



24Notion

::Creativity with Flare

Global Creative Brand Marketing/Digital/Public Relations and Lifestyle agency

BRAND STORYTELLING

INTERACTIVE MEDIA

SOCIAL INFLUENCE

For new business development or more information:

Jimmy Park

Client Relations

Email: jimmy.park@24notion.tv

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Portland, OR 97214



www.24Notion.tv

Facebook.com/24Notion

[blog: 24Notion.tv/blog](http://24Notion.tv/blog)

[tweet @24Notion](#)

[email: info@24Notion.tv](mailto:info@24Notion.tv)

Our Approach

An Independent Approach

Proudly independent, we are a full services global creative marketing , PR and lifestyle agency . Because we're autonomous, we're fully in charge. This is an important asset for our clients as they are assured that our staff — your team — is empowered to think freely, plan strategically, act nimbly and always do what's best for our clients' business.

People With a Passion (Corporate Social Responsibility)

Our greatest asset is giving back to the community. We place a high premium on people who share our belief in the power of helping for the greater good. In creating a positive and encouragement work environment focused on sustaining and giving back to the communities, we have attracted industries and clients who want to help sustain our community. We pride ourselves in driving results and client satisfactions that lead to the greater stability, consistency and better long-term focus on your business goals. By so doing, 24Notion would be the first creative marketing/PR and lifestyle agency to actively help make the community And surrounding area a better place to live. A portion of our revenue goes to the Partnership Global Program of Girls In Tech(GIT), Oregon Entrepreneur Network(OEN), Girls Inc, School House Supplies, Oregon Environmental Council, The Education Foundation, Humane Society, Global Emergency Families Funds for Economic Crisis and other charities. In addition to our regular giving program, we also offer a 24VIP program for clients who wish to make a bigger impact or support a specific cause. We will allocated portion of the revenue on behalf of our clients favorite non-profit organizations and charities. 24Notion ranked #17 on Corporate Social Responsibility/Philanthropy top company in Pacific Northwest-nominated by Portland Business Journal Book Of List 2012. Most recently, won an Innovation Award of Philanthropy 2012 by PBJ and nominated By Classy Awards 2012 as the First Integrated Marketing/PR/Social agency in giving back to global effort.

Strategic Counsel

One of the earmarks of our newly created global creative marketing and lifestyle agency has been our ability to deliver strategic consultation in all aspects of a client relationship. We do this by understanding our clients' business thoroughly, by thinking creatively as well as strategically, and by delivering consistent results that map directly to each client's business challenges. A key reason that 24Notion continues to enjoy long-term relationships with clients is the value that these companies place on our ability to function as a true strategic partner — which in turn fuels a continued cycle of organic growth and deeper partnerships.

360 Degree View of Integrated Creative Communications Methodology

Brand Storytelling is in our DNA. Our ability to deliver branded consistent, high-impact, on-message and highly visible messaging is a direct result of our four-phased Integrated Communications methodology and the deep knowledge we have of industries, audiences and influential's. Our core industry specifics are: Technology, Educations, sustainable, branded entertainment and others From discovery to inspire phases approach, we strive to create a one-of-a-kind solution that supports your overall objectives. According to a recent study, an average individual receives 5000 ads per day, which is why it's so important for your Integrated Communications to stand out and engage your audience. Our customized creativity and technology solutions for your company will consistently achieve your business goals.

Experience

Our team of unique and talented creative, media PR, technology, content and digital experts have an outstanding track record in creating inspiring innovative solutions that add impact to every message. We don't just follow a cookie cutter approach; rather, our team prides itself on working closely with you to first understand their strategic objectives and then create online and offline experiences that help influence action and positive brand perception.

Client Relationships

24Notion is committed to developing collaborative relationships with global clients in order to deliver customized solutions that spark the imagination, enhance communications, and motivate action. The visual element is a critical part of an influential, well-managed campaign. In addition to other tactics that will influence your key audiences, how they SEE you is just as important. The tagline and motto for 24Notion(SM) is "Creativity with flare(SM)," sending up big ideas that make people take notice.

Innovation

24Notion is headquartered in Portland, Oregon-With representation in New York, Atlanta and Miami(Serving global clients: USA, Europe and Asia Pacific)-based full-service global creative marketing/digital/Technology /PR and lifestyle agency that combines strategic ideas with customized tactical execution. With a broad understand of the art of traditional marketing, new media, Public Relations/communications and social influence, 24Notion uniquely understands how to connect your brand strategy with the right consumer. We know how to merge ideation with innovative solutions, producing an integrated approach that effectively blurs the line of advertising, public relations and marketing. The agency specializes in brand storytelling, interactive media and social influence capabilities and offers a variety of traditional and non-traditional integrated marketing. To learn more about our IP Integrated Communications Methodology, email: info@24notion.tv

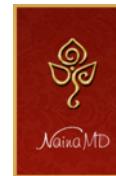
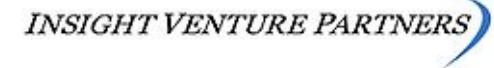
Simply put, successful design is about effective and compelling communication. 24Notion has an outstanding track record in creating inspiring yet innovative solutions that add impact to every message.

Our Experience



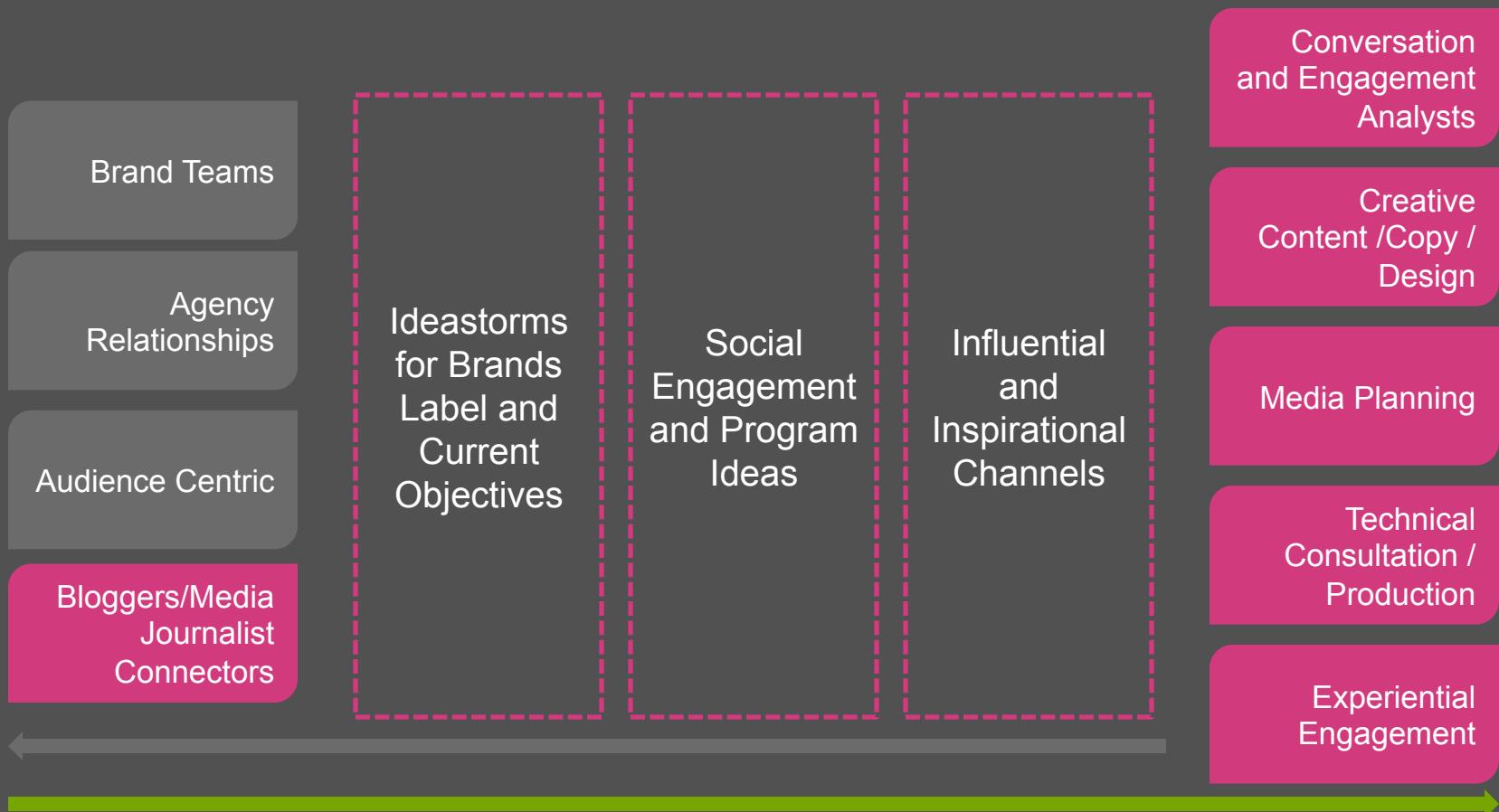
Industry Expertise and Global Clients

Fashion/Beauty/Lifestyle Arts/Media/Branded entertainment Financial/Banking
Mobile/Telecommunication Global Sustainability Technology Retail
Travel/Leisure/Hospitality Consumer Goods Healthcare Retail Academic
B2B & B2C Non-Profit organizations



Our 24NotionThinkTankSM Methodology

We can offer our full Integrated brand marketing 360 and digital experiences as needed for social programs chosen, while providing our strategic consultation for each Product/services brand to ideate and execute against.



We believe brands are built from the inside out. It is your people who invent, market, and deliver your products; who endure beyond innovations, and who provide crucial industry experience. It is your people who respond to your customers' needs, address their business challenges, and enable their success, thereby building the deep relationships that stand the test of time. Your opportunity is to develop a brand that helps your employees work together in a common purpose to create uncommon value for your customers.

Our 24Notion Integrated CommunicationsSM Methodology

We approach each project using a four-phase defined creative marketing methodology:

1. Discover
2. Create
3. Implement
4. Inspire

The Discovery Phase

Discovery is the explorative, research-driven, initial phase of developing a solid creative marketing strategy for the project design. Here we will determine the needs for the project, the audience, assess the competition, and determine the look and feel which is going to work best moving forward. For this phase will focus on brand exploration and development including brand engagement, brand inspirations, brand loyalty, brand social connections and brand word of mouth

Deliverables

- Brand audit documentation
- Brand positioning and benchmarking
- Executive brand storytelling/positioning workshop
- Current vs. brand change perception documentation
- Marketing business documentation
- Content inventory (what do we have, what do we need)
- Creative marketing brief (compiling the creative direction, competitive analysis, benchmark analysis, project overview, target audience, demographics, psychographics, brand strategy, personality, visual strategy)
- Identity and brand definition including ideation for brand engagement, inspirations, loyalty and social connections
- Storyboards



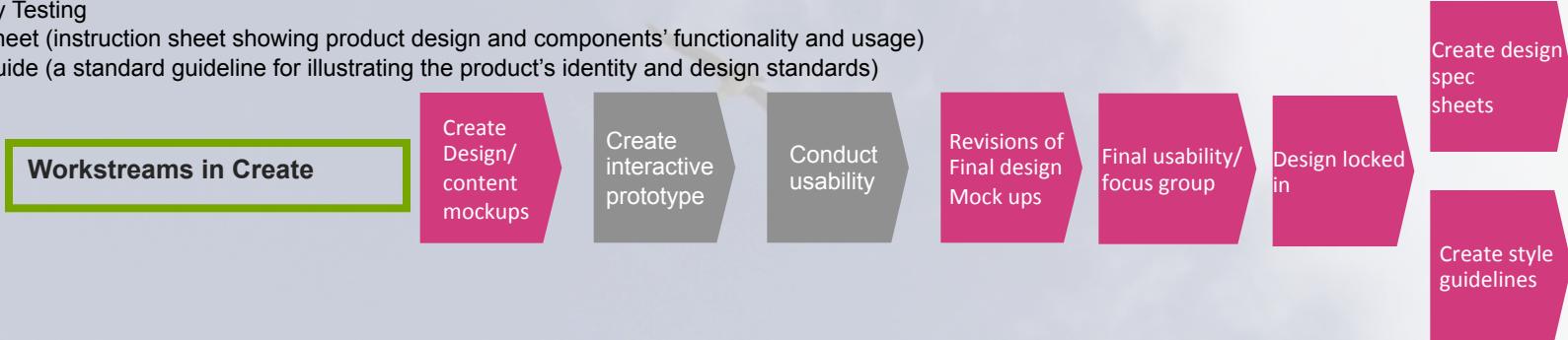
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The Create Phase: Design

Once we've established our initial information design and creative direction for the project, we move into the Create Phase. This phase takes the learnings we've achieved in Discovery to turn them into actual design treatments and prototypes. We Will be creating the technology environment at this step. The deliverables for this phase are:

- Design Treatments (mock-ups of what the application or product will look like- Multi channel elements)
- Interactive Prototype (a "working" version of the final design treatment)
- Usability Testing
- Spec Sheet (instruction sheet showing product design and components' functionality and usage)
- Style Guide (a standard guideline for illustrating the product's identity and design standards)



The Implementation Phase: Launch

The project has been designed, tested, and documented, and now it's time to hand this over to the Productions team to bring it to life*. The implementation phase transitions the design assets to the development side. The deliverables for this phase are:

- Design assets (all graphics and integrated marketing elements will be detailed out.)
- Assets documentation (design standards/guidelines)



The Inspire Phase: Connection with your audience

Engagement of an Impact Model to the customer

- Driving purchase at retail level: Brand Advertising, Brand experience, Awareness, preference, purchase
- Brand experience: Brand constants: Essence, personality, Icon, Message
- Public relations engagement
- Direct Engagement and Influence



Creative

Brand Storytelling

Our Capabilities

- Marketing/Advertising/PR engagement
- Creative Integrated & Digital Marketing Campaigns
- Branding and Storytelling Workshops
- Corporate Identity and Image Development
- Marketing and Branded Entertainment
- Message Platform Development
- Crisis & Issues Management
- Internal & External Reputation Management
- Content Creation & Copywriting/Editing
- Advertising Campaigns
- Direct to Consumer: Retail/trade/R&D/Planning
- Business Development Counsel
- Start-Up / New Venture Counsel
- Media Planning and Engagement
- Brand Image/Speaking Engagement

Interactive Media & Technology

- User Experience Design (UX)
- User Experience Evaluation
- User Interface Design(UI)
- Interaction Design
- Information Architecture
- Customer Experience
- Infographic Design
- Online web Design
- Flash design
- Graphic design
- Creative Services Production
- Customized Design
- Video motion graphics
- PowerPoint Presentation Design

Social Influence

- Social Media & Engagement
- Experiential Marketing
- Cause Marketing
- Customer Engagement/Experience
- Market Analysis
- Usability and Optimization
- Research and Customer Behavior
- Public relations/Media Outreach
- Media Engagement
- Product placement
- Micro-Blogging/Blogging
- Event Services/Management
- Direct Campaign/Retail POP
- Word-of-Mouth Marketing Campaign
- E-Social Game Marketing Campaign
- Grassroots Campaign



Remo here, I'm also part of the team leads!

Don't forget to read each of our biography on appendix section!



Ivo Lukas-Founder/CEO/
Founder



Kelley Joyce-GM East Coast/
GM/Integrated Marketing/PR
Strategist



Seth Veld-Chief Technology
Officer



Christine McBeth-Creative/
Marketing /Community
Coordinator



Jimmy Park-Chief Operation
Officer/Client Service



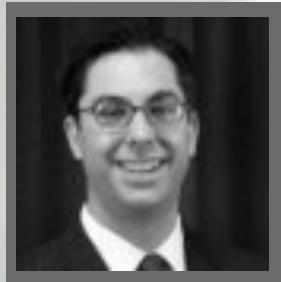
Suzanne Van De Raadt-
Sr. AE/Content/PR Strategist



Vince Nimoor- Video Producer/
Motion User Experience Designer



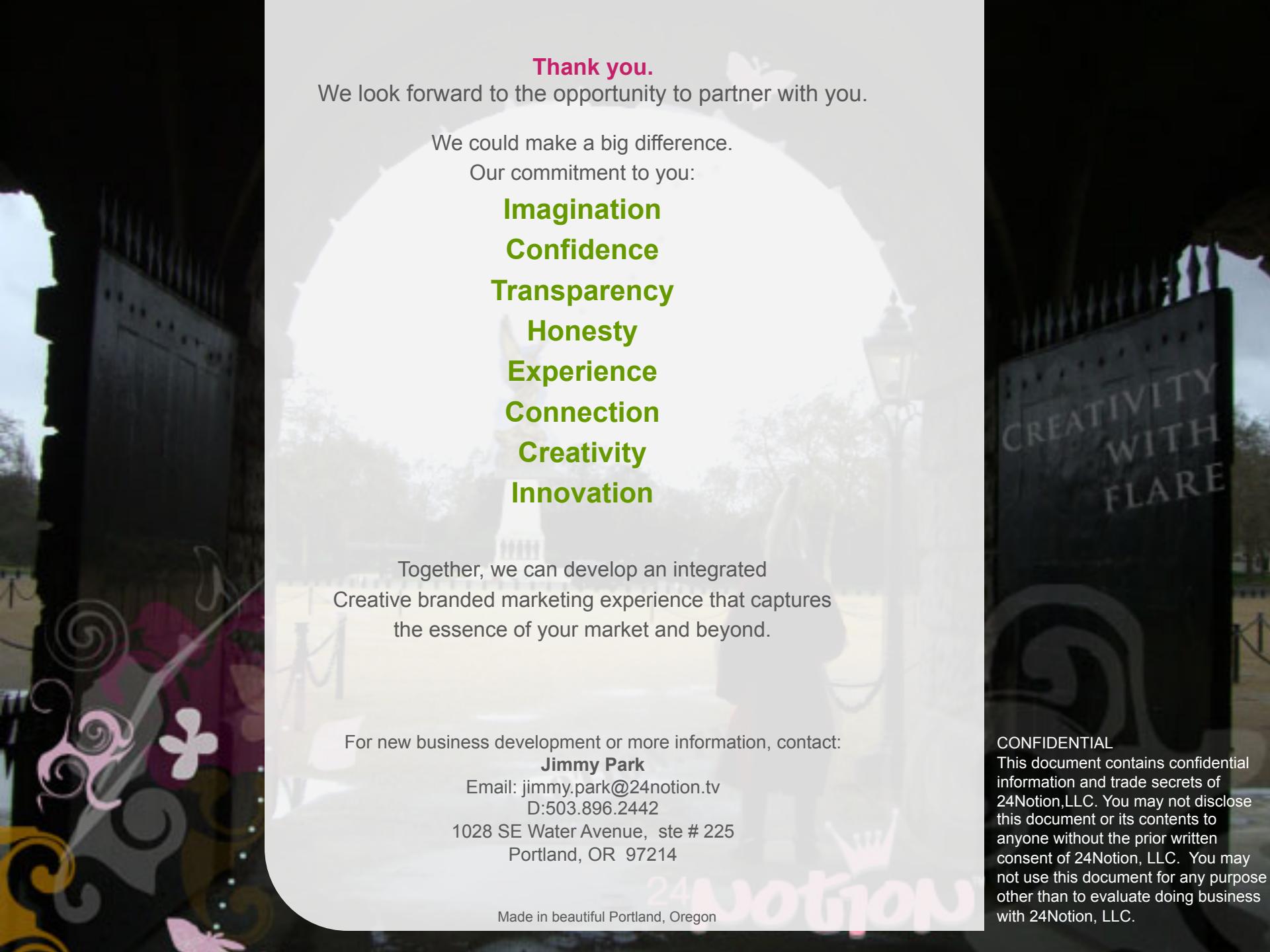
Chris Valley-Brand/Web/
UI Designer



Jay Pedone-Mobile and
Technology Lead

Additional team member:
Sarah Scholl- Marketing Coordinator/Social engagement
Nick Tieszen- Sr. Developer/Technologist
Jon So- Jr. Developer/mobile developer
Stephanie Coggins-Marketing/Sr. Strategist
Carly Thompson-Research and development
Evillina Fung- HR support
Monica Down- Content specialist and event support

Team Leads



Thank you.

We look forward to the opportunity to partner with you.

We could make a big difference.

Our commitment to you:

Imagination
Confidence
Transparency
Honesty
Experience
Connection
Creativity
Innovation

Together, we can develop an integrated
Creative branded marketing experience that captures
the essence of your market and beyond.

For new business development or more information, contact:

Jimmy Park

Email: jimmy.park@24notion.tv
D:503.896.2442

1028 SE Water Avenue, ste # 225
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Made in beautiful Portland, Oregon

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Ivo Lukas is the Founder and CEO of 24Notion creative marketing and lifestyle shop. 24Notion is an integrated, cross-functional team of experts who develop and execute innovative solutions in collaboration with the client needs. Ivo has over 17+ years of experience in combining brand marketing, innovative creative, and digital solutions for small to Fortune 500 companies and a range of industries. Prior to launching her own business, she joined the prestigious 3rd largest Global Public Relations and Communications company of Waggener Edstrom (WE) Worldwide as the global Vice President Marketing /PR/Digital of the agency. Within the agency, she founded the Global Creative Group and the WE Studio Digital Group. During her tenure, she led a global initiative that expanded beyond the Asia Pacific, European and North American markets (With team from technology, digital, creative, content, marketing, PR and evangelist that was activated and nurtured from ground up by her vision). In addition, she helped capture over 15 new business development wins with revenue increased to 2.5M from 350K in the first year. She won a few awards of her accomplishment: Interactive Media Awards-Outstanding achievement awards, 2008-2009 PR News Corporate social responsibility Awards of NetHope, WEXcellence Award winner of best Authenticity of fresh innovative idea/category, 2008 Innovative Grant finalist. She served global clients such as Nokia, AMD, Microsoft, GSK Healthcare, T-Mobile, Samsung, NetHope, USC, Fender, Washington Dairy Farmers, Polycom, Chevron, HP, China Union Pay, Amazon, Stand up speak out and others.

With her unique background of creative, media and digital influence talent, together with media and business know-how, she soon found her niche in creatively helping solve business goals for client needs. Therefore, 24Notion was born. Her vision and goals are simple: to develop innovative solutions for businesses that are hungry to become market leaders by creatively solving one business need at a time. After all, one size doesn't fit all.

Before coming to WE, Ivo was the creative/digital director/brand strategist for ShopNBC /ShopNBC.com/ShopNBC.tv/Polo.com in Minnesota, where she was responsible for strategic creative/marketing concept development, brand vision, integrated multimedia and user experience, and execution of all internal and external campaigns that supported the corporate brand and marketing communications. She directed all of the creative and brand marketing initiatives from concept development through execution, including E-commerce experience, event, direct-mail and e-mail campaigns the ShopNBC .com and ShopNBC.tv website creation/dev, search, affiliates, media, and brand identity. Before joining ShopNBC, Ivo was senior art director for Cingular Wireless /AT&T in Georgia, where she was responsible for initiating and developing strategic visual communications, new-business product launches, effective online and offline marketing, and user-targeted campaigns for the business-to-business, business-to-consumer and retail spaces. She was responsible for 3rd party vendor and studios relationship ideation such as Hollywood studios of major movie in Spiderman, Charlie's Angel and more. She has worked for Viant and USWeb/CKS, where she was responsible for the development of digital and Multimedia campaigns as well as overall brand creation. Clients Included BellSouth, Allianz, Covad, Coca-Cola and water.com, music/radio engagement. Ivo also had stints in marketing and design at Bman Design and Crawford Communications, where she was responsible for directing media and promo reel video for collateral projects (TBS SuperStation, CNN, Cartoon Networks, 99X radio and more). She has helped solve business problems for different industry sectors such mobile, educations, Media/Arts/Entertainment, Beauty, Banking/financial services, fashion/apparel, technology, consumer goods and services, B2B/B2C, retail, social enterprises, eco & sustainability and healthcare.

Ivo has a Bachelor of Fine Arts degree in Visual Communications with minor in Psychology & Photography from Georgia State University. She is the COO and lead of Global Girls in Tech Mentorship program/Partnership, an avid United Nations Women Empowerment Program and support the marketing board advisory of Oregon Entrepreneur Network and Corporate relations committee of Oregon Humane Society. She was named as the Global emerging Asian American leader of 2012, 2011 Women of Influence by the PBJ, Women 2.0 Female Founder 2009, Women in business 2009-2011 and Cambridge Who's who among Top executive.

Biography

Seth - Chief Technology Officer

Seth leads the technical development for 24Notion. He has broad technical experience ranging from high availability entertainment, media infrastructure in different customization and mainframe environments to developing highly interactive technical solutions for clients in Flash, XHTML, .Net ,CSS, AJAX, PHP, C++ and other languages. He is well versed in online strategy, media(publishing/CMS), ecommerce, Front and Back End development, web metrics and monitoring, search engine optimization and social marketing. Seth graduated *Magna Cum Laude* from The University of Dubuque with a bachelor of science degree in computer graphics and interactive media and computer information systems. Seth also earned a master of art in communication and is a member of Alpha Chi honor society and Phi Omicron service fraternity.

Jay - Mobile and Chief Informational Lead

Jay leads the mobile and technology development for 24Notion. Jay has been developing mobile apps for iPhone, Android, Blackberry and many more for the major wireless and B2B corporations. Jay leads and execute all mobile and UI technology from strategy to execution.

Kelley – GM-east Coast/ Integrated marketing strategist

Kelley Joyce is General Manager(East Coast) and Client strategist for 24Notion. She develops integrated marketing and PR campaigns that are compelling, creative, and impactful. Prior to 24Notion, Kelley was Vice President, Global Corporate Practice at Waggener Edstrom Worldwide where she counseled GlaxoSmithKline, Boeing, China UnionPay, Expedia, and Microsoft through storyline and messaging development. Previously, Kelley was vice president and a founder of the Boston and New York City offices at Horn Group. For 10 years, she represented enterprise software companies and launched best-selling business technology books. Kelley holds a BA in political science and sociology from Villanova University and her MBA in marketing and global sustainability from Fordham University. She is a Certified Professional Coach graduate of International Coaching Federation accredited Coaching for Transformation program.

Jimmy- Chief Operation Officer/Client Service

Jimmy leads the client service and operation director for 24Notion. With 15 years of experience in procurement and global product launches, Jimmy has a proven track record in providing a high level of service. Jimmy's strength and understanding lies with managing client relationships through new project development and the functional aspects of business. Jimmy's experience with a wide array of industries, including pharmaceutical, education market, telecommunications and chemical industry has only strengthened his motto over time, "If we can't take care of the client, someone else will." Most recently, Jimmy was with Hawkins Chemical in Minnesota where he handled procurement/planning for bulk chemicals. His responsibilities included defining and implementing new enterprise resource planning processes to improve efficiency and lower costs, including migrating from AS400 system to JD Edwards. He also worked with the IT department to realize new processes in JD Edwards and assisted in the release and implementation. Previously, Jimmy worked with Ciba Vision (Novartis) for 6 years as Global Planner for Central Lens Planning. While there, he was responsible for new product launches and implementation of new ERP systems such as SAP and I2. Jimmy says, "For a business to stay competitive and sharp, it's essential to learn, unlearn and relearn; this adaptability shapes the companies of tomorrow." Jimmy believes these values hold true in the ever-changing market today. Prior to Ciba Vision, Jimmy was the Operations Manager for the telecommunications company Aircomm in Atlanta, Georgia, where he managed software development as well as sales and distribution. He has also been involved in the education market, working for a company that manufacturers teaching aids for firefighters/police, hospitals/clinics, and schools/universities where he was responsible for providing product globally and sound financial assessment for product positioning.

Christine – Creative and Social Media Community Coordinator

Christine McBeth is Marketing/Creative coordinator at 24Notion. Working at 24Notion Christine has been able to further discover some of her passions while working in a creative environment. Christine's passions include working in the marketing field while using diverse types of social media and PR to help clients reach their goals. Christine was born and raised in Portland, Oregon, where she has always enjoyed what the Pacific Northwest has to offer. camping, hiking, and snowboarding are just some of Christine's favorite activities that Portland has to offer. Christine played various types of sports growing up, and now gets to use her knowledge in the diversified marketing field while working at 24Notion. Christine graduated from the Art Institute of Portland with a Bachelors of Fine Arts degree.

Suzanne Van De Raadt – Sr. AE/Content/PR strategist

Based in New York, Suzanne is Senior Account Director for 24Notion. Suzanne has 10 years of agency experience in internal and corporate communications, focusing on launching and managing national and international initiatives. At 24Notion she manages creative, dynamic projects for corporations, foundations and NGOs. She worked with clients including the Bill and Melinda Gates Foundation, Chevron, UNICEF and MasterCard. Suzanne joined the New York office after four successful years driving mainstream and niche CSR media, and stakeholder relations, in the agency's London office. Her key responsibilities included managing corporate citizenship initiatives across the EMEA region, driving and integrating local market issues with corporate, launching programs pan-regionally in partnership with NGOs and IGOs, supporting executive spokespeople in EMEA at events and strategy development for working with pan-regional press.

Vince – Video producer/Motion User Experience Designer

Vince is video producer and motion user experience designer. Vince is one of the most talented motion graphic designer who is able to deliver quality video from documentary style through promotion reels and trailers. Prior of 24Notion, Vince was the motion graphic/flash designer at Nike , Adidas , Chevy, GM and movie production studios around town.

Chris - Web/Brand/UI Designer

Chris is a graphic/web/UI designer fresh out of Oregon State University. He strives for excellence in every project that is given to him. Personally he enjoys working on both expressive design and very structured design (or even a combination). Chris pays meticulous attention to detail and won't be satisfied with any design project until everything has purpose and is perfectly in place. Though he is able to work quickly and efficiently, sometimes to really polish a design, a great deal of attention to detail is required. The two areas of design Chris thrives at and enjoys the most are branding and web design.



Focus on the right data	Break down the silos	Leverage technology systems	Make real time a reality	Determine ROI by channel
The first issue is determining which information is critical to your organization. For CMOs, information can be housed almost anywhere, and these sites typically do not talk to each other. CMOs need ways to gather customer information onto a single platform in a simplified, automated way that informs immediate business decisions.	Both IT and marketing executives' roles have changed. They are no longer sole owners of the technology stack, but instead are now business partners. For CMOs, this means that they must learn how to work with IT and data housed in various data silos is crucial. The real issue is making sure that IT and marketing are aligned. The scalability and performance of database management systems are being pushed to the limit.	Choose a system that can accept data from any source, including mobile devices, web analytics and business intelligence tools. Find a Web-based or cloud-based solution that can handle the volume and variety of data. The real issue is making sure that IT and marketing are aligned. The scalability and performance of database management systems are being pushed to the limit.	CMOs and their staffs need to quickly analyze data to make informed decisions in real time. Most available tools for this sacrifice the breadth and depth of data to achieve speed. This makes it hard to arrive at meaningful business insights. As a result, organizations have struggled to make sense of the data they collect. The positive impact and greater results of putting data to work quickly.	Often, marketers have a difficult time understanding the true value and returns that are generated by their marketing dollars by channel. It is possible to know how each channel performs, but it's hard to know which is affecting the business. By gauging individual actions, such as applying predictive models to consumer behavior, analyzing social and transactional data to identify risks and opportunities, and tracking user groups, marketers can have a more sustainable, positive impact and greater results.

Sales: This is a very top-of-the-demand funnel activity that will eventually pay off and is a way to establish and maintain credibility with customers.



The Rise of Content Marketing

Five Ways To Tell A Story: With the continuing trend toward content marketing, there are several ways to start thinking and acting like a storyteller to make the most of this powerful marketing force.



STORYTIME

FIVE WAYS TO TELL A COMPELLING STORY

PUBLISH ORIGINAL, FRESH CONTENT THAT RESONATES WITH AUDIENCES EDUCATE YOUR ORGANIZATION & C-SUITE - IT IS NOT A TYPICAL DEMAND-CREATION ACTIVITY CULTIVATE THE REQUIRED SKILLS WITHIN YOUR ORGANIZATION

STORYTIME

The Rise of Content Marketing

Content marketing involves creating and curating unique, relevant, and compelling stories

A NEW MARKETING MODEL THINK & ACT LIKE NEWSROOM

1. Publish original, fresh content that resonates with audiences. Research what your audience wants to hear and find the right topics. Then prune the content until it's more compelling, search-optimized, relevant, and open-minded.

2. Educate your organization and the C-suite that this is not a typical demand creation activity. Align the C-suite with the widest part of the sales funnel, so it gets to the core marketing trend, so bring the right talent.

3. Cultivate the required skills within your organization. Brands need to become more nimble and agile, aligning staff skill sets to the core marketing trend, so bring the right talent.

4. Look toward a new marketing model and choose agencies that can serve you. Many marketing agencies have not yet learned the art of storytelling. Content marketing agencies are a growing resource, and they specialize in telling stories across multiple channels, including the Web and social media.

5. Think and act like a newsroom. Content marketing does not fit neatly within one department. The best way to succeed is to bridge and leverage content marketing across traditional marketing silos. Stories across all media and channels should be told across all media and channels.

ADOBE: The rise of Content Marketing Campaign & Big Data Marketing/social Campaign

Big Data: Create, Design and Execute a compelling story telling through offline/online engagement

-To leverage the B2B and B2C retail support on educating key Support and audiences of CMOs level

-Results in high level/top engagement on cmo.com web traffic and event support

-Develop an innovative marketing solutions for new business opportunities for fortune 500 CMOs

-Implement a robust QR codes campaign for unique mobile traffic engagement

The Rise of Content marketing: Story time

-Offline/online engagement for event/CMO roundtable and national Presence

-An increase in highly engaged CMOs for future Adobe partnership

-Live social Marketing and PR engagement for Top executive level exposure



[Home](#) [About Us](#) [Products](#) [Design Tools](#) [Partners](#) [Contact Us](#)



The Next Generation of Eco-Technology

AVRS® Tray System (patent: 7,603,808)
Discover a New Level of Technology

The world's first and only fully interlocking and overlapping modular vegetative root system.

Looking for all the traditional benefits of a modular vegetative roof system with enhanced stormwater management technology? No longer do you need to compromise.

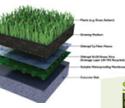
[Learn More >](#)

AVRS® Multilayer System (patent pending)
Built-Up Technology Re-Envisioned

For the first time there is a "built-up" vegetative roof system where each layer has been purpose designed, from the bottom up. No longer do you need to compromise with layers cobbled together and repurposed from other non-related building system technologies. No longer do you need to compromise.

[Learn More >](#)

WHY? Green Roof Technology?



Columbia Green entered the gr market by recognizing that the available products were failing to effectively and efficiently supply a system that managed stormwater.

[Read More >](#)

Meet the CEO



Vanessa has a dynamic 9-year reflecting optimal performance and private sector in the area of development, marketing and business.

[Read More >](#)

Resources

[Open Roof Install Video](#)
[View Now >](#)

[Tray vs. Built-up, A System Comparison](#)
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[Columbia Green Brochure](#)
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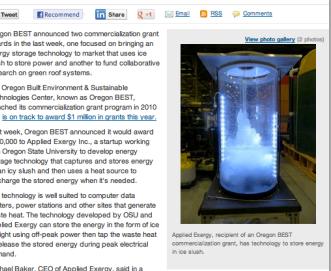
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Date: Tuesday, September 11, 2012, 2:37pm PDT

Oregon BEST awards commercialization grants for green roofs, energy storage

By Christine Williams
Sustainable Business Oregon editor



[View photo gallery >](#)

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BUCKLE UP FOR CHILDHELP

Buckles available from these celebrities:

Bill Engvall
Blake Shelton
Brett Eldredge
Chris Young
Corey Harrison - Pawn Stars
Eli Young Band
Hunter Hayes
Jeff Cook - Alabama
Josh Turner
Jordin Sparks
Kristin Chenoweth
Kyle Busch
Lauren Alaina
Larry Mahan
Love and Theft
Miranda Lambert
Pistol Annies
Randy Owen
Rick Harrison - Pawn Stars
Rodney Carrington
Scotty McCreery
Storme Warren
Teddy Gentry - Alabama
The Band Perry
The Big Show
The JaneDear Girls
Thompson Square
Trace Adkins



Retail Price: \$110 (\$8 S&H)

Twitter conversation #childhelpbuckle

Sporting the Childhelp logo along with the celebrity autograph of your choice, each buckle is hand cast in museum quality, solid bronze at Arts Refoundry, a family-owned and operated art foundry in downtown Los Angeles. Buckles are cast by the lost wax method, a process which takes a metalwork craftsman a full week to complete. All of our buckles are made to order in the USA and each is a unique work of art unlike any other.

Secure your slacks in style while supporting a mission of hope and healing

Social campaign/digital & branded designed by www.24notion.tv

Sponsors and Partners

Metalcast Kits
You sculpt it. We cast it.



24Notion
Your crown, our crown.



Please allow three to six weeks from the date of your order to receive your finished buckle.
Visit metalcastkits.com to watch a video of the process and learn more about our custom buckles. Because each buckle is made to order, we are not able to accept returns.



American Country Awards Live: Celebrities autograph belt buckle for a good cause to support Childhelp in Partnership with FOX TV

American Country Awards Live on FOX 2011! Celebrities autographed belt buckle to support ChildHelp(backstage experiential marketing)
Results in Ecommerce and social engagement support in 2011-present

Success stories/Accomplishments:

- Top 28 Celebrities participation: trace adkins, Blake shelton, kristin Chenoweth, Miranda Lambert, Trace Adkins, Bill Engvall, Jordin Sparks, Randy owen and more
- Digital/Ecommerce marketing support for Childhelp
- Brand Exposure/Social Media engagement: Concept through execution
- Digital Viral Marketing and word of mouth Marketing support (offline/online)
- Grassroots Social PR live tweet in driving social TV attendance and backstage event
- Creative/Design/Tech implementation, E-commerce, email campaign and media support
- Creative innovative ideas on bridging the top celebs with charities and branded products
- Stories write up: Top Nashville country music, Celebs page and blog posts
- Twitter trending conversation: RTs and brand exposure for artist, company and charities brand engagement

Join the Challenge: January 2011

ARE YOU THE NEXT GLOBAL LEADER?

www.mim.pdx.edu
MASTER OF INTERNATIONAL MANAGEMENT
Join Us:
Blog: www.pdxxmim.com Facebook.com/pdxxmim Twitter: @pdxxmim



Integrated Marketing/PR: PSU MIM program

Business challenges:

- Create a branded niche storytelling package for Portland State University's Master of International Management (MIM) graduate program and information session
- Differentiate MIM from the MBA or other university programs without competing
- Reinforce a compelling and consistent message for MIMs five core competencies
- Develop a strategic marketing and PR plan to raise awareness and engage future global leaders among the younger audience
- Reformat MIM information sessions from the ground up to engage key demographics in the Global Leadership Challenge
- Rebrand and relaunch the MIM digital presence to address an external audience.
- Engage wider audience and attain global footprint through:
 - Social media
 - Ad banner campaigns
 - Blog platform with SEO/SEM
 - Experiential event planning and coordination including program reformatting to better engage bloggers/journalists, technology clusters, entrepreneurs, Fortune 500 companies and organizations throughout the pacific northwest

An Integrated Marketing/PR Communications-PSU MIM

Client objectives:

- Raise awareness of PSU MIM program within the global market
- Increase part time attendance for 2011/2012
- Develop a long lasting marketing/PR campaign to raise the profile and global footprint of PSU MIM
- Generate Fortune 500 and small business interest in PSU MIM sponsorship, mentorship, recruitment etc.

Success stories:

- Information session attendance: 166% increase
- 500+ Facebook fans, 1100 Twitter followers
- Engaged representatives of key clusters : Tech, Entrepreneurs, Small business, Fortune 500 companies for speaking opportunities
- Generated numerous blog stories and interest
- Online presence traffic increased by 130%(blog, online site and other digital media means)



Developing Global Leaders in Asian Business & Culture



Wall **Info** **Products** **Discussions** **Photos** **Links**

The Global Leader in Privileged Identity Management

See why BeyondTrust is the global leader in privilege authorization management, access control and security solutions for virtualized and cloud computing environments.

powerbroker® servers
UNIX®+ Linux® Edition

Comprehensive IT security and accountability solution designed to implement a consistent protocol of access control across most Unix/Linux platforms.

powerbroker® express

PowerBroker Express can eliminate shared passwords, and log activity down to the keystroke level for all SSH devices.

powerbroker® desktops
Windows® Edition

UNIX

D
F
L
DC
FREE EVAL



Rain/Hail in SF, but #RSAC is still going strong! #BeyondTrust is looking forward to a great day 3!

6 minutes ago via HootSuite

Did you know #BeyondTrust PowerBroker for #Unix #Linux securely delegates privileges w/out disclosing the root password? <http://ow.ly/3XC85>

26 minutes ago via HootSuite

Congrats to @Qualys on the #scwards! #BeyondTrust #RSAC

41 minutes ago via HootSuite

For more info on the vulnerability, or how to properly protect administrative privileges, please visit #BeyondTrust at booth 945.

#RSAC

about 1 hour ago via HootSuite

Couldn't visit #BeyondTrust in booth 945 yesterday? Drop by today and pick up your #BeyondTrust pin for your chance to win an iPad!

about 1 hour ago via HootSuite

Name BeyondTrust
Location Carlsbad, CA
Web <http://www.beyondtrust.com>

Bio BeyondTrust offers solutions for least privilege, access control, and security compliance. We tweet news on security, data breaches, company updates, and more.

488 308 22 following followers listed

Tweets 363

Favorites

Following

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5 Things to Tell the CEO about Admin Privileges

Posted by David King on Wed, Feb 16, 2011 @ 05:00 AM

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Every organization has their own quirks. Sometimes leadership isn't involved enough for certain projects to be successful. Other times they're too involved. And sometimes it feels like everything is just too much of a mess. This is especially true when it comes to IT security and compliance across physical, virtual and cloud environments.

It doesn't happen often, but when a CEO gets interested in IT security, often we're breathless. What do we tell him/her? What would the CEO ask about? CIOUpdate recently wrote on 10 security questions your CEO should ask. So we wanted to put together the 5 questions you might be asked about administrative privileges and what your answers should be.

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BeyondTrust- Integrated Marketing + Social E-campaign and engagement

Global Leader in Privileged Identity Management

- Rebrand and revamp the integrated offline/online Marketing: social engagement of B2B
- Concept E-social blog and social media
- Event RSA activation/engagement of social contest, Content, And Speaking engagement, event channel, digital leads
- Demand Gen Lead for blog and white papers
- Product activation for B2B C level execs

Results on RSA conference support:

- An increase of 450% of traffic to the booth, web and product Demo and brand awareness
- Generated leads increase in prospect by hundreds
- An increase in social digital engagement
- An increase in bloggers/analyst and business leads
- An increase in Top stories written up of best 10 products on spot

ETC- Hollywood studios Consortium: digital Media Branded publications + Technology Platform And social engagement

The Industry Insider's Exchange E-Magazine (ETC):Interactive user experience and back end technology solutions + E-campaign + online magazine for ETC web 3.0 magazine for studio readers

Business Objectives:

- Build and customize solutions for e-magazines for C-level studio execs readers such as Disney, WB and Others
- Engaged in a social networking/gathering on sharing/adding First published content aggregator

Success stories/Accomplishments:

- Created and developed interactive solutions through simple yet effective Front/back-end technology
- Upgraded social e-magazine for Industry Insider's Exchange from 2.0 to 3.0 (to be launched soon)
- Customized e-campaign for target audience
- Created a sought after repository original content within the Industry experts on all things digital, entertainment and trends

Phase I completed; Phase II to launch in December 2012

The screenshot shows the homepage of the Industry Insider's Exchange E-Magazine. The main area features a grid of nine news items with thumbnails and titles. The sidebar on the right is titled "Submissions Stream" and lists several recent submissions from users like Dennis Kuhn and James Branch.

Thumbnail	Title	Date
Colorful bar chart	Ratio for iPad App: Streaming Music Better Than Spotify?	Aug 19
HP logo	HP Launches 4G Version of Its TouchPad Tablet	Aug 19
Close-up of a tablet screen	Archos Tablet Features Hard Disk Tweaked to Perform Like Flash Drive	Aug 19
Google logo	Google News Unveils New "Editor's Picks" Functionality	Aug 19
People icon	Quixey Search Engine Targets Social Media Apps	Aug 19
Camera lens	Pro Photographer Tests ZX Lens Converter with Red Epic Camera	Aug 19
OLYMPUS iPhone app icon	OLYMPUS iPhone App Creates New Approach to Image-Sharing	Aug 19
Home Entertainment icon	Home Entertainment Spending Seems to Have Stabilized in Q2	Aug 19
Microsoft icon	Microsoft Develops Accurate Technique for 3D Facial Modeling	Aug 19

The screenshot shows a news article titled "Warner Bros. Rolls Out Flixster Collections Video Service this Week" by Dennis Kuhn. The article discusses the announcement of Flixster Collections, a social movie portal. It includes a quote from Peter Kafka and a small image of the Warner Bros. logo.

Warner Bros. Rolls Out Flixster Collections Video Service this Week

by Dennis Kuhn (DKU)

Time Warner CEO Jeff Bewkes announced the availability of Flixster Collections, a social movie portal that went into public beta this week.

The service, a revamped version of the Flixster product acquired earlier this year, encourages users to share what they've watched with friends.

If there's something you want to see, for example, Flixster asks you "back to Amazon," iTunes, Hulu and Netflix (as well as your hard drive, if you let it). There are also links for theatrical films, including reviews, trailers and ticketing services.

"You can also imagine how this will be in to Ultraviolet, the cloud-flicker system for videos that Warner and a long coalition of movie studios and tech companies (except for Apple and Amazon) are pushing," writes Peter Kafka in All Things D.

So far, Flixster Collections is available for PCs and Macs, but no mobile app yet.

OREGON ENTREPRENEUR NETWORK: Digital Online presence/Social/PR and Marketing support

Tom Holce award 2009-2010; 2011-2012

Venture NW 2009-2010; 2011

Angel Oregon 2009-2010; 2011

Business challenges:

- Create a new media branded story through a cohesive integrated digital marketing presence
- Design/develop/implement hosted microsites
- Recreate an easy-to-use CMS platform with customized front/back-end technology
- Develop social media effort to drive traffic to site
- Re-engage nontraditional bloggers by special invitation prior to event
- Create, develop and execute opening video for event(including visuals, content creation, flash /video programming)
- Create followers/influencers by engaging non-attendees and venture capitalists through Twitter up-to-the-minute event updates, plus live video streaming

Client objectives:

- Create a compelling social blog and digital event repository for Oregon Entrepreneur Network
- Develop branded media and PR outreach to increase event attendance and coverage about OEN
- Re-engage audience by creating a seamless integrated experience through digital presence
- Maintain ease of use in start up challenge competition and event
- Create compelling storytelling through new media channel: video, visual and digital means

Success stories:

Tom Holce Entrepreneurship Awards attendance reached 850 (110% increase over 2010-2011); (115% in 2012)
Angel Oregon (105% increase over 2010-2011)
Venture Northwest submission (125% increase over 2009-2010)
Video reached 2500 individuals

Example of Video links:

<http://www.youtube.com/watch?v=Kn5T1s1moAY>

Give top entrepreneurs what they deserve.



Tom Holce
Entrepreneurship
Awards

Home Event details 2010 Finalists Award Categories About Tom Holce/Award Lifetime Achievement Award

OEN Tom Holce Awards 2010
Where top entrepreneurs get what they deserve.
It takes a lot to be a top entrepreneur – sleepless nights, unwavering dedication and constant innovation.
That's why we're honoring the men and women who create jobs, grow our economy and spearhead better ways of doing business. We'll celebrate their success and their contributions and accomplishments, Wednesday, September 22nd, 2010 at the Hilton Portland. Five winners will receive a prestigious Tom Holce Award. Come celebrate this special evening devoted to entrepreneurs.



Wednesday, September 22, 2010
5:30 – 9:00 PM
Online registration is now closed. Please register at the door of the event.

Location
Hilton Portland
921 SW 5th Ave
Portland, OR 97204

Oregon Enviro...

Tom Holce A...

10:27 PM

The screenshot shows a desktop browser window for "Venture Northwest - Mozilla Firefox". The main content area features a large banner with the text "ON THE RISE" and "Venture Northwest 2009" over a background of hot air balloons and a city skyline. Below the banner are navigation links for "About the Event", "Agenda", and "Archive". To the right, there is a sidebar with social media links (Twitter, Facebook, LinkedIn) and event details: "The Nines Hotel (Directions)", "Thursday, October 29th, 2009 8:00am - 4:00pm", "Price: \$495", and a "Register Today!" button. At the bottom of the page, there is a note: "Not all Northwest businesses that presented had investments reported in Venture Source."

The screenshot shows a desktop browser window for "YouTube - oregon entrepreneurs". The video player displays the title "OEN Tom Holce opening video sizzle reel by 24Notion". The video frame shows a person speaking at a podium. On the right side of the screen, there is a sidebar with user information, video statistics (221 views, 97 likes, 10 dislikes), and links to "Related Videos" and "More From: oregonentrepreneurs".

The screenshot shows a desktop browser window for "YouTube - oregon entrepreneurs". The video player displays the title "ENTREPRENEURS". The video frame shows a person speaking at a podium. On the right side of the screen, there is a sidebar with user information, video statistics (221 views, 97 likes, 10 dislikes), and links to "Related Videos" and "More From: oregonentrepreneurs".

Fit2Print_ Art Institutes Experiential Marketing product/services Launching party for exclusive VIP luxury: C-level/ high end consumer event planning and services

Business challenges:

- Develop a series of 2 nights event for VIP lounge
- Catering/drinks and hor devours tied in specific charity
- Invited the C-level executives only for experiential marketing engagement of products and services
- Over 350 in attendance

Client Objectives:

- Create a high end luxury experience For high end clientele
- Create a close setting environment Where clients could mingle and enjoy the night of the event
- Fun activities plus include swag bags for attendees
- Experiential marketing and touch point on product introductions/sharing infos
- Grass roots/social engagement support



24Notion E-newsletter & Media Kit Case studies

KEEP GOING

Yukie Nakama Talks about Ensure

Ensure your Success: Share your Story

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amazon.com
Amazon Monthly Media Alert Issue #1 | October 2007

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A movie poster for 'amplitude' featuring a green and red abstract background with the title in large white letters. Below the title is the text 'coming soon' and the release date '10.11.07'. At the bottom is a screenshot of a video game interface showing a building with a glowing effect.

A collage of various animals including a toucan, giraffes, a zebra, a ram, a tiger, a cheetah, a wolf, and a lizard, set against a background of green bamboo stalks. A wooden sign on the right reads "CREATIVE" and "BY CREATIVE COMM...".