

# A CASE FOR HIRING AN EXPERT TO GROW YOUR BRAND.





**Engage an award-winning,  
strategic, brand development  
and advertising agency with  
the experience, talent and  
moxy to elevate your brand  
to prominence.**





# Evolve your strategy. Fine tune your positioning. Refresh your brand landscape. Be the standout brand.

## Presenting StimulusBrand Communications.

We've developed strategic marketing and advertising for banks, hospitals, law firms, sports teams, museums, real estate, schools, insurance companies, healthcare, energy, transportation, tourism, eyewear, building products, and even a brew pub.

Whether launching a new business or product, repositioning, expanding, or trying to adapt to a changing market, we'll help ensure that your logo, visual identity, website, sales collateral, advertising, videos, display, social content, public relations, and more are consistently on point and supporting your unique brand. We help company leaders focus on their core values and their target customer's wants and expectations, and then execute cohesive marketing across multiple media channels — all to make yours their brand of choice and grow your business.

The following pages feature creative samples from campaigns created for our clients. Companies like: Philadelphia Insurance, Stewart Xerox, New Jersey Tourism, Prudential, World War II American Experience Museum, the USDA, Brown & Brown Benefit Advisors, The Bank of Princeton, Mid-State Lumber, SMUG Brewing, Gold Strike Casino, and more.

Are you ready for a new brand landscape? Preview these creative samples and more at <http://stimulusbrand.com/work/cases/> Call Tom McManimon at 609.538.1126.



Tom McManimon • 609.538.1126  
[www.stimulusbrand.com](http://www.stimulusbrand.com)

1 Currier Way ■ Ewing, NJ 08628 | T: 609.538.1126 ■ F: 609.935.0870 ■ [www.stimulusbrand.com](http://www.stimulusbrand.com)



# Many heroes from WWII never set foot on the battlefield.

Many Americans helped with the war effort to supply our troops and allies with what was needed to win the war. Civilians became engineers, mechanics, riveters and welders as men were called to duty. Seniors, wives and children stepped up to perform the essential tasks left vacant by soldiers in order to keep production running nonstop attaining production numbers that were and still hard to imagine possible to achieve. Car production facilities produced tanks. When the



medium M3 Lee was ordered, a combined grand total of 68,864 tanks would be produced. Airplane manufacturers produced flying fortresses, and a massive effort was made by American citizens by helping to collect the raw materials to recycle into production.



## Plan to take in the World War II American Experience.

Hear stories of American sacrifice, unity and might. Experience a wide variety of authentic WWII vehicles, uniforms and artifacts in realistic dioramas and exhibits that portray, not just the battlefield, but the home front as well. Take in a re-enactment or one of our well as speakers, seminars, interactive offerings and simulated re

[www.visitww2.com](http://www.visitww2.com)



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This Sherman tank hasn't fired a round in battle since 1945, but its story is still explosive.

Learn about the role these tanks played in the war and the men who operated them.



## Experience stories of American sacrifice, unity, and might in WWII history.

Welcome to the WWII American Experience. Together, we strive to educate the public about the American sacrifices made during the world's largest conflict of the 20th century, both on the battlefield and on the homefront, and honor their dedication to win

ety of authentic WWII vehicles, uniforms and artifacts in realistic dioramas and exhibits that the home front as well. Take in a re-enactment or one of our living history programs available ctive offerings and simulated and real vehicle experiences.

COMING SOON



TO GETTYSBURG

The Buck family welcomes you to the WWII American Experience. As your host, we strive to educate you about the American sacrifices made during the world's largest conflict of the 20th century, both on the battlefield and on the homefront, and honor America's dedication to win and preserve freedom. Here, you can experience a wide variety of authentic WWII vehicles, uniforms and artifacts in realistic dioramas and exhibits that portray, not just the battlefield, but the home front as well. Take in a re-enactment or one of our living history programs as well as speakers, seminars, interactive offerings and simulated and real vehicle experiences.

## Welcome to the World War II American Experience.

Experience stories of American sacrifice, unity, and might in World War II history.

BROCHURE \* [WWW.VISITWW2.COM](http://WWW.VISITWW2.COM) \* 717.253.3414 \* [DONATE](#)

Check our progress



Register for a Vehicle Experience



Watch "PA Museum of Military Vehicles"

Campaign includes Landing page, website, print & digital, social media, music & animation, brochures and more.



**talksoft**  
A Redding Company

ABOUT SERVICES SOLUTIONS PARTNERS SUPPORT RESOURCES

Talksoft enables a timely and well-informed experience for your patients or customers.

[Learn More](#) [Get A Quote](#)

### Services

How we help you connect with your patients and customers

**RemindMe**  
RemindMe personalizes customer service or patient care and brings them in.

[Learn More](#)

**Broadcast**  
Broadcast real-time messages to your customers.

[Learn More](#)

**BillReminder**  
BillReminder contacts customers or patients who have open balances.

[Learn More](#)

**Recall**  
Recall brings back customers or patients you haven't seen in a while.

[Learn More](#)

**Outreach**  
Outreach communicates with customers or patients in different scenarios.

[Learn More](#)

**Surveys**  
Surveys capture real-time feedback from patients in a matter of seconds.

[Learn More](#)

**LabPhone**  
Efficiently communicate lab results to patients.

[Learn More](#)

[Click to view Next Page](#)

### Experience a Phone Message

- Digital PMS lines delivered from co-located facilities to ensure superior vocal clarity.
- Automatic, two-way interfacing technology that waits for appointments by provider, location, or appointment type.
- Setup requests enable quick and accurate configuration of accounts with many variables.

[Listen](#) [Learn More](#)

### Experience a Text Message

- Advanced technology senses if the phone number is textable.
- HIPAA-secure, concise message can be sent to your patients.
- Delivery confirmation is provided, and patients can respond.

[See It](#) [Learn More](#)

### Experience an Email Message

- Build your brand with emails that include your logo and color scheme.
- Include a link to your system's patient portal, encouraging them to use it.
- Confirm and reschedule buttons result in high patient response rate.
- Unlimited space allows you to include patient instructions.

[Read It](#) [Learn More](#)

**Talksoft Corporation**  
www.talksoftonline.com



**talksoft**  
A Redding Company

ABOUT SERVICES SOLUTIONS PARTNERS SUPPORT RESOURCES

### Automated Messaging Services

[Learn more about our services...](#)

Talksoft's services enable you to communicate more effectively with patients using an intelligent combination of phone, text, email, and mobile app.

**RemindMe**  
Automated appointment reminders integrate with your scheduling system.

[Learn More](#)

**Broadcast**  
Quickly distribute messages for emergency closures and insurance announcements.

[Learn More](#)

**BillReminder**  
Notify patients when a balance is due.

[Learn More](#)

**Recall**  
Bring patients back when it's time to schedule an appointment.

[Learn More](#)

**Outreach**  
Meet Meaningful Use Requirements for preventative/follow-up care reminders.

[Learn More](#)

**Survey**  
Benchmark and improve your practice with patient feedback.

[Learn More](#)



### Phone • Text • Email Messaging

#### RemindMe

Automated appointment reminder call service for your customers or patients.

#### Broadcast

Reach out to particular groups of patients or customers by sending customized messages.

#### Recall

Bring back customers or patients you haven't seen in a while.

#### BillReminder

Contact customers or patients who have open balances.

#### LabPhone

Efficiently communicate lab results to patients.

#### Outreach

Communicate with customers or patients in different scenarios.

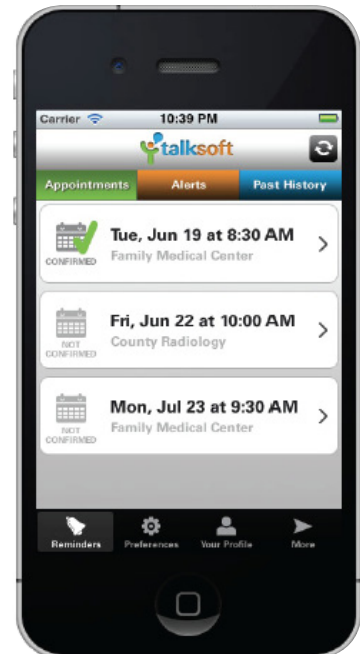


Experience a sample message online and get a quote.

[www.talksoftonline.com](http://www.talksoftonline.com)

Call toll-free: (866) 966.4700

Email: [info@talksoftonline.com](mailto:info@talksoftonline.com)



Have **Talksoft** remind your customers of their appointments.





**Stewart Xerox**  
www.stewartxerox.com



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Software  
Signature  
Service &  
Support

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productivity.  
Reduce costs.**

**And raise  
your level  
of Excellence.  
At work.**



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The extraordinary colors of Xerox



**Let them see your true colors.**

Stewart, A Xerox Company is one of the region's largest and most respected business technology consultancy firms combining the national resources, strength, and color quality of Xerox with the agility of locally managed services. We provide insight, expertise and a consultative approach to simplify the way you use technology, enabling the color print quality of Xerox to show your true colors at work.

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Solutions including Xerox equipment, Managed Print Services, software and Stewart Signature Service.

**Excellence. At work.**

**Welcome to the new Stewart.** Stewart, a Xerox Company is one of the Delaware Valley's largest and most respected business technology consultancy firms specializing in the field of digital technology. We provide insight, expertise and a consultative approach to simplify the way you use technology so that you can focus on what's most important: your business. Thank you for visiting us today and please contact us if you have any questions or need additional information.

[LEARN MORE](#)
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**Your keys to excellence. At work.**

**Optimize Efficiencies**  
Our SBS360<sup>®</sup> Assessment, Managed Print Services and Software can transform your work environment.

**Equip to Succeed**  
Award winning Xerox Products to optimize your technology investment.

**Enhance Your Effectiveness**  
Flexible training resources to enable ease of use and maximum productivity.

[LEARN MORE](#)

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**Signature Service. At work.**



Enter Meters



Customer Care Center



Download Drivers & Documents



Xerox Interactive Support Knowledgebase



Remote Implementation

is  
all of

Excellence.  
In Law firm document workflows.

**Leading law firms turn to Stewart for analysis to improve efficiency.**

We utilize our SBS360<sup>®</sup> Assessment, Managed Print Services and Software to analyze your document workflow. This analysis identifies inefficiencies and provides recommendations to optimize your workflow. By implementing these recommendations, law firms can reduce costs and improve efficiency.

[www.stewartxerox.com](http://www.stewartxerox.com)

Excellence.  
In Educational document workflows.

**Educational institutions turn to Stewart for analysis in smart use of technology.**

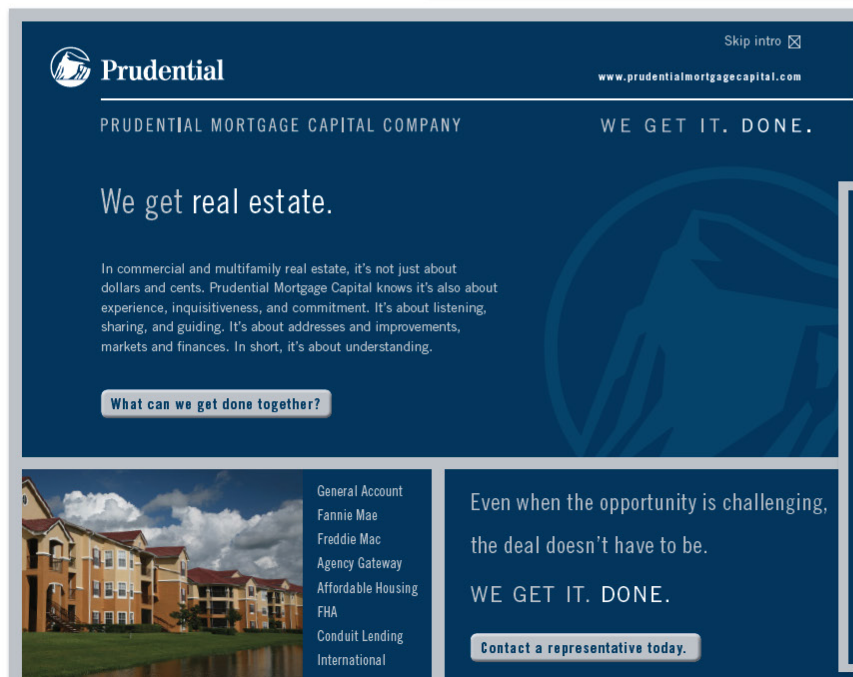
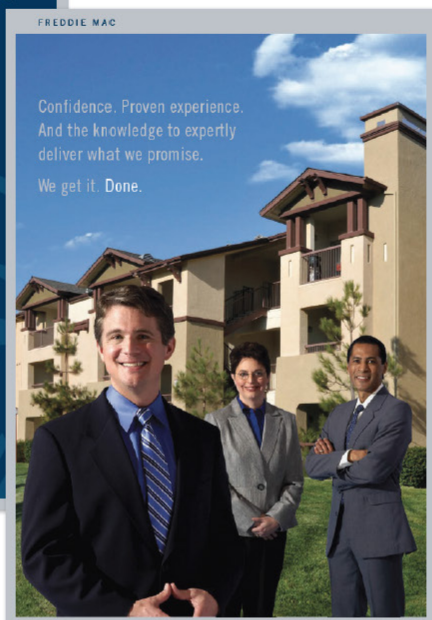
The world of education has been plagued with a daunting question since the beginning of time: how can I provide the best education for my students while staying within the constraints of my budget?

Stewart's SBS360<sup>®</sup> Assessment will review all aspects of your document technology to look for new and untapped technology, redundant and obsolete devices that impact your financial bottom line. After completing our assessment, we work to co-author a solution with you to improve your school's technology environment. Our partnerships typically result in solutions that modernize your printing infrastructure, eliminate non-needed critical business from your IT staff, and reduce your costs of operation. This allows you to reallocate funds back to where it matters the most: your students. Learn how we help educational institutions advance excellence. At work. Visit the resources. Call 1.800.322.5584.

[www.stewartxerox.com](http://www.stewartxerox.com)



Full integrated campaign encompassing Market research, brand positioning tagline, website and interactive emails, corporate brochures and sell sheets, biography profiles and market data sheets, and presentation folder.



## New Jersey and Ocean City Tourism

Award-winning creative campaigns developed promoting Tourism in New Jersey and in Ocean City, NJ. The statewide campaign "There's no time like New Jersey" features countless moments and places in time waiting to be experienced and shared while visiting New Jersey. The Ocean City campaign promotes the various destinations for family fun, excitement and enrichment around the theme, "Ocean City. Oh, what a perfect vacation." **See more at [www.stimulusbrand.com](http://www.stimulusbrand.com)**

"Generations may separate Claire  
from her Grandpop.  
But after a day of catching rays  
along with a few fish on Round Valley Lake,  
sharing tales of yesterday and dreams for tomorrow,  
Claire and 'Poppy'  
have never felt more connected  
to each other or to the calm in the Valley."  
— Mary Wilson

2:15 pm

Take a short journey to New Jersey now –  
and discover a time you didn't know existed.  
A time you just might want to last forever.

There's no time like **New Jersey**  
1-800-VISITNJ [www.VISITNJ.org](http://www.VISITNJ.org)



The most comfy hotel since  
Breakfast at Angus.  
White and Spinning waves.  
Boardwalk games & water slides.  
Oh, such Shopping!  
The longest walk with Mommy.  
The Chatterbox for dinner.  
Onlooker Onlooker Sea-Gruff.  
And, of course, Jake's Water Ice.

Oh, What a perfect NJ vacation!

Oh, I'm such a City girl!

Call 1-800-BEACHNJ  
Visit [www.oceancitychamber.com](http://www.oceancitychamber.com)

"Any other day my girls  
seem just like they're ages apart.  
But after a day of building  
sand castles and searching  
for shells on Long Beach Island,  
Joni and Jennifer have never  
felt closer to each other,  
or to the rhythm of the ocean."  
— Julie Sanbucca

6:18 pm

Take a short journey to New Jersey now –  
and discover a time you didn't know existed.  
A time you just might want to last forever.

There's no time like **New Jersey**  
1-800-VISITNJ [www.VISITNJ.org](http://www.VISITNJ.org)

We made it Vacation.  
Hotel-cosmos awesomes.  
The beach and surf is calling.  
Build the greatest sandcastles.  
Boardwalk: Peanuts & Arcades.  
Shopping at White Tower.  
Bob's Lemonade and a Disco Picnic.  
Playbowl! Castaway Cove.

Oh, I just love the City!

Call 1-800-BEACHNJ  
Visit [www.oceancitychamber.com](http://www.oceancitychamber.com)



## Gold Strike Casino

StimulusBrand partnered with an outside marketing firm to create an advertising campaign promoting Gold Strike Casino's multi-million dollar transformation. We developed Print Ads and Billboards featuring the excitement, comforts, and romance of a transformed resort. Messaging highlighted all-new table games and slots, luxury suites, new taste sensations, live entertainment, and the casino's new MLife customer loyalty program.



Embrace the golden glow all around you.  
Catch a glimpse of a firestorm.  
Indulge in taste sensations galore.  
Feel the rush of a gold strike.  
And the surge from live entertainment.  
Strike a lasting connection.  
Awaken to your one-of-a-kind serenity.  
Indeed, when you're here,  
*you've arrived.*

**GOLD STRIKE**  
CASINO RESORT • TUNICA, MS

A multi-million dollar transformation along with our innovative service culture and new customer loyalty program, M life, will strike a chord with you.



Embrace the golden glow all around you.  
Catch a glimpse of a firestorm.  
Indulge in taste sensations galore.  
Feel the rush of a gold strike.  
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Strike a lasting connection.  
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Indeed, when you're here,  
*you've arrived.*

**GOLD STRIKE**  
CASINO RESORT • TUNICA, MS

A multi-million dollar transformation along with our innovative service culture and new customer loyalty program, M life, will strike a chord with you.



Is it possible to hit the jackpot  
without even placing a bet?

Our multi-million dollar transformation will strike a chord with you.

Come, feel the rush of a gold strike. Catch a glimpse of a firestorm. Immerse yourself in elegance. Indulge in taste sensations galore.

Surge to live entertainment. Slumber in a one-of-a-kind serenity. Welcome. We've been expecting you. You know when you've struck Gold.

**GOLD STRIKE**  
CASINO RESORT • TUNICA, MS



Even Your Goosebumps  
Have Goosebumps.

**GOLD STRIKE**  
CASINO RESORT • TUNICA, MS

You know when you've struck gold.



## Pharmaceuticals

StimulusBrand is occasionally called upon to work in creative team format assisting pharmaceutical companies and their ad agencies in product campaign development. Below we feature a small sampling of recent professional education efforts as well as consumer product advertising.



Your colon muscles may play a role in your constipation.

Unravel the facts at: [TheColonIsAMuscle.com](http://TheColonIsAMuscle.com)

If you struggle with chronic constipation, it could be due to **inactive colon muscles**. People living with Chronic Idiopathic Constipation (CIC) often have a decrease in the number of colon muscle contractions. If you've tried increased water, fiber intake, lifestyle changes, or medications and still can't get relief, there could be a problem with your colon muscles.

Learn more about chronic idiopathic constipation and the muscles that keep us moving at:  
[TheColonIsAMuscle.com](http://TheColonIsAMuscle.com)

**MUSCLES**  
MAKE THINGS MOVE



SHE'LL OUTGROW MANY THINGS.

**CERVICAL CANCER MAY NOT BE ONE OF THEM.**

Don't let HPV threaten her future. Speak up.

Today's young people will go through many changes as they search for their individuality. But the one thing you never want her to go through is cervical cancer. Even if the odds of contracting HPV are less than 1%, you never want to take that risk. That's why it's important you give her Gardasil vaccine your strongest recommendation. Only Gardasil is indicated for the 4 most common types of cervical and genital warts. So you focus on keeping her safe from HPV, her parents can handle the rest.

**GARDASIL 9**  
Human Papillomavirus  
9-valent Vaccine, Recombinant



SHE'S 50% IRISH, 25% RUSSIAN, AND 25% SPANISH. MAKE SURE SHE'S 0% HPV.

Show them what you're made of. Ensure she gets the HPV vaccine. Today's young people will go through many changes as they search for their individuality. But the one thing you never want her to go through is cervical cancer. Even if the odds of contracting HPV are less than 1%, you never want to take that risk. That's why it's important you give her Gardasil vaccine your strongest recommendation. Only Gardasil is indicated for the 4 most common types of cervical and genital warts. So you focus on keeping her safe from HPV, her parents can handle the rest.

**GARDASIL 9**  
Human Papillomavirus  
9-valent Vaccine, Recombinant

**STILL LIVING WITH CHRONIC CONSTIPATION? IT'S TIME TO LOOK WITHIN YOURSELF.**



If you struggle with chronic constipation, it could be due to **inactive colon muscles**. People living with Chronic Idiopathic Constipation (CIC) often have a decrease in the number of colon muscle contractions. If you've tried increased water, fiber intake, lifestyle changes, or medications and still can't get relief, there could be a problem with your colon muscles.

Learn more about chronic idiopathic constipation (CIC) and the muscles that keep us moving at:  
[TheColonIsAMuscle.com](http://TheColonIsAMuscle.com)

**MUSCLES**  
MAKE THINGS MOVE

Celebrate your <sup>1</sup>/<sub>2</sub> day  
**10.5.18**  
Declare your independence from HPV-related cancers



**GARDASIL 9**  
Human Papillomavirus  
9-valent Vaccine, Recombinant

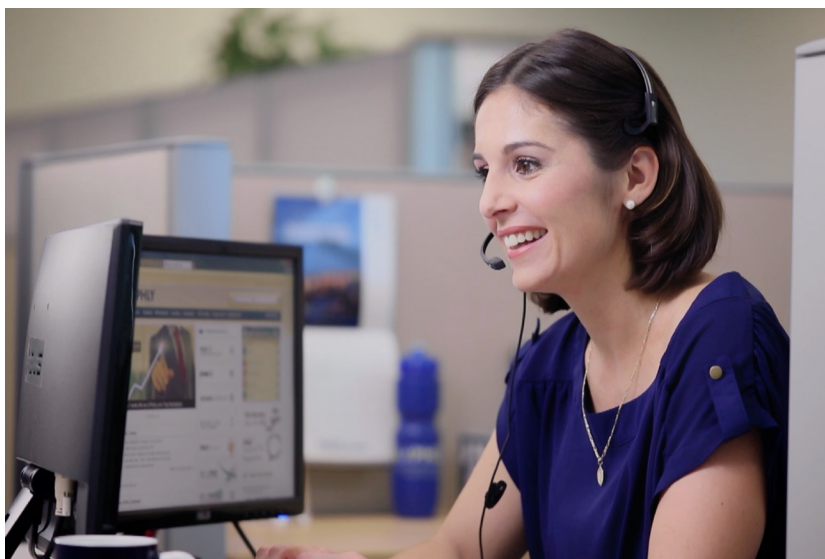
Lower your risk of cervical cancer. Lower your risk of genital warts. Lower your risk of HPV-related cancers. There's Unity in Immunity.



## Philadelphia Insurance Companies

Every niche business has some risk, and each deserves exceptional protection and service. Special events and business services. Transportation and fuel. Entertainment, education, sports teams, spas, environment and more. They all need insurance they can count on. Philadelphia Insurance Companies provides coverage for more than 120 niche, real-world industries, making it easier to handle complex risk.

**StimulusBrand supports PHLY with:** TV, print, digital, video and promotional materials across multiple business units. Featured are TV & Video and print ads featured in a corporate campaign promoting several niche strengths of PHLY and its tagline, "got a niche?"



# Inglis House / Rebrand

Logo, stationery, brand styleguide, brochure, newsletters, ads



Gavin Kerr | President & CEO  
215.581.0700 | gavin.kerr@inglis.org  
2600 Belmont Avenue  
Philadelphia, PA 19131  
215.878.2600



Gary D. Bramnick, Director  
Marketing & Public Relations

Ability & Independence.  
Redefined.  
inglis.org

2600 Belmont Avenue  
Philadelphia, PA 19131-2799  
p: 267.298.1585  
e: 215.266.8676  
e: gary.bramnick@inglis.org

Community  
Support Services

Betsey Mills | Global translator. Human rights champion.



Betsey Mills translates with her brother TJ in the Inglis computer lab.

Betsey Mills can light up a  
From her easy-going demeanor  
to light war crimes and go.  
Betsey is challenged with  
you'll find Betsey translates  
refugees in the most violent  
Anyone who knows Betsey  
who gets things done. The  
www.inglis.org



2600 Belmont Ave. | Philad  
215.878.2600 | 800.2.INGLIS  
More stories on Ability & Independence. Redefined. [www.inglis.org](http://www.inglis.org)

Eliot Spindel | Webmaster, Programmer, Tutor.



Eliot maintains the Inglis website and Inglis' Drink-Adapt water bottle website.

After five years in Virginia rehabilitation hospitals specializing in spinal  
cord injuries, Eliot Spindel needed to make a decision about his long-term  
future. "My mother had heard about Inglis. It became my first choice."

Work is a huge part of Eliot's life. Adaptive technology is the key. He was  
an early adopter of Dragon's Naturally Speaking software. Dragon converts  
the spoken word into computer commands and Eliot now conducts weekly  
tutoring sessions in the Inglis computer lab for other residents on using  
the technology.

Eliot works as a technologist with The Sierra Group Inc., a national  
consultancy with a mission of reversing the high unemployment rate for  
America.



2600 Belmont Ave. | Philadelphia, PA 19131-2799  
215.878.2600 | 800.2.INGLIS (toll-free 24/7)

More stories on Ability & Independence. Redefined. [www.inglis.org](http://www.inglis.org)



Betsey Mills and TJ in a wheelchair.

Ingleside House is a specialty nursing care facility providing long-term,  
residential care for 297 adults with physical disabilities, including  
multiple sclerosis, cerebral palsy, spinal cord injury and stroke,  
among others.



Read more on Ability & Independence. Redefined. [www.inglis.org](http://www.inglis.org)

Inglis House | A community. Able and Independent.



A community. Able and Independent.

**Services and Programs Include:**  
Community Based Services  
Care Management  
Employment Services  
Drink-Adapt  
The Center of Excellence  
Day Program  
Art Enrichment Program  
Housing Corporation  
Ingleside House  
Rehabilitation Services  
Social Enrichment Program  
Adapted Technology Program  
Community Computing Program

Residents receive rehabilitative medical and nursing care; physical,  
occupational and speech therapies; and a selection of more than 20  
social enrichment and therapeutic recreation programs every day.  
All Inglis services and programs are designed  
to enable people with physical disabilities  
to enjoy life with the greatest amount of  
independence and mobility.

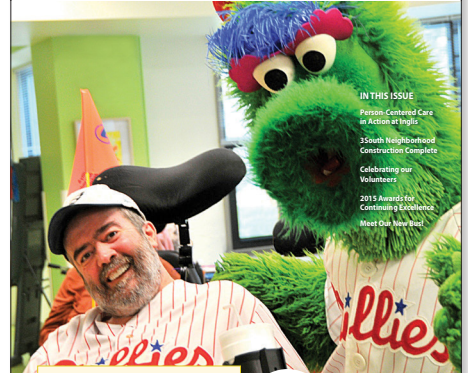
As one of the few organizations of its kind  
in the world, we are continually expanding  
our programs, services, housing options and  
technologies to empower our residents and those  
we serve in the community to live life to the fullest.



Read more on Ability & Independence. Redefined. [www.inglis.org](http://www.inglis.org)

**Image**  
The Inglis Newsletter

SUMMER  
2015  
inglis.org



The Phillie Phanatic helps open the  
Wellness & Rehabilitation Center



**IN THIS ISSUE**  
Person-Centered Care  
in Action at Inglis  
350th Neighborhood  
Construction Complete  
Celebrating our  
Volunteers  
2015 Awards for  
Community Excellence  
Meet Our New Hire



# USDA National Biosecurity for Birds “Keeping Your Birds Healthy” campaign



**BIOSECURITY FOR BIRDS**

Being mindful of everyday habits and hygiene can help protect your birds against Avian Flu (AI), Exotic Newcastle Disease (END), and other avian diseases.

Be a bird watcher! Make watching over your birds a healthy habit.

**Look** For Signs | **Report** Sick Birds | **Protect** Your Birds


USDA United States Department of Agriculture Animal and Plant Health Inspection Service



**No matter what birds you care for, watch them like a hawk.**






[www.aphis.usda.gov/animal\\_health/birdbiosecurity](http://www.aphis.usda.gov/animal_health/birdbiosecurity)

**BIOSECURITY FOR BIRDS**

*Important Information for Backyard Poultry Owners*

**Protect Your Birds From Avian Influenza (Bird Flu)**

**What is Bird Flu?**

**What are the signs of Bird Flu?**

**How does Bird Flu spread?**

**How can you protect your birds?**

**What does the USDA do to keep HPAI out of the country?**



**BIOSECURITY FOR BIRDS**

Being mindful of everyday habits and hygiene can help protect your birds against Avian Flu (AI), Exotic Newcastle Disease (END), and other avian diseases.

Be a bird watcher! Make watching over your birds a healthy habit.

**Look** For Signs | **Report** Sick Birds | **Protect** Your Birds

USDA United States Department of Agriculture Animal and Plant Health Inspection Service



**Healthy flocks rock!**




[www.aphis.usda.gov/animal\\_health/birdbiosecurity](http://www.aphis.usda.gov/animal_health/birdbiosecurity)

**USDA** United States Department of Agriculture

**BACKYARD BIOSECURITY: Keeping Your Birds Healthy**  
**BIOSEGURIDAD EN EL CORRAL: cómo mantener a sus aves sanas**

**2016**



Animal and Plant Health Inspection Service

*"My birds are my pals. I keep a watchful eye over each one, and follow disease prevention practices."*



**BIOSECURITY FOR BIRDS**

**I'm a bird watcher.**

Recognizing the warning signs of infectious poultry diseases such as avian influenza (bird flu) can help protect your birds.

Be sure to follow simple hygiene steps such as keeping cages and equipment clean and not sharing supplies with other poultry owners.

**Healthy flocks rock!**

USDA United States Department of Agriculture 2016 is an equal opportunity provider and employer



Learn more at <http://healthybirds.aphis.usda.gov>

*"My birds are my pals. I want to keep them safe, so I watch them like close friends."*



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USDA United States Department of Agriculture 2016 is an equal opportunity provider and employer



Learn more at <http://healthybirds.aphis.usda.gov>



A young boy with curly brown hair, wearing a blue button-down shirt and khaki pants, is smiling broadly while holding a large brown trout. He is standing in a small wooden boat on a body of water. The fish is long and slender with a golden-brown body covered in dark spots. The background shows a sunset or sunrise with warm orange and yellow light reflecting on the water.

Get schooled on the facts at [www.focusonfishhealth.org](http://www.focusonfishhealth.org)



United States  
Animal and Plant Health Inspection Service

A man wearing a black baseball cap, sunglasses, and a white t-shirt is smiling while holding a large brown trout. He is wearing grey waders over his pants. The background shows a calm lake with a forested shoreline and mountains in the distance under a blue sky with scattered clouds.


Get schooled on the facts.  
[www.focusonfishhealth.org](http://www.focusonfishhealth.org)

Get schooled on the facts.  
[www.focusonfishhealth.org](http://www.focusonfishhealth.org)

**focusonhealthyfish.com**  
Prevent the spread of fish disease. Catch on today!




**The Bank of Princeton** Multi-media as campaign including:  
television, video, billboards, transit, theatre screens, print ads, social media, collateral and public relations.



**"I feel like a valued customer every time I stop in."**

**The Bank of Princeton** 

 [thebankofprinceton.com](http://thebankofprinceton.com) *Bank Wisely.*



**"Their community focus means the world to me."**

**The Bank of Princeton** 

 [thebankofprinceton.com](http://thebankofprinceton.com) *Bank Wisely.*



**Daniel Smits**  
Owner, Daniel Smits Salon


**The Bank of Princeton**   
*Bank Wisely.*



2019 Annual Report

 **The Bank of Princeton**  
*Bank Wisely.*


**"Their community focus means the world to me."**  
Sharon Zeiner — Founder, Run Free Ranch, Inc.


**The Bank of Princeton** 

*Bank Wisely.*

Thirteen Convenient Locations In New Jersey & Pennsylvania

609.921.1700  
[thebankofprinceton.com](http://thebankofprinceton.com)






**"I bank with The Bank of Princeton. I'm recognized and welcomed the moment I walk in."**

Kate Warren  
Director of Research, Interim Programs, LLC

**93% of our customers cite the friendliness of our staff when they visit our bank. Each and every day, we're focused on helping you bank wisely. Stop in one of our convenient locations today, and experience how we make a difference.**  
Call 609.921.1700 or visit [thebankofprinceton.com](http://thebankofprinceton.com)


**The Bank of Princeton** 


*Bank Wisely.*

Personal Banking and Residential Lending Options • Business Banking Products • Commercial Lending Opportunities • Exclusive Promotions & Great Rates

13 Convenient Locations: Princeton, Hamilton, Lawrenceville, Montgomery, Lambertville, Pennington, Monroe and New Brunswick in NJ and Cheltenham, North Wales and Chintown in PA.

\*Survey completed by Bank & Brixley 2016






**"I bank with The Bank of Princeton. They come through for me time and time again."**

William J. McCurry  
Chairman, McCurry Associates

**76% of our customers feel they can build strong relationships with our bank for years: Each and every day, we're focused on helping you bank wisely. Stop in one of our convenient locations today, and experience how we make a difference.**  
Call 609.921.1700 or visit [thebankofprinceton.com](http://thebankofprinceton.com)


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Personal Banking and Residential Lending Options • Business Banking Products • Commercial Lending Opportunities • Exclusive Promotions & Great Rates

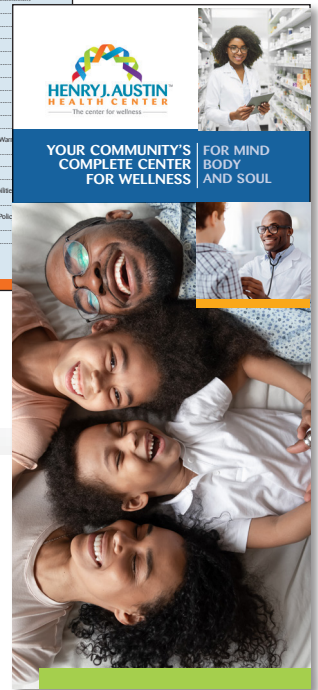
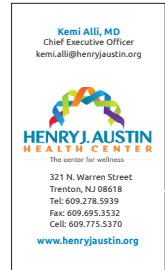
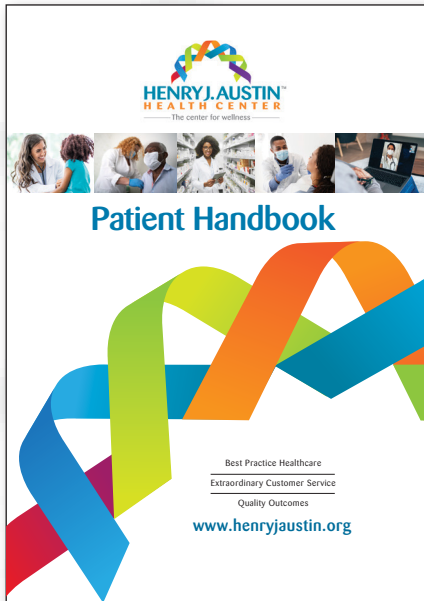
13 Convenient Locations: Princeton, Hamilton, Lawrenceville, Montgomery, Lambertville, Pennington, Monroe and New Brunswick in NJ and Cheltenham, North Wales and Chintown in PA.

\*Survey completed by Bank & Brixley 2016



# Henry J. Austin Health Center

Brand strategy, positioning, logo and visual brand styling, advertising, brochures, copy, web, stationery materials, banners & signage, email and e-signature formatting, powerpoint presentations, sub-brand logos, and more.





# Henry J. Austin Health Center Nurse Practitioner Recruitment

Print ads, posters, brochures, email, website landing page, display banner stands, press release, and radio



**MEET KIM**  
24 YEARS OLD

**MEET DAWN**  
23 YEARS OLD

NURSE PRACTITIONERS  
GRADUATED FROM  
THE COLLEGE OF  
NEW JERSEY  
TRENTON, NJ

**HJAHC**  
HENRY J. AUSTIN HEALTH CENTER  
TRAINING IN  
FAMILY MEDICINE

**ARE YOU THE NURSE PRACTITIONER THE WORLD NEEDS?**

The Henry J. Austin Nurse Practitioner Residency Program is looking for women and men who want to make a difference. In just one year, you could be someone making a lasting difference in the lives of hundreds of people in the community who need YOU.

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

Apply today! [www.henryjastuin.org/apnresidency](http://www.henryjastuin.org/apnresidency)  
Email: [APNResidency@henryjastuin.org](mailto:APNResidency@henryjastuin.org) • Call 609.278.5915

Training locations: CompleteCare Health Network  
Henry J. Austin Health Center  
Zuñal Community Health Center



**MEET TANYA**  
26 YEARS OLD

NURSE PRACTITIONER  
GRADUATED FROM  
STOCKTON UNIVERSITY  
GALLOWAY, NJ  
TRAINING IN  
PEDIATRICS

**12 MONTHS CAN CHANGE YOUR LIFE. AND THE LIVES OF PEOPLE WHO NEED QUALITY HEALTHCARE.**

The Henry J. Austin Nurse Practitioner Residency Program is looking for women and men who want to make a difference. In just one year, you could be making a lasting difference in the lives of hundreds of people. The Henry J. Austin Nurse Practitioner Residency Program is looking for people interested in becoming a Nurse Practitioner focused on providing trauma informed integrated care for vulnerable and underserved populations in cities and rural areas as well as migrant health worker communities. Residency trainees will work with a primary care provider, deliver trauma informed integrated care in a team environment, work in mentored sessions at a community health center, and much more.

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

Apply today! [www.henryjastuin.org/apnresidency](http://www.henryjastuin.org/apnresidency)  
Email: [APNResidency@henryjastuin.org](mailto:APNResidency@henryjastuin.org) • Call 609.278.5915

Training locations: CompleteCare Health Network, Henry J. Austin Health Center and Zuñal Community Health Center.



**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**12 MONTHS CAN CHANGE YOUR LIFE AND THE LIVES OF PEOPLE WHO NEED QUALITY HEALTHCARE.**

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**12 MONTHS CAN CHANGE YOUR LIFE AND THE LIVES OF PEOPLE WHO NEED QUALITY HEALTHCARE.**

To: \_\_\_\_\_  
Cc: \_\_\_\_\_  
Subject: Are you the nurse practitioner the world needs?

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**12 MONTHS CAN CHANGE YOUR LIFE. AND THE LIVES OF PEOPLE WHO NEED QUALITY HEALTHCARE.**

What does it take to become the Nurse Practitioner the world needs?  
For you, maybe all it will take is commitment, dedication, and train at nearby

As a Nurse Practitioner Resident, you will:

- Help provide much-needed primary care to vulnerable and underserved
- Work with a primary care provider
- Learn about behavioral health, women's health, clinical pharmacy, med community population health, pediatrics, chronic pain management
- Deliver trauma-informed care in a team environment
- Work in mentored sessions at a community health center
- After one year, you may have an opportunity for continued employment
- While enrolled in the program, residents receive a modest salary and a residency experience.

**APPLY TODAY!** **DOWNLOAD BROCHURE**

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

Phone: 609.278.5915  
Email: [APNResidency@henryjastuin.org](mailto:APNResidency@henryjastuin.org)  
12 months really can change your life.  
And give you the chance to change lives daily.

Henry J. Austin Health Center | APNResidency

**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**BE THE NURSE PRACTITIONER THE WORLD NEEDS.**

The Henry J. Austin Nurse Practitioner Residency Program is looking for women and men who want to make a difference. In just one year, you could be someone making a lasting difference in the lives of hundreds of people in the community who need YOU. While enrolled in the program, residents receive a modest salary and are highly valued for employment after the residency due to participation in the program.

**APPLY TODAY!** **DOWNLOAD BROCHURE**

Email: [APNResidency@henryjastuin.org](mailto:APNResidency@henryjastuin.org) • Call 800.278.5915

**Mission**  
Henry J. Austin Health Center Nurse Practitioner Residency Program will foster an environment of learning to facilitate advanced training of Nurse Practitioners in order to develop a sustainable structure in which Nurse Practitioners can safely learn the skills they need to become highly skilled Primary Care Providers while engaging in a mentorship structure that creates retention and long-term commitment to medically underserved areas.

**Program Structure**

- One-year salaried residency with benefits and an opportunity for continued employment with the community health center.
- Full integration into the organization, including training in the trauma informed model of care, integrated collaborative based care, advanced access systems, team-based care, clinical pharmacy and using all forms of technology through telehealth.

**Core Curricular Elements**

- Preceptor Continuity Clinics – These are the cornerstone of the residency program. Residents develop their own patient panel while having a preceptor (MD or APRN).
- Specialty Rotations – Behavioral Health, Women's Health, Clinical Pharmacy, Medication Assisted Treatment (MAT), HIV/Hepatitis Management, Community/Population Health, Pediatrics, Chronic Pain Management, Infectious Disease, Mobile Health Unit.
- Mentored Clinics – Residents will be a part of an integrated care team, seeing patients under the direction of a mentor.
- Didactic Educational Sessions – Content is developed to enhance the residents clinical experience in providing care to patients in the Community Health Center setting.
- Quality Improvement Training – Training will focus on the quality improvement model including microsystems, facilitation and leadership development.
- Project ECHO® Pain – Residents join a twice monthly videoconference that connects primary care providers with a multidisciplinary team of care specialists to improve the management of patients with chronic pain. Westman ECHO® uses case-based learning to provide support and education to residents.

**Training locations:**  
CompleteCare  
Serving Gloucester, Cumberland, Cape May Counties

**HJAHC**  
HENRY J. AUSTIN HEALTH CENTER  
Serving the Greater Trenton Community

**ZUÑAL HEALTH**  
COMMUNITY HEALTH CENTERS  
Serving Morris, Hudson, Warren, Sussex and Essex Counties



**HJAHC**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**BE THE NURSE PRACTITIONER THE WORLD NEEDS.**

**RUTGERS**

**12 MONTHS CAN CHANGE YOUR LIFE AND THE LIVES OF PEOPLE WHO NEED QUALITY HEALTHCARE.**

Residency trainees will work with a primary care provider, deliver trauma informed care in a team environment, work in mentored sessions at a community health center, and much more. After the one-year residency, trainees may have an opportunity for continued employment with the community health center.

Apply: [www.henryjastuin.org/apnresidency](http://www.henryjastuin.org/apnresidency)  
[APNResidency@henryjastuin.org](mailto:APNResidency@henryjastuin.org) • 609.278.5915

## Mid-State Lumber

Print and banner ad campaigns promoting range of building product offerings from Mid-State Lumber —always on a roll. Being in a Mid-State of Mind has its rewards.



- Decking
- PVC Products
- Fiber Cement
- Railings
- Accessories

**YOUR CUSTOMER'S CENTER HALL COLONIAL AWAITS ITS TREX® DECK. SO, WE ROLL.**

- Porch Flooring
- Knotty Boards
- Clear Boards
- Wood Siding
- Stepping
- Fire-treated Materials
- Specialty Plywoods
- Moisture Management

Not only does Mid-State Lumber have the finest selection of building materials serving the Mid-Atlantic and New England markets, we also have regularly scheduled delivery days, so you know exactly when we're coming to you. **For Wholesale Distribution, call 1.800.942.7776.**

**MSL**  
MID-STATE LUMBER CORP.  
www.midstatelumber.com



- Decking
- PVC Products
- Fiber Cement
- Railings
- Accessories


**YOUR CUSTOMER'S CHARMING VICTORIAN AWAITS ITS HARDIEPLANK® RE-SIDING PROJECT. SO, WE ROLL.**

- Porch Flooring
- Knotty Boards
- Clear Boards
- Wood Siding
- Stepping
- Fire-treated Materials
- Specialty Plywoods
- Moisture Management

Not only does Mid-State Lumber have the finest selection of building materials serving the Mid-Atlantic and New England markets, we also have regularly scheduled delivery days, so you know exactly when we're coming to you. **For Wholesale Distribution, call 1.800.942.7776.**

**MSL**  
MID-STATE LUMBER CORP.  
www.midstatelumber.com




**MSL**  
MID-STATE LUMBER CORP.


Serving the Mid-Atlantic and New England Markets

**“A CUSTOMER ON A BIG PROJECT CALLS IN A LARGE ORDER FOR HARDIEPLANK® LAP SIDING. AND HE NEEDS IT YESTERDAY. FORTUNATELY, I'M IN A MID-STATE OF MIND.”**

Mid-State Lumber has the premium products you need, when you need them. With regularly scheduled delivery days, our quick turnaround is designed with customer satisfaction in mind.


Wholesale distribution • 800.942.7776 • www.midstatelumber.com





**MSL**  
MID-STATE LUMBER CORP.

OUTDOOR DECKING,  
PVC PRODUCTS, FIBER CEMENT,  
RAILING, PORCH FLOORING,



**MSL**  
MID-STATE LUMBER CORP.

KNOTTY BOARDS, CLEAR BOARDS,  
WOOD SIDING, STEPPING,  
AND FIRE-TREATED MATERIAL.



**MSL**  
MID-STATE LUMBER CORP.

**NO DOUBT, I'M IN A MID-STATE OF MIND.**



**MSL**  
MID-STATE LUMBER CORP.

Serving the Mid-Atlantic and New England Markets

For a retail dealer near you, call 800.942.7776 or use our "Find a Store" tab online at [www.midstatelumber.com](http://www.midstatelumber.com).





## Mid-State Lumber

Print creative developed promoting MSL Lumber while championing the quality of its people and breadth of goods.



# CHAIRMAN OF THE BOARDS.

*Robert Nally*  
Timber Warehouse Manager,  
Branchburg, NJ

**MSL**  
MID-STATE LUMBER CORP.

Not only does Mid-State Lumber have the finest selection of building materials in the industry, we also have the finest and most knowledgeable customer service representatives on the planet. If you have a question about any of our products or materials, we have the answers.

Plus we have regularly scheduled delivery days, so you know exactly when we're coming. Call today to speak with Robert, or any of our highly trained reps. You'll be impressed.

DECKING • PVC PRODUCTS • FIBER CEMENT • RAILINGS • ACCESSORIES • PORCH FLOORING • KNOTTY BOARDS • CLEAR BOARDS • WOOD SIDING • STYLING • MOISTURE MANAGEMENT

**WWW.MIDSTATELUMBER.COM**  
WHOLESALE DISTRIBUTION • CALL 1.800.942.7776



# MATERIAL GIRL.

*Kim Wilson*  
Timber Warehouse Representative,  
Branchburg, NJ

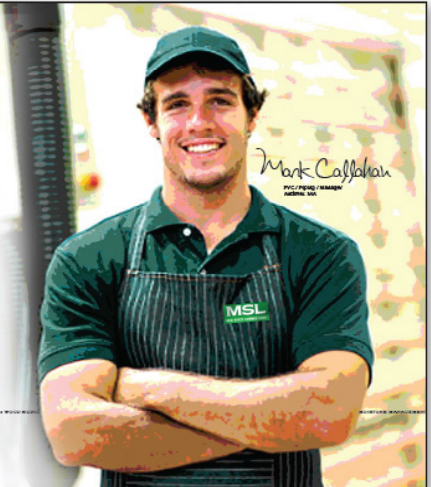
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MID-STATE LUMBER CORP.

Not only does Mid-State Lumber have the finest selection of building materials in the industry, we also have the finest and most knowledgeable customer service representatives on the planet. If you have a question about any of our products or materials, we have the answers.

Plus we have regularly scheduled delivery days, so you know exactly when we're coming. Call today to speak with Kim, or any of our highly trained reps. You'll be impressed.

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**WWW.MIDSTATELUMBER.COM**  
WHOLESALE DISTRIBUTION • CALL 1.800.942.7776



# PVC MVP.

*Mark Callahan*  
PVC Product Manager,  
Branchburg, NJ

**MSL**  
MID-STATE LUMBER CORP.

Not only does Mid-State Lumber have the finest selection of building materials in the industry, we also have the finest and most knowledgeable customer service representatives on the planet. If you have a question about any of our products or materials, we have the answers.

Plus we have regularly scheduled delivery days, so you know exactly when we're coming. Call today to speak with Mark, or any of our highly trained reps. You'll be impressed.

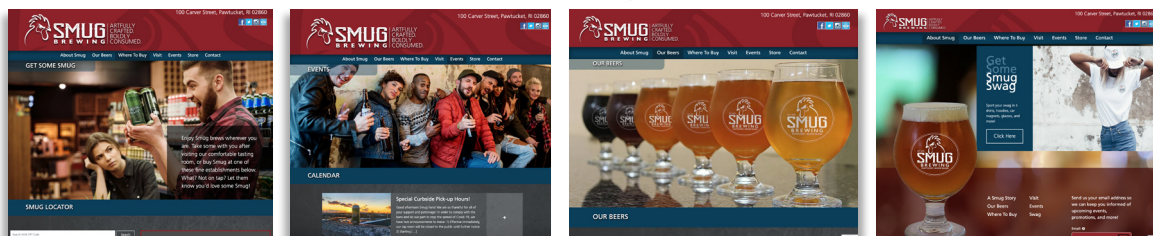
DECKING • PVC PRODUCTS • FIBER CEMENT • RAILINGS • ACCESSORIES • PORCH FLOORING • KNOTTY BOARDS • CLEAR BOARDS • WOOD SIDING • STYLING • MOISTURE MANAGEMENT

**WWW.MIDSTATELUMBER.COM**  
WHOLESALE DISTRIBUTION • CALL 1.800.942.7776



After successfully launching and supporting Talksoft, Inc., a leader in digital communications, partner Steve David, once again turned to StimulusBrand to help develop and launch a new venture: SMUG BREWING, a new craft brewery set to open in Pawtucket, Rhode Island.

Initial launch began with logo & identity, marketing positioning & tagline, followed by a fun, interactive, and award-winning website, apparel & promotional items, and social media.



Owner and brewer, Rob DeRosa states, "We brew with confidence and we want people to be confident in what they choose to drink. We're good with them being a little smug." SMUG brews IPAs —some with unique flavors such as grapefruit or milk sugar —sour beers, and seasonal options such as pumpkin-spiced, and maple Russian imperials stout. The brewery experience includes food trucks, trivia nights, and an indoor pub with live music.

"We were proud to launch and support SMUG Brewing. Learn how we can help you!" —Tom McManimon



## XSRE Department store

StimulusBrand developed newly branded multi-page inserts and ads to promote the launch of XSRE accessories.

An Extraordinary Accessories Experience!


# XSRE

Excess yourself!

Anklelets. Bangles. Belts. Baubles. Brooches. Pins. Cosmetics. Shoes. Boots. Backpacks. Hats. Stiletto. Nighties. Robes. Bras. Panties. Bathrobes. Nailpolish. Gloves. Hair. Scarves. Handles. Umbrellas. Skirts. Sweaters. Earrings. Candles. Headphones. Beads. Watches. Socks. Hosiery. Bags. Boots. Bling Galore. Braceletes. Lingerie. Bra. Sandles. Sleepwear. Ankles. Short. Headbands. Necklaces. Manicure. Hosiery. Stationery. Eyechains. Leggings. Rings. Pies. Luggage. Totes. Glove. Wallets. Belts. Sunglasses.




Grand Opening at Palisades Center



Introducing

## XSRE

[ak-ses-uh-ree] - noun 1. an extraordinary selection of accessories for women of all ages in one massive



**"Excess yourself."**  
That's a new phrase. What does it mean? It means you now have the most extraordinary selection of accessories for women of all ages in one massive new store. It means there's no holding back!

**Introducing XSRE.**  
Love accessories? We do too. That's why we created the largest space you've ever seen devoted entirely to those eye-catching bangles, beads, belts, boots, bags, and more that make your outfit complete. Any style, color, or texture you love, you'll find it in abundance at XSRE. Go ahead, excess yourself!





## XSRE

Excess yourself!

**Express yourself**  
with fashion footwear. Fabulous flats, glamorous heels, sky-high stilettos. Styles that take you from super comfy to super sexy in seconds. And don't trying on shoes one of life's pleasures?

## Extraordinary Accessory Experience!

**Express yourself** in huggies, or sexy lingerie made from lace or comfortable cotton. Wear yourself in a cute wrap, coat, or even a warm and cozy sweater. Top it off with a warm and cozy and you're good to go!

**Express yourself** Change a cluster of pearls around your neck, adorn your ears in glittering chandelier earrings, make your wrist shine with stacks of unbreakable bracelets, necklaces, and all that's new. Excess yourself!

**Express yourself** with those special fitting shoes. Give a stylish look around a favorite piece with a cute in any particular a warm sweater. Make a statement with a sparkling cocktail ring. Show our collection and make it yours.

**Express yourself** rolled down in a pair of cotton leggings and plain t-shirt. Give us those comfy new slippers and all down to lounge yourself in a moment with a book, a cup of tea, and a good night's sleep.















## Fullfilled Coffee

Our StimulusBrand team spent a week in Santa Fe, New Mexico, working with a family planning the launch of a new kind of Coffee Café experience — Fullfilled Coffee Company,™ Similar to the well-known Starbucks brand — albeit with a warmer, more artsy ambiance and more emotionally and spiritually fulfilling vibe, the café launched in Edmond, Oklahoma. Customers are encouraged to express what fulfills them. Café owners encourage community artists to submit their work for display in the café — and offer grants to advance artists' crafts. By serving up a unique experience over coffee while exposing creative talents in the region, we helped create "storydoing" to complement the storytelling, adding further authenticity to their brand.

Our work encompassed brand invention, logo and identity, advertising, collateral, display, and outdoor.

**Fullfilled**  
COFFEE COMPANY

what fulfills you

**Grand Opening December 1st**

**Fullfilled**  
COFFEE COMPANY

601 S. Boulevard  
Edmond, OK

Where fulfillment is as close as the bottom of a warm mug.

Discover **Fullfilled Coffee Company**, where you'll find great coffee, smooth tea, and delicious sandwiches and pastries. Come taste, see, and experience your own cup of fulfillment. All in a friendly, relaxed, and inspiring environment sure to be fulfilling. From the bottom up.

[www.fullfilledcoffee.com](http://www.fullfilledcoffee.com)

Specialty Coffees and Teas  
Vintage Coffees & Beverages  
Food Items  
Rotating Menu  
Indoor/Outdoor Fire Place  
Two outdoor patios  
Large Garden Area  
Artful Displays  
Open mic nights  
Special events

**Fullfilled**  
COFFEE COMPANY

Welcome!

Where your present time gathers  
and your future time awaits you.

Savor Specialty Coffees. Enjoy an alternative beverage.  
And choose from a fresh mix of delicious lunch items.

Relax in our spacious rotunda,  
warmed by an indoor/outdoor  
fireplace surrounded by two  
patios and a large garden area.  
Here's an environment where  
moments add up  
in and where  
fulfillment is as close  
as a warm mug.

**Specialty Coffee**  
Seasonal Drop  
(selected seasonally)  
French Press  
(brewed to order)  
Personal Pour Over  
(brewed to order)

**Vintage**  
Double Espresso  
Cappuccino  
Latte  
Americano  
Mocha

**Alternative Selections**  
Hot Coffee (fully cold brew method)  
Hot Loose Leaf Tea  
(Green, black, white, herbal)  
Iced Frappé  
Fruit Smoothies (Mango,  
raspberry/black currant, strawberry)

Chai Latte  
Mint Mocha  
Cinnamon & Honey Latte  
Caramel Macchiato  
Iced Blueberry  
Ghana Hot Chocolate

Fullfilled Coffee also offers Scholarships and Contests to local artists  
throughout the year. Open mic nights and other Special Events

Linger awhile, for you  
are so beautiful. —Faust

**Fullfilled**  
COFFEE COMPANY

601 S. Blvd.  
Edmond, OK



## Banchi Outdoor Adventures


Seasonal campaigns promoting Banchi ski adventure bus tours. Creative work includes post cards, in-store display posters, animated digital displays, banner ads, and print advertising. 'Tis the season!



**BANCHI OUTDOOR ADVENTURES**  
*Your on-ramp to winter excitement.*

**2012-2013 WINTER OUTDOOR PROGRAMS AND EVENTS**  
Plan your winter adventure to one of the most exhilarating ski and snowboard destinations in the northeast or western regions. Strap in. Click down. Buckle up. See details on reverse side.

**BANCHI OUTDOOR ADVENTURES**  
[www.banchi.com](http://www.banchi.com)



**2013-2014 WINTER OUTDOOR PROGRAMS AND EVENTS**  
*A change in altitude produces a change in attitude.*

This winter break, give yourself a lift and bring new meaning to "having a ball." Plan your winter adventure to one of the most exciting ski and snowboard destinations



**BANCHI OUTDOOR ADVENTURES**  
**2012-2013 WINTER OUTDOOR PROGRAMS AND EVENTS**

**GEAR UP FOR A GREAT WINTER GETAWAY THE BANCHI WAY.**  
Plan your winter adventure to one of the most exhilarating ski and snowboard destinations in the northeast or western regions. Strap in. Click down. Bundle up. See details on reverse side.



**2012-2013 Winter Outdoor Programs & Events**

**THINK OF YOUR WINTER BREAK AS CLASS TIME IN SPORT MANAGEMENT AND THE SOCIAL SCIENCES.**  
Plan your winter break with friends to one of the most exhilarating ski and snowboard destinations in the northeast or western regions. Bundle up. Strap in. Click down. And bring a whole new meaning to "environmental studies." See details on reverse side.

**BANCHI OUTDOOR ADVENTURES**  
[www.banchi.com](http://www.banchi.com)



**BANCHI 2013-2014 WINTER OUTDOOR ADVENTURES**

**This Winter, Vacation Like A Banchi.**



This winter, plan your winter adventure to one of the most exciting ski and snowboard destinations in the northeast or western regions. From destinations throughout New York, Vermont and Maine to Colorado, Utah, Idaho, Canada and more! Strap in. Click down. Buckle up. And take on the excitement at every turn.

**BANCHI OUTDOOR ADVENTURES**  
[WWW.BANCHI.COM](http://WWW.BANCHI.COM)  
800.769.9660

Some images featured were provided courtesy of Mt. Snow and Stone Mountain Resort.



# NJ State Museum Rebrand

Logo and identity system, styleguide, stationery, collateral, display, and email program



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Pam Switlik

Nicole Jannotte  
Executive Director, NJSMF  
First Last  
Executive Director, NJSM



## BRAND STYLEGUIDE



**Be inspired. Join today!**

Established in 1968 to support the New Jersey State Museum through fund-raising, volunteerism, and advocacy, members are involved in many exciting activities with the Museum.

art, culture, history and sciences. Membership fees, donations and the Museum Store members support Museum programming, publications and acquisitions.

**MEMBERSHIP FORM**

☐ No current dues or recurring gift program  
☐ I have indicated the necessary forms  
☐ I am interested in becoming a Museum member. Please contact me.

**Payment info:**  
☐ Amex ☐ MC ☐ Visa ☐ Check ☐ Exp Date: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
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Please return this form to the address in the upper left. Make check payable to: **New Jersey State Museum**. All contributions are tax-deductible to the extent permitted by law. All checks, corporate and gift memberships are also welcome. For more information call 201-292-6464.

Contributions go to the New Jersey State Museum. The New Jersey State Museum is a 501(c)(3) organization. www.njstatemuseum.org





## Ascentin Insurance


Longstanding agency client Brown & Brown, Inc. turned to StimulusBrand to help define and launch a new personal advisory (Ascentin) focused on providing exceptional insurance coverage to exceptional people.

Aimed at high net worth individuals and companies, Brown & Brown's portfolio depth and financial strength with its carrier partners was uniquely suited to meet their needs.

Agency work included brand mapping, naming, logo and identity creation. We designed a company brochure, supporting sales insert sheets and a print advertising campaign.



**Extraordinary protection for life's extraordinary passions.**



**ASCENTIN**  
A Division of Brown & Brown, Inc.  
Personal Insurance.  
Extraordinary Protection.

**LUXURY, ANTIQUE AND COLLECTOR VEHICLE INSURANCE**

Exotic Vehicles  
Hot Rods  
Antique Vehicles  
Antique Motorized Bicycles

"Before I take my passion on the road, Ascentin is key."




Restoring and collecting rare and expensive vehicles is more than just a hobby. For enthusiasts, it's a passion. That's why it is essential to have more than just standard automobile coverage to restore your vehicle to its former glory in the event of an accident. It takes extraordinary protection from a company that appreciates life's extraordinary passions. Ascentin is key.

24 Arnett Ave., Suite 110, Lambertville, NJ 08530. [www.ascentinbb.com](http://www.ascentinbb.com)

**ASCENTIN**  
A Division of Brown & Brown, Inc.  
Personal Insurance.  
Extraordinary Protection.

For a complimentary review of your current insurance portfolio, call 908.963.3784

**JEWELRY AND PRIVATE COLLECTIONS**

Jewelry  
Wine  
Coins  
Motorcycles  
Watches

"My jewelry makes me feel extraordinary. Ascentin protection makes me feel secure."




Whether you're a passionate collector or have had valuable items passed down through generations, we at Ascentin are just as impassioned about safeguarding your most cherished assets. Trust us for protection you'll treasure for a lifetime.

24 Arnett Ave., Suite 110, Lambertville, NJ 08530. [www.ascentinbb.com](http://www.ascentinbb.com)

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**FINE ART COLLECTIONS**

Decorative  
Paintings  
Prints  
Photographs  
Sculpture  
Multi-media

"My art collection is extraordinary. Just like the insurance I have to protect it."




Your artwork defines you. The passion you have in collecting the works you cherish is the same passion that we have to protect it. We know how invaluable these pieces and collections can be, both emotionally and financially, so let us assist you in making sure they are secured by the best in the business.

"Our firm is strongly committed to providing innovative, efficient ideas and services to help our clients manage personal risk and protect their most treasured assets."

— Lou Della Penna, Jr., President

**Presenting a personal insurance advisory group focused on providing exceptional coverage for you and your loved one's unique and ever-changing lifestyles.**

Our mission is to compose the finest insurance portfolio that you can depend on for years to come.

At Ascentin, we will only work with our long-standing carrier partners, whose financial strength ratings are high, and well respected by industry professionals.

With Ascentin, you can rest assured that your most cherished and valuable assets will be protected from unforeseeable harm, and that our extraordinary team of advisors will be with you every step of the way.



Located in historic Lambertville, New Jersey, Ascentin operates as a division of Brown & Brown (NYSE:BBG), ranked as one of the top ten insurance brokerage firms in the world. With over 7,000 employees and 170 offices in 38 states, Brown & Brown and its subsidiaries offer a broad range of insurance and reinsurance products and services to clients worldwide.

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Extraordinary Protection.

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Equine  
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Fine Art  
Golf  
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Hobby, Racquet & Equestrian  
Luxury, Antique & Collector Vehicle  
Media Appearance  
Umbrella Liability  
Jewelry & Private Collections  
Watercraft & Yacht  
Wedding and Special Event


**ASCENTIN**  
A Division of Brown & Brown  
Benefit Advisors  
Extraordinary protection

**Lou Della Penna, Jr.**  
Executive Vice President  
[ljr@advisorsbb.com](mailto:ljr@advisorsbb.com)

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where decision-makers are doing the work.



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Celebrating 25 Years: view the video



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Founded over twenty five years ago, Genova Burns Giantomasi Webster works with many of the premier  
companies and business interests spanning the region between Wall Street and Center City, Philadelphia.  
Our firm stands at the intersection of law, government and business.  
Our commitment is to provide our clients with representation at the highest standard of excellence but  
in a mid-sized regional setting. Relationships and trust are the key ingredients to our success. Our  
firm is based upon our consistent emphasis on responsiveness to the needs of our clients  
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Jersey Super Lawyers* and *New York Magazine's Directory of New York Area's Best Lawyers*. Our attorneys include a federal prosecutor  
and state official, a former Superior Court and Appellate Division judge, members of New Jersey Supreme Court committees, chairs of bar  
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Attorney that will allow you to make decisions on your behalf if you become  
incapable of doing so. It is important to have a power of attorney that is  
correctly drafted, is properly executed, and is properly recorded.



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life ahead.**

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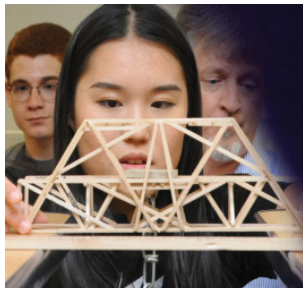
Wills • Trusts and Estates • Elder Care Law






## Notre Dame High School

Supported with a theme: Where will Notre Dame lead you?, here are a few pieces in an annual campaign that includes New Logo, TV, Theatre videos, billboards, mall banners, print ads, posters, kiosk displays, magazine features, transit media, social media and more.



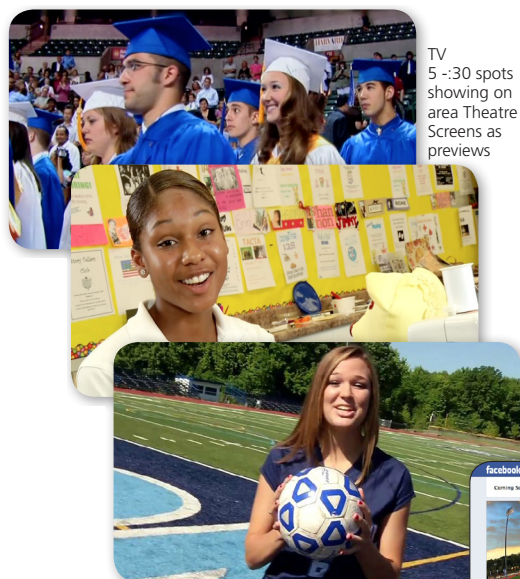
# Achieve remarkable.

Open House - Oct.24, 7pm  
**Notre Dame High School**  
601 Lawrence Rd., Lawrenceville, NJ | [ndnj.org](http://ndnj.org)




# Leaders in our field.

Open House - Oct.24, 7pm  
**Notre Dame High School**  
601 Lawrence Rd., Lawrenceville, NJ | [ndnj.org](http://ndnj.org)



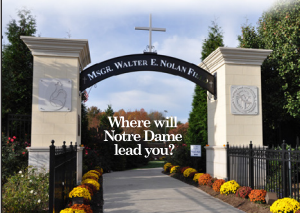
TV  
5-:30 spots  
showing on  
area Theatre  
Screens as  
previews



Notre Dame  
High School

# OPEN HOUSE

THURSDAY, OCTOBER 24, 7PM  
Register online at [www.ndnj.org](http://www.ndnj.org)  
601 Lawrence Road, Lawrenceville, NJ 08648 • 608.882.7900, ext.183



Where will  
Notre Dame  
lead you?



## Journey to extraordinary, daily.

Each day, Notre Dame students journey through multiple literary selections, from poetry to prose, medieval to modern and early American to 21st century writers. Where will Notre Dame lead you?



601 Lawrence Rd., Lawrenceville, NJ 08648

Learn more at [www.ndnj.org](http://www.ndnj.org)

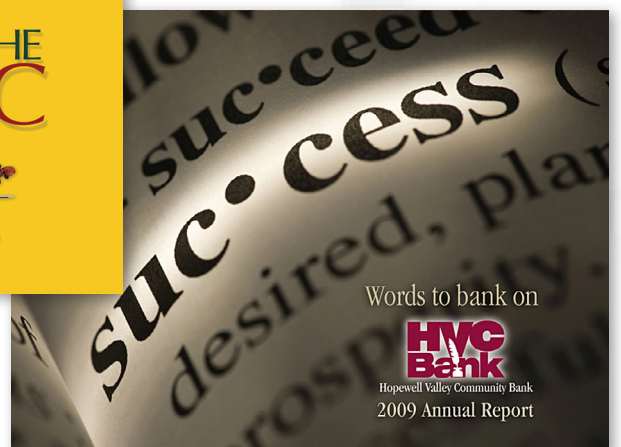
Quarterly market update reports on agricultural commodity market investments.  
Work included multi-page interactive pdf reports and collateral.





## Corporate Annual Reports

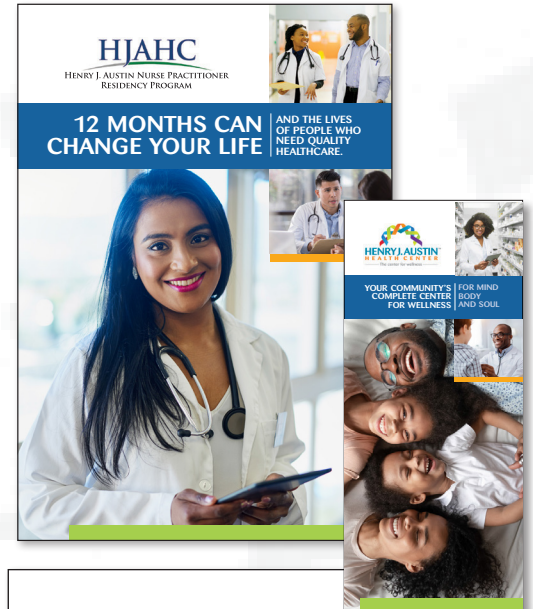
StimulusBrand is steeped in designing and producing company annual reports. For more than 35 years, we've developed annual reports for banks to insurance companies, energy to educational institutions, real estate to healthcare, leading multi-nationals to not-for-profits and more. We work with your senior management to understand your brand, your key performance details and outlooks for the year ahead. Whether it's print or digital, we manage the production from messaging and design through to delivery.





## The continual need for brochures

Every day, we are bombarded with millions of messages over an ever-increasing mix of media competing for our attention and wallets. Marketers have never had more options to get in front of people. But getting through to people is the greater challenge. So much can be flashy, exciting, and intrusive but often missing substance. Whether delivered in traditional print form or advancing interactive forms, it's reassuring to know that companies still call for brochures, catalogs, and sales collateral.







National Obie Award-winning Outdoor & Transit campaign

**Seconds to carjack.**  
**Years of hard time.**

Carjacking is a federal crime. You can do federal time.  
The U.S. Attorney's Office prosecuted Jahill, now 24, after he pointed a shotgun at a driver to take a car.  
That one carjacking led to three charges and more than two decades in prison for Jahill.  
There is no parole in the federal system. Inmates can be sent to prisons all over the country, far from home.  
Worth it?  
If you have information about a carjacking or see a carjacking in action, please call:  
**The Essex County Prosecutor's Office**  
**Major Crimes Task Force tips line at:**  
**1-877-847-7432**

**SHERIFF**  
ESSEX COUNTY  
MASS.

**PROSECUTOR'S OFFICE**  
ESSEX COUNTY  
MASS.

**DEPARTMENT OF JUSTICE**

Paid for with forfeiture funds.

**Carjackers:**  
**Your long-term parking spot awaits.**

At only 17 years old, Jamil robbed a man of his car at gunpoint. He was convicted as an adult because of the seriousness of the crime.  
Jamil was sentenced to 15 years in state prison.  
Don't let this happen to you.  
If you have information about a carjacking or see a carjacking in action, please call:  
**The Essex County Prosecutor's Office**  
**Major Crimes Task Force tips line at:**  
**1-877-847-7432**

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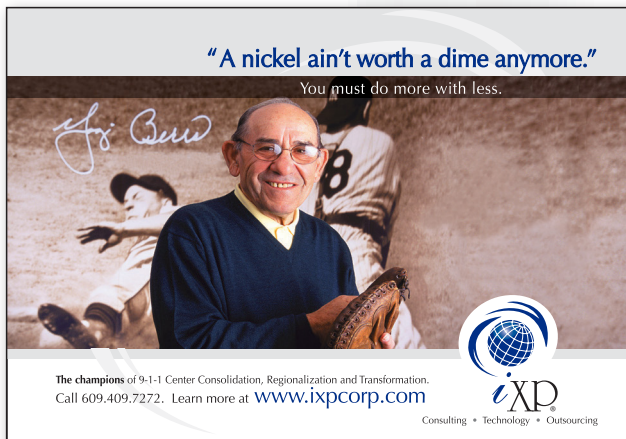
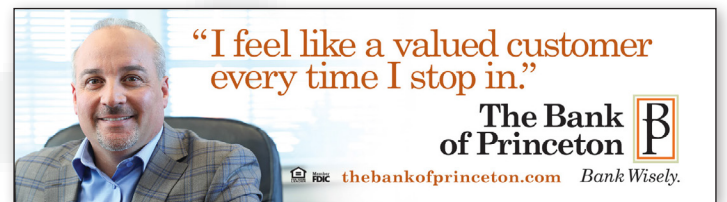
**DEPARTMENT OF JUSTICE**

Paid for with forfeiture funds.



## The impact of Outdoor & Transit advertising

With traffic and commuting volume picking up again, consider the visibility and impact that outdoor and transit advertising can add to your brand awareness. Turn to StimulusBrand to create award-winning creative campaigns on billboards, bus panels, train cards, posters, and more. Let's put your business on the map and in the minds of customers ready to do business with you.





## StimulusBrand Digital

A range of digital media deployed as part of overall communications programs for our clients. Mix includes: interactive reports, emails & newsletters, digital ppc ads, landing pages, animated gif files, ads and content development for social media campaigns.

Henry J. Austin Health Center | APN Residency Contact | 609.278.5915

**HJAH**  
HENRY J. AUSTIN NURSE PRACTITIONER  
RESIDENCY PROGRAM

**BE THE NURSE PRACTITIONER THE WORLD NEEDS.**

The Henry J. Austin Nurse Practitioner Residency Program is looking for women and men who want to make a difference. In just one year, you could be someone making a lasting difference in the lives of hundreds of people in the community who need YOU. While enrolled in the program, residents receive a modest salary and are highly valued for employment after the residency due to participation in the program.

**APPLY TODAY!** **DOWNLOAD BROCHURE**

Email: APNResidency@henryjastin.org • Call 800.278.5915

**Mission**  
Henry J. Austin Health Center Nurse Practitioner Residency Program will foster an environment of learning to facilitate advanced training of Nurse Practitioners in order to develop a sustainable structure in which Nurse Practitioners can safely learn the skills they need to become highly skilled Primary Care Providers while engaging in a mentorship structure that creates retention and long-term commitment to medically underserved areas.

**Program Structure**

- One-year salaried residency with benefits and an opportunity for continued employment with the community health center.
- Full integration into the organization, including training in the trauma informed model of care, integrated collaborative based care, advanced access systems, team based care, clinical pharmacy and using all forms of technology through telehealth.

**Care Curricular Elements**

- **Precepted Continuity Clinics** – These are the cornerstone of the residency program. Residents develop their own patient panel while having a preceptor (MD or APN).
- **Specialty Rotations** – Behavioral Health, Women's Health, Clinical Pharmacy, Medication Assisted Treatment (MAT), HIV/Hepatitis Management, Community/Population Health, Pediatrics, Chiropractic/Pain Management, Infectious Disease, Mobile Health Unit.
- **Mentored Clinics** – Residents will be a part of an integrated care team, seeing patients under

**Training locations:**

**CompleteCare**  
Primary Care  
Serving Gloucester, Cumberland, Cape May Counties

**HJAH**  
HENRY J. AUSTIN HEALTH CENTER  
Serving the Greater Trenton Community

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**BRENT DENTAL ARTS**  
LAWRENCE W. BRENT, DMD

**"Staff is friendly  
and genuinely nice"**

Rte. 130 South. Just south of Rte. 32

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PRUDENTIAL MORTGAGE CAPITAL COMPANY WE GET IT. DONE.

**The power of lasting relationships.  
And a superior borrowing experience.**

Dear (prospects):

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**Prudential**  
ANNUAL REPORT  
BUSINESS

**MARKET UPDATE**  
FOURTH QUARTER 2015  
OVERVIEW OF AGRICULTURAL PRODUCTION AND EXPORTS  
UNITED STATES

EASTERN	CENTRAL	WESTERN	TIMBER
<b>OVERVIEW</b> • EASTERN REGION • KEY DATA	<b>OVERVIEW</b> • CENTRAL REGION • KEY DATA	<b>OVERVIEW</b> • WESTERN REGION • KEY DATA	<b>OVERVIEW</b> • TIMBER • KEY DATA
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**NEW JERSEY STATE MUSEUM**  
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**SEPTEMBER CALENDAR OF EVENTS**

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**Ivy Inn**  
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Music: 9:30 pm til 1.

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Music: 10pm-12pm.

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Corporate Identity marks  
developed by StimulusBrand as  
part of overall branding programs





"Working with StimulusBrand has been a fantastic experience for Philadelphia Insurance Companies. Tom McManimon provides a thoughtful and creative approach to our branding and advertising strategy. We are able to introduce a business direction, and Tom delivers insightful and actionable campaigns that drive our business forward. Whether it be a print or digital campaign, videos, or a promotion, we consistently come away incredibly impressed. We have a tremendous working relationship with StimulusBrand, and value the partnership. I enthusiastically recommend them for all of your advertising and brand development."



Brian O'Reilly  
Executive Vice President & CMO  
Philadelphia Insurance Companies

## And now, a few words from our clients.

"From the outset, Tom McManimon thought enough to ask us about our business, our goals, what was working and what was no longer working. Understanding our target audiences and how to reach them made the difference. The quality of work at StimulusBrand is exceptional. That was a ticket to play. And they continue to deliver."



Kristine Miechowicki  
VP, Marketing  
Prudential Mortgage Capital Company

"Brown & Brown Metro developed a "rebranding" campaign that was superbly directed and designed by Tom McManimon at StimulusBrand Communications. From logo and print collateral design, advertising, and website development, as well as content and guidance, Tom has always been on target with forward thinking concepts, design, ads, website, etc. We've used Tom's services in the past and will continue to do so. I highly recommend him and Stimulus Brand Communications for all branding, marketing and design needs."



Phyllis LoSapio  
Marketing Manager  
Brown & Brown Metro



**stimulusbrand**  
advertising ■ design ■ marketing

Tom McManimon • 609.538.1126  
[www.stimulusbrand.com](http://www.stimulusbrand.com)

1 Currier Way ■ Ewing, NJ 08628 | T: 609.538.1126 ■ F: 609.935.0870 ■ [www.stimulusbrand.com](http://www.stimulusbrand.com)