allows me to create corporate identities that are visually striking and demand attention.

My design style is characterized by a use of bold colors and simple shapes, which I believe helps to convey a sense of stability for the companies I represent

WHAT I'VE DONE /



As a Communications professional, I skillfully blend traditional media with modern technologies to craft visually striking designs that effectively communicate brand messaging and stories. Adept at identifying and incorporating emerging social trends and attitudes. A collaborative and proactive team player, I actively contribute in planning sessions. Committed to ongoing professional development, currently pursuing a master's degree.



CREATE . THRIVE . REPEAT

Cedric V. Morris, B.A.

Communications Manager

Communications and Art Director with a talent for distilling complex material into promotional and visual media for special events, seasonal campaigns, and other signage and illustrative materials. Experienced in collaborating with senior leadership and a diverse client list, including government healthcare clients and federal credit unions. Skilled in managing budgets, equipment requirements, and supply costs, as well as tailored social media and digital marketing strategies. Dedicated leader with exceptional communication and creative problem-solving skills.

EXPERIENCE

Department of Public Works - DC Government Communications Specialist, 2019 – Current.

- Ensured a high-level understanding of target audiences through research, insights, and segmentation information to develop campaigns that addressed all users.
- Effectively managed timelines throughout the campaign process, collaborating with multiple government agencies to deliver successful campaigns.
- Monitored campaign performance and optimized activity to maximize results.
- Shared campaign evaluation reports and key learnings with team and management to inform future marketing and communications activity.
- Ensured all campaign and marketing creative outputs were developed in line with guidelines and approved through appropriate channels.
- Provided creative and media support across the organization.
- Conceptualized, planned, designed, and produced a wide range of specialized graphic and/or illustrative material, including multimedia concepts.
- Coordinated vendors for printing and publication services. Provided technical advice and guidance. Negotiated and placed all procurements for the office of communications.
- Produced videos and animated portions of live videos using computers and video production equipment.
- Generated ideas to portray concepts and advertise products/services.
- Maintained brand consistency and increased user-friendliness in digital products.
- Worked with the OITS to optimize web applications and mobile apps. Analyzed research and feedback to gain user insight and incorporate feedback into new designs.
- Performed web maintenance in Drupal system. Managed web content for dpw.dc.gov, snow.dc.gov, and DPW intranet site.
- Developed and maintained social media presence on Twitter, Facebook, and Instagram.
- Created and managed social media and monthly newsletter calendars, that delivered to over 50k DC residents
- Developed visual information materials including printed publications, multimedia, video, photography, exhibits, logos, signs, and certificates.
- Collaborated with customers and subject matter experts to determine project themes and goals, and developed concepts, layouts, and designs.
- Created customer-friendly brochures and advertisements for events and campaigns.
- Photographed and developed videos for events, press conferences, and trainings.
- Developed a seamless social media strategy for recycling education.
- Developed, implemented, monitored, and evaluated snow campaign progress in line with the District Snow Team's marketing strategy. Analyzed previous snow campaign performance and set campaign KPIs.
- Influenced and provided input into marketing plans throughout the campaign planning process.
- Increased social media impressions for DPWDC accounts, including gaining an additional 2K organic followers on Twitter and 2.5M impressions for the year (FY22).

Better Ced Than Done Marketing & Design, Creative Director/CEO, 2011 – Present.

Expert in establishing corporate identities, including developing a web presence with SEO and designing promotional materials for a diverse range of clients.

United Planning Organization, Print and Digital Communications Manager, 2017 – 2019.

Implemented a new corporate identity, including revamped promotional materials and a fully responsive web design. Led social media strategy and editorial calendar development. Executed targeted e-mail and social media campaigns, resulting in a 21% increase in engagement and donations for two key initiatives.

OTHER PROJECTS

AFYA Inc, Graphic Designer, 2016 – 2018.

Designed and implemented a new web presence, utilizing a responsive design approach and incorporating interactive and SEO features. Successfully arranged proposals and graphics for multiple Federal Government RFPs.

Seamon Corporation, Senior Graphic Designer, 2015 – 2017.

Developed and executed web and print graphics for a variety of healthcare organizations, including CRISP, ONC, and NIH. Possessing expertise in 508 compliance, created web applications, infographics, interactive tools, and whiteboard animations to effectively communicate new healthcare regulations.

Westar Distribution, Graphic Designer, 2013 – 2016.

Developed and designed web and print graphics for an international shipper of specialized auto parts, including 2013-2016 catalog covers and convention materials.

SW Design School, Design Teacher, 2016 – 2016.

Provided training to a group of 15 individuals in basic graphic design principles and photo editing software.

Visions Ink, Graphic Designer, 2013 – 2015.

Managed a team of freelance artists, coordinating and overseeing their work while also managing personal workload. Secured notable clients such as Johns Hopkins FCU, DC Teachers, Howard University, and other Federal banking services.

Darnell's Mocha Lounge, Marketing Manager, 2010 – 2015.

Developed and maintained the brand identity, promoting events through the design and production of flyers, business cards, posters, and other printed materials. Utilized social media platforms such as Facebook, Twitter, and Wordpress to execute strategic marketing campaigns.

Starvin' Artist Design Studio, Production Artist 2012 – 2013.

Experienced freelance contractor specializing in the development of web and print graphics for a diverse range of businesses, including both large and small clients.

BCTD

301-385-0021

www.bctd.info

cm@bctd.info

EDUCATION

BACHELOR OF FINE ARTS

Graphic Communications
Magna Cum Laude
Howard University Washington, D.C.

ASSOCIATE OF ARTS

Visual Communication Graphic Design
Prince George's Community College
Largo, MD

Areas of Expertise

Email Marketing
Graphic Design
Lead Generation
Social Media Marketing
Web Development
Responsive Web Design Procurement
Logo Design
Branding

TECHNICAL SNAPSHOT

Search Engine Optimization (SEO)
Social Media Platforms
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
WordPress
Microsoft Office Suite
Google Analytics
CMS Management
HTML
JavaScript Coding

PRINTED MEDIA

While actively seeking freelance clients, I have developed strong relationships with party promoters and marketing staff of small venues. Highly experienced in creating visually impactful promotional materials, including 4x6 and 5x7 flyers. Continuously strive to provide effective solutions to enhance event promotion.

JOIN OUR TEAM
OFFICE OF EARLY LEARNING

Why work at UPO?

- UPO offers:
 - Subsidized health insurance with a choice of HMO and PPO
 - 401(k) plan
 - Sick leave and personal leave
 - 100% Life and Long Term Disability Insurance
 - Employee Assistance Program
 - Additional supplemental benefits
 - Retirement Plan with 15% employer non-vested contribution and matching contribution

UPO offers:

- Vision
- UPO: Washington's city of thriving communities and self-sufficient residents.

Mission: Linking People with Opportunities

About UPO:

UPO is a non-profit organization that provides early learning opportunities for children from birth to age 5. UPO is a 501(c)(3) organization and is a member of the National Association of Public Child Care Centers (NAPCC).

UPO Vacancies:

- Lead Teacher
- Teacher
- Classroom Associate

OEL Vacancies:

- Lead Teacher
- Teacher
- Classroom Associate

2X Rewards

Earn Double the Rewards Points in April and May, 2014!

Use your MARCO Rewards credit card on all the things you buy—the car, the house, the vacation, the gifts, or the things you're just planning.

When it comes to Rewards—More is Better.

Valid on all purchases made between April 1 and May 31, 2014.

JOHNS HOPKINS FEDERAL CREDIT UNION

Rates as low as 1.74%

If you like low car payments, you'll LOVE refinancing or purchasing with us!

You'll LOVE refinancing or purchasing with us!

Like low payments? You'll LOVE refinancing or purchasing with us!

Refinance & take advantage of:

- Rates as low as 1.74% APR*
- 60 days no payments*
- \$20 gas card at closing

MarketUS Federal Credit Union

Have More Fun this Summer

Get Our SUMMER TIME FUN LOAN!

• Fantastic rates—as low as 7.99% APR

• Up to \$3,000

• No hassle 12-month repayment term

Apply online at www.marketus.com, at any branch, or call 301-586-3400 or 800-914-4268.

MarketUS Federal Credit Union

RIBBON CUTTING

FRIDAY, JUNE 23, 2017

PHYLIS WHEATLEY YWCA

FOR THE RENOVATION OF THE PHYLIS WHEATLEY YWCA

FRIDAY, JUNE 23, 2017

10:00 AM - 1:00 PM

BY THE THREAT, JUNE 20TH TO PHYLISWHEATLEY.COM

RIBBON CUTTING

WELCOME

PHYLIS WHEATLEY YWCA

Please mark your calendar... Expect limited services **November 7-10** while we perform a system upgrade.

Service	Nov 7	Nov 8	Nov 9	Nov 10
ATM Services	Open	Open	Open	Open
Branch Services	Open	Open	Open	Open
Card Services	Open	Open	Open	Open
Mobile Banking	Open	Open	Open	Open
Online Services	Open	Open	Open	Open
Branch Services	Open	Open	Open	Open
Card Services	Open	Open	Open	Open
Mobile Banking	Open	Open	Open	Open
Online Services	Open	Open	Open	Open

AAREP
AMERICAN ASSOCIATION OF REAL ESTATE PROFESSIONALS

NETWORKING EVENT

THURSDAY, SEPTEMBER 20, 2012
5:30 PM - 9:00 PM

1200 17th Street, NW
second floor
Washington, DC 20036

REGISTRATION: 500 MEMBERS | 540 NON-MEMBERS

National Youth Leadership Forum

Wednesday, September 19, 2011 | 12:00pm to 2:00pm

Room: 0000 Walter E. Washington Convention Center

SPEAKERS AND PRESENTERS:

- M. Mark, Executive Director, Global Youth Leadership Institute
- Kim Boudish Jones, Teacher/Counselor, John Burroughs School, St. Louis, MO
- Eric Johnson, Teens Against Gang Violence, Boston, MA
- Andrew Moraw, Director of American Youth Leadership Program at GTU

GSA FEDERAL CREDIT UNION

You're invited to INCREASE Your Visa® Line of Credit

Apply now to receive your card in time for holiday shopping!

Apply by 11/14 AND YOU COULD WIN \$300!

Apply now to receive your card in time for holiday shopping!

Apply by 11/14 AND YOU COULD WIN \$300!

TREAT YOURSELF FIRST

Give yourself the gift of savings this holiday season and you could win \$300!

Switch now and enjoy 3.9% APR* on all transactions for the first six months and rates as low as 7.9% APR* thereafter!

Dominion Visa® offers:

- Low everyday rates
- No annual fees or balance transfer fees
- No catches and no added stress during one of the busiest times of the year

Apply now to receive your card in time for holiday shopping!

Apply by 11/14 AND YOU COULD WIN \$300!

Season's Greetings

Simple joys, little pleasures. Laughter and smiles in big measures. Friends, family, togetherness, love... The choicest blessing from above. Peace, prosperity and happiness too... All these and more are our wishes for you!

Happy Holidays!

FIRST EAGLE
FEDERAL CREDIT UNION

TEEN DATING VIOLENCE AWARENESS DAY 2013

JOIN THE DMV CLUB AS WE COMBAT TEEN DATING VIOLENCE ON OUR CAMPUS AND IN OUR COMMUNITY. WE WILL BE PASSING OUT PAMPHLETS AND WRISTBANDS IN LOWER BLACKBURN.

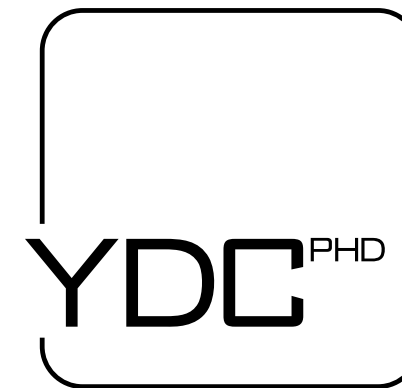
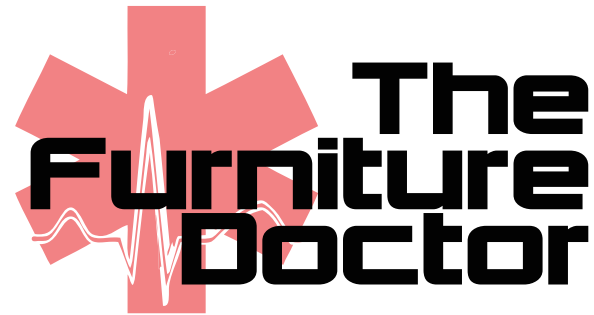
PLEASE WEAR ORANGE IN SUPPORT OF THE CAUSE!
Thursday, February 21, 2013

LOGOS

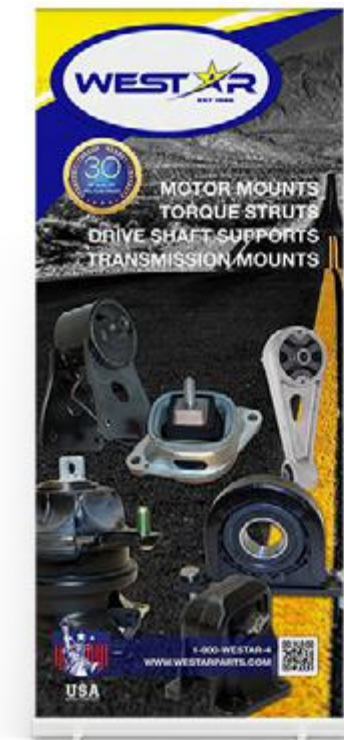
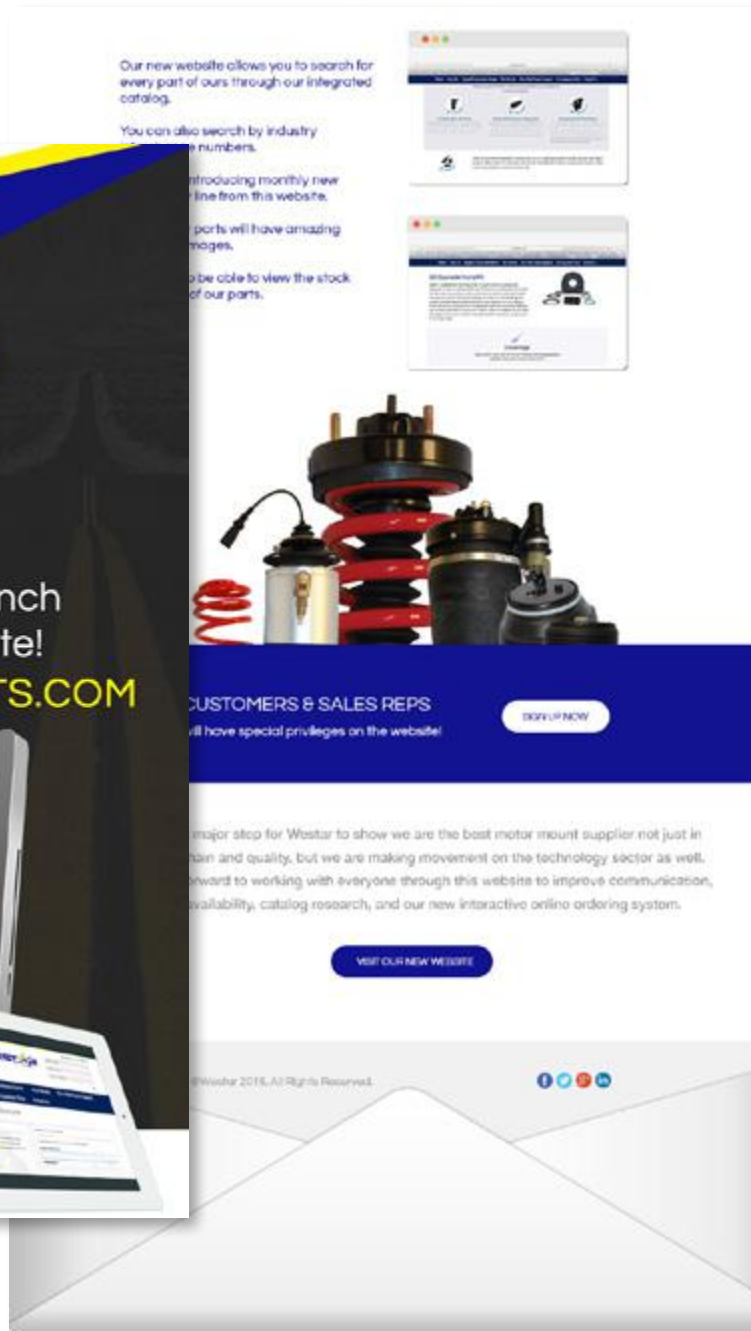
As a communications professional, I have a portfolio of diverse logos for local businesses and events, showcasing my signature simplistic and bold style while effectively capturing the essence of each organization.



COLLECTION



WESTAR AUTO PARTS



Developed and designed web and print graphics for an international shipper of specialized auto parts,

including 2013-2016 catalog covers and convention materials.

DC GOVERNMENT - DEPARTMENT OF PUBLIC WORKS

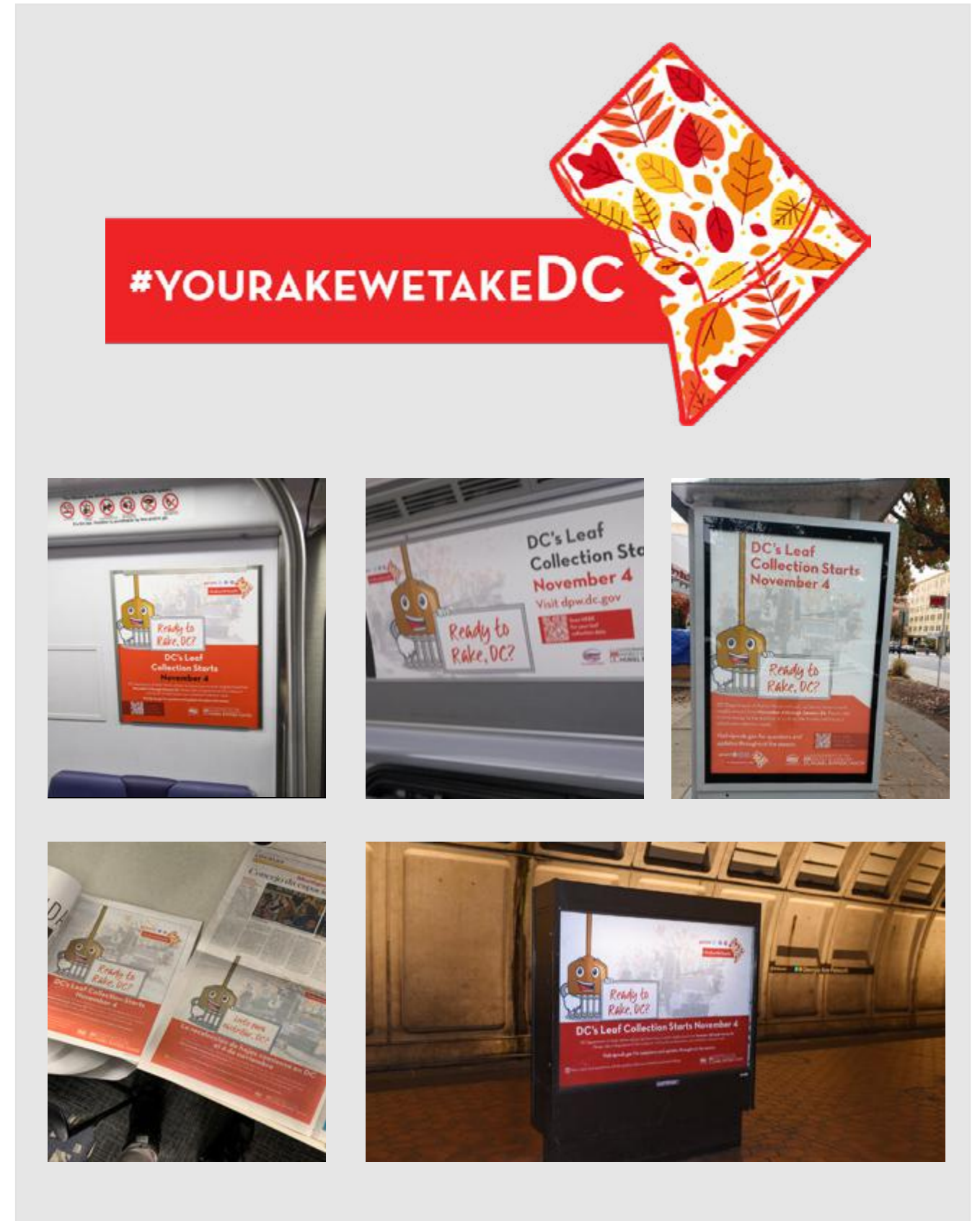
2019-2020 LEAF Collection Program

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- Expect Weather Delays
- Do's & Don'ts
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- Ward 2 Map & Leaf Collection Schedule
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- Ward 5 Map & Leaf Collection Schedule
- Ward 6 Map & Leaf Collection Schedule
- Ward 7 Map & Leaf Collection Schedule
- Ward 8 Map & Leaf Collection Schedule

Ward 2

Area Boundaries	Rake Leaves out by Sunday	Collection Dates	Rake Leaves out by Sunday	Collection Dates
A: East of 15th St. North of Independence Ave.	November 3	November 4 to November 9	December 8	December 9 to December 14
B: West of 15th St to 23rd St North of Potomac River	November 10	November 11 to November 16	December 15	December 16 to December 21
C: West of 23rd St to Wisconsin Ave South of Whitehaven St to Potomac River	November 17	November 18 to November 23	December 22	December 23 to December 28
D: West of Wisconsin Ave to Glenwood Archbold Park, North of Canal St	November 24	November 25 to November 30 (Residential on bus 20)	December 29	December 30 to January 4, 2020 (No collection on Jan. 5)



As a Communications Specialist for the DC Government, I played a key role in

the development and execution of both digital and print campaigns, including the successful

fall leaf brochure, which was distributed to over 100,000 DC residents.

2022-2023 Leaf Collection Program

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

Ward	Area	Collection Dates	Area	Collection Dates
Ward 3	A	November 7	A	November 13
	B	November 14	B	November 20
	C	November 21	C	November 27
	D	November 28	D	December 4
Ward 4	A	November 14	A	November 20
	B	November 21	B	November 27
	C	November 28	C	December 4
	D	December 5	D	December 11
Ward 5	A	November 21	A	November 27
	B	November 28	B	December 4
	C	December 5	C	December 11
	D	December 12	D	December 18
Ward 6	A	November 28	A	December 4
	B	December 5	B	December 11
	C	December 12	C	December 18
	D	December 19	D	December 25
Ward 7	A	December 5	A	December 11
	B	December 12	B	December 18
	C	December 19	C	December 25
	D	December 26	D	January 1
Ward 8	A	December 12	A	December 18
	B	December 19	B	December 25
	C	December 26	C	January 1
	D	January 2	D	January 8

DPW BY THE NUMBERS

The Department of Public Works (DPW) is the largest of the District's departments, providing essential services to residents and businesses. DPW's work is critical to maintaining the safety, health, and quality of life in the District of Columbia.

- 1,323 TOTAL EMPLOYEES**
 - DPW Total Employees: 1,323
 - SWMA: 400
 - SNOW: 300
 - PEMA: 200
 - Other: 423
- PEMA** (Public Engineering and Maintenance Administration)
 - 1,000+ Trucks of street parking
 - 1,000+ Trucks of street parking
- SNOW** (Snow and Ice Control)
 - 1,000+ Trucks of street parking
 - 1,000+ Trucks of street parking
- SWMA** (Solid Waste Management Administration)
 - 1,000+ Trucks of street parking
 - 1,000+ Trucks of street parking
- FLEET** (Fleet Management)
 - 1,000+ Trucks of street parking
 - 1,000+ Trucks of street parking

Did You Know?

BULK (Bulk Debris Removal) vs. **ILLEGAL DUMPING** (Illegal Dumping)

Some DPW services require a permit. Bulk debris removal is a service that allows residents to dispose of large items like appliances, furniture, and construction materials. Illegal dumping is the unauthorized disposal of waste in public spaces, which is a crime.

dpw.dc.gov

Residential Street Sweeping is happening now!

Avoid a street sweeping ticket by obeying the parking signs along residential streets.

dpw.dc.gov

AlertDC Alerts Straight To Your Devices

AlertDC is the official communications system allowing residents to receive updates before, during, and after winter weather events, directly from the District of Columbia's public safety officials.

alertdc.dc.gov

STAY INFORMED!

And, up-to-date with DPW initiatives, events, and services by signing up for our newsletter today!

dpw.dc.gov/newsletter

#WinterReadyDC

Use the QR code below to Check out our #WinterReadyDC brochure to find out how you can be prepared for this winter.

BOYSCOUTS OF AMERICA SNOW TEAM

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

We're on the way!

DPW will be out in all 8 wards collecting leaves this week!

Click the link to see when we'll be on your block.

dpw.dc.gov

2022-2023 Leaf Collection Program

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

2022-2023 Leaf Collection Program

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

HELP OUR CITY END PLASTIC WASTE

Join the Zero Waste DC campaign to reduce plastic waste in our city.

zerowaste.dc.gov

DC GOVERNMENT - DEPARTMENT OF PUBLIC WORKS

LITTER? NOT IN MY DC.

"When I see litter, I feel like our city is being disrespected."

Virginia All
Owner, Ben's Chill Bowl

"For 29 years I've worked to keep our city clean to make sure it's a place people want to come and see."

Donnell Pringle
DPW Sanitation Supervisor

"When you're in an area where people pick up after themselves, you know that's a community that cares."

Andy Shallal
Founder/CEO, Busboys and Poets

#TRASHFREEDC

DEPARTMENT OF ENERGY & ENVIRONMENT
"The Preferred Choice"

CLEAN CITY DC

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR



"When you're in an area where people pick up after themselves, you know that's a community that cares."

Andy Shallal
Founder/CEO, Busboys and Poets

LITTER? NOT IN MY DC. #TRASHFREEDC

"When I see litter, I feel like our city is being disrespected."

Virginia All
Owner, Ben's Chill Bowl

LITTER? NOT IN MY DC. #TRASHFREEDC

CONSTITUENT SERVICES REPORT

May 13th - May 24th

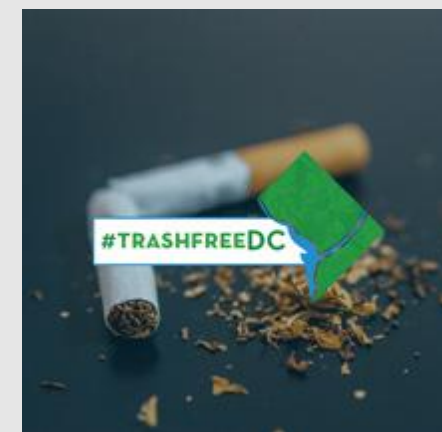
522 Calls
361 Clearphone Enrol
Community Meetings

SWMA

PEMA

TOPICS/TRENDS TO WATCH

#TRASHFREEDC



#TRASHFREEDC

Place trash and recycling containers out for collection no earlier than 6:30 pm the night before collection and no later than 6 am on your collection day. Residents are required to remove trash and recycling containers from public space by 8 pm on your collection day.

Keep the public space around your property free of litter. Property owners have to ensure that all solid waste, regardless of whether it comes from their property or not, is properly stored at all times in a container that has a tight fitting lid.

Property owners are responsible for maintaining the public space around their property in clean condition at all times, regardless of whether or not the property owner put the items in the public space.

If you reside at a property that receives collection services from the District and you wish to dispose of bulk items, please a service request first to schedule a bulk pick-up and then place the items out for collection after 4:00 pm the day before the scheduled collection date.

WE WILL CONTINUE TO PARTNER TOGETHER WITH RESIDENTS AND BUSINESSES TO KEEP THE DISTRICT CLEAN.

GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR



DC GOVERNMENT - DEPARTMENT OF PUBLIC WORKS

Department of Public Works Introduction

Presented by Christopher Geldart

Mission:

The Department of Public Works provides environmentally healthy municipal services that are ecologically sound and cost effective.

Department of Public Works is organized into 3 major divisions.

- WASTE MANAGEMENT: 105,000 households served
- MAINTENANCE: 1,335,905 Total number of stations written
- FLEET MANAGEMENT: 6,000 vehicles in use fleet

New Initiatives

- WASTE4DC
- MURALS DC
- DON'T LITTER.
- NO DUMPING
- LITTERY NOT IN MY DC
- Waste Diversion Education and Outreach

Duties/Functions:

1,612 Alternative Fuel vehicles in use fleet

DPW's Fleet Management Administration repairs and maintains approximately 8000 vehicles in the District government's fleet.

- Fuel Services
- Scheduled Fleet Maintenance
- Unscheduled Vehicle and Equipment Repairs
- Vehicle and Equipment Acquisitions
- Vehicle Disposal
- Fleet Motor Pool and Leasing Services
- City Wide Fleet Share Services
- City Wide Tire and Towing Services

Operations by the Season

- Leaf Collection Fall: 7,363 tons of leaves collected
- Street Sweeping Spring: 57,864 miles of streets cleaned
- Grounds Maintenance Summer: 1,000 locations in our portfolio
- Snow Removal Winter: 14 snow events

Community Resources

- myDPW app
- Murals DC: 7 murals painted
- Clean Alleys Program
- Food Waste Drop Off: 55,522 pounds collected
- Waste Diversion Education and Outreach
- Helping Hands: 160 neighborhood clean-ups
- E-Waste/Household Hazardous Waste

District Snow Team After Action Review 2018-19

Purpose

The After-Action Report/Conference is designed to do review the past season performance, highlight success and challenges, and develop meaningful recommendations for the upcoming season.

Agenda

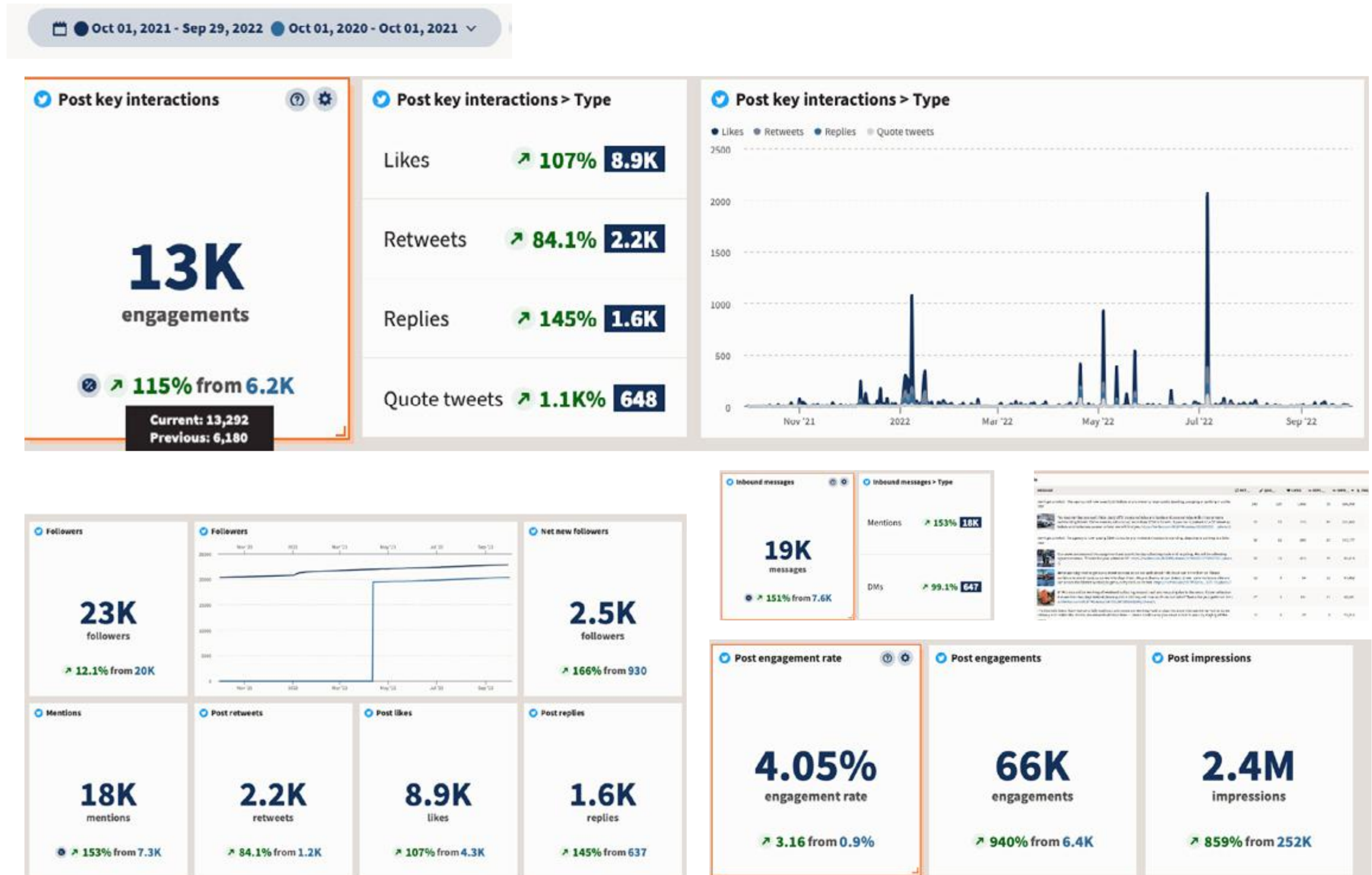
Season Overview

- Section/Division Highlights and Challenges
- Public Information: 15 Minutes
- Snow Command: 15 Minutes
- Safety Officer/Risk Management: 15 Minutes
- Snow Coordinator/Deputy Snow Coordinator: 15 Minutes
- Planning Section: 20 Minutes
- Logistics: 20 Minutes
- Finance/Administration: 20 Minutes
- Organizational Structure Discussion: 20 Minutes
- Next Steps: 10 Minutes
- Closing Remarks: 10 Minutes

Next Steps

DC GOVERNMENT - DEPARTMENT OF PUBLIC WORKS

Developed, implemented, monitored, and evaluated marketing campaigns in line with the District's overall strategy. Analyzed previous campaign performance and set key performance indicators. Contributed to the planning process by providing input and influence on marketing plans. Achieved notable results such as an increase of 2,000 organic followers on Twitter and 2.5 million impressions for the fiscal year.



POPULATION HEALTH LINKS



IMPROVING PATIENT OUTCOMES WHILE INCREASING ANNUAL REVENUES

Proactive Services

- Chronic Care Management
- Transitional Care Management
- Annual Wellness Visits
- Care Coordination

Reactive Services

- Emergency Room Visits
- Unscheduled Office Visits
- Preventable Procedures
- Hospitalizations

POPULATIONHEALTHLINKS.COM

CHRONIC CARE MANAGEMENT (CPT 99490)

Number of chronic care patients: **300**

Projected monthly Chronic Care Management payments: **\$12,780**

Projected annual Chronic Care Management payments: **\$153,360**

TRANSITIONAL CARE MANAGEMENT (CPT 99495 & 99496)

According to CMS **2/3** of discharges are eligible for Transitional Care Management (TCM) services.

CMS estimates TCM reimbursements will increase payments by:

- 43%** for family practice
- 33%** for internal medicine
- 23%** for gerontologists

CCM SERVICES
 HIPAA Compliant CCM Technology
 Care Plans
 Monthly Patient Outreach Program
 Care Coordination
 Medication Compliance
 Escalation & Notifications

CCM TEAM
 Registered & Licensed Nurses
 Certified Physician Assistants
 Certified Medical Assistants
 Health IT Professionals

Take better care of your patients and integrate new revenue streams into your practice without spending more time and money.

To learn more contact: info@populationhealthlinks.com

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CCM SERVICES
 HIPAA Compliant CCM Technology
 Care Plans
 Monthly Patient Outreach Program
 Care Coordination
 Medication Compliance
 Escalation & Notifications

CCM TEAM
 Registered & Licensed Nurses
 Certified Physician Assistants
 Certified Medical Assistants
 Health IT Professionals

Take better care of your patients and integrate new revenue streams into your practice without spending more time and money.

To learn more contact: info@populationhealthlinks.com

POPULATION HEALTH LINKS
HEALTHY PRACTICE - HEALTHY PATIENTS

To assist health professionals in creating a better quality of life for patients while building beneficial and sustainable business models for care delivery.

CHADWICK A. SEAMON
 Director, Public Relations

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populationhealthlinks.com

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MALITTA N. SEAMON
 Director, Public Relations

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 Washington, DC 20002
 202-462-1000
malitta@populationhealthlinks.com
populationhealthlinks.com

As a communications professional, I have had the opportunity to work with leading healthcare data

optimization company, Seamon Corporation, as a contracting client. One of the projects I was involved in was

the development of a brand strategy for a new initiative aimed at bringing their services to a wider audience,

including doctor's offices.

DC HEALTH LINK



As a communications professional, I played a key role in the development of the branding for

DC Health Link, a healthcare exchange program established in compliance with the Affordable Care Act

(ACA) to provide access to quality and affordable healthcare for all DC residents. My expertise was specifically utilized

in the creation of social media campaigns.

CREDIT UNION MIRACLE DAY RUN



As a communications professional, I was responsible for developing and executing the branding for the 2013

national series of The Credit Union Cherry Blossom Ten Mile Run® in Washington, D.C. This project brought together credit

unions and partners nationwide to support the Children's Miracle Network alliance of premier hospitals for children.

My contributions included the creation of a printed media kit for sponsors, posters, and direct mailers to potential donors.

CUMD INTERACTIVE KIOSK

Credit Unions and Business Partners Nationwide

Unite to Benefit

Children's Miracle Network Hospitals
Helping Local Kids

Become a Sponsor of the

2015 Credit Union Cherry Blossom Ten Mile Run®

15,000 Runners Worldwide
231 Members of Congress
\$6,500,000 Donated
10,000,000 Kids treated annually

HELP US RAISE
\$1,000,000
FOR

Children's Miracle Network Hospitals
Helping Local Kids



Overview

Compare

Platinum \$75,000

Gold \$50,000

Silver \$25,000

Copper \$10,000

Bronze \$5,000

Steel \$1,000

Pledge

Credit Unions and Business Partners Nationwide

Unite to Benefit

Children's Miracle Network Hospitals
Helping Local Kids

If Credit Unions are important to your business, consider...

The growth of credit unions continues to capture attention from consumers—and Members of Congress—for their good works and fair practices, directly and positively impacting your business' success.

The CUMD Family of Races includes the flagship Credit Union Cherry Blossom Ten Mile Run® in Washington, DC, the Credit Union SacTown Ten-Mile Run in Sacramento, California and Freedom Runs for our troops overseas. These races comprise one of the largest credit union fundraising events, enabling us to donate over \$6.5 million through Credit Unions for Kids® to Children's Miracle Network Hospitals since 2001.

We are asking for your support. The Credit Union Cherry Blossom Ten Mile Run is a unique opportunity to showcase your company demonstrating support for the credit unions you serve. Gain national exposure while giving hope and healing kids in communities nationwide. You do care. Show it!

With your sponsorship of the Credit Union Cherry Blossom Ten Mile Run, you get access to credit union decision makers.



Overview

Compare

Platinum \$75,000

Gold \$50,000

Silver \$25,000

Copper \$10,000

Bronze \$5,000

Steel \$1,000

Pledge

Credit Unions and Business Partners Nationwide

Unite to Benefit

Children's Miracle Network Hospitals
Helping Local Kids

Compare sponsorship levels here

	Platinum Sponsor \$75,000	Gold Sponsor \$50,000	Silver Sponsor \$25,000	Copper Sponsor \$10,000	Bronze Sponsor \$5,000	Steel Sponsor \$1,000
Race Entries for Each Race	8 Free	4 Free	4 Free	2 Free	1 Free	
Passes for Announcer's Tower of Cherry Blossom	3 Passes	2 Passes	1 Pass			
Complimentary tickets to Cherry Blossom Gala Auction Fund-raiser*	8 tickets	4 tickets	2 tickets	1 ticket		
Opportunity to Race Advertising Sign at Gala	X	X				
Opportunity to Address Attendees of Gala Event in DC	X	X				
Half Page ad in CUMD Yearbook	X	X				
Mile Marker on Race Course	X	X				
One Ad or Story Placement in CUMD Email Blast	X	X				
Complimentary Booth at Cherry Blossom Race Expo	X	X				
Invitation to Cherry Blossom Elite Runners Dinner	X	X	X			
Capital Hill Press Conference	X	X	X	X		
Invitation to CU CEO VIP Reception - Capitol Hill	X	X	X	X	X	
Invitation to Sponsor Tent on Cherry Blossom Race Course	X	X	X	X	X	
Logo on CUMD Ads in CU Trade Publications	X	X	X	X	X	
Logo on Posters & Exhibit Booths at CU Trade Events	X	X	X	X	X	
Logo & Company Description on CUMD website	X	X	X	X	X	X

Overview

Compare

Platinum \$75,000

Gold \$50,000

Silver \$25,000

Copper \$10,000

Bronze \$5,000

Steel \$1,000

Pledge

Credit Unions and Business Partners Nationwide

Unite to Benefit

Children's Miracle Network Hospitals
Helping Local Kids

Platinum Sponsor - \$75,000

- Eight free race entries for the Credit Union Cherry Blossom Ten Mile Run
- Three passes for access to the announcer's tower at the race and name announced to 20,000 runners

Access to Decision Makers
Cherry Blossom Race Weekend Washington, DC

- Complimentary booth at Cherry Blossom Race Expo - National Building Museum. Access to over 20,000 runners, volunteers and running enthusiasts
- Invitation and recognition at Capital Hill Press Conference - Capitol Visitor Center. Attendees include credit union CEOs, congressional representatives, congressional staff members, and credit union trade association representatives.
- Six complimentary tickets to Friday evening Gala/Event Fundraiser - attendees include Credit Union CEOs, industry leaders and all sponsoring business partners
- Opportunity to address attendees of gala event
- Invitation to Elite Runners' dinner - invites include elite national and international runners, CU CEOs, industry leaders
- Invitation and recognition at Credit Union CEO VIP reception - Guests include Credit Union CEOs, industry leaders and all sponsoring business partners
- Invitation to Sponsor's Tent of the race course - invites include CU CEOs, industry leaders, CMNH Champion Family, Children's National Medical Center officials, and possibly high-ranking government official.

Advertising and Public Relations

- Half page ad in CUMD Yearbook - distribution approximately 1,200 credit union professionals
- Article in CUMD eNews - Distributed to over 200 credit union professionals
- Prominent sign at Cherry Blossom gala event with advertising message of your choice
- Mile Marker with logo on CUCB race course
- Prominent display of logo on all ads in CU Times and any other trade press ads placed (list)
- Three ads yearly in CU Times. One to include bonus distribution during CUNA's GAC conference
- Calahan's CreditUnions.com website
- Credit Union Association/League publications
- Prominent logo recognition on all posters and at exhibit booths at credit union trade events, including CUNA Governmental Affairs Conference with attendance of more than 5,000 credit union industry professionals
- Logo with a company description and link on CUMD Website

Overview

Compare

Platinum \$75,000

Gold \$50,000

Silver \$25,000

Copper \$10,000

Bronze \$5,000

Steel \$1,000

Pledge

Credit Unions and Business Partners Nationwide

Unite to Benefit

Children's Miracle Network Hospitals
Helping Local Kids

We CAN do it!

Next races: April 12, 2015.

PLEDGE NOW

Be a part of this initiative that has won the coveted National Credit Union Foundation's Herb Wegner award for Outstanding Program of 2013.

Pledge Online at www.miracleday.org.

The growth of credit unions continues to capture attention from consumers—and Members of Congress—for their good works and fair practices, directly and positively impacting your business' success.

Please pledge by February 1, 2015. We will invoice you for your tax-deductible donation and you can pay now or in 2015.

Credit Unions for Kids is the 3rd largest Corporate Donor to CMN Hospitals



Overview

Compare

Platinum \$75,000

Gold \$50,000

Silver \$25,000

Copper \$10,000

Bronze \$5,000

Steel \$1,000

Pledge

ORIP GRANT KIOSK PROGRAM

ORIP
OFFICE OF RESEARCH
INFRASTRUCTURE PROGRAMS

NIH National Institutes of Health

WELCOME TO SMALL BUSINESS PROGRAMS

ARE ORIP SBIR/STTR GRANT PROGRAMS RIGHT FOR ME?

Application Process Basics

Contact Information

GRANTEES TELL THEIR STORIES

Tom Robertson
Paul Tylor
Angelika Fath-Goodin

Tom Robertson
Successful ORIP Grantee

PLAYING FOR SUCCESS IN NEUROSCIENCE NURBITS GAME

IMPACT ON EDUCATION

ORIP
OFFICE OF RESEARCH INFRASTRUCTURE PROGRAMS

CONTACT FOR MORE INFORMATION

ARE ORIP GRANT PROGRAMS RIGHT FOR ME?

Application Process Basics

Contact Information

GRANTEES TELL THEIR STORIES

BACK TO INTRODUCTION

ANGELIKA'S STORY

CONTRIBUTION TO SCIENCE:
The NSST device revolutionizes embryo transfer in mice making it ideal for producing transgenic, knock-out or knock-in mice without surgery. NSST is as effective as current surgical procedures.

Getting to know Angelika Fath-Goodin

PHOTOS

APPLICATION PROCESS BASICS

APPLICATION BASICS

RECEIPT AND REFERRAL MONTHS 1-3

PEER REVIEW MONTHS 4-8

AWARD MONTHS 9-12

PLANNING

WRITING

SUBMITTING

ELIGIBILITY REQUIREMENTS

SBIR/STTR EMPLOYMENT DETAILS

ANGELIKA'S STORY

PHOTOS

MORE INFO

2. Confirm Your Small Business is Eligible for an SBIR/STTR Grant:

The Small Business Eligibility Wizard will help determine your eligibility for an SBIR/STTR grant. The Small Business Eligibility Wizard will help you determine if you are eligible for an SBIR/STTR grant.

Small Business Eligibility Wizard

A. Does your business meet the following requirements?

- 1. Is your business a U.S. business?
- 2. Are you the sole proprietor, partner, or owner of the business?

B. Some kinds of small business funding (SBIR, STTR) have additional eligibility restrictions. Do you meet the following thresholds?

- 1. The gross revenue of the business in the previous year is less than \$1 million.
- 2. The number of employees is less than 500.

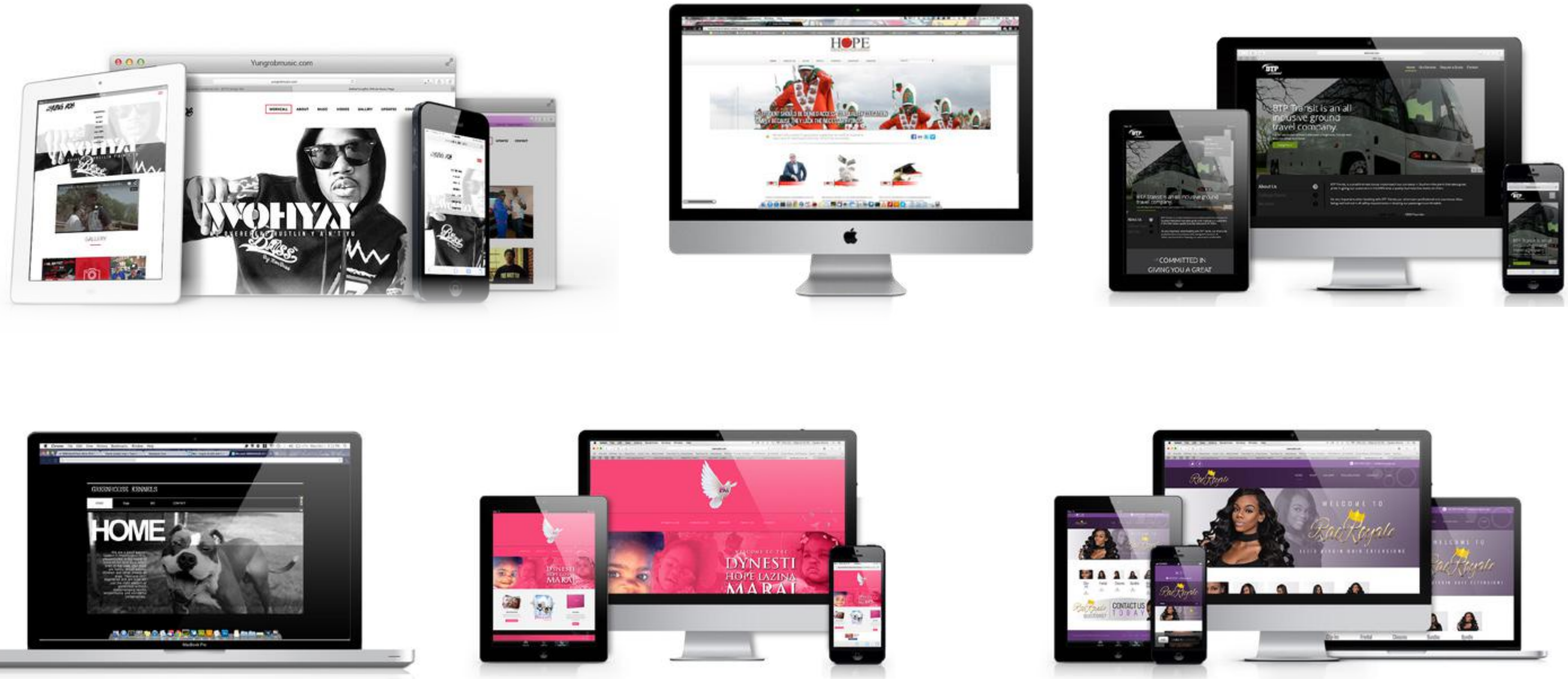
I was contracted by the Office of Research Infrastructure Programs (ORIP) - a branch of the

National Institutes of Health (NIH) - to design and implement a kiosk program for an event. The program

aimed to promote the organization's mission of funding scientific human and physical resources to

prevent disease. The kiosk featured interactive videos and a form to collect information from attendees.

WEB PROJECTS



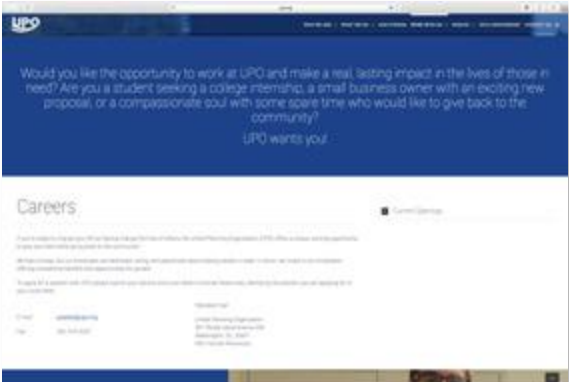
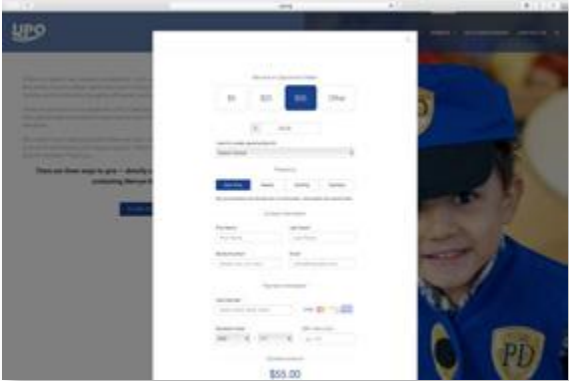
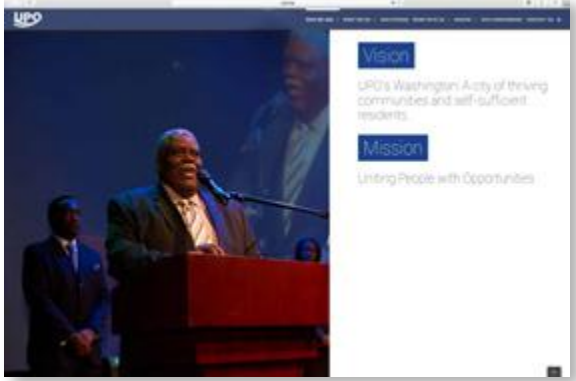
As a web developer, I have extensive experience creating dynamic,

responsive websites for small businesses. My portfolio includes a diverse

range of projects, all of which feature interactive design elements, such as

e-commerce functionality, social media integration, and more.

UNITED PLANNING ORGANIZATION



Implemented a new corporate identity, including revamped promotional materials

and a fully responsive web design. Led social media strategy and editorial calendar

development. Executed targeted e-mail and social media campaigns, resulting

in a 21% increase in engagement and donations for two key initiatives.

UNITED PLANNING ORGANIZATION

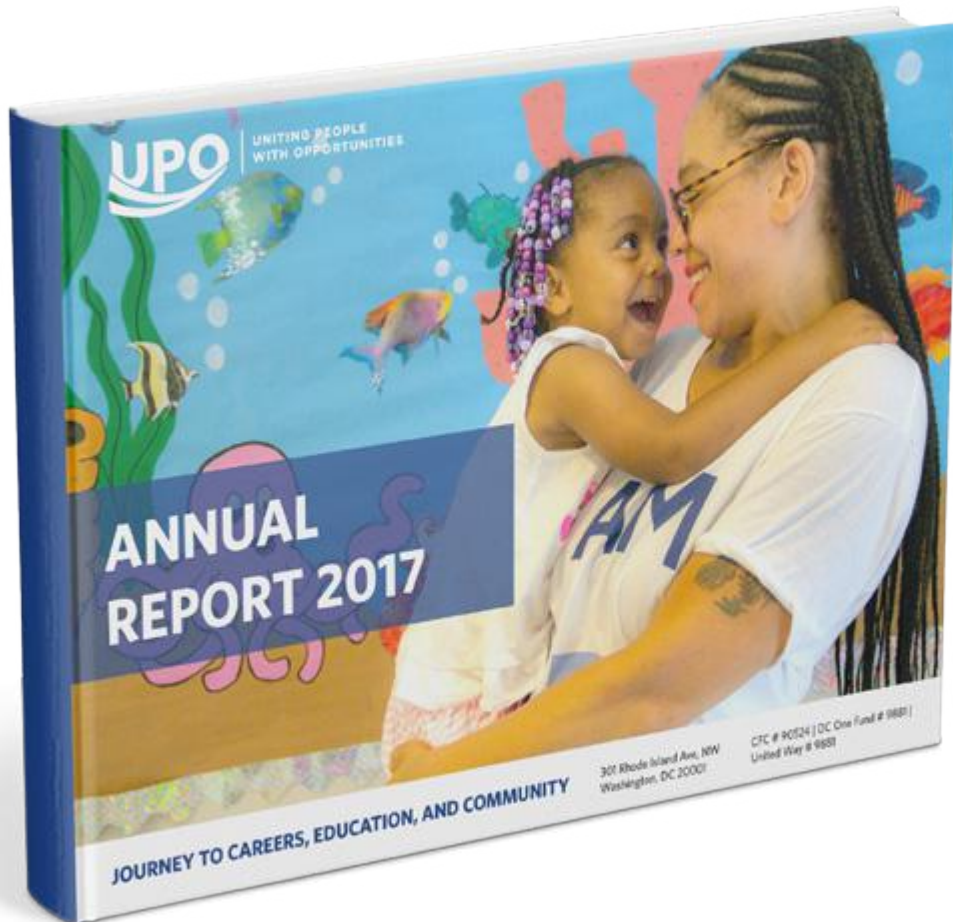


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ON THE COVER: Photo by Habitat for Humanity. Photo of two UPO members, Wanda Scott, showing the Early Head Start program to a young child, Center for Children at work. Photo through a UPO 100 Donation. (Cover design: Kimberly Dean Thompson.)

Vision
UPO's Washington: A city of thriving communities and self-sufficient residents

Mission
Uniting People with Opportunities

AWARDS AND RECOGNITION

- UPO was named the DC Association of Non-Profit Organizations' 2016-2017 'Best of the Best' award for its work in the field of early childhood education.
- UPO received a 4.8/5 rating from the Washington Post for its work in the field of early childhood education.
- UPO was named the 'Best of the Best' award for its work in the field of early childhood education.
- UPO was named the 'Best of the Best' award for its work in the field of early childhood education.
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"WHAT I CAN DO"

People who want to 30 themselves out of poverty need support. Let's help them live like a better life for themselves and their families. All it takes is your decision, right now, to make a difference.

- When you volunteer your Time, you give it a purpose. And it can be fun!
- Serving others with your unique Talent is better for your soul. Your generosity for donating resources always makes you better.
- When you connect people using your Time, giving them inspiration and strategic input from peers, you're expanding your life.

TIME

TALENT

TREASURE

TIES

THE RECIPE FOR SUCCESS

The difference we make in the community is the direct result of people like you who support our work. Even the smallest deeds have a big effect. They combine with other deeds to improve the lives of our neighbors — and make our lives better. Share your own ideas about the language of the heart and create comfortable goals.

WASHINGTON HIGHLANDS

UPO is integral to this Southwest DC neighborhood. The depth and scope of our work touches all ages, and provides the backbone of opportunity, and weaves together a vibrant community.

DC's Washington Highlands neighborhood is in Ward 8, east of the Anacostia River. Its residents are plagued by the city's highest concentration of poverty, a high rate of crime, and 2 times the chronic rate of unemployment.

In 2014, UPO's Strategic Positioning Team developed a Community Needs Assessment for Washington Highlands. It showed that residents needed a vast range of opportunities including job training, placement and support, career management to help them gain employment, confidence, and financial stability. This led to our Washington Highlands Community Impact Concept — the framework for our on-the-ground support.

To build on the neighborhood's assets and strengths, we helped to develop the Washington Highlands Community Advancement Network (WHDAN), a coalition of individuals and organizations who all share the goal of enhancing residents' quality of life. These stakeholders are engaged and empowered as they plan and execute the ideal program to address local needs.

We work with community partners and residents on a place-based strategy that includes these components:

UPO Workforce Institute
On-site case management, job training, enrollment, job-fair, and career coaching.

UPO Office of Early Learning
Quality early education for children up to age 5. We opened the Midway Garden Early Learning Center in 2014 in partnership with WorkforceCentral.

UPO Youth Services
Programs at Hendry Elementary School, Hill Middle School, and Ballou High School. Activities include reading, tutoring, and STEM projects.

UPO Foster Grandparents Program
Low-income and group mentoring of children by senior volunteers.

UPO's Advocacy Division
Collaborates with WHDAN on leadership training, advocacy, educational campaigns, workshops, and policy issues.

41 residents secured full-time or part-time jobs

19 residents completed vocational training and earned a national certification

34 residents enrolled in adult education and literacy classes

FOSTER GRANDPARENTS

When city connect us with you, everyone benefits. UPO organizes low-income seniors who volunteer for an one-on-one and group mentoring of children aged 5-17.

PROGRAMS & HIGHLIGHTS:

UPO Foster Grandparents help children at 47 sites in DC, including early childhood education programs, public schools, youth programs, hospitals, and social service programs.

When elders are assigned to early education and Head Start programs, they focus on child development, readiness in social-emotional development, motor skill development, and basic literacy.

In elementary schools, Foster Grandparents work one-on-one and in small groups on the building blocks of education: reading, comprehension, numerical skills, and improving attendance. (Note: All elementary sites are Title I schools with an average of 90% low-income families, whose average income is 30% or below.)

Our seniors serving in hospitals give comfort and mentoring to children who are unable to attend school. And Foster Grandparents assigned to Monroe Job Corps offer remedial education, social, and emotional support for youth who are trying to improve their life choices.

INVESTMENT: Our 182 volunteer elders are low-income seniors who give 15-40 hours a week. They receive an hourly stipend and transportation reimbursement. As they make an impact on children, they also improve their own health by reducing isolation, learning new skills, and staying active.

"I know about the needs of our children and all I could be a part of helping them. My main focus is helping our children to read. Reading will open so many other opportunities for our children."

Grandma Sandra Wood, age 71, became a Foster Grandparent in 2010 and currently serves at Anne Beers Elementary (1st Grade)

"We make a difference in the children by providing love, caring, and drawing them out. Helping them to socialize and develop their own identity. Allowing parents and children to talk out their fears, depression and anxiety. To let all know they are not alone, and others care about them."

Grandma Phyllis A. Price, age 75, became a Foster Grandparent in 2007 and currently serves at Children's National Health System

NEW: Since we've often been forced to turn away applicants who earn above 200% of the federal poverty guideline, we began a pilot project where we trained and placed 5 non-stipend Foster Grandparents. We also streamlined our data collection, saving them time on each report.

NEXT: Over the course of the next 3 years, the program will seek to recruit more men and Spanish-speaking grandmothers.

182
Foster Grandparents

176,087
Hours given by Foster Grandparents

6,077
Students served

UPO SAFE SUMMER PEACE WALK & RALLY KICK OFF

THURSDAY JUNE 21ST

11 AM - 2 PM

Peace Walk: Peace Rally:
Starts at 10:00AM 12PM-3:00PM
Hendry Elementary School Olin Run Park
425 Chesapeake Street, SE Atlantic St, SE & Livingston Rd, SE
Washington, DC 20032

Eagle Academy Early Learning Center
425 Chesapeake Street, SE Washington, DC 20032
Phone: (202) 439-7910

We'll be walking on your block!

Peace Walk Community Count! **TO LIVE PEACE** **WE'LL LIVE OUR COMMUNITY**

Eagle Academy Early Learning Center Ribbon Cutting Ceremony and Reception

REMARKS

Wilsons and Occles
Calvin Wilson, Chairman of the Board, United Planning Organization
Rashida Wilson, CEO, United Planning Organization
Rashida Wilson, CEO, United Planning Organization

Eagle Found
Tasha Allen, Mayor
Dorothy Meyer for Health and Human Services
Tasha Allen

Eagle Academy
Joe M. Smith, Ph.D., Chief Executive Officer, Eagle Academy Public Charter School
Arlene Smith

Mayor's Deputy Mayor for Education
Manning Long, Deputy Mayor for Education, Office of the Superintendent of Education
Eagle Found
Tasha Allen, Mayor
Dorothy Meyer for Health and Human Services
Dana M. Jones, President and CEO, United Planning Organization
Ribbon Cutting & Reception

UPO CHILD CARE DEVELOPMENT ASSOCIATE TRAINING

DO YOU EVER CONSIDER A CAREER IN CHILD CARE?

For more information:
Darriana Lawrence
202-526-2640
dlawrence@upo.org

QUALIFICATIONS

- MUST BE A DC RESIDENT WHO IS 18 YEARS OR OLDER
- MUST HAVE A HIGH SCHOOL DIPLOMA OR A GED
- MUST BE ABLE TO PASS CASAS EXAM WITH A 90% GRADE READING/MATH LEVEL
- MUST PASS CRIMINAL BACKGROUND CHECK, DRUG TEST, TB SCREENING & PHYSICAL EXAM

COURSE REQUIREMENTS

- 120 HOURS OF CONTENT CLASSROOM SESSIONS
- 480 HOURS OF VOLUNTEER TIME IN AN EARLY HEAD START CLASSROOM

8 WEEKS STARTING MARCH 12, 2018 MONDAY THROUGH THURSDAY 9AM TO 5PM

NATIONAL NIGHT OUT 2018

Tuesday, August 7th 3PM-6PM

Parting at 4255 4th Street, SE, Washington, DC 20032

United Planning Organization is proud to be a part of National Night Out. This is a special opportunity for our community to come together and celebrate. We will have a variety of activities for everyone to enjoy. We will have a special presentation on the importance of early childhood education. We will have a special presentation on the importance of early childhood education. We will have a special presentation on the importance of early childhood education.

UPO OPEN ENROLLMENT 6 WEEKS TO 3 YEARS OLD

Head Start Early Head Start guidelines for age and income. Original fee: \$100. Proof of income. Proof of residency. Proof of readiness.

QUALITY CHILD CARE

Please contact: **Jean Hodges** at (202) 238-4785 for more information.

Eagle Academy Early Learning Center
3400 WHEELER RD SE, Washington DC 20032

UPO WORKFORCE INSTITUTE TRAINING DIVISION GRADUATION CEREMONY

2018 GRADUATION CEREMONY

2018 GRADUATION CEREMONY

UPO PETEY GREENE CENTER
3400 WHEELER RD SE, WASHINGTON, DC 20032

PLEASE RSVP TO COURTNEY ARRINGTON BY WEDNESDAY, DECEMBER 12, 2018
ARRINGTONC@HOTMAIL.COM OR (202) 238-7921

UPO Fighting To End Poverty

74% of customers who received a readiness checklist were successful in obtaining jobs.

30% of customers who sought employment at least one time were successful in obtaining employment.

53% of customers enrolled in a readiness checklist were successful in obtaining employment.

41% of customers placed in jobs stayed on that same job for 90+ days.

For 15 years strong, the United Planning Organization (UPO) has stood at the forefront of the war on poverty — uniting people with opportunities to build self, dream big, and reach new heights. Over the decades, we have helped transform thousands of lives and made a real, lasting impact in the community. This is a snapshot of our impact.

UPO 35th ANNUAL MLK JR. MEMORIAL BREAKFAST RECEPTION & PROGRAM

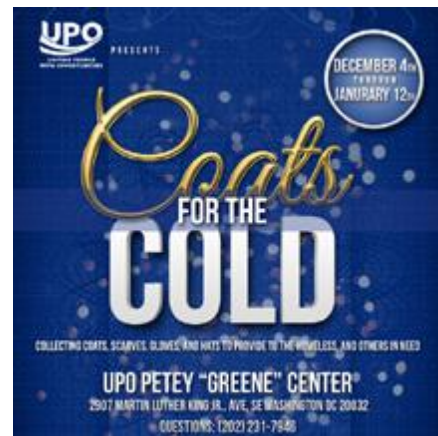
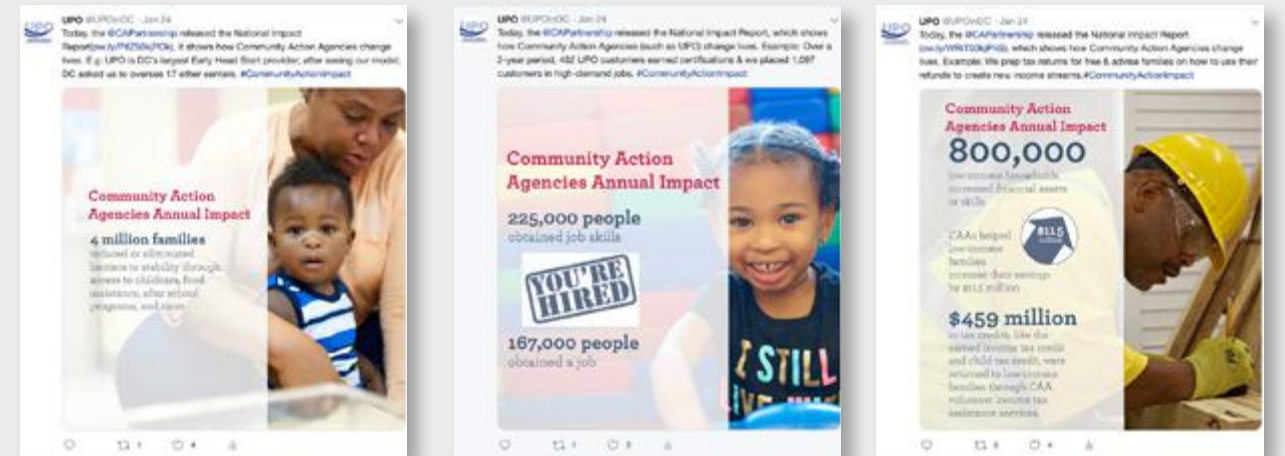
EDUCATION, EXCELLENCE, AND EQUITY

JANUARY 18, 2019

WASHINGTON MARRIOTT AT METRO CENTER
1700 PENNSYLVANIA AVENUE, WASHINGTON, DC 20004

DR. FREEMAN HEADOWSKI, PRESIDENT
UNIVERSITY OF MARYLAND, BALTIMORE COUNTY

CAMPAIGN MATERIALS



AFYA INC



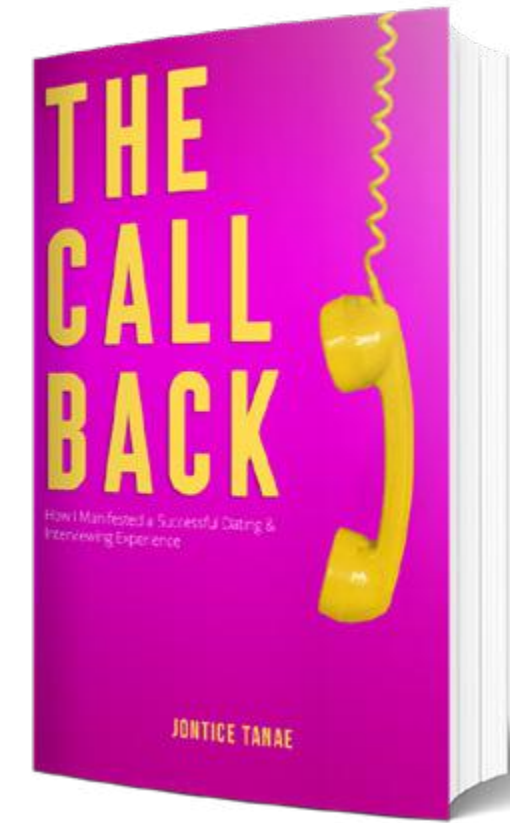
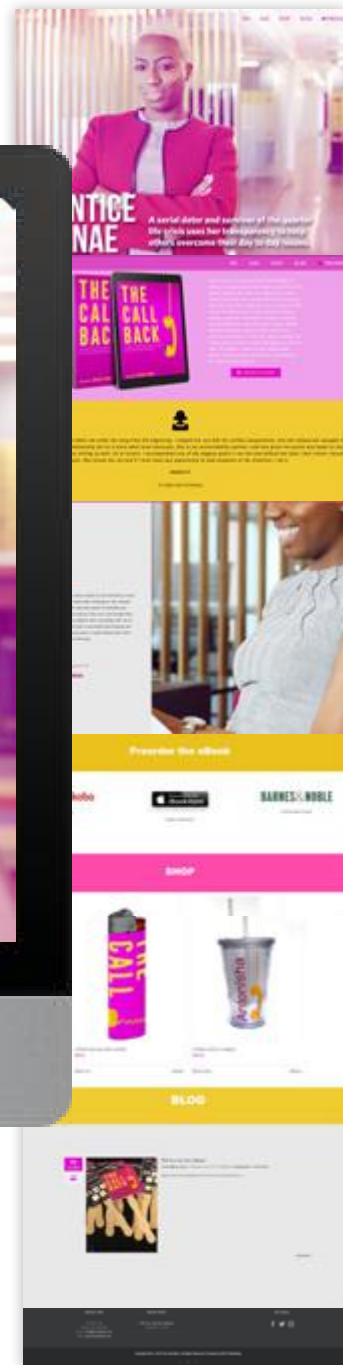
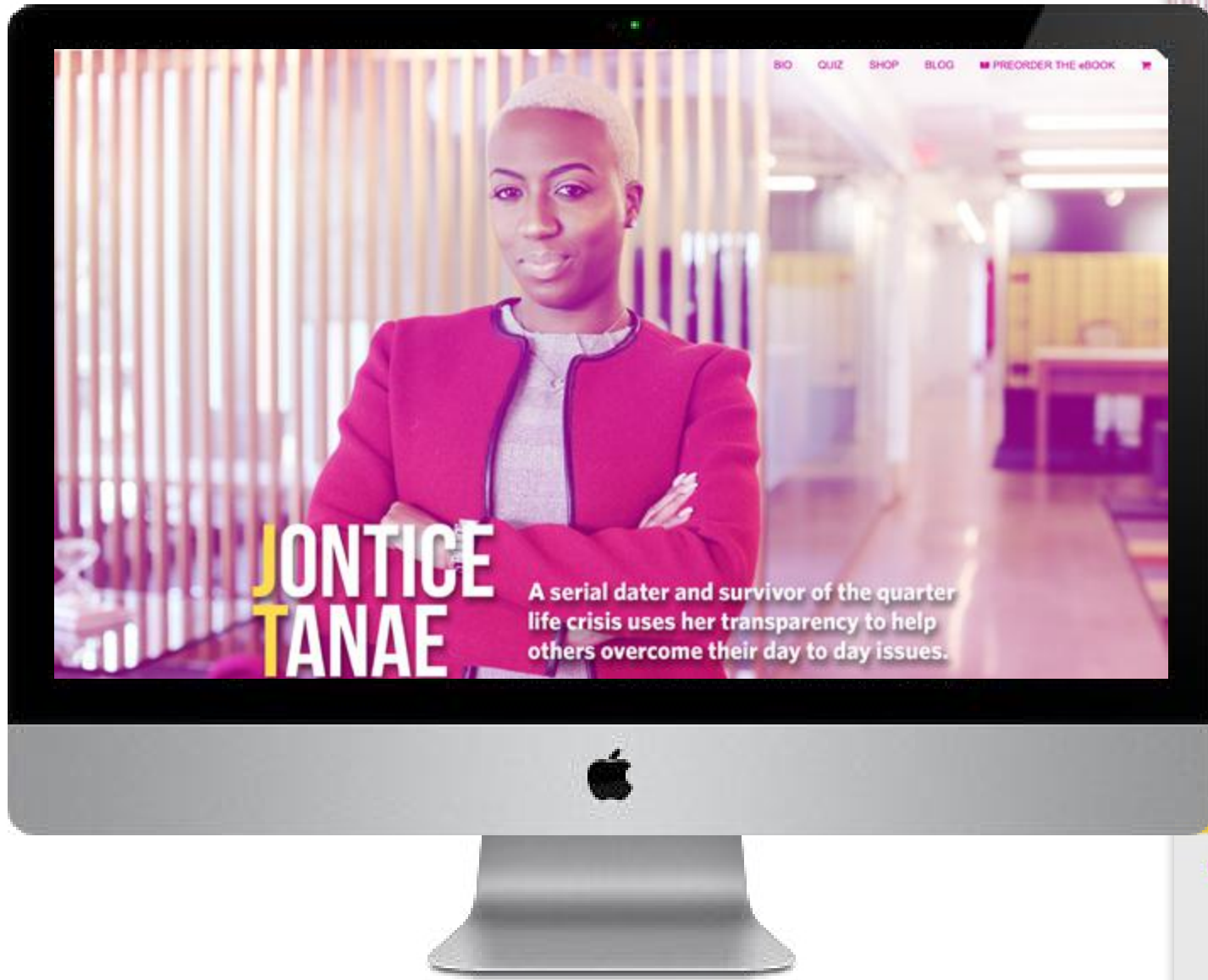
Designed and implemented a new web presence,

utilizing a responsive design approach and incorporating interactive

and SEO features. Successfully arranged proposals and graphics

for multiple Federal Government RFPs.

THE CALL BACK



The website also features an interactive quiz, that captures e-mail's and will report your results to you after collection.



As a communications professional, I had the opportunity to work on a branding project for an

alumni member of Morgan State University College, a premier historically black college/university (HBCU)

on the East Coast. The project involved creating a brand strategy for an upcoming self-help and

biography book.

UNDERGROUND NAIL QUEENZ



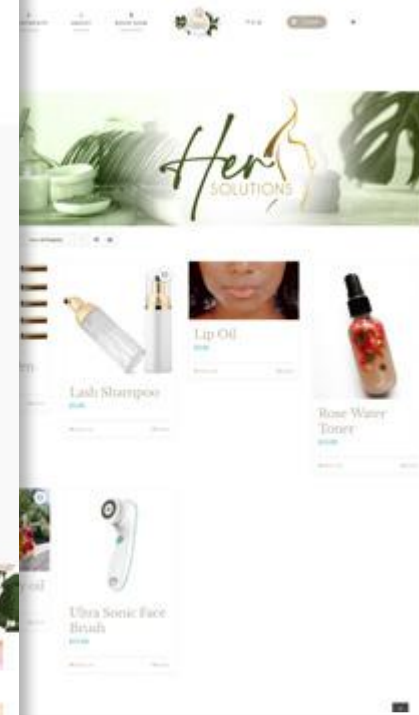
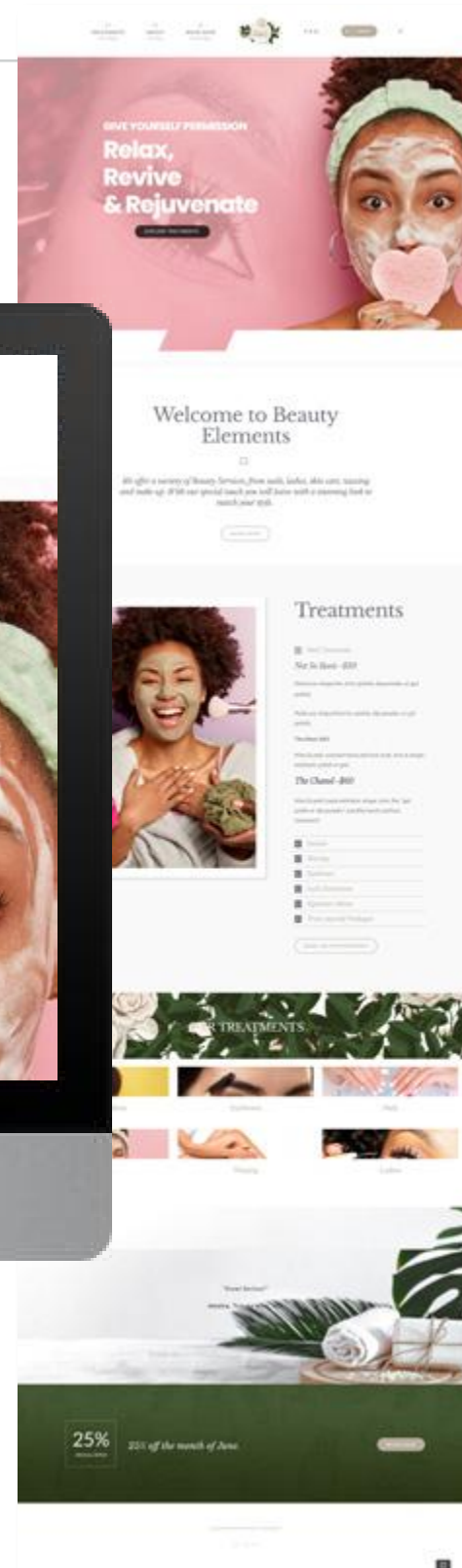
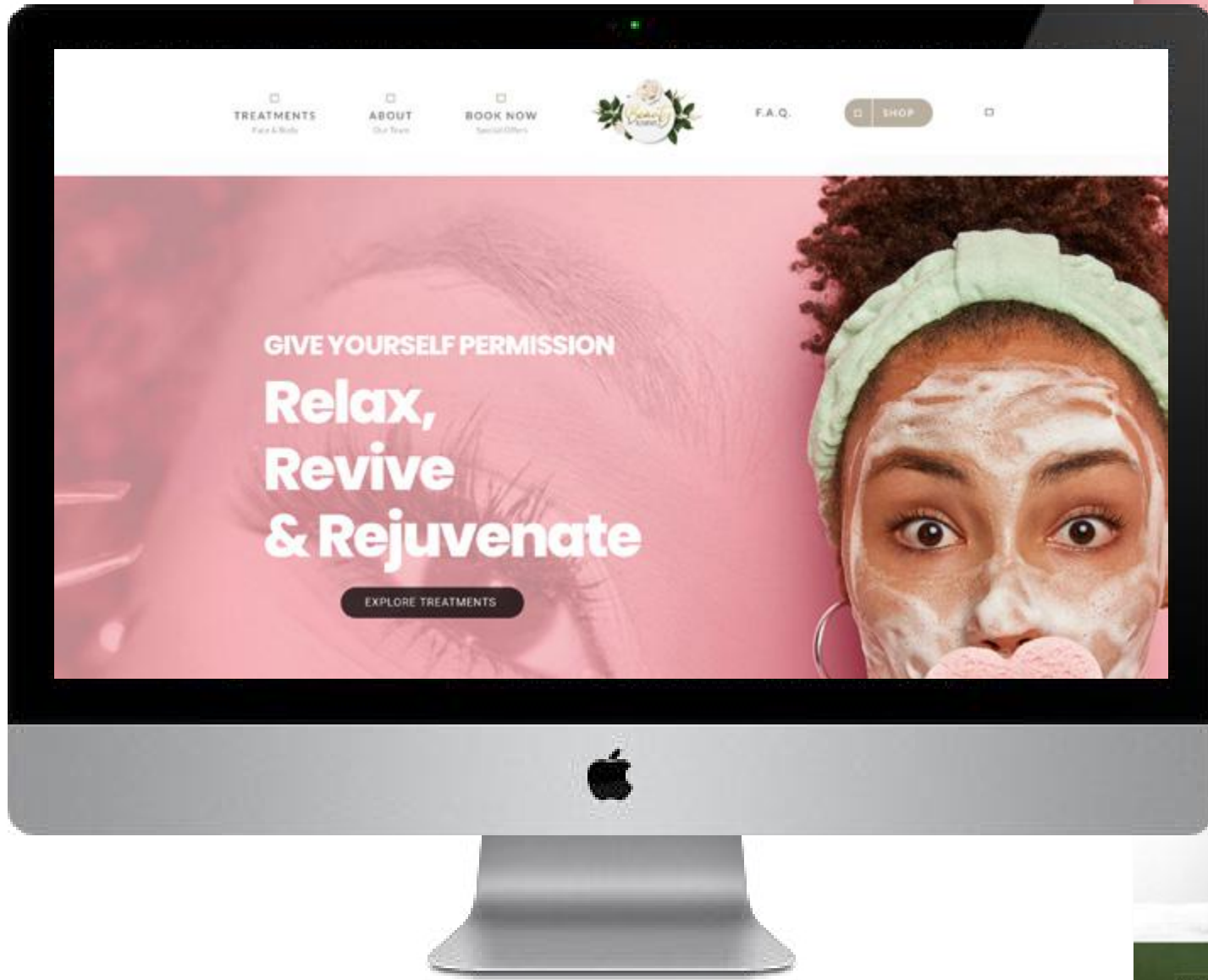
As a graphic designer, I was responsible for creating the complete visual identity

for The Underground Nail Queenz, an innovative duo that sells custom nail polish

online and at events. My work included designing an eye-catching website, fea-

turing unique navigation elements and an e-commerce shop section.

AFYA INC



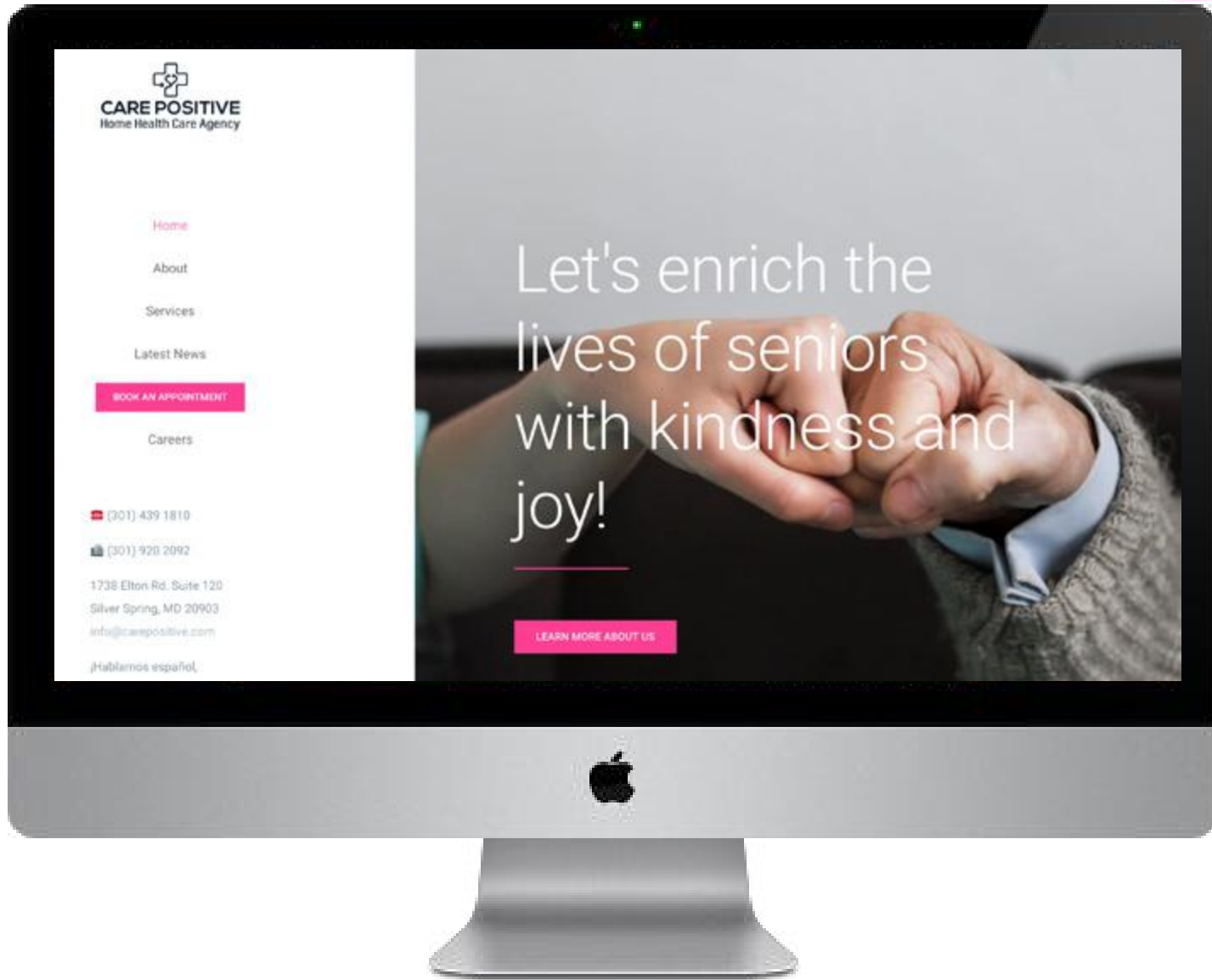
As a communications professional, I had the opportunity to work with Beauty Elements,

a small spa located in Prince George's County, Maryland. My role included creating

a new visual identity for the business, including a website, e-commerce platform and

logo package. I was able to help the spa to stand out in the booming beauty industry.

CAREPOSITIVE



As a web developer, I have experience in creating visually striking, and effective

websites to help businesses increase their online presence. One of my

notable projects was the rebranding and website design for CarePositive,

which helped the company to modernize its image and attract more customers.

DARNELL'S BAR - MARKETING MANAGING

Darnell's
BAR & LOUNGE



I have experience in developing and maintaining brand identity for clients through the design and production of various print materials, such as flyers, posters

and business cards. Additionally, I have experience in executing strategic marketing campaigns using social media platforms, such as Facebook, Twitter,

and Wordpress. One of my key clients was Darnell Perkins of Darnell's Mocha Lounge, where I not only helped promote events through social media but

also increased the business' online presence by creating and maintaining a CMS-based website to highlight the daily functions of the establishment.

CHESAPEAKE REGIONAL INFORMATION SYSTEM



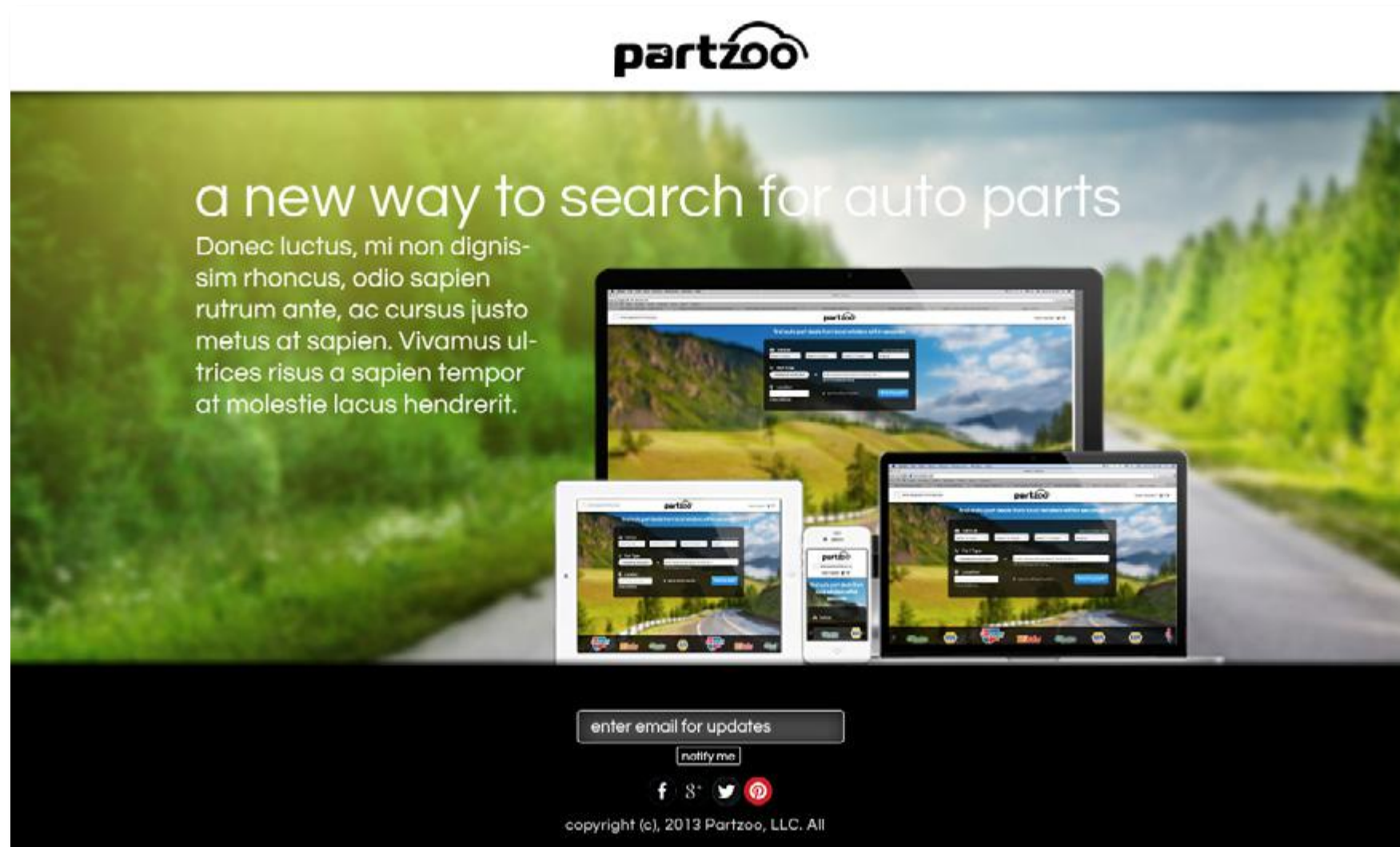
As a web developer, I have experience in designing and implementing a new web presence for clients. One of my

notable projects was the redesign of the website for CRISP, a regional health information exchange (HIE)

servicing Maryland and the District of Columbia. My work included the integration of new features such as a

responsive design, a blog, interactive buttons, and contact forms to improve the user experience.

PARTZOO



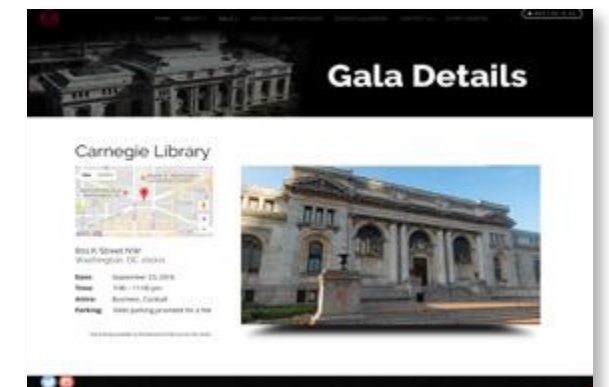
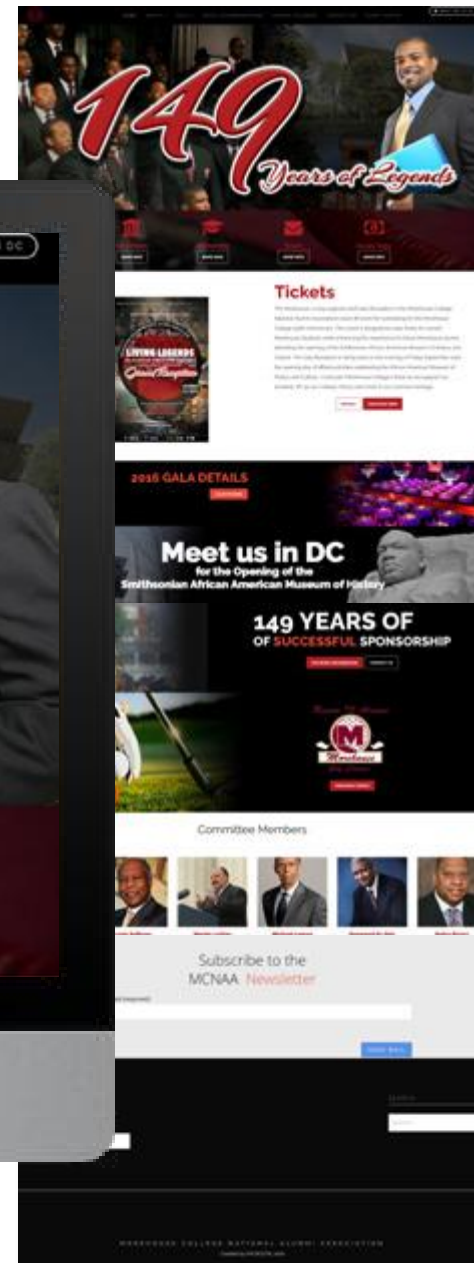
As a web developer, I have experience in creating visually striking and effective websites for start-up

companies. One of my notable projects was the development of a website for Partzoo, an online auto parts

database that aimed to provide customers with a central location to look up local parts. The client requested a sleek and

modern design, and I worked to deliver that while the project was unfortunately not able to launch.

MOREHOUSE ALUMNI GALA



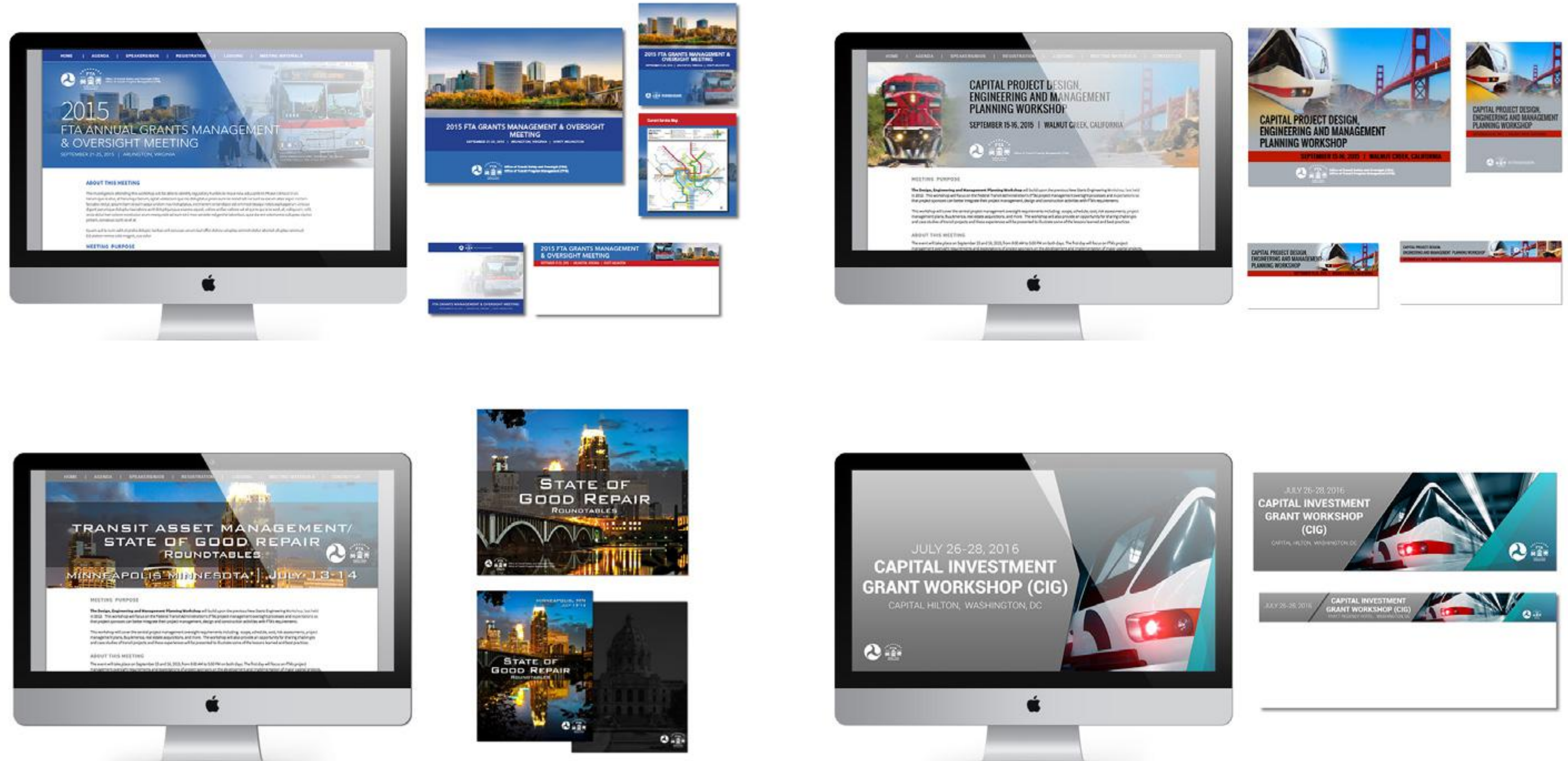
I had the opportunity to work with Morehouse College, a premier historically black college/university (HBCU) on the East Coast. I was

contracted by an alumni member to create a new web presence for an anniversary gala celebrating the opening of the new National

Museum of African American History and Culture. The project involved designing and developing a website to promote the event and provide

information to attendees.

VARIOUS FTA PROJECTS



As a graphic designer, I have experience creating graphics for various

government agency clients. I have been responsible for designing materials for

meetings and conferences, such as the above four examples, which were

some of the most creative projects I have been able to work on.

FEDERAL GOV'T PROPOSALS

Health | Safety | Human Services
 Woman-Owned | HUBZone-Designated | Minority Business Enterprise

ANIMAL MODELS

RESEARCH INFRASTRUCTURE

SCIENCE EDUCATION

FACILITIES

MAKING SCIENCE SOCIAL

Office of Research Infrastructure Programs | National Institutes of Health

COST PROPOSAL Due Date: August 26, 2015 TORP #1028

SUBMITTED TO: Patricia Newman, Program Analyst, OD
 Office of Research Infrastructure Programs (ORIP)
 National Institutes of Health,
 6701 Democracy Boulevard, Room 957
 Bethesda, MD 20892.
 Phone: 301-435-0864
 pnwman@mail.nih.gov

SUBMITTED BY: Seamon Corporation
 100 M Street N.W., Suite 600
 Washington, DC 20003
 Phone: 301.577.0244
 Malitta Nicholson Seamon, CEO
 E: mseamon@seamoncorporation.com

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effective communication for granted. The truth is that most messages bounce around conference rooms and offices, but very few achieve real impact.

The theme we propose for small/disadvantaged businesses is titled "Small Business, Big Ideas." This theme was developed based on the need to promote the ability for a small business—own a person business—to create big ideas that have the potential for big impact on health science and research.

The exact print, social and digital media used to promote this message will be the result of internal meetings between Seamon's social media experts and ORIP project staff. Additionally, we will regularly adjust or re-direct our efforts and tools used based on social impact trends and the amount of followers and interested stakeholders we are able to attract. Social media, above all else, is about starting an ongoing conversation with your target audience, and if that conversation is not producing responses, we need to re-think our approach and find one that will generate the most dialogue possible.

Below is an example of our new theme in action. The actual support text and messaging under this theme will be developed following our initial meeting and subsequent discussions and approval from ORIP staff.

Seamon developed a lot of the proposed messaging included in this proposal as part of our existing work with ORIP which allows us to provide immediate impact from the start of the award. We know that the sooner we begin to build and disseminate communications with the ORIP target audiences, the sooner the dialogue can begin. In other words, after our initial Kick-off meeting and approval of this proposal, the Seamon team plans to hit the ground running. A big part of our proposed messaging with ORIP's small and disadvantaged business audience includes both inspiring and integrating these current and future business owners. The truth is, many of those applying for grants through ORIP are not, as of yet, small



KEY STAFF

MARC CAPOVINO | PROJECT MANAGER/CREATIVE DIRECTOR
 Summary of Experience
 Mr. Capovino has over 15 years of experience in the advertising and public relations industry. He has worked for major corporations, government agencies, and non-profit organizations. He has a proven track record of developing and executing successful marketing campaigns for a wide range of clients. He is a strategic thinker and a team player who is always looking for ways to improve and innovate.

BRIAN LOEBIG | SOCIAL MEDIA EXPERT
 Summary of Experience
 Brian has over 10 years of experience in social media marketing. He has worked for major corporations, government agencies, and non-profit organizations. He has a proven track record of developing and executing successful social media campaigns for a wide range of clients. He is a strategic thinker and a team player who is always looking for ways to improve and innovate.

CEDRIC MORRIS | GRAPHIC DESIGNER
 Summary of Experience
 Cedric has over 10 years of experience in graphic design. He has worked for major corporations, government agencies, and non-profit organizations. He has a proven track record of developing and executing successful graphic design campaigns for a wide range of clients. He is a strategic thinker and a team player who is always looking for ways to improve and innovate.

WILL CLINE | VISUAL ANIMATOR, VIDEO PRODUCER
 Summary of Experience
 Will has over 10 years of experience in video production and animation. He has worked for major corporations, government agencies, and non-profit organizations. He has a proven track record of developing and executing successful video production and animation campaigns for a wide range of clients. He is a strategic thinker and a team player who is always looking for ways to improve and innovate.

communications. We also plan on reaching out to the investment community with animated videos detailing the ORIP grant process to illustrate the level of work and analysis that each grantee must endure to drive the point of funding a commercial partner, possibly including some of the commentary we have from actual grantees looking about this process. This content may be in the form of an informational website or an email campaign, which includes a link to where we have posted the ORIP animated videos and grantee success stories.

"Somewhere, something incredible is waiting to be known." Carl Sagan


PRONG 3: GENERAL AUDIENCE MESSAGING

The objective of our third prong is to promote ORIP among all stakeholder audiences in an attempt to create general awareness of ORIP, SBIR/STTR programs. The process for achieving this objective requires an effective theme or overarching message, strategically selected communications channels, methods, and social tools. Although all of the messaging created for ORIP under this contract will be mutually beneficial among all audiences, the general messaging will be particularly helpful in supporting the other two prongs when it comes to audiences that have never heard of ORIP and need a thorough introduction.

The theme Seamon proposes for this prong is an invitation to "Get to Know ORIP." Simply put, if managed correctly through the use of effective social and digital networks, we can help introduce ORIP to a broad range of target audiences in a familiar setting, one that will be the groundwork from which we can build upon over the following twelve months of the contract.

To the right is just one example of our new theme in action, as is the case for all of our outreach strategies, we plan to implement several mutually beneficial social tools to garner the best possible response rates and will continuously monitor these accounts to determine the need for further refinements.

Above is a template for an ongoing HTML email campaign for ORIP. Email campaigns like this are all about getting a form of permission by the recipient, who can ignore or accept our invitation. There are several details that contribute to the success or failure of an email campaign, such as strategically selected subject line wording, however, the use of a recognizable sender's email address is paramount as well as Macromail. Seamon members access for tools like this via open rates, click-through rates, conversion rates, and web analytics. Our goal with email campaigns is to create awareness, increase interaction with a target audience, and build relationships. First impressions matter. Everything from the subject line to the sender's address plays a role in getting someone to engage with ORIP content. Seamon is an expert at making a positive first impression.



CEDRIC MORRIS | GRAPHIC DESIGNER
 CHERRY BLOSSOM TEN MILE RUN 2014 BRANDING
 CHALLENGE: 2014 cherry blossom ten mile run was a challenge for Cedric as he had to create a brand identity for a 10K run in a very short amount of time. He had to create a brand identity that was both professional and fun, and that reflected the spirit of the event. He created a brand identity that was both professional and fun, and that reflected the spirit of the event.

SOLUTION: Through strategic branding and design we created a brand identity that was both professional and fun, and that reflected the spirit of the event. We created a brand identity that was both professional and fun, and that reflected the spirit of the event.



KEY STAFF

MARC CAPOVINO | PROJECT MANAGER/CREATIVE DIRECTOR
 Summary of Experience
 Mr. Capovino has over 15 years of experience in the advertising and public relations industry. He has worked for major corporations, government agencies, and non-profit organizations. He has a proven track record of developing and executing successful marketing campaigns for a wide range of clients. He is a strategic thinker and a team player who is always looking for ways to improve and innovate.

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 Summary of Experience
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WILL CLINE | VIDEO ANIMATION EXPERT

Animated Hand-drawn: Creative Designs
 https://vimeo.com/100000000

Animated Baseball cards: GANNETT
 https://vimeo.com/100000000

Photo Montage Animation
 https://vimeo.com/100000000

Animated Power spot: COO Intel Jobs
 https://vimeo.com/100000000

Animated Historical piece: GANNETT
 https://vimeo.com/100000000

3D Log: Harley Davidson
 https://vimeo.com/100000000

3D Device: USAF
 https://vimeo.com/100000000

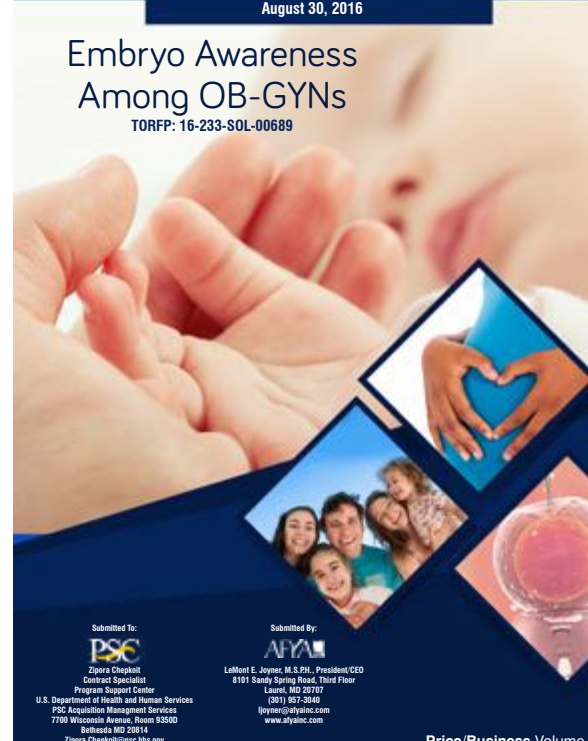
Text Animation: Creative Designs
 https://vimeo.com/100000000

TV Screen: Creative Designs
 https://vimeo.com/100000000

August 30, 2016

Embryo Awareness Among OB-GYNs

TORFP: 16-233-SOL-00689



Submitted To: PSC
 Zippora Chepkoi, Central Operations Program Support Center, U.S. Department of Health and Human Services, PSC Acquisition Management Services, 7700 Wisconsin Avenue, Room 9300, Bethesda, MD 20814, Zippora.Chepkoi@psc.hhs.gov

Submitted By: AFYA
 LeMont E. Joyner, M.S.P.H., President/CEO, 8101 Sandy Spring Road, Third Floor, Laurel, MD 20707, loyner@afyanc.com, www.afyanc.com

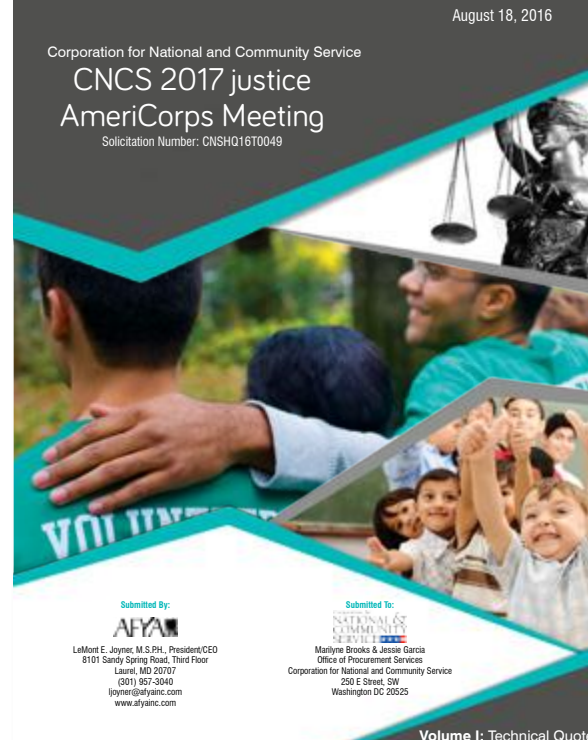
Price/Business Volume

August 18, 2016

Corporation for National and Community Service

CNCS 2017 justice AmeriCorps Meeting

Solicitation Number: CNSH016T049



Submitted To: NATIONAL AND COMMUNITY SERVICE CENTER
 Marilynne Brooks & Jessica Garcia, Office of Procurement Services, Corporation for National and Community Service, 220 E Street, SW, Washington DC 20525

Submitted By: AFYA
 LeMont E. Joyner, M.S.P.H., President/CEO, 8101 Sandy Spring Road, Third Floor, Laurel, MD 20707, (301) 957-3040, loyner@afyanc.com, www.afyanc.com

Volume I: Technical Quote

As a communications professional with experience

working as a federal government contractor, I

have a proven track record of successfully creating and

arranging proposals and graphics for government RFPs.

WILL POWER - NON PROFIT

WILL POWER PARTY
Adventures in Living. Lessons for Life.

CELEBRATING 13 YEARS OF WILL POSITIVELY IMPACTING DC YOUTH.

GOLD SPONSORS
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3C Exterior Medics

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Tri-State Stone & Building Supply Inc. **COMPASS** **CHASE BUILDERS**

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Grif & Alix Johnson *Phyllis & Barry Caldwell*
Kristen & Steve Best

SPONSORS
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Ellen & Adam Goozh
Amanda & Evan Farber
Barbara & Lanny Moldauer
Mutual of Omaha/Tim Detwiler

WILL POWER PARTY HOST COMMITTEE
CHAIRPERSON: Steve Best & Caroline and Jeff Revis
COMMITTEE: Amy and Greg Ouz, Jennifer and Brian Pellegrino, Cathy and Brian Porto, Kristen and Paul Wiley, Elizabeth Rose, Kathy and John Sanders, Sue and Steve Schiffman, Jenise and Bob Schmidt, Laura and Bill Stover, Arnie and Lita Sobotta, Jodie and Kim Tolson, Mandy and Mark Watson, Catherine and Kurt Zimmerman

BOARD OF DIRECTORS
President: Stephen G. Abraham
Vice President: Jennifer and Brian Pellegrino
Secretary: Jennifer and Brian Pellegrino
Treasurer: Jeff Gilman
WILLAY ALICE, JOHN ANDERSON, JENNIFER AND BRIAN PELLEGRINO, CHRISTOPHER BENTON, BRAD BISHOP, KURT ZIMMERMAN



As a communications professional, I have experience creating and developing

printed materials for non-profit organizations. One notable project was working with a client who

already had a well-established brand. I used that foundation to create additional marketing

materials, such as banners for networking events, and a poster for an anniversary celebration.

FINANCIAL CAMPAIGNS



As a communications professional with a strong background in the financial

industry, I have experience in creating and executing marketing campaigns across different

mediums. My portfolio includes a variety of projects, such as the above examples, that showcase

my ability to create cohesive campaigns across both printed and digital media.

AL GAR FCU



YOUR WALLET'S BEST FRIEND
3.99% APR*
 on balance transfers from October 31, 2014, to January 31, 2015!

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 If you don't have our card yet, apply for one today at www.algarfcu.org/applicat.htm. Only Al-Gar Federal Credit Union members are eligible. Information on our membership eligibility requirements is available at 301-722-5446 and 800-750-1070.

*APR = annual percentage rate

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 100 Bishop Murphy Dr • Frostburg, MD 21532

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ONE WAY to SAVINGS AUTO RATES
 as low as **0.99% APR***
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 Call: 301-722-5446
 301-689-6200

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GAP only \$299

Full Speed Ahead

Al-Gar
 Federal Credit Union
 Al-Gar Federal Credit Union
 316 Paca Street
 Cumberland, MD 21502

Full Speed Ahead

Full Speed Ahead

As a graphic designer, I have experience creating visually impactful outdoor advertising for

clients. One notable project was a billboard design for ALGAR FCU, a credit union serving the financial

needs of U.S. Postal Service employees, which was specifically created for a local branch.

HOYA FCU

HOYA FEDERAL CREDIT UNION
An Institution of Higher Finance

Hoya Federal Credit Union
Meets All Daily Financial Requirements

GET A GOOD DOSE!
Get convenient and money-saving services.

Control Your WAIT.
It's easy with direct deposit. The waiting on payday. Your money is deposited into your account automatically.

Go Fat FREE
Get a fat-free checking account with no minimum balance or monthly maintenance fees – and surcharge-free ATM withdrawals.

REDUCE STRESS
Get a better rate and lower loan payments. Refinance your loans with HOYA.

Get Plenty of REST...
Knowing your money is safe and insured up to \$250,000 by the National Credit Union Administration.

and recreation.
With our virtual services available 24/7, you can spend more time enjoying friends and family!

ENTER TO WIN!
COMPLETE THE REGISTRATION FORM AND YOU'LL BE ENTERED TO WIN A KINDLE FIRE HD.

NOT A MEMBER? OPEN AN ACCOUNT TODAY!

Hoya Federal Credit Union Meets All Daily Financial Requirements

REDUCE STRESS
Get a better rate and lower loan payments. Refinance your loans with HOYA.

GET A GOOD DOSE!
Get convenient and money-saving services.

Control Your WAIT.
It's easy with direct deposit. No waiting on payday. Your money is deposited into your account automatically.

Get Plenty of REST
Knowing your money is safe and insured up to \$250,000 by the National Credit Union Administration.

Go Fat FREE
Get a fat-free checking account with no minimum balance or monthly maintenance fees – and surcharge-free ATMs nationwide.

and recreation.
With our virtual services available 24/7, you can spend more time enjoying friends and family!

ENTER TO WIN!
COMPLETE THE REGISTRATION FORM ONLINE AND YOU'LL BE ENTERED TO WIN A KINDLE FIRE HD.

NOT A MEMBER? OPEN AN ACCOUNT TODAY!
Go to: www.hoyafederal.org/Daily-Financial-Requirements

HOYA Review
Where Membership Has Its Privileges

The Newsletter of Hoya Federal Credit Union | Summer 2014

Our 50th Anniversary Celebration
On May 20th we officially celebrated our 50th Anniversary of our Annual Meeting. The Board of Directors and staff spent the day celebrating with us. Officers' reports showcased what's in store for our future – like multi-tasking and online budgeting tools. There were light refreshments and fun. Every member who attended received \$20 to commemorate our 50th anniversary.

Summer Adventure? Take Visa Along!
Using an adventure this summer? Make sure you take the card that offers more!

Hoya Federal Credit Union's Platinum Visa offers:

- Discounts for hotels and rental cars
- Auto rental insurance
- No black-out dates for travel rewards
- Bonus points with every purchase
- Travel accident insurance up to \$1 million
- Worldwide acceptance
- 200 annual fee
- Term balance transfers
- Credit limits up to \$20,000
- Fixed rate of 9.99% APR*

Our Platinum Card is perfect for making your dream vacation come alive!

Bank From Anywhere Your Adventure Takes You!
YOSA Check Card—Accepted worldwide
Online Banking—A secure click away
Online Bill Pay—Bills get paid on time while you're away

Direct Deposit—No need to wait!
eSignatures—Online bill payment, financial record retention—Find a location near you

Whether your adventure will land things up, or you're down here, HOYA's got you covered.

Travel Insurance—No need to wait!
Travel insurance that will help you get home safe and sound.

Learn more at www.hoyafederal.org

Let Hoya Cook Up Your Great Home Equity Loan!

Response is a hot ticket in our market and we've got the recipe for success.

Why:

- 1 per. draw amount
- 1 per. rate adjustment, once
- 1 per. fixed payment
- 1 per. charge option
- 1 per. charge option

NOVA

WELCOME
We value serving your financial needs above profits.

- Low Pay Loans
- High-Net Deposits
- Home, and Line Credit
- 4,000+ Shared Branch Locations
- 40,000+ Surcharge-Free ATMs Nationwide
- Online Banking
- Automatic Bill Pay
- Priority Service
- Financially Sound
- Federally Insured up to \$250,000

Membership Has Its Advantages

HOME EQUITY
We'll help you find the cash reserve you have in your home's equity!

- Home as low as 10% APR*
- Flexible term or variable rate, low to credit
- Borrow up to 90% of your equity
- Term up to 10 years
- May be tax deductible
- Loan amounts up to \$100,000
- Receive 200 gift card on closing

Membership Has Its Advantages

ACCESS
You'll get access to 24/7 convenience, anywhere—something you'll enjoy as a member-owner!

- Free Checking with Free HOYA Check Card
- Online Banking
- Online Bill Pay
- Online Loan Application
- 4,000+ Shared Branch Locations
- 40,000+ Surcharge-Free ATMs Nationwide
- Free Statements
- Direct Deposit
- Online Financial Resources and Calculator

Membership Has Its Advantages

Holiday Treats!
Get and give holiday treats this season

VISA

We're NOT Teasing!

Get yourself a gift this holiday season. Our Platinum Visa is perfect for gift buying and entertainment. All the things that make the season great. A credit card wrapped up nicely with budget-friendly monthly payments and ScoreCard Rewards points for purchases. Use your points during the holiday or save them for later.

- No Annual Fee
- Free Balance Transfers
- Home and Rental Car Discounts
- Award Points, and More!

No ready surprises like rate hikes and sky-high fees just a rewarding Visa. Get the treat you deserve! Apply online for your new Visa today.

Already carry a Hoya FCU Visa and want a 2nd card? We'll make it work! You can apply online for that, too!

Georgetown University
1100 F Street
Washington, DC 20057-7016
www.hoyafederal.org

As a graphic designer, I have experience working with Hoya Federal Credit Union, a member-owned,

not-for-profit financial institution serving the Georgetown University community. While working

with Visions Ink, I have had the opportunity to modernize an old campaign, create a summer

2014 newsletter, and contribute to the rebranding by designing a set of new account postcards.

CREDIT UNION MORTGAGE ASSOCIATION



Need a Mortgage Loan?
Purchase or Refinance with Us!

We offer a full range of mortgage options, including:

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- Adjustable-rate mortgages
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Contact Your Credit Union First!

Your credit union partners with Credit Union Mortgage Association (CUMA) to offer both fixed and adjustable rate first home mortgages for up to 30 years terms. CUMA is a full-service mortgage company owned by credit unions and dedicated to serving credit union members.

Reduce the Hassle of the Mortgage Process
Save time and money by using our online company CU Title. To receive your closing, simply log on to our website and select the terms of the loan and reduce the stress of the closing. The home loan proceeds will even flow immediately to CU Title on your behalf for the closing.

CU TITLE
www.CUtitle.com
(800) 231-8855

Experience the Credit Union Mortgage Advantage
Mortgage Loans
Purchase or Refinance with Us!

CREDIT UNION MORTGAGE
www.CUmortgage.net

Purchase?
Have your loan progressed further you want looking at homes. You'll be able to find the price range that best fits your budget. You may even be able to afford more homes than you thought!

Refinance?
If you're already in the home of your dreams, maybe it's time to refinance.

- It may lower your current monthly payment
- Change your loan product or term to best suit your needs
- Convert to a shorter-term loan to build equity and pay off your home faster
- Consolidate a 1st and a 2nd trust or eliminate Private Mortgage Insurance
- Unlock the equity in your home and take cash out for home remodeling or debt consolidation

Online Tools and Applications
Visit your credit union's website to apply online and access helpful tools.

- Submit your loan application online
- Get a loan decision in as little as 48 hours
- Check interest rates
- Obtain an accurate estimate of the closing costs for your loan
- Use "Rate Tracker" to track your target interest rate
- Access financial tools, including loan and payment calculators, qualifying worksheets and a rate to top calculator

You're just 3 easy steps away from great rates, discounted loan fees, a \$200 closing cost credit, and a rebate at closing!

STEP 1: Get Pre-Approved
We'll also help you select just the right loan program.

STEP 2: Register
Select a real estate agent from our pre-approved network.

STEP 3: Get Your Rebate
Receive your rebate at closing along with an additional \$200 closing cost credit!

Setting price of all home sales to purchase price of new home	CU Realty Advantage
\$100,000	\$600
\$150,000	\$900
\$200,000	\$1,200
\$250,000	\$1,500
\$300,000	\$1,800
\$350,000	\$2,100
\$400,000	\$2,400
\$450,000	\$2,700
\$500,000	\$3,000
\$550,000	\$3,300
\$600,000	\$3,600
\$650,000	\$3,900
\$700,000	\$4,200
\$750,000	\$4,500
\$800,000	\$4,800
\$850,000	\$5,100
\$900,000	\$5,400
\$950,000	\$5,700
\$1,000,000	\$6,000

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ADDRESSING THE FINANCIAL NEEDS OF TODAY'S SENIOR HOMEOWNER

Reverse Mortgage loans allow senior homeowners to convert all or part of their home's equity into cash, without having to sell their home or take an additional monthly loan payment.

Reverse Mortgage loans allow homeowners to tap into equity that has built up over the years. The loan is repaid when the homeowner passes away or moves to a long-term care facility. There will be a fee to set up the loan. The rate will be a fixed rate.

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CU TITLE
www.CUtitle.com
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Need a Mortgage Loan?
We've got you covered.
Purchase or Refinance with Us!

Use CU Realty and receive a rebate at closing!

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Convenient online or refinance with

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For more information call us at 800-231-8855, or visit us online at www.CUmortgage.net.

As a communications professional, I have experience working

with Credit Union Mortgage, a full-service mortgage company

that is locally owned and headquartered in Fairfax, Virginia, and

serves customers throughout the United States.