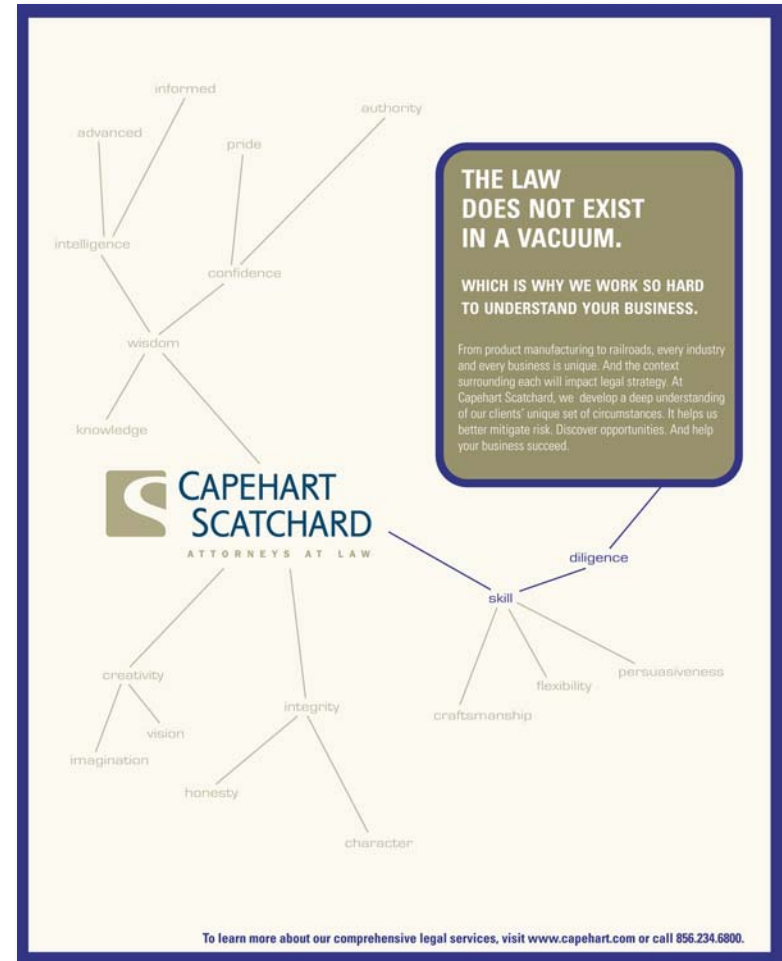
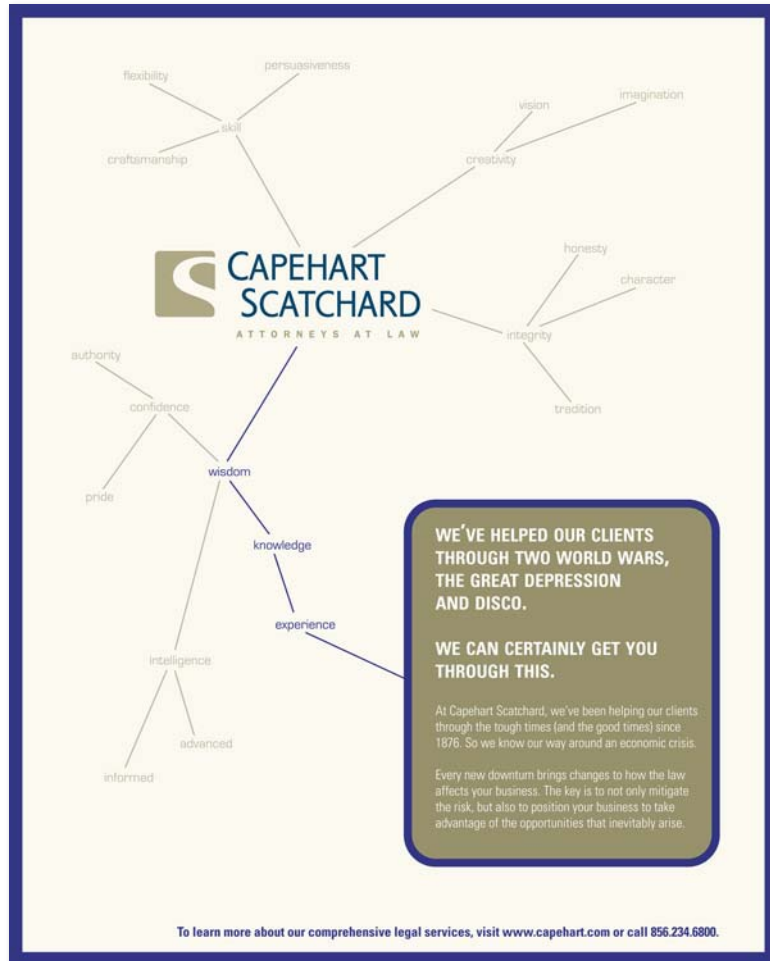


Capehart and Scatchard Law Firm

Ad Campaign | Concept and Design

Series of ads for a law firm that wanted to illustrate their long standing reputation of quality, experience, compassion, and diligence; but not such an over zealous point of view to their clients.



Newspaper and magazine ads

Ad Campaign | Concept and Design

The idea for this series of ads and outdoor advertisement was to capture the image of unity in the community. Monmouth Medical Center is such a big part of the people who live in the area. The 100 images used in this layout depict the people of a community from the ages of a child being born all the way to a 100 year old person. And within that people's individual stories of how the community of Monmouth Medical Center has been there for them and their families in the most joyous and desperate times of need.



Outdoor



Series of magazine and newspaper ads



Junior Diabetes Research Foundation

Ad Campaign | 2009 | Concept and design

The notion of this ad was to bring awareness to how serious Juvenile Diabetes is and how “Brave” the children are who live with the disease everyday — in hopes of continuing to raise money for research and one day a cure.

By the age of 5, most kids have endured more than 20 shots.

Brave!

Jake here has had
8,349.

Thousands of kids are diagnosed with Juvenile Diabetes every year. It never goes away. It never stops. And there is no cure. Please visit www.jdrf.org/southjersey or call 856.429.1101 to learn how you can help.

Fore The Kids Golf Classic
Woodcrest Country Club | June 8, 2009

Walk to Cure Diabetes
Parvin State Park | October 4, 2009
Cooper River Park | October 18, 2009

JDRF Juvenile Diabetes Research Foundation International

Newspaper ad

Logo, Poster and Brochure | Concept and Design

Save a
life with
your feet.

SATURDAY, OCTOBER 15TH
HEART & SOLE WALK
VERONA PARK, VERONA, NJ

Registration: 10:00am
Walk begins: 11:00am

In Memory of Mary Anne Ahearn

heart & sole

A walk to benefit heart failure and transplant patients
at Newark Beth Israel Medical Center

Register today at
www.newarkbethfoundation.org or call 973.926.7018



Directions to Verona Park:

Verona Park is south of Bloomfield Avenue and east of Lakeside Avenue.
Placent Valley Way in Verona, NJ

From the North:
(Garden State Parkway Southbound)

Take exit 14B Bloomfield Avenue. Go west on Bloomfield Avenue approximately 31/2 miles. Verona Park is on the left.

From the South:
(Garden State Parkway Northbound)

Take the Parkway to exit 14E Route 280 and follow Route 280 directions below.

From the West:

Take exit 6B Route 80 onto Route 46 toward Lakeside/Manford for approximately 2 miles. Stay straight to go onto Bloomfield Ave/C-500 South. Verona Park is about 1/2 of a mile from Bloomfield Avenue on the right side. You also take Route 80 to Route 280 and follow the Route 280 directions below.

From Route 280:

Take exit 7 and merge onto Placent Valley Way. Turn right onto Lakeside Avenue. Verona Park is on the east of Placent Valley Way (just inside Lakeside Avenue) and have reached Bloomfield Avenue.

Verona Park is dog-friendly, handicapped accessible and has a children's playground.

Helpful Fundraising Tips For Walkers

- Register now so you will have plenty of time to get yourself!
- Set a fundraising goal for yourself.
- Set up your personal web page at www.newarkbalkfoundation.org and email friends, family and coworkers to ask for their support.
- Collect pledges when your sponsor sign-up.
- See if your employer offers matching gifts.
- Form A TEAM!

What is a team?

Team members can include coworkers, friends, family, neighbors, anyone! A team is a group of five or more people going together to raise money. Help children and adult patients of the heart failure, treatment and transplant program at Newark Beth Israel Medical Center.



Benefits of Team Participation?

Real good knowing that you are joined a group of people that care enough to directly help child and adult heart transplant patients. You'll be able to walk with great prices while helping others! Your team could even win the award for highest fundraising team. You can take The Heart & Sole Walk brings people together for a great morning and to support a great cause.



Fundraising is Fun and easy

We've got a few incentives to keep you motivated! Raise \$25 and receive an incentive t-shirt, raise more to receive key bags, gift cards and iPod!

Here is an example of how to raise \$250 in four weeks:

- Week 1:** Ask 10 of your \$25 and ask your significant other to do the same. Total: Week 1: \$200
- Week 2:** Ask 2 friend AND a neighbor for \$25 Total: Week 2: \$250
- Week 3:** Ask 2 friends and 2 relatives for \$25 Total: Week 3: \$300
- Week 4:** Ask your boss AND a coworker for \$25 Total: Week 4: \$325



Verona Park, 10.18.2011

Heart & Sole Registration and Walkers Pledge Sheet

Participant's Name(s) _____

Team's Employer _____

Address _____

City _____ State _____ Zip _____

Phone (please check one)
 Adult: 1) 5 _____ 2) 4 _____ 3) 6 _____
 Kids: 1) 4 _____ 2) 5 _____ 3) 6 _____

Daytime Phone _____

Email _____

Gender (male/female) _____ Age _____

Total Collected _____

Please sign this form if additional space is needed. Confirmation is non-refundable to the extent allowed by law.
Please Note: In consideration of the above, I hereby certify that I have read and understand the terms and conditions of the Heart & Sole Walk and agree to participate in the same. I agree to pay the registration fee and to provide the information requested on this form. I agree to be bound by the rules and regulations of the Heart & Sole Walk and to accept the terms and conditions of the Heart & Sole Walk. I agree to be bound by the rules and regulations of the Heart & Sole Walk and to accept the terms and conditions of the Heart & Sole Walk.

Signature/Power Signature _____ Date: _____

I am unable to participate but would like to make a donation of \$ _____

Please notify directly the person who is unable to participate.

Newark Beth Israel Medical Foundation

Newark Beth Israel Medical Center

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Placent Valley Way in Verona, NJ

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(Garden State Parkway Southbound)

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How Can I Help?

You can help by taking just a few steps that will result in great results for the Heart & Sole Walk!

- Send in your registration, have us register online at www.newarkbalkfoundation.org
- Once you have registered, let up your personal fundraising webpage at www.newarkbalkfoundation.org
- Email our staff after either the Heart & Sole Walk. Ask them to join you or sponsor you!
- Recruit and lead a team of coworkers, family members and friends.
- Ask for your pledge and/or pledge sheet by October 1st Please turn additional pledges to Verona Park on October 15th
- On October 15th, please check in at registration even if you have mailed in your pledges in advance.

Why Be Heart & Sole Walk?

Newark Beth Israel Medical Center and the family of Mary Anne Abrams, a heart transplant recipient in 1995, joined together to plan a walk to raise money for our program. Mary Anne Abrams lived almost 18 years after her transplant before succumbing to breast cancer. She inspired by the spirit of places that united heart with the Heart & Sole Walk will support patients of the heart failure, treatment and transplant program.

When and Where

Saturday, October 15, 2011
 Depart: Verona Park, 10:00am
Kids Walk begins: 10:45am
 Walkers: 11:00am
 Gather at Verona Park, sign-in and run in pledges. If you have not already mailed them.

Registration Options

- Online: www.newarkbalkfoundation.org
- By email to signups@balks.com
- By fax to 973.923.1206
- Register by October 1st and raise \$25 to guarantee your event slot.
- Kids can Run

Awards and Incentives

Largest Individual Fundraiser Award
Largest Team Fundraiser Award

- Raise \$25 receive a signature heart & sole t-shirt
- Raise \$100 receive a key chain and a t-shirt
- Raise \$250 receive a travel mug, key chain and t-shirt
- Raise \$500 receive a bag, travel mug, key chain, t-shirt
- Raise \$1000 receive all this and more!

Sponsorship Opportunities

Go to www.newarkbalkfoundation.org
 Heart & Sole: Sponsorship Opportunity page.



We're not asking you to donate your heart. Just your feet.

In Memory of Mary Anne Abrams

heart & sole

A walk to benefit heart failure and transplant patients at Newark Beth Israel Medical Center

Verona Park, 10.15.2011
www.newarkbalkfoundation.org

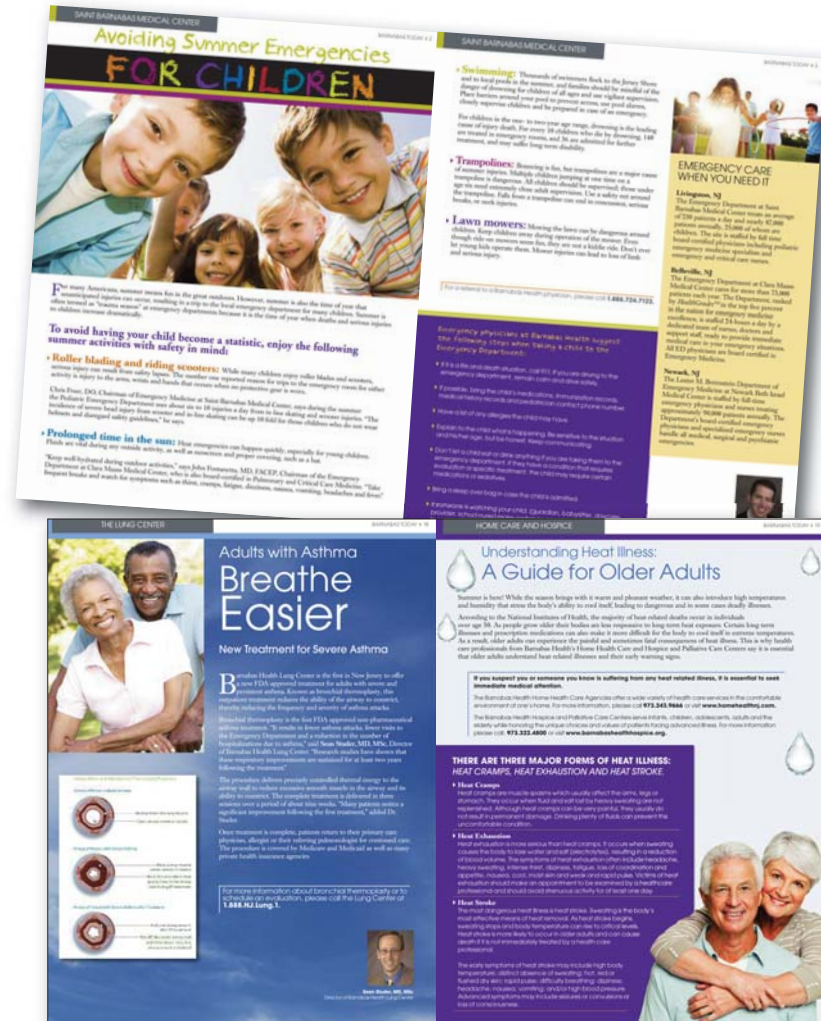
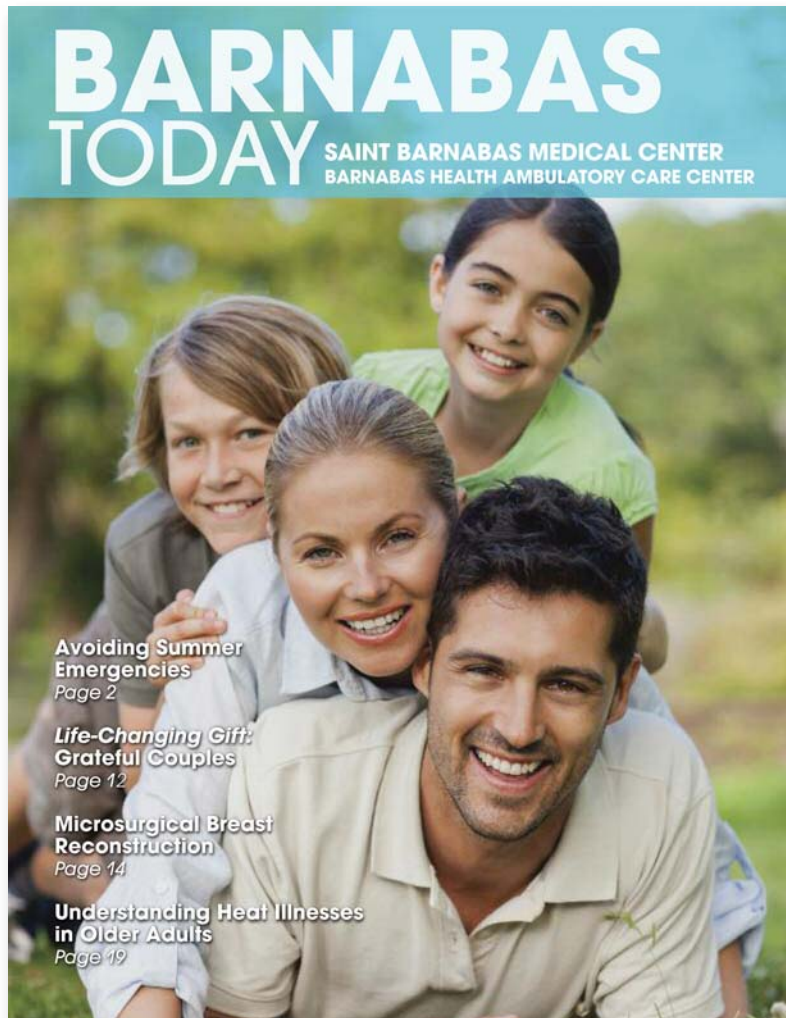
heart & sole

A walk to benefit heart transplant patients
at Newark Beth Israel Medical Center

Barnabas Today • Saint Barnabas Medical Center

Quarterly Magazine | Concept and Design

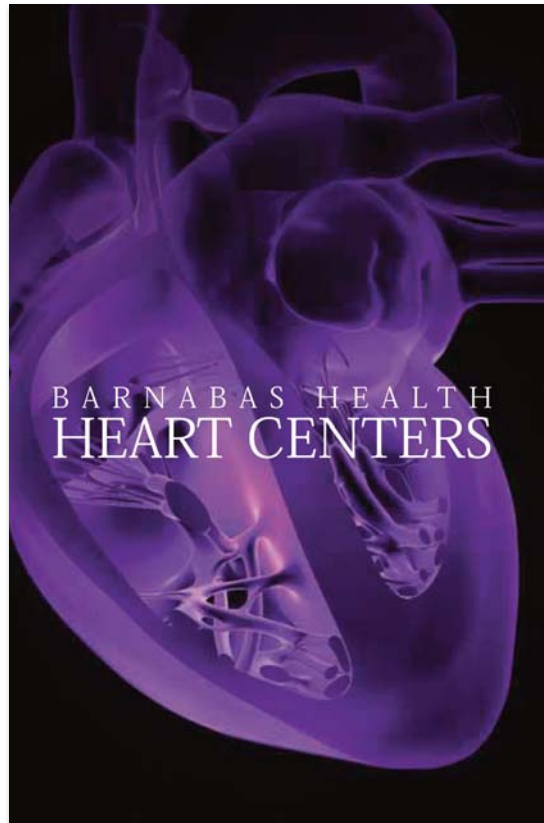
Barnabas Today is a quarterly magazine that is individually produced for six hospitals within the Barnabas Health system. The magazine is designed to highlight the advancements within the hospital and is also a tool for community outreach.



Magazine cover and spreads

Barnabas Health Heart Centers • Barnabas Health Brochure | Concept and Design

This brochure was designed to showcase the endeavors of the Barnabas Health Heart Centers, which includes a total of 12 locations and one additional location underway. The design of the brochure is meant to mimic the overall high-quality standing that the Barnabas Health Heart Centers encompass. It is a very clean and organized layout and a representation of Barnabas Health as a whole.

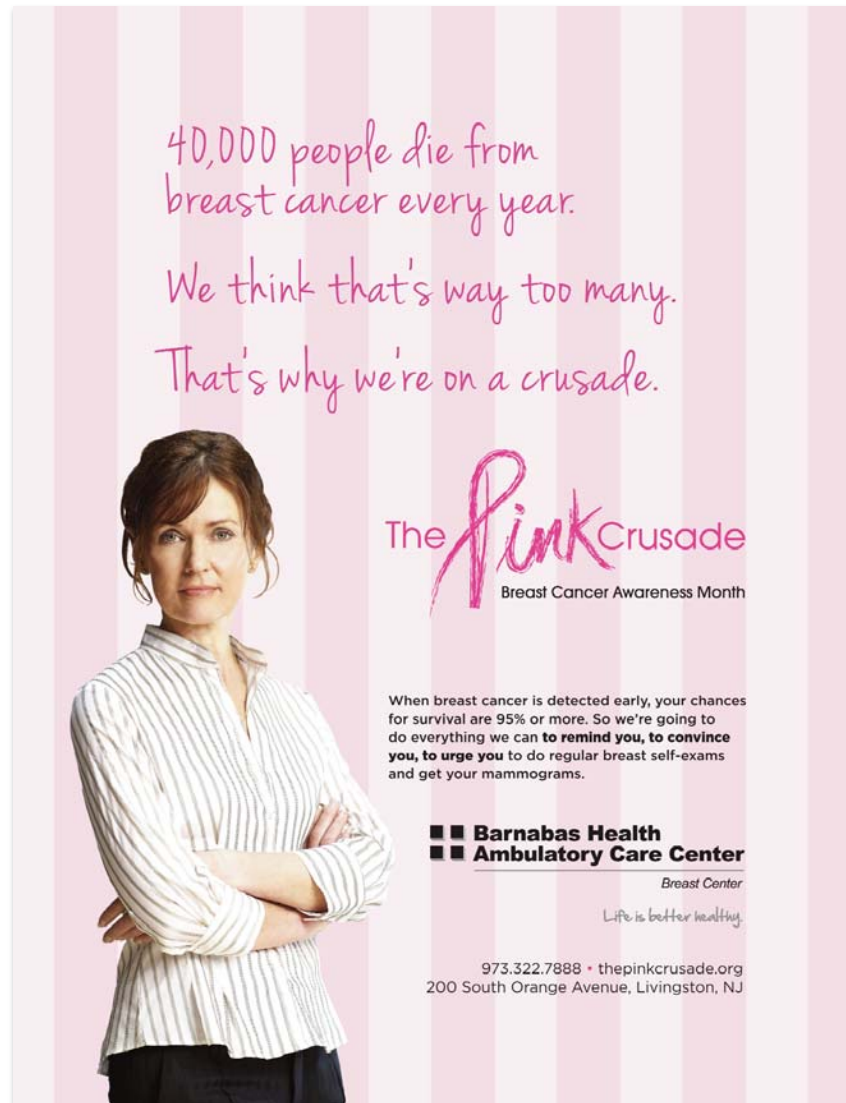


Brochure cover and spreads



Ad and logo design | Concept and Design

"The Pink Crusade" is a marketing campaign for breast cancer month. The concept is to bring awareness to breast cancer with a strong and determined position. The overall look of the ad and the logo is meant to evoke the strength and sophistication of all women who are battling this devastating disease.



Magazine ad - Redbook



Logo design

Society of Hospital Medicine

Fight the Resistance Poster Campaign | Concept and Layout Design/Logo Design

The Society of Hospital Medicine (SHM) is committed to promoting improved antibiotic prescribing behaviors among 44,000 of the nation's hospitalists. As part of this commitment SHM has launched the "Fight the Resistance" awareness campaign in conjunction with the Get Smart campaign from the Centers for Disease Control & Prevention (CDC).

