

ARIF CENDEKIAWAN

Portfolio

Editorial Design 2020-2023

Hello!

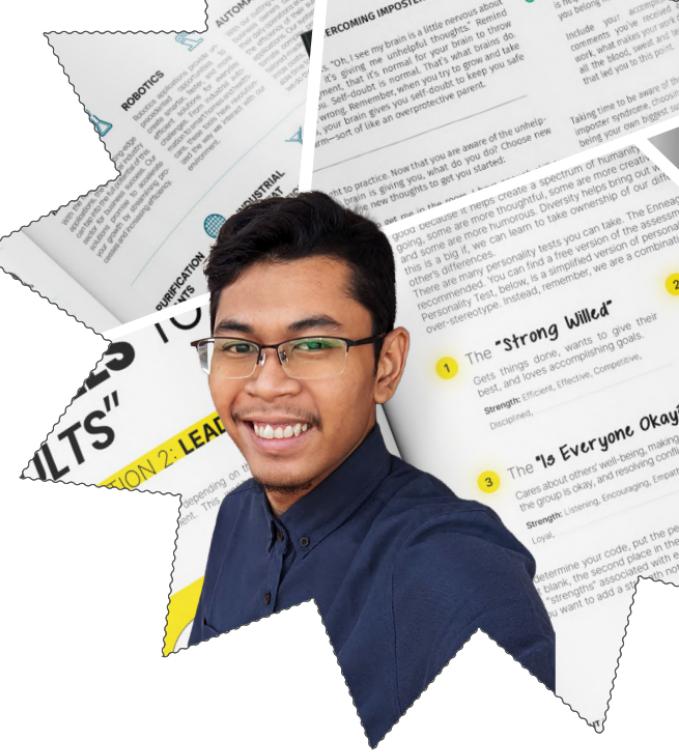
My name is,

Arif C.

Arif Cendekiawan, also go by the name Necra

b. Blitar, 13 Desember 1999

I'm a creative individual with a deep passion for design, art, and technology. With 6+ years of experience in the general graphic design field and 2+ years specializing in Editorial Design, collaborating with diverse clients and projects globally. I describe my works as a minimal, classy and simple but aesthetically appealing. I really like playing around with typography, composition, and sometime unique lines and shapes. I still continuously learning, expressing myself creatively, and staying current with trends.



EDUCATION

• Aug 2018 - Aug 2022

Universitas Brawijaya

Desain Komunikasi Visual

Successfully graduated with **3.73/4.00** GPA (Cumlaude)

EXPERIENCE

• Aug 2020 - presents

Layout Designer

Self Employed/Freelance

Designing booklet/magazine/
publishing, formatting and layouting

• Aug 2021 - Dec 2021

Slab! Design

3D Illustrator

Creating 3D Illustrations, Icons,
and Asset Designs

SKILL

Editorial Design · Adobe InDesign

Document/publishing design, formatting, layouting.

Advertising Design · Adobe Illustrator

Promotional design, digital/print campaign/ads, etc.

Photo Editing · Adobe Photoshop

Digital imaging, retouch/enhancing, manipulation.

CERTIFICATION

2021

Junior Graphic Designer

Badan Nasional Sertifikasi Profesi (BNSP)

2022

Microsoft Office Desktop Application

Trust Training Partners

MAGAZINE/ BOOKLET/ PUBLICATION DESIGN

Blog

any that provides
any. One

APPLICATIONS

CHEMICAL
INDUSTRY

A collage of various business cards and documents from different companies, including Leadership Skills, RO Solutions, and Industrial Oil & Fat Extraction.

PURIFICATION
PLANTS

**INDUSTRIAL
OIL & FAT
EXTRACTION**

ARACTER

SELF AWARENESS

A large, yellow, cloud-shaped graphic is centered on the page. Inside the cloud, the words "MAGAZINE/BOOKLET/PUBLICATION DESIGN" are written in a bold, black, serif font.

KA International Post

2021-2022

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COVER + CONTENT
LAYOUT DESIGN

SPOTLIGHT

Mika Tofukuji

I was born and raised in a little town called Tofukuji, Kofu, in Yamanashi prefecture. Yamanashi is famous for fruits, especially grapes. If you've ever traveled to Yamanashi by Chuo Line train, you might have seen the rows of grapevines that line the train tracks. Yamanashi has lots of mountainous areas there is an oxymoron joke for this, "Yamanashi is a mountainous valley". (I kindly warn you not to tell it because nobody laughs), and sunlight and apparently the climate is also optimal for growing grapes.

However, Kofu is a basin of land full of hills. It gets extremely hot and humid in summer, that's why you feel as if you were a steamed dumpling, but on the other hand, Kofu is a very dry place. That's why it might sound like it's not the best place to grow grapes. Actually, Kofu used to be a place where people used to grow vegetables and rice a long time ago. But one day, at the end of the Edo period, the local cooperative and Satoyoshi people, they came to an agreement to start growing grapes and to sell grapes as a town business. Everybody started building grape trellises from wood and stone and it was completed. That was about sixty years ago.

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SPOTLIGHT

Mika Tofukuji

Alison Bell

Physio Ninnawa

Andrew Chandler Nudge

KA INTERNATIONAL POST

MARCH ISSUE 2021

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MARCH ISSUE 2021

SPOTLIGHT

Clementine Nutall

STORIES

Dominic Shelton

WELLNESS

Jen Reesman

Your Physical Space
is Your Mental Space

MEDIA

Ian McGeough

Charlie Mackesy

SPOTLIGHT

Clementine Nutall

SPOTLIGHT

Clementine Nutall

KA INTERNATIONAL POST

JULY ISSUE, 2021

Clementine Nuttall

Adventures in Materials

Section One: Japan and Material Culture

Japan has an extraordinary ability to connect material to culture, and respect for materials through so much that remains. Whether it's the home, whether it's wood, tea, timber, lacquer, clay or cloth. A curiosity about these materials, and the people who spend their days honoring 'the beauty of everyday' is what led me to Japan. I first visited in 2008, and since then, I've returned many times. I visited three times, helped along by research scholarships to study the art, tools, and techniques unique to Japan—and on the last, did not return home.



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JULY ISSUE 2021

Section Two: Kintsugi and Material Cycle

My background is in the crafts, working in art and architectural conservation—a trained restorer who worked on the historic timber and stone of many old buildings in the South of England, like Winchester Cathedral and the Bodleian Library of Oxford University. We rarely had a dull day, at Westminster Abbey, I helped to repair the ornate sarcophagus tomb of a long forgotten monk, at Windsor Castle I designed a new canopy for a statue that had suffered beyond recognition, at 10 Downing Street I fashioned a replacement for the ornate silver bowl that the Prime Minister didn't take a turnule when delivering his morning address.



During conversations in the tea room we talked about how to care for those historic spaces, seeking justification for our interventions and a rationale to keep them in the same place for hundreds of years. Development is part of the contributions of successive generations, and part of the reason why they read as beautiful is thanks to their patination, layers, variations and flaws.

2 KA International Post

These discussions about conservation philosophy are what led me to Japan. The Japanese art of repairing ceramics—lacquer and gold. A traditional kintsugi mend takes a broken piece of pottery that is melted or smothered to pieces—and uses urushi lacquer to transform it through repair. It is first cleaned with water, sand, rice and wheat paste, then filled using lacquer and rice glue, before additional layers of lacquer are applied. Finally, a microtome of gold is dusted along the surface, and then polished. This ancient history is rooted in the tea ceremony, the teachings of Sen no Rikyū and the development of the uniquely Japanese aesthetics in the 16th century.

To learn more, I joined the Department of Ursaki Lacquer at Tokyo University of the Arts in 2011. The lacquer itself is drawn from beneath the bark of the mountainous urushi tree—swelling so slowly from the scars scratched across the surface that it may yield only 300g in a year. So it is not only ratty to cross my workspace over the last four years, I have used up all the lacquer I have ever made. I have to constantly go back to the trees and strands grown from the tail of a cat. We used burning tools made from the ruby teeth of sea bream and polishing compound from powdered sand. I have spent hours peeling the spines from a beetle egg, and then offering up the palm excrements, only to receive a handful of iridescent beetle shell. I came to Japan a vegan, I'm afraid I'm far from it: my taste is politely turned down whale bone, but damn near lost my cool at elephant tusks.

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PEOPLE / Spotlight / Kate Ikuma

SPOTLIGHT

Kate Ikuma

Let's Go Ibaraki!
(茨城に行きましょう。)



When I first moved to Japan, I was placed in the middle of nowhere in Japan's longest and deepest prefecture, Ibaraki (茨城県). When some of my friends found out where I was placed, they responded with a mix of awe and concern. I have lived there for three years and I do not regret one part of that experience because it is one that can never be replaced or recreated. In many English travel books, only a quarter of a page is dedicated to Ibaraki, which is a shame because Ibaraki is a fantastic place with many hidden gems. Today, I am going to show you why.

Everyone told me the best way to get around Ibaraki is by car—which is true, it is a must. But I have three years in the country without a car, and was just fine. If you don't have a car, then I would suggest taking the train. Ibaraki is a great investment option in the countryside. Google Maps or Apple Maps have a tendency to lead drivers, narrow country roads with cliffs on one side and mountains on the other, so be careful of the options they provide. Roads in Japan are well-maintained, and locals tend to take these roads fast and treat one-lane country roads as two-lane roads. I am not exaggerating when I say today you have no main highways to them, just main roads with stoplights.

Let's start with two of Ibaraki's most popular places, which you might already know: Asa is, Kairaku-en (偕楽園) located in the city of Mito (水戸市). It is one of the great three gardens (the other two being Kenrokuen in Kanazawa, Ishikawa prefecture, and Kōraku-en in Okayama, Okayama prefecture). The best time to go is plum blossom season, which is usually late-March, although there are over 3,000 plum trees in a variety of colors. You can pack a picnic basket to sit and watch the cherry blossom season. The joban line stops right at a special stop right in front of the park, and the train ride from the station to the park is the second most popular spot in Hitachi Seaside Park (日立ひたち海浜公園). It's expansive and you can walk on foot, but if you're not much of a walker you can always rent a bike to get around.

Its many attractions change each season, but I absolutely recommend going in spring when the park is carpeted with blue nemophila. The fields and fields of this beautiful flower make for a great photo opportunity. You can also catch the sunsets here. The park also sells blue curvy, which is very endearing. I would like you to know that I do not recommend driving to either of these spots in peak season as traffic is a nightmare and parking is crazy. Both are accessible by train and bus, and in peak season a multitude of signs and people will tell you where to go.

Now let's leave Mito and head on the unbearably track north. There's one game in town when it comes to traveling to the darkest northwest of Ibaraki via public transportation: the JR Suigun Line. It's a single track line that only carries four cars at most. Since it is a single, countryside track train, it only comes about once an hour, so I highly recommend getting a Suica card when planning your trip. Among the Suigun line's charmingly analog features is the limited Suica (I can assure you that you cannot buy a Suica or buy a physical ticket, if your Japanese is more hindrance than help, then the easiest option is to exit at Mitomo Station and buy a ticket from a shopkeeper). Once your Japanese is functional, you can switch straight onto the Suigun train at Mitomo station, and ask one of the many shopkeepers there to punch your Suica card before reaching your desired stop.

PEOPLE / Spotlight / Kate Ikuma



PEOPLE
SPOTLIGHT
Kate Ikuma
www.kateikuma.com
(736)-777-8423

PEOPLE
WINTER WRITING
COMPETITION
www.kaiinternationalpost.com/writing-contest

WELLNESS
Find Content
Through
Self-Regulation
www.kaiinternationalpost.com/wellness

FITNESS
Jamie Cheung & Kohre Minoshita
Reducing Your
Workout Preparation
www.kaiinternationalpost.com/fitness

KA INTERNATIONAL POST

MARCH ISSUE, 2022



Just as a warning before we start, the more you go the more space English becomes. I recommend having some basic knowledge (read *higana* and *tsukinami*) before you start. At any rate, just be prepared to get into miscommunication situations, and if you do, just smile and nod. Japanese do live in northern ibaraki, there aren't many. And if you look a certain way or dress a certain way, you will get stared at, pointed at, or yelled at. But people aren't doing this to seem threatening; they are doing it out of naivete and curiosity. Students will probably stare at you to see if you are their A2.



If you've picked a 700+ km train with a conductor, then you have to speak to the conductor of the station you get off at. Now that you know all that, sit back, relax and enjoy the ride. When I lived in northern Ibaraki, Sugadaira was the best place of my day. You can pass many cute small villages, and in the fall you'll be able to see the leaves changing color, while in winter the mountains are sometimes capped with snow.



PEOPLE
GLEN ROYCE
Glen Royce
It's Never Too Late To Design
Your Own Life
With Two-Left Feet

WELLNESS
WHAT DOES YOUR
FOUNDATION FOR
SUCCESS LOOK LIKE?

FITNESS
JONATHAN COOPER MUSCRAFT
Office-friendly
Stretches for Quick
Relief

KAIS LIFE
TOMOKO KOBAYASHI
A Look at KAIS,
KA's International
School

MAY ISSUE, 2022

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Wellness : What Does Your Foundation for Success Look Like?

What Can You Do to Be Someone Else's Safety Net?

If you've picked a 700+ km train with a conductor, then you have to speak to the conductor of the station you get off at. Now that you know all that, sit back, relax and enjoy the ride. When I lived in northern Ibaraki, Sugadaira was the best place of my day. You can pass many cute small villages, and in the fall you'll be able to see the leaves changing color, while in winter the mountains are sometimes capped with snow.

Children are dependent on the trusted adults around them to meet their needs. This puts a different kind of pressure on parents and teachers alike.

- What can you do as a teacher or staff if you see irregularity in your students?
- How do you know when it's actually time to say something?

There is such a thing as too late. If you notice any change or irregularity in your students, please trust yourself to notice and report it to your manager as soon as possible. See guidelines set in KA's Child Safeguarding Policy and Sexual Harassment Policy for more details.

The topic of safety and security is highly sensitive and it requires a balanced team, especially in an international context. The feeling of safety and security is intertwined with our personal and professional experience, and for KA and KAIS alike, urgency, transparency, and nuance are key factors in finding solutions that support the safety and security of our learning community and workplace.

As the common analogy of putting your own oxygen mask on first in case of an emergency on an airplane, we must make sure to check after our own safety first. Here are some high-risk variables that make many of us living abroad experience short-term and/or long-term psychosocial deficiencies:

- Living alone
- Living abroad
- Living away from family
- Not having a social and medical support system set up

We need to look out for one another.

Connecting with a Trusted Health Service Provider

Thanks to the wisdom of the KA community, we have a growing list of health professionals who can speak English in and around Tokyo.

Whether it is for regular check-ups or a health concern you have been putting off, there is undoubtedly a needed level of comfort in knowing that you can speak to a health professional in a language you feel comfortable in.

Finding a primary care doctor or a *sekaiinbaiku* (family doctor) is key in setting up a foundation for your health. If you are new to Japan or have never lived here in Tokyo or you've been here for over 10 years, having a primary care doctor could mean that they can give you the right connection to a specialist or provide you with resources that can help you find the right connection to a specialist could be found by the referral letter they write. They can help you keep track of your recurring needs and alert you to any changes or any irregularities.

Even if you don't have any standing health concerns, an internal doctor or perhaps the general practitioner you would want to build trust with.

Are you set up with a trusted doctor? Please submit a response to the "English Speaking Service Providers" questionnaire on the dashboard and share with us! Your experience could be the lifeline that a colleague needs now or in the future.

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Trading Casa

Sales Letter 2023

2023

loretta84agnell · fiverr.com

CONTENT LAYOUT
DESIGN

ALMENO UNA DI QUESTE 4 "CATENE MENTALI" STA IMPEDENDO LA VENDITA DEL TUO IMMOBILE?



“Bada bene, non sono una psicologa...”

Il mio nome è **Loretta Agnelli**, sono un’agenzia immobiliare professionista con 20 anni di esperienza. Sono stata consigliata alla perfezione lo status d’anno e mentale di chiunque sia che desidera vendere la propria casa.

Dopo aver lavorato per molto tempo come agente in uno dei più importanti firmari immobiliari, ho saputo numerosi saliti e cressere quest’esperienza, diventando un’agente di proprietà, tenendo contatti con altri agenti, soci, imprenditori industriali, locali, commerciali, ecc.

Mentre ho lavorato in una moltitudine di trattorie diverse, ma quando ho lasciato Trading Casa, ho deciso di focalizzarmi esclusivamente nella vendita appartamenti e case.

La focalizzazione su questa tipologia di immobili mi ha permesso di diventare una **SPECIALISTA** del settore e i raggiungimenti risultati: imporsi nel giro di pochi anni.

“Sì, non chiedo l’esclusiva perché sia io che i miei validi agenti riusciamo a vendere la tua casa in tempi record.

Non ci credi?

Ti racconto la mia storia professionale, così capirai come sono riuscita a inserire questa convinzione all’interno dell’offerta della mia agenzia.

Come ho scritto nei paragrafi precedenti, prima di mettermi in proprio ho lavorato in una importante agenzia immobiliare, in cui mi sono occupata della compilazione di documenti, gestione degli appuntamenti, tenere, occupazioni industriali, locali, commerciali, ecc.

Ma non ho mai lavorato in una moltitudine di trattorie diverse, ma quando ho lasciato Trading Casa, ho deciso di focalizzarmi esclusivamente nella vendita appartamenti e case.

La focalizzazione su questa tipologia di immobili mi ha permesso di diventare una **SPECIALISTA** del settore e i raggiungimenti risultati: imporsi nel giro di pochi anni.

“Quali sono stati i risultati che ha raggiunto Trading Casa negli ultimi due anni?

www.vendicasain30giorni.com

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“Dai l’ufficio dell’agenzia Immobiliare che ha venduto oltre 180 immobili nel 2022:

SCOPRI COME È POSSIBILE VENDERE LA TUA CASA IN MENO DI 30 GIORNI A PIACENZA SENZA PERDERTI IN NOISSI E INNUMEREOVILI ADEMPIMENTI BUREAUCRATICI E SENZA FARTI INVADERE CASA DA POTENZIALI ACQUAVENTI POCO RACCOMANDABILI

Trading Casa è un’agenzia immobiliare che opera nella provincia di Parma e non chiede il mandato di esclusività.

“Gentile proprietario,

ti ho inviato questa lettera perché so benissimo che sei in questo momento: Concetto alla perfezione le tue ansie, le tue paure e le tue preoccupazioni.

Ognuno di noi cerca di concedere centralità di persone che si trovano nella nostra situazione.

Se ti presento immediatamente da vendere invece quella somma di denaro da mettere nell’acquisto di una nuova casa o in un progetto diverso o in un’attività che sogni di sviluppare da te stesso.

E così?

Ne ero certa, cose come sono consapevole dei tuoi dubbi e delle tante scommesse di questi, tra cui

“È questo il momento storico migliore per vendere?

L’aumento del tasso di interesse ha intrecciato nemici di più: la crisi di denaro in gioco e la crescita ad un milio di euro della tua casa.

Infatti molti hanno riconosciuto al segno più alto la necessità di vendere la tua casa. Altri, invece, hanno visto «realizzare» il proprio sogno d’acquisto e hanno deciso adattarsi alle nuove circostanze e condannandosi per economie.

Ma quando ci sarà una stabilizzazione del tasso di interesse? È difficile dirlo.

www.tradingcasa.com

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Il febbraio 2023-2023 sta procedendo all’ingresso della volata vento fallo, con le decisioni sui tasse che vengono definite di colpa di vota ed ogni riunione del Consiglio direttivo della BCE, a seconda delle evoluzioni dell’infrazione. Difficile quindi fare delle previsioni concrete sul futuro.

Una cosa è certa:

“Possiamo tranquillamente dare per morta l’era dei tassi vicino all’1%.”

“Salvo, naturalmente il risparmio ATM di Assicurazioni: Banca Italia, nel 2022 potrebbe essere ancora esclusa dalla classifica inferiore al 3% e bisognerà attendere almeno 3 anni per tornare “normale”;

Di contro, però, con tasse a livelli storicamente normali, le banche apriranno le loro porte e avranno più attenzione verso i clienti rispetto al 2023 e quando, con i tassi di inflazione, saranno impostate nuove tasse, potremo sempre contare con un consulente.

Ma nonno alza la mano!

“Dai un’occhiata ai dati forniti dall’OMI (Osservatorio del Mercato Immobiliare) sul numero di compravendite immobiliari a Piacenza e provincia:

N. Compravendite immobiliari Piacenza e provincia

Anno	2021	2022	2023
Vendite	1000	1050	1100
Acquisti	1000	1050	1100

www.vendicasain30giorni.com

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“5 OPEN HOUSE

“Queste sono solo alcune delle testimonianze che abbiamo raccolto nell’ultimo anno.

I proprietari di immobili di Piacenza che si sono affidati a **Trading Casa** sono tantissimi e sono sicuramente a breve lo farà anche tu.

“Sai che non puoi vendere il tuo immobile ed è per questo motivo che voglio darti un’opportunità unica:

SE MI CONTATTERAI AL 0523.1822120 ENTRO 5 GIORNI AVRAI LA POSSIBILITÀ DI OTTENERE LA VALUTAZIONE REALE E GRATUITA DEL TUO IMMOBILE IN MENO DI 48 ORE E DI ESSERE SEGUITO DAL SUPER TEAM DI TRADING CASA, CHE VENDERÀ IL TUO IMMOBILE IN TEMPI RECORD E SENZA CHIEDERTI NESSUNA ESCLUSIVA!

“Attenzione: in questo momento hai una super occasione tra le mani!

Questo è un periodo molto complicato sia per i miei agenti che per i miei tecnici specializzati.

Non ti nascondo che sono obiettivi di lavoro.

Quindi, non perderti tempo e fissa il tuo appuntamento al numero che trovi sulla pagina accanto.

Sarò felice di risponderti e di aiutarti a vendere la tua casa.

Ti aspetto in agenzia.

Loretta Agnelli

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Psy.D.
Psychologist
11660

letting go of resentment. Celebrate small victories and remember that progress is a journey.

7
THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

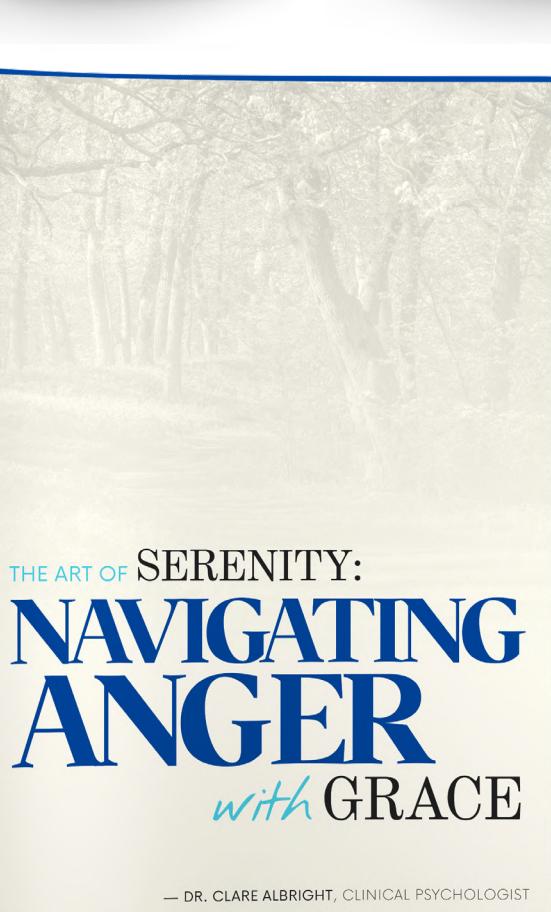
Similarity, if you have a belief that people are inherently bad or that the world is unfair, it can make you easily angered and defensive.

and others are intentionally trying to hurt you. This can lead to anger, resentment, and a desire for revenge.

and helps prevent impulsive reactions. It allows you to think more clearly before responding.

control. If you're finding that you're easily triggered by situations, try to take a step back and analyze what's really going on.

7. **Aggressive behavior:** If you're experiencing aggressive thoughts or behaviors, it's important to recognize them and seek support from a mental health professional.



THE ART OF SERENITY:
**NAVIGATING ANGER
with GRACE**

— DR. CLARE ALBRIGHT, CLINICAL PSYCHOLOGIST

A PRACTICAL GUIDE

*What research says
about managing anger
successfully?*



If you're looking to manage your anger more effectively, research findings might be helpful. Two key findings:

Cognitive behavioral therapy (CBT) can be an effective treatment for anger management. Research has shown that CBT, a type of therapy that focuses on identifying and changing negative thought patterns, can be an effective treatment for managing anger. CBT can help individuals learn to identify triggers for their anger, develop new coping skills, and reframe negative thoughts in a more positive way.

Mindfulness practices can help reduce anger and stress. Research has also shown that practicing mindfulness, such as through meditation or deep breathing exercises, can help reduce feelings of anger and stress. Mindfulness practices can help individuals learn to be more

present in the moment, regulate their emotions more effectively, and develop a greater sense of self-awareness.

Remember, everyone's journey with managing their anger will be different and what works for one person may not work for another. It's important to be patient and persistent in finding strategies that work for you, and seeking support from a mental health professional can be a helpful step in that process.

Mindfulness techniques for mana- ging anger successfully

You have absorbed the reasons for your anger and the role of anger management. If you're looking for mindfulness techniques to help manage your anger, here are five techniques that might be helpful:

1. Deep breathing: Taking deep breaths can help regulate your emotions and bring your attention to the present moment. Try inhaling for four counts, holding your breath for four counts, and exhaling for four counts, repeating as needed.

2. Body scan: A body scan is a mindfulness practice that involves focusing your attention on different parts of your body, starting from your feet and working your way



THE ART OF SERENITY: NAVIGATING ANGER WITH GRACE

up to your head. This can help you come more aware of physical sensations and release tension in your body.

3. Visual imagery: Visualization techniques, such as imagining a calm scene or visualizing yourself letting go of anger, can help shift your focus away from negative thoughts and emotions.

4. Mindful walking: Mindful walking involves paying attention to each step you take, the feeling of your feet on the ground, and your surroundings. This can help you become more present in the moment and reduce feelings of anger and stress.

5. Loving-kindness meditation: Loving-kindness meditation involves sending well-wishes and positive thoughts to yourself and others. This can help cultivate feelings of compassion and empathy, which can in turn help reduce feelings of anger and resentment.

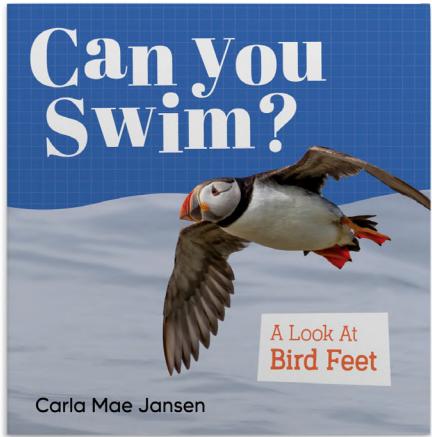
Remember, mindfulness techniques can be helpful tools for managing anger, but they are not a substitute for seeking support from a mental health professional. If you're struggling with managing your anger, don't hesitate to reach out for help.

Can You Swim?

2022

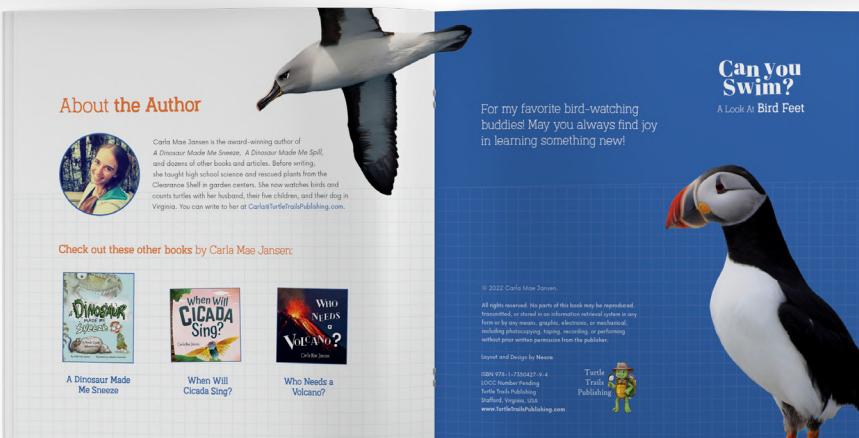
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COVER + CONTENT
LAYOUT DESIGN



The open book shows two pages. The left page features the title "Can you Swim?" and the subtitle "A Look At Bird Feet". The right page features photographs of a white heron in flight, a blue jay, and a pelican. Text on the right page asks, "What birds can swim? What do their feet look like?" A small circular inset on the right edge shows a close-up of a bird's foot.





OWN IT Workbook

2023

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BUILDING CHARACTER

A LEADER'S JOURNEY

"FROM CHARACTER TO SKILLS TO RESULTS"

SECTION 1: CHARACTER

Gray and lame, without character, can lead to foolishness and misery. Why? Because the person who lacks character not only fails to notice the people around them, they sacrifice what's truly important for their evolutionary vegetal.

- They choose feelings over character.
- They choose popularity over character.
- They choose money over character.

Character accesses the best of yourself while protecting you from the worst of yourself.

The heart needs most because the hands and feet know to the rest more than the head does. Someone can know what they should do and not do, but if the heart is full of good character, it will compel the person to do what is right even if it's hard.

Use a tree, the roots of character support our growth in life. Without good roots, vines such as peer pressure, destructive habits, and emporice can knock us down.

So, expose yourself to people of character, do small daily actions to build character, read books to grow your character, and always get back up when you get knocked down.

CHARACTER TRAITS

Mark an X identifying whether a trait comes naturally to you, or not. List someone you know & a character from a story as your role model for that trait.

TRAITS	NATURAL	STRUGGLE	FRIEND ROLE MODEL	CHARACTER ROLE MODEL
courageous				
loyal				
generous				
honest				
kind				
sincere				
self-controlled				
powerful				
patient				
determined				
persistent				
open-minded				
fair				
cooperative				
optimistic				
one				

ONLINE LEADERSHIP CONFERENCE

BUILDING CHARACTER

BRAINSTORM BUBBLE

Surround yourself with people of character. (List 3 people who make you better and why?)

1.
2.
3.

Road books about building character
(Due to Lead by Example, by Brian Tracy, and The Road Less Traveled, by M. Scott Peck, and also the book *How to Influence People* by Dale Carnegie)

Start book up when you fall. (Egocentric, Reflective, Learner)

Profile character: who makes you feel good, be grateful for something, show yourself and be patient with others, be kind to others, be kind to yourself, follow up with what you say, be a good friend, and show respect for others (those close to you)

Other:

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can character be strengthened; it is this vibration that creates strength and determination. Much sorrow is necessary to make the heart strong."

- Helen Keller

BUILDING CHARACTER

BUILDING CHARACTER

What is the Difference Between Empathy, Compassion, and Kindness?

- Empathy is seeking to understand someone else's feelings.
- Compassion is feeling the desire to help.
- Kindness is the act of being, being trendy, or being generous.

Love is... (circle)

"One person is an island and two may walk together, moves to compassion, and ends usually with kindness. The more you extend love to others whom you don't deserve in the greatest way, the more love is. Draw a heart on the spectrum below to indicate your current ability to love others"

my current ability to love others

too mostly
if ever, if they deserve it
honor roll
burned my spirit animal

Living Wisely

What happens if you have love but not wisdom?

Are these situations in which we try to be kind, but we make things worse because we're being *unwise*? Can you give an example?

How do we love others wisely?

The best and most beautiful things in the world cannot be seen or even touched. They must be felt with the heart.

- Helen Keller

ONLINE LEADERSHIP CONFERENCE

LEADERSHIP SKILLS / SELF-AWARENESS

SONALITIES

em that. It doesn't mean you have to like it, but it means that the person that is in the train will have time to reflect. Why? How? So as to see where you're coming from. Are you

LEADERSHIP SKILLS / Vision Creating

WHAT DO YOU WANT

my community

1	exc. peace	exc. crime
2		
3		
4		
5		
6		
7		
8		
9		
10		

my school

1	exc. inclusion	exc. division
2		
3		
4		
5		
6		
7		
8		
9		
10		

my home

1	exc. joy	exc. stress
2		
3		
4		
5		
6		
7		
8		
9		
10		

myself

1	exc. clarity	exc. confusion
2		
3		
4		
5		
6		
7		
8		
9		
10		

Full Heart: Filled with ...

- > **Relationships**
 - I want to
 - Identity
 - I want to
- > **Environment**
 - I want to
 - Change
 - I want to

Level Head: Focused on ...

- > **Character**
 - I want to
 - Goals
 - I want to
- > **Health**
 - I want to
 - Relationships
 - I want to

Open Hands: Ready to ...

- > **Receive support**
 - I want to
 - Give service

RESULTS

A LEADER'S JOURNEY

"FROM CHARACTER TO SKILLS TO RESULTS"



SECTION 3: RESULTS

The results of character and leadership skills are growth, success, happiness, love, and more. When you have positive character and leadership skills, you develop improved mental health and stronger communities. Ultimately, for the leader, the results of your leadership are the people you lead and the impact you have closer to others. So, as you lead, continue to grow your character, develop your skills, and celebrate your amazing results. Read each other.

3 LESSONS I LEARNED FROM THE OWN IT STUDENT LEADERSHIP CONFERENCE

- 1. Why it applies to me:
- 2. What I can do about it:
- 3. How I can help others:

BRAINSTORM BUBBLE

HOW DO WE COMMUNICATE THROUGH CONFLICT WITHOUT LOSING COMPASSION

1. Utilize positive body language
 - A. Lift your arms and stretch your legs
 - B. Use good posture
 - C. Make eye contact
 - D. Smile
2. Utilize "I" + affirming feedback
 - A. So, I am hearing you that...
 - B. I agree with you that...
 - C. That makes sense to me
 - D. Do you want to tell me why again?
3. Manage emotions
 - A. Practice patience and understand that you may not agree, but you can still respect each other
4. Find common ground
 - A. Finding what you both
- 5.



entrevista

Liliam Carrete

Professora Doutora
Em **Business**

A "Startups Inovadoras: Navegando no Tabuleiro dos Investimentos"

Bem professora vou iniciar só pedindo pra você comentar um pouco sobre a sua trajetória, como você conheceu o mundo das finanças e o que fez você trilhar essa vida acadêmica?

Eu entrei no mercado financeiro quando eu era aluna da FEA, num banco que não existe mais, num banco de investimento, eu comecei a trabalhar na mesa de operações fazendo relatório para os traders. Comecei a trabalhar em 1993, quando o Brasil começou a lâser emissão de bonds para as empresas brasileiras, então eu trabalhava em um banco de investimento e a gente fazia algumas emissões, inclusive eu trabalhei numa emissão de bonds para a Petrobras lá em 93, o Brasil tinha resultado extrema. E aí eu me formei e nesse momento fui me formei oportunidade para o mercado internacional.

Depois eu fui para o Banco de Boston, que também não existe mais, porque foi comprado no Brasil pelo banco Itaú e eu trabalhava na parte de captação de recurso ou financiamento de comércio exterior das empresas brasileiras, então eu falava com os bancos internacionais para captação de dólares para financiar os exportadores e importadores brasileiros.

Inovação) desenvolver a conexão não só na FEA, mas na USP, com esses investidores anjos, e não sei se vocês estão acompanhando, mas eu acabei virando a lira na área de empreendedorismo, podendo desenhar as disciplinas de empreendedorismo aqui da USP. A gente está com disciplinas, dadas diretamente pela pró-reitoria de graduação, que eu desenhei, e da pós-graduação. Em todas elas eu faço conexão com o mercado e como eu vim de mercado, sinto muita falta, eu tenho que fazer mudar essa visão da universidade, quando a pessoa pode não é capaz de fazer isso por si só. O empreendedorismo está mostrando que não é capaz disso.

Então isso mostra pra gente o que a gente já discutiu na FEA, que o professor não é o fornecedor de conteúdo, ele é um líder, um tutor que leva o aluno nessa trajetória de aprendizado, ele lidera, incentiva, esti-mula, ele abre os caminhos para que o aluno por si só vá buscar o conteúdo.

o que acontece na vida prática. No começo do curso, ele já cria necessidade de estudar porque sentiu a dor que é não ter o conhecimento para desenvolver, por exemplo, uma campanha de marketing, para desenvolver uma boa comunicação com o mercado, para conseguir conquistar um determinado segmento do mercado.

E ai quando eu entrei nessa área de empreendedorismo, eu me atraíei cada vez mais e eu criei essa inovação nessa área. Eu fui a uma profissão a criar um curso de extensão na FEA que é pago pra gente de fora da FEA, que é o uso de investidor anjo. Os clientes de qualquer lugar podem se inscrever e fazer esse curso, com o, eu ensino para eles a regra de como se conectar com o investidor, quanto com o investidor, eu ensino como ele deve tomar melhores decisões para investir, como eu faço melhores práticas, de mercado, diminuir as barreiras para que os investimentos aconteçam.

ndo que um de seus mais recentes projetos de expansão (Curso de Empreendedorismo - Fundraising para Startups) está relacionado com um ambiente de integração das Startups, quais seriam os principais perigos a serem vencidos por uma empresa que ainda está nessa etapa inicial? Em um prazo médio, você vê uma mudança nesses desafios? Se sim, qual é?



Cloud Computing e suas vantagens

F(CFE)1

Aquisição de Bilhões que muda a direção da F



administração

Foi em 13 de maio de 1950, no Royal Silverstone, na Inglaterra, que foi disputado o primeiro Grande Prêmio de Fórmula 1. Em sua história de mais de 72 anos, o esporte que conta com luxos, emoção e tradição, também é um polo de lucratividade, com fãs aficionados, patrocinadores, atrações e que pagam altos valores em contratos de propaganda e direitos de uso da marca, isto soma-se a movimentos recentes de inovação que fizeram com que o nome da categoria se tornasse ainda mais visível. Assim sendo, com tais características, deserta-se a sequência negrunte. O que, fariam, dizer os leitores?



MBHC - Fundamentals for New Disciples

2023

© jalilbrown10 · fiverr.com

COVER + CONTENT LAYOUT DESIGN

The image displays a collection of promotional materials for Mount Hope Baptist Church, featuring the "The Hope" theme.

- Brochure:** The central piece is a brochure titled "Fundamentals for New Disciples". It features a large title "Fundamentals" in black and red, followed by "for New Disciples". The brochure includes sections on the "MHBC MISSION", "OUR CORE VALUES" (Integrity, Excellence, Faithfulness), and "OUR THEME" (Expect, Believe, Achieve). It also shows a photo of the church building and a photo of Dr. Raymond A. Bell Jr. with the caption "DR. RAYMOND A. BELL JR. SENIOR PASTOR".
- Website Screenshot:** To the left, a screenshot of the church's website (www.mthopeva.org) is shown. The homepage features a large "WELCOME TO 'The Hope' Family" banner with a portrait of Dr. Bell. Below this, there is a "Mission, Core Values and Theme" section with the "The Hope" logo, and a "GREETINGS AND MESSAGES" section where Dr. Bell writes about the church's mission.
- Church Building:** A photograph of the Mount Hope Baptist Church building is included, showing a white church with a steeple and a modern brick extension.

Sterlin City Diary

2023

© sterlincity · fiverr.com

A black and white photograph of two women, Selina Li and Katrina Black, sitting together. They are both looking down at a book or magazine they are holding together. They are wearing dark clothing; Selina has a dark jacket over a patterned top, and Katrina is in a dark dress. The background is dark and out of focus.

case at
hip Shop
xton

OLDHARBOUR LANE
01:00 pm - 04:00 pm

Dub had a connection at the Big Chip Shop. "I had a little room for a reasonable price. At first, for some reason, I was against it. But when I really thought about it, I realized it was the perfect spot. Many artists and comedians came to the Big Chip Shop to perform."

Phi Mu Alpha Province 9 Workshop

2023

© shawntiki · fiverr.com

COVER + CONTENT LAYOUT DESIGN

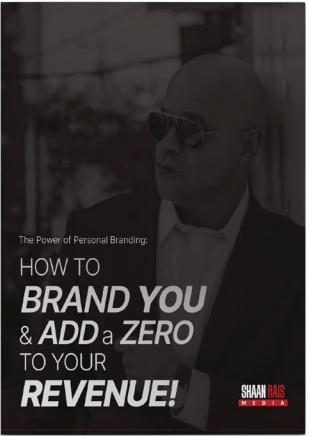


The Power of Personal Branding

2023

© kariema76 · fiverr.com

COVER + CONTENT LAYOUT DESIGN



STEP ONE: CRAFTING GOOD BRAND ORIGINSTORY

I know. I never gave out business cards. As a matter of fact, I never even had a business card. I never had a website or services. I never had anything that you could call a product or service. But I can tell you that at all of those moments, people would remember.

I guarantee you, if you start to connect with your audience, they will buy from you. They will buy from you because they like you. NO MATTER WHAT. It's all about branding you, and not, what you Do. Instead, it's about who you Are. And that's what your brand can be about. It's about who you belong. That's how you can connect with your audience. That's how you can make them stop and brand you.

The only way you could show off is the merchandise you sell. You could show off your products. You could have a weird influence on people to make it to the store. But the best way to connect with your audience is to differentiate on a personal product, and place the greatest value on the character that today's business world needs.

With a personal brand, it's power and a strong character. But the real beauty is how it Personal branding brings back the old school marketing.

By the end of this chapter, you will understand:

- Why stories will
- The power in our bright Brand Story
- How your story relates to business success
- The elements that create a magnetic bright brand





ELEMENT #6 Be authentic

When you share your brand story people should know it's your story. That means you should be open, honest, transparent and consistent.

Story Confusion

You have a story. It is not something that you can outsourcing. Even if you hire a writer, the "voice" of the story has to come from you. You have to tell your story from your perspective. If you are telling someone else's story, then you should try to have other team members act as a sounding board to ensure your story is being told correctly and authentically.

Also, just because you create content, doesn't mean you are necessarily telling the right story. Unfortunately, many brands are ensnared in the quantity trap. They are creating content after content without ever asking if the content is the right content that doesn't connect. That being said, if writing is not your forte, no problem. Just make sure you are connecting with your audience. When you do, bring your story bearing in mind that the only thing worse than having no brand story is having a story that tells lies.

“Never tell a story without a lesson”

— Les Brown



Model Brand Stories

“You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen.”

— William Bernbach

In this chapter, we talked about how to build your own brand story. Now that we've learned the elements of a memorable story, these are your core motivations, values, and principles of that story into your business.

By incorporating all of these into your narrative, you can make sure that every time you speak, write, or interact with your customers, and anyone else for that matter, they not only just enjoy your story but will believe this emotional, well-crafted stories. These brand story examples have all been told by companies that have had success after using a product or service successfully changes their life for the better.

John Lewis Insurance (Tiny Dancer)

BRAND STORY	THEIR STORY
John Lewis is a chain of high-end British department stores. Founded in 1869, their motto is 'Your knowledge is our strength'. The brand believes that if you touch something cheaper than them, they will match it. This is the difference. John Lewis' brand DNA is built around quality, customer service and honesty. Home, car, pet and travel insurance are just some of the products that John Lewis offers. They're a 203 year-old company that's still run by a 90-year-old British entrepreneur, Beryl May. Beryl's dad emigrated from Liverpool.	Reliability WAVY WORKS It was a lovely ad that worked because it was both relatable and aspirational. It's a story that we can all relate to. We follow Beryl's family as she goes through her day, from getting dressed every item in every room, spending moments of tension without being overly dramatic. The music is a mix of old school rock and roll and a bit of disco with the element of nostalgia and hopefulness that this scene could be the start of something great. It's a bit like the beginning of an excellent job or remedying the crew that home insurance is used for. It's a bit like the beginning of a relationship. It's a bit like the beginning of a business. Gender stereotyping maybe? But the passionate performance more than make up for it.

BRAND NOTE

These go that reliability place that we spoke about in Chapter One. What stories can you share about your product or service that your audience can relate to? What experiences do you share with your audience?



© THE PROJECT FESTIVAL, WIREIMAGE

African-American Shakespeare Company Show Booklet

2023-2023

© shelee / stephen_banzon · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

THE GLASS MENAGERIE

DIRECTOR'S NOTE

While this is a white-authored play about a white family, I want to use the play to illuminate what life was like for Black Americans in the 1930s and the Great Depression; the impact of life in the U.S. in the 1930s and the Depression on Black families. Amanda's character will illustrate the existence of Black families with means and pre-Depression (i.e. Black families of Greenwood/Black Wall Street). Laura's character will help us explore the significance of the intersections of Blackness, gender, disability and class. Tom's character will illuminate the way in which Black men, women and children navigated the options for Black men during this time and the impact of these options on the family. Many of these corrections will be drawn more from how the play is staged, guided by historical research on key elements of the text.

The play is considered a classic and has been performed by the likes of the late acclaimed actor Ruby Dee so audiences may be interpreted to learn more about Tennessee Williams and other Black productions of his plays. The financial impact of the ongoing pandemics of COVID-19 and racial injustice in many ways parallels the challenges faced by people, especially Black people during the Depression. The challenges faced by this family in the play will resonate with contemporary audiences for many reasons. As described above, the play's characters offer fascinating points of entry for various audiences who may connect on the basis of class, race and culture, gender, ability/disability, etc. The dilemma of each member of the family as an individual or gentleman caller, holds a particular significance that will be more profound when considering the historical moment in which they live and how things have changed or not in this moment in ways that may have enhanced their options.

CAST

Layce Kieu, Amanda Wingfield
Elijah Fisher, Tom Wingfield
Mars Holscher, Laura Wingfield
Justin P. Lopez, Gentleman Caller

PRODUCTION

Director, **Monica White Ndounou**
 Stage Manager, **Jacob Zimmer**
 Production Manager, **Dorothy Cunтурro**
 Lighting Designer, **Kevin Myrick**
 Set Designer, **L. Peter Callender**
 Sound Designer, **James Goode**
 Dramaturge, **Ashley McKinnie**
 Costume Designer, **Nia Jacobs**
 Set Construction, **Keith Margis**
 Videographer, **Ramiro Segura**

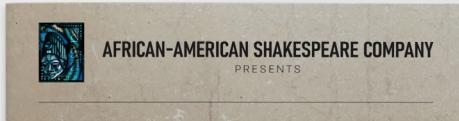
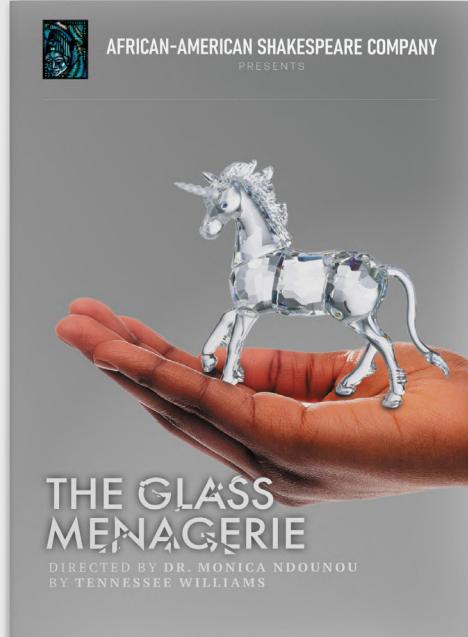
SPECIAL THANK YOU

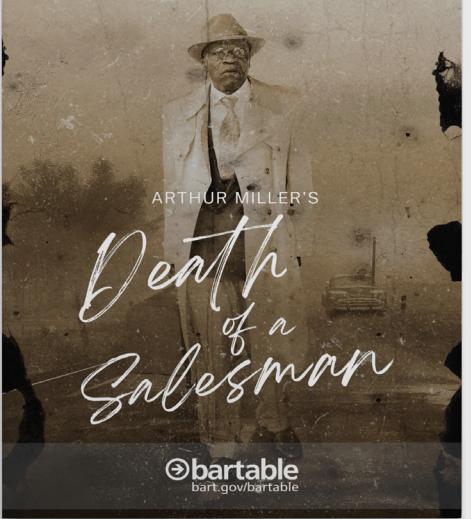
Oakland Project Theater

1 2

AFRICAN-AMERICAN SHAKESPEARE COMPANY

AFRICAN-AMERICAN SHAKESPEARE COMPANY





ARTHUR MILLER'S

Death of a Salesman

bartable
bart.gov/bartable



4

AFRICAN-AMERICAN SHAKESPEARE COMPANY

L. Peter Callender a proud member of Actors Equity Association for over 40 years, is Artistic Director of African-American Shakespeare Company (entering his 15th year). He is former resident artist at the African American Theater Project, director Westcoast Black Theater Troupe in Sarasota, Fl, and is Associate Artist at N.Y. Classical Theater. Mr. Callender has had the honor of being a visiting lecturer at Stanford University for three years, teaching Acting and Directing, and has taught Master Classes in Directing. He also conducted Master Classes in acting at Stratford Festival, Ontario, Canada, and at the National School, (New York City), where he received his first training in theatre. His further training took him to Webber/Douglas Academy in London, England and the Central School of Speech and Drama in London, England. Callender has worked with Tadashi Suzuki in Toge-Mura, Japan. Mr. Callender is a multi-award-winning actor and director whose professional career spans from Off-Broadway (The Last Days of Judas Iscariot at the Helen Hayes Theater), Off-Broadway (Black Eagles at Manhattan Theater Club), to the San Francisco Bay Area, working at all major theaters in the area. Callender is a sought after professional acting coach with clients locally, nationally, and internationally. More on Mr. Callender at www.lpetercallender.com

EDITH CASTORENA (*Lettia*)

Edith Castorena is a writer, performer, and artist from San Francisco, and is thrilled to be working with the African-American Shakespeare Company.

Edith is an alum of Young People's Teen Musical Theater Company, New Conservatory Arts, and California State Summer School for the Arts. They received their bachelors in Feminist Studies from University of California, Santa Cruz. Their favorite pastimes are Chilean feminist anarchism, Improv comedy and Shakespeare. They love witnessing all parts of the creative process and building community with fellow artists.

She is supported and loved by a beautiful textile of given & chosen family, and is forever grateful for the love they receive.

4

AFRICAN-AMERICAN SHAKESPEARE COMPANY

5

ROMEO & JULIET

Shakespeare's

ROMEO & JULIET*

ADAPTED & DIRECTED BY:
L. PETER CALLENDER

DIRECTOR'S NOTE

CAST

Khari Haynes
Romeo

Shelby Ronea
Juliet

John Eleby
Capulet

Layne Lynne Kieu
Montague/Nurse

Justin P. Lopez
Benvolio

Devin Parker Sullivan
Mercutio

Gregor Haley
Tybalt

Elijah Fisher
Friar Lawrence

Taijanna Okechukwu

SPECIAL THANK YOU

Oakland Project Theater

Kristin Clippard

Elton Bradman

AFRICAN-AMERICAN SHAKESPEARE COMPANY
PRESENTS

Shakespeare's

ROMEO & JULIET*

ADAPTED & DIRECTED BY:
L. PETER CALLENDER

responsibility, I only we in society, we the guardians, would listen and act responsibly to the signals given to us. Teenagers need to be listened to with patience and understanding. With the exception of a few words, Shakespeare's text and brilliant orchestration are intact—that is always important to me. I also need the play to move at a pace that keeps you all engaged, thus, "**The two hours traffic of our stage?**" So, lean forward, engage and allow us to take you on a slightly different journey, a new *Romeo and Juliet*.



SHERRI YOUNG *(Director)*



Sherri Young is an MFA graduate from the American Conservatory Theatre; Commissioner Young founded The African-American Shakespeare Company in 1999, and has been its Executive Director since. She has directed sixteen productions, produced and directed programs, and organized performances at various colleges, universities, and conferences across the nation. Commissioner Young hires and manages 60 company members to perform productions throughout the Bay Area. Honorable Sherri Young is a Commissioner for the City and County of San Francisco's Art Commission against systemic racism. Young dedicates this year to her family who have been the foundation of love and support throughout her entire life.

KENNETH LITTLE *(Vocal Director)*



LINDSEY MCINTIRE (*Stage Manager*)



Lindsey McIntire is a stage manager and theater technician from Tracy, Ca and they are beyond excited to be working with the African-American Shakespeare Company! As a student at Las Positas College, they worked in various crew positions on shows such as *High Fidelity*, *Little Shop of Horrors* and *Book of Will*. Wanting to play a larger part in the creation of productions, they took on the role of stage manager for *Xanadu* and *Footloose*. You may also see them working behind the scenes at the Firehouse Arts Center of Pleasanton. Lindsey is thrilled to be stage managing this production of *Cinderella* and hopes that everyone enjoys the show!

NITTY DUPREE THOMAS (*Choreographer*)



Nitty (he/him) is a true native of San Francisco whose roots stem from a colorful upbringing and adventurous educational pathway. With a background in a professional cheerleading and dance-founded career, Nitty brings a unique perspective to the classroom. But it's not just his vibrant personality that makes him an exceptional teacher; he is a graduate of UHBC Jackson State University and holds a Bachelor of Science degree. He currently pursues a Master's of School Counseling at Saint Leo University. Nitty's expertise lies in teaching elementary school students, particularly in Grade 5 scholars; his favorite part of teaching is seeing scholars enhance their academic growth. Nitty believes that every student has the potential to succeed if given the right tools. He believes that by giving students the opportunity to analyze, understand, and think critically, With a focus on collaborative learning, Nitty aims to have his students develop their reading skills and express their thoughts and feelings about what they read outside of the classroom.

Omme Gears - Gearboxes & Gear

2023

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COVER + CONTENT
LAYOUT DESIGN

GEARBOXES & GEARS

We design and manufacture cycloidal and planetary gearbox and both standard and customized gears, to give reliability and flexibility to your projects.

ommegears

WHAT WE DO

"We design and manufacture cycloidal and planetary gearboxes and both standard and customized gears, to give reliability and flexibility to your projects"

Annual items produced	Average order size	New prototypes per year	Percentage of product test quality assurance	One-time delivery	Export quota
9000	20 pcs	12	0,23 % <small>from a single prototype to a monthly series</small>	80 % <small>from one-off to most complex</small>	95 % <small>from one-off to most complex</small>
					75 %

EXPORT ORIENTED COMPANY

In 2016, Omme began a journey made up of very specific stages aimed at sustainably increasing turnover by focusing almost exclusively on exports.

Eight years ago the company achieved 29% of its turnover abroad, in particular towards foreign markets. Today, after eight years later, in 2023 exports reached 75%.

An important acceleration of development was determined by the participation in the Hanover fair, but even before this, the renewal of the website, the creation of a new logo and the use of LinkedIn which has become an indispensable tool with enormous potential.

CONFAPI **MAN** **IQNET** **23 IQQ**

Let's talk about your next custom project.

DO YOU HAVE A PROTOTYPE?
We follow designs and prototyping based on your specific needs, starting from what we are able to design, from the size and engineering of single parts to simple or complex machines.

YOU DON'T HAVE THE PROTOTYPE?
We do everything for you for the same price as the production, without any stratospheric surcharges. This way you can see the reliability of our products.

sales@omme.net
+39 071 918409

We are here to empower companies with unique competitive advantage, to stay ahead of competitors and maximize productivity.

Gearboxes

Discover the complete range of Omme cycloidal and planetary gearboxes for various application sectors, such as centrifugal separation, food processing, pharmaceutical, petrochemical, industries complete with high reliability over time and dedicated assistance from our staff.

Gears

Discover our complete range of gears, for various application sectors, such as centrifugal separation, food processing, pharmaceutical, petrochemical and automation industries, with high reliability over time and dedicated assistance from our staff.

APPLICATIONS

CHEMICAL INDUSTRY
With the help of our cutting-edge applications in the chemical industry, business owners can streamline their operations and reduce costs while improving the efficiency of their automation processes. Our solutions are designed to automate complex processes, with minimal downtime, so you can focus on more value added activities.

ROBOTICS
Robotics applications provide unprecedented opportunities to business owners to streamline their operations and reduce costs while improving the efficiency of their automation processes. Our solutions are designed to automate complex processes, with minimal downtime, so you can focus on more value added activities.

AUTOMATION
With our cutting-edge technologies, business owners can streamline their operations and reduce costs while improving the efficiency of their automation processes. Our solutions are designed to automate complex processes, with minimal downtime, so you can focus on more value added activities.

PETROCHEMICAL & PLASTIC INDUSTRY
Our products will help this industry to increase efficiency and reduce costs. We offer top-of-the-line solutions that are tailored to the specific needs of each individual industry.

PURIFICATION PLANTS
Our products provide a competitive advantage over Purification Plant equipment. Our compact, cost-effective solution. Our products are designed to withstand harsh environments and are suitable for any challenging waste or terrain, they are durable, deliver safe, clean purifying solutions.

INDUSTRIAL OIL & FAT EXTRACTION
Our solutions can help you optimize your industrial operations, reduce operating costs, increase energy efficiency, increased safety and reduced environmental impact. Our products are designed to withstand harsh environments and are suitable for any challenging waste or terrain, they are durable, deliver safe, clean purifying solutions.

DRILLING PURIFICATION
Our solutions can help you optimize your industrial operations, reduce operating costs, increase energy efficiency, increased safety and reduced environmental impact. Our products are designed to withstand harsh environments and are suitable for any challenging waste or terrain, they are durable, deliver safe, clean purifying solutions.

Blumkaffee

2022-2023

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Marymount - Fundraising Booklet

2023

© jaywin_design · fiverr.com

COVER + CONTENT
LAYOUT DESIGN

FUNDRAISING BOOKLET

A guide with handy tips to help you raise funds for Marymount Hospital & Hospice

ABOUT MARYMOUNT UNIVERSITY HOSPITAL & HOSPICE

Marymount is Ireland's oldest and largest hospital founded in 1870. We are an independent voluntary teaching Hospital and Hospice, and is regulated directly governed by a Board of Directors.

Our current fundraising target is €3 million per annum. This money goes towards operational costs, capital projects, innovation and helps enhance the quality of our services for patients and their families.

Marymount's mission is:

"We provide specialist palliative care of the highest quality for those who will be facing illness and care for older people of our community, giving them a good quality of life until each person."

We promote excellence in clinical practice in partnership with others, through our skills education and research.

Marymount Values

Marymount's values reflect the principles which are the core characteristics of the organization.

Compassion Care & Empathy
We provide compassionate and compassionate care to every patient and their relatives.

Respect Right, Advice & Dignity
We value the dignity of the individual and the right to receive the best services of every member of staff and to work well.

Excellence Skills, Integrity & Collaboration
We seek to be the highest standard of professional standards with a commitment to continuous improvement in all areas of medical services.

Accountability Responsibility & Transparency
We work to the highest standards of transparency and accountability and in decision making.

2 Service for Older People

1 Service for Older People

Specialist Palliative Care

Marymount's Service for Older People has 3 wings providing a combination of Continuing Care, Respite Care and Palliative Care Services.

The multidisciplinary team provides a holistic approach to care. We aim to support and deliver the ongoing interaction between the residents and their families and between families and the hospital. We believe that this is the best way to provide a personal and professional service. In an atmosphere of respect, warmth and friendliness.

We are in constant review of our practices and procedures in accordance with international best practice in the field and we inquire the most recent news that we offer our website. This service is registered and registered by HSA. www.hsa.ie

3

Marymount Fundraising Booklet

WANT TO HELP BUT NEED AN IDEA?

Please read through our A-Z list of suggestions.

- A** Arts and Crafts, Aerobic workout, Auction
- B** Bingo, Bingo, BINGO, BINGO & BINGO Sale
- C** Coffee Morning, Concert, Cycle Fête, Car Wash, Obstacle course, Race Side, Craft fair, Competitions, Olympics, Jumble, Day
- D** Disco, Dinner Party, Dog Walk
- E** Easter Egg Hunt, Exhibition, Expedition
- F** Film Night, Football Tournament, Fancy Dress, Fashion Show, Family Fun Day, Fish Fair, Hog Day Support
- G** Garden Party, Summer Party, Party Planning
- H** Hat Show/Dress Party/Pearls
- I** Indoor games / Karaoke
- L** Lent One-Dinner, Lenten Supper
- M** Marathon, Mission, Missionary, Market, Moths

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GARDEN OPEN

Marymount Fundraising Booklet

N

HOW YOU CAN HELP

Make an individual donation

You can donate to Marymount in the following ways:

- Cash or cheques on site
- Post a cheque
- Online (www.marymount.ie)
- Set up a monthly direct debit

Note

If you donate €250 or more and are a taxpayer, by signing a tax back GIFT FORM we can claim a reduced rate of tax on your gift to us. Please call us on 021 4869100 or email us at donations@marymount.ie

Text donation

Text Marymount to 503000 to donate €0.05 of net donation goes to Marymount unless your network operator deducts a fee. This means that a donation of €3.00 will go to Marymount. Please text us if this is the case and their telephone is 0766803278.

In memory donation

Going a donation in memory of a loved one is a meaningful way to honour them. If you would like to make a significant difference to the lives of many patients, then...

Become a collection box co-ordinator

Every single year, families, schools and businesses across Ireland collect over €100,000,000 by putting on their own collection box and/or email us and we'll deliver one out to you - it's really great to support!

Our online shop

Merchandise is available in our online shop. www.marymount.ie/shop

Request / Legacies

We are grateful to be remembered in the bequests of a number of generous and visionary people. Tell people that us to continue to provide our expert care to those who need it most.

Marymount Fundraising Booklet

5

HOSTING AN EVENT - KEEP IT LEGAL, KEEP IT SAFE

1 Insurance

Whilst we appreciate your support, you must have the appropriate insurance for any fundraising activity or event you undertake in our care. If you need information about what type of insurance you may need, please contact us prior to arranging prior to the event taking place.

2 Handling of Cash Collectors / Cash Boxes

Any cash boxes in place must bear an assigned number and be sealed. All cash collected must be deposited in a collection box in the presence of at least 2 persons. Minimum of 2 persons must be present when cash is being handled directly to Marymount.

3 Permits

If you want to raise money in a public place, you need to obtain permission from the local authority. You will need to hold a collection on private property or in a public place. You will need to obtain a permit from the local authority. Please ensure you have permission to collect from the area you are planning to collect in. Important Note: Marymount does not encourage you to collect in public places.

4 Sponsors / Sponsorship

Any sponsor / sponsorship deal, involve any risks or your event that you will need to consider.

5 Marketing

You are advised to define precisely your marketing plan. It is important that these costs are incurred early and accurate records are maintained. Please refer to the Marketing section of this booklet prior to release to media.

6 PR

If it is a large event attracting lots of people e.g. a music festival, press releases and media coverage can be used to promote the event.

7 Food

The review of local regulations regarding food hygiene and safety.

8 Alcohol

Check if your venue is licensed to obtain a liquor permit from the local authority. A license may be required if you are selling alcohol or offering it to your guests.

9 First Aid

Please have your adequate cover available for the scale of the event. If you do not, check with your local council.

10 Risk Assessment

Identify any hazards, and evaluate any risks or your event that you will need to consider.

Marymount Fundraising Booklet

12

Marymount Fundraising Booklet

13

THANK YOU FOR CHOOSING MARYMOUNT UNIVERSITY HOSPITAL & HOSPICE AS YOUR CHARITY.

We sincerely appreciate your support. We are highly committed to providing for our patients and residents.

We hope that this pack will inform you and inspire you. Our fundraising team is always happy to offer extra help and advice.

Please feel free to give them a call on 021 4869100 or email fundraising@marymount.ie.

You can also check our our website at www.marymount.ie. The appendices are for you to use if/ as required.

SMALL D

Lexique de 365 Prénoms Kamites

2022

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COVER LAYOUT DESIGN



THE BULLY- Link Ups UK

2023

© katienaughton · fiverr.com

CONTENT LAYOUT DESIGN

Funari - Deep Ethereal Dream Lookbook

2023

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COVER + CONTENT
LAYOUT DESIGN



MotoNomad Rally 2023 Guidebook

2023

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COVER + CONTENT
LAYOUT DESIGN



Welcome to the MotoNomad rally.

We are excited to welcome you to Mongolia for the inaugural MotoNomad rally. Thank you for trusting us with your all-important holiday time. We have been working hard to make this event an adventure to remember.

Format of the ride

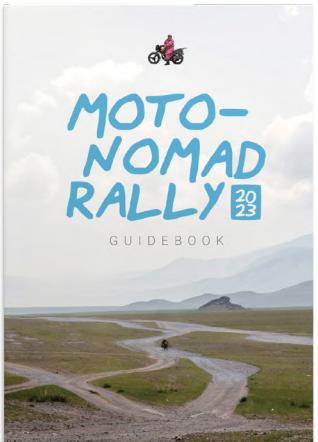
The MotoNomad Rally is a self-supported, navigation-style event. Where you are free to explore each days planned routes at your own pace, in small groups or solo. You will be provided with maps and tools to help you find your own unique camping spots along the way. The support van will sweep the rear and provide support to those who need it. You can camp where ever you like but please update the MotoNomad rally WhatsApp group with how you are travelling and share your photos so we can all follow along. If you have any questions about the guide or Will the organiser and we will do everything we can to help out.

Tracking

The live tracking portal with all participants and support vehicles positions mapped, can be found at the below link:

motonomadrally.com/tracking/

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GUIDEBOOK

MOTONOMAD RALLY 2023

Schedule

Day 1 (19th of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Ulaanbaatar	0	✓	✓	✓	✓	✓	✓	✓	-	-	-	-	-	-	-	-
Bayan-Uulgal	125	✓	✓	✓	✓	✓	✓	✓	125	125	140	140	140	140	140	140
Zorgd Khalkha Mts.	140	✓	✓	✓	✓	✓	✓	✓	-	-	-	-	-	-	-	-
Adasaaq	205	✓	✓	✓	✓	✓	✓	✓	80	205	205	205	205	205	205	205
BAga Gazin Reserve	342	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Day 2 (20th of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Baga Gazin reserve	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dolgoriagtai	32	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mongolgol	75	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Khut	164	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dolgorkhankai	222	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Dolgorkhankai Rural	232	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Day 3 (21st of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Dolgorkhankai Rural	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mondi - Ovo	92	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Flaming cliffs	161	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Day 4 (22nd of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Flaming cliffs	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bulgan	14	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bagvashigitts, Sandunes	127	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Day 5 (23rd of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Khangai Els, Sand dunes	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bojd	124	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ashoor-Davaa (wasteland)	175	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

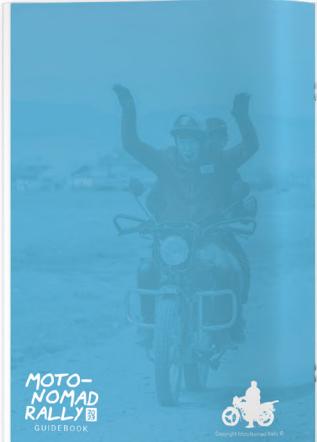
Day 6 (24th of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Hotorin Gobi (rural area)	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Guchin - Us	41	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Anahsheer	152	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Day 7 (25th of July)

LOCATION	MR	W	T	RF	S	TF	F	SU	M	THUR	FRI	SAT	SUN	MON	TUE	WED
Anahsheer	0	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bayan-Uul	43	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bal - Ildi	95	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ochirhan waterfall	119	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

GUIDEBOOK



MOTONOMAD RALLY 2023

Contacts

POLICE

7000 1160

Will Schofield (organizer)
Andy - Anarbayar Balgalmaa (guide)
SOS Medica Mongolia Emergency
WhatsApp Group

Rally participants contacts.

1 Adam King	2 Darren Connors
3 Tyler Smith	4 John Wright
5 Nathan Napierano	6 Alan Maguire
7 Philip Hanham	8 Philip Kendall
9 Warren Hanham	10 Keith Harde
11 Rhy Haydon	12 Andrew Hull
13 Patrick Mathews	14

Australian Embassy Ulaanbaatar +976 7013 3001
U.S. Embassy Ulaanbaatar +976 7007 6001
British Embassy Ulaanbaatar +976 1145 8113

DAILY CHECKS

Chain tension	Oil level	Tyre pressure	Nut and bolts	Brakes in service
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

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MOTONOMAD RALLY 2023

Motorcycle maintenance and repairs.

While all our Shineray 200cc motorcycles are brand new by mechanics. You are still responsible for maintaining and caring for them. To keep an eye on what will be loose nuts and bolts. Otherwise, the motorcycles are rugged and have a fuel tank if a mechanical issue cannot be fixed locally contact Andi and the driver / mechanics will do whatever they can to help.

DAILY CHECKS

Chain tension	Oil level	Tyre pressure	Nut and bolts	Brakes in service
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓
✓	✓	✓	✓	✓

Most Common Airbnb Revenue Management Mistakes

2023

@ericmoeller3665 · fiverr.com

CONTENT LAYOUT DESIGN



FREE BONUS

The Complete Dictionary of Airbnb Revenue Management Terms

Revenue management words and terms can be very confusing. Whether you're a beginner or a new short term rental host, you'll find this A-to-Z guide packed with definitions and examples to be part of every revenue management conversation in our industry.

We've included the glossary for hosts and property managers to manage pricing strategies, optimize occupancy, and manage guest satisfaction.

The terms are laid out in alphabetical form, and for easy reading, we're using the following abbreviations:

STR - online travel agency

GTA - online travel agency, like Airbnb, VRBO and booking.com

Let's dive in!

Why is this important?

Hosts who take this approach usually see a 30% increase in revenue over time based on the fact that they are getting rid of their gut feeling or what they feel their price should be.

That extra revenue could be the difference between getting even Airbnb in return and a profit or loss. It also saves you your mortgage, expenses, and other costs.

It could mean you're able to afford a team member to take over the day-to-day operations so you can focus on growing your business.

ABOUT AUTHORS

2

If you could start in new management clients, as your top performing listings will attract the attention of property managers looking for a new listing.

So why do the majority of Airbnb hosts ignore revenue management and make less money than they could?

Because revenue management is interesting.

It doesn't have to be, and that's why we wrote this book.

To provide you with a great starting point for revenue management, we've already ahead of 90% of your competition.

Now let's dive in!

Setting your prices manually

MISTAKE #1

Setting your prices manually

If you're setting your prices manually, you're not only missing out on revenue, but you're also missing out on significant time savings.

Instead of setting prices manually in your PM (Property Management) software, use Airbnb's better option to use a Dynamic Pricing Tool.

This is software that can set prices for your short-term rental automatically. You can connect your Airbnb directly to Airbnb or other platforms, or you can connect them to your own website. You can also base it on your base rate, market demand, factor's and your own rules.

A common misconception amongst hosts who make the mistake of not using a pricing app is that they think that it's too expensive.

This is true...the app only knows the data, it needs YOU to use your market knowledge and experience to set the right price. If you don't know how to use a dynamic pricing tool on Human + computer will give the best result.

In short, the benefits of a pricing tool are:

- 1 You may make more revenue because your prices are optimized.
- 2 You will get more bookings because your search engines are optimized.
- 3 You will save time as you don't have to manually adjust your prices.
- 4 Pricing tools come with market data that helps you understand what pricing strategy is best for you.

Note: Educate yourself; don't just sign up, register and forget about it. Use the instruction video and documentation to learn how to build a relationship with the software. This will help you to use the most essential tools in the software to make your listings become proficent as you roll out.

Thus if the tool says your price is too high, you can raise it by itself. It requires you to be a skilled driver!

Using Airbnb Smart Pricing

MISTAKE #2

Using Airbnb Smart Pricing

Okay, Airbnb Smart Pricing is great, you're saving time, making more money, and saving on significant time savings.

Instead of setting prices manually in your PM (Property Management) software, use Airbnb's better option to use a Dynamic Pricing Tool.

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Thus if the tool says your price is too high, you can raise it by itself. It requires you to be a skilled driver!

Set-it-and-forget-it

MISTAKE #4

Set-it-and-forget-it

Don't set it and forget it! One of the biggest mistakes people make is setting up their Airbnb, setting up their pricing tool, setting up their calendar, and never checking it again.

To avoid this mistake, it's important to check your Airbnb every few months to see if it's still performing as expected. If you can't see any performance, then it's time to review your strategy.

Instead of using Airbnb Smart Pricing, you might better off using a third-party dynamic pricing tool. This is what we call **mistake #4** for our recommendations.

MISTAKE #15

Ignoring the quality of your listing

It's a big mistake to automatically lower your price just because you're not getting bookings.

Instead of doing this, it's better to analyze your market and your competition to understand what's working and what's not.

Also, update your listing with Airbnb's tips for increasing bookings.

Adding a new photo, changing the title or description, or adding a new amenity can help you book more users as a result.

To learn how to optimize your listings and track their performance, visit Airbnb's blog or read this article.

FREE BONUS

The Complete Dictionary of Airbnb Revenue Management Terms

Revenue management words and terms can be very confusing. Whether you're a beginner or a new short term rental host, you'll find this A-to-Z guide packed with definitions and examples to be part of every revenue management conversation in our industry.

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Let's dive in!

Additional Guest Fees

Some hosts charge an additional fee for each additional guest. This strategy allows hosts to increase revenue while still earning more revenue.

Adjacent day pricing

Adjacent day pricing refers to a pricing strategy where hosts charge different rental rates based on the days before and after a guest's stay. This strategy takes into account the cost of cleaning and the cost of maintaining a guest's stay in the host's home if it doesn't create one or two days of free time for the host to clean regularly. This strategy is often used in vacation rentals, creating a calendar gap.

ADR (Average Daily Rate)

Average Daily Rate (ADR) is a critical metric in the field of revenue management, as it is the total revenue generated by all short-term rentals divided by the number of days available in a given period.

Base Price

The base price is the standard listing price for a short-term rental. It's the price that a host uses to determine whether other pricing adjustments, such as discounts or surcharges, are applied. Hosts typically list their base price to reflect the cost of their property and its amenities. Otherwise, the pricing of the listing would be arbitrary and lack credibility. The base price is the foundation for the host's revenue management process.

Hosts charge a cleaning fee in addition to the base price to cover the cost of cleaning and maintaining the guest's stay. Cleaning fees range from \$10 to \$100 per night, depending on the size of the guest's party and the cost to clean for a given property.

Cleaning Fee

Guests charge a cleaning fee in addition to the base price to cover the cost of cleaning and maintaining the guest's stay. Cleaning fees range from \$10 to \$100 per night, depending on the size of the guest's party and the cost to clean for a given property.

Booking Window

The "Booking Window" refers to the time period between the date of the guest's arrival and the date of the guest's departure.

Channel Manager

A combination of the short-term rental industry is a set of tools and processes used to manage multiple channels and platforms simultaneously.

Chillout Manager

A tool that allows hosts to manage their listings across multiple platforms, sites, and booking tools. The hosts are having a central place to manage their bookings and basic financial reporting.

Commission Night

A "Commission Night" is a strategy used in revenue management. It refers to a specific day of the week where hosts receive significantly higher rates than the rest of the week. During commission nights, revenue is higher than the rest of the week, which is higher than the regular night rate.

Commission nights are often used to encourage guests to book earlier in the week, which can increase revenue.

Demand Curve

The "Demand Curve" is a graph that shows the relationship between price and demand for a short-term rental. It's a downward-sloping curve, meaning that as price increases, demand decreases.

Price reduction leads to increased demand, while price increases lead to decreased demand.

Dynamic Pricing

The practice of adjusting rental rates in response to market conditions and other factors to maximize revenue. Most hosts use a dynamic pricing tool or "Dynamic Pricing Tool". This is connected to the guest's location, the guest's travel dates, and directly connected to their bookings to work out the best price for the guest.

Dynamic Pricing Tool

A pricing tool is a software or service that helps hosts to set prices based on various factors, such as location, guest profile, and market demand.

Compression Night

A "Compression Night" is a strategy used in revenue management. It refers to a specific day of the week where hosts receive significantly lower rates than the rest of the week. During compression nights, revenue is lower than the rest of the week, which is lower than the regular night rate.

Forecasting

Forecasting plays a crucial role in revenue management as it involves predicting future guest arrivals and guest behavior. By forecasting, hosts can make informed decisions about pricing, marketing, and revenue management.

Hosts can use historical data and market trends to predict future guest arrivals and guest behavior.

Hosts can use historical data and market trends to predict future guest arrivals and guest behavior.

Property Management Software

Most hosts have four different seasons throughout the year: shoulder season, peak season, the low season, and the high season. The software allows hosts to manage their properties throughout the year, including the low season, and summer and spring vacation periods.

Security Deposit

Security Deposit is a fundamental principle in revenue management. It's a way for hosts to maintain consistent pricing across all platforms and channels. When a guest stays in a host's home, the host charges a security deposit. This is offered at the same price regardless of the platform or channel used. If the guest doesn't cause any damage, the deposit is returned.

Segmentation

Segmentation is a strategic practice in revenue management that involves dividing the market into smaller groups, or customer segments, based on various criteria such as age, gender, location, interests, and preferences. Segmentation allows hosts to tailor their pricing, marketing, and revenue management strategies to the specific needs of each segment.

Yield Management

Yield Management is a strategic approach in revenue management aimed at maximizing revenue. It involves adjusting pricing based on various factors such as demand, supply, and market conditions, and other factors. This includes setting prices, managing availability, and controlling inventory to achieve the highest possible revenue.

Bonus: Free Booking

If you found this resource and want more information on improving your revenue management, check out our bonus section.

7 REVENUE MANAGEMENT SECRETS TO BOOKINGS BY 30%

This training will walk you through the steps to know how to improve your bookings by 30% in 90 days.

RevPAR (Revenue Per Available Room)

RevPAR, short for Revenue Per Available Room, is a key metric in revenue management. It measures a host's ability to generate revenue per available room. RevPAR is calculated by dividing the total revenue generated by the total number of available rooms for a specific period.

Seasonality

The term "seasonality" refers to the variation in guest demand and pricing based on seasonal factors, like seasons, holidays, festivals, and weather conditions.

2023 EDITION

Edition

2023 EDITION

Interviews Mit Klassikstars

2022-2023

© floschaer · fiverr.com

COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



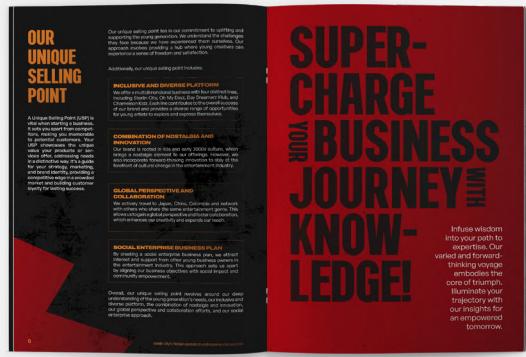
The image shows the front cover of 'Klassikmagazin' magazine, specifically Band 4. The cover features a large, overlapping collage of numerous black and white and color portraits of classical musicians, conductors, and performers. In the bottom right corner, there is a larger, more prominent portrait of a man with grey hair, likely a conductor or composer. The magazine's title 'Klassikmagazin' is printed in a large, bold, serif font at the top left. Below the title, the word 'INTER' is partially visible. At the bottom right, the text 'Band 4' is written in red. The overall layout is dynamic, with the photo collage covering most of the page.

The image shows two issues of the magazine 'Klassikstars'. The issue on the left is from the 2019-2020 period, featuring a collage of black and white portraits of classical musicians. The title 'Klassikstars' is prominently displayed at the bottom, with 'INTERVIEWS MIT' above it, and the years '2019 - 2020' written diagonally across the top. The issue on the right is from 2013, also featuring a collage of black and white portraits of musicians. The title 'Klassikstars' is at the top, with 'INTERVIEWS MIT' below it, and the year '2013' written diagonally in the top right corner. Both issues are set against a light grey background.

Sterlin City's Hidden Secrets to Entrepreneurial Success

2023

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**CRACK THE CODE:
AUDIENCE
INSIGHT**

=

SUCCESS!

**OUR
TARGET
AUDI-
ENCE**

**WHY IT'S
IMPORTANT
TO UNDERSTAND
YOUR TARGET
AUDIENCE?**

Knowing your target audience is key to creating effective marketing campaigns. By understanding your audience's interests, behaviors, and needs, you can tailor your messaging and tactics to resonate with them. This ensures that your efforts are more likely to be successful and impactful.

Our target audience encompasses a diverse range of individuals who represent our brand and message differently. For example, our core demographic might be 18-34, but we also need to consider other segments like seniors, parents, and professionals. Each group has unique characteristics and interests that can either enhance or detract from our brand's message. By understanding these differences, we can create more effective and personalized marketing strategies.

My target audience includes anyone approachable, down-to-earth, and relatable. I'm particularly interested in those who want to express their individuality and support causes they care about. These individuals are often more open-minded and receptive to new ideas and experiences. They are also more likely to engage with brands that align with their values and beliefs.

Chamkila's target audience is digital savviness, tech-savvy individuals who are always looking for the latest trends and innovations. They are interested in staying updated on the latest news and developments in technology and seek a blend of knowledge and entertainment through various platforms.

Our target audience is creative individuals, first of all creative and free-spirited. However, we also attract people with an appreciation for unique, original, and artistic expression. We believe that everyone has a creative side, and that's why we encourage our audience to explore their creativity through various forms of self-expression.

Our target audience encompasses a diverse range of individuals who represent our brand and message differently. For example, our core demographic might be 18-34, but we also need to consider other segments like seniors, parents, and professionals. Each group has unique characteristics and interests that can either enhance or detract from our brand's message. By understanding these differences, we can create more effective and personalized marketing strategies.

My target audience includes anyone approachable, down-to-earth, and relatable. I'm particularly interested in those who want to express their individuality and support causes they care about. These individuals are often more open-minded and receptive to new ideas and experiences. They are also more likely to engage with brands that align with their values and beliefs.

Chamkila's target audience is digital savviness, tech-savvy individuals who are always looking for the latest trends and innovations. They are interested in staying updated on the latest news and developments in technology and seek a blend of knowledge and entertainment through various platforms.

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Segment	Percentage
Red Segment	30%
Blue Segment	20%
Green Segment	15%
Orange Segment	15%
Yellow Segment	10%

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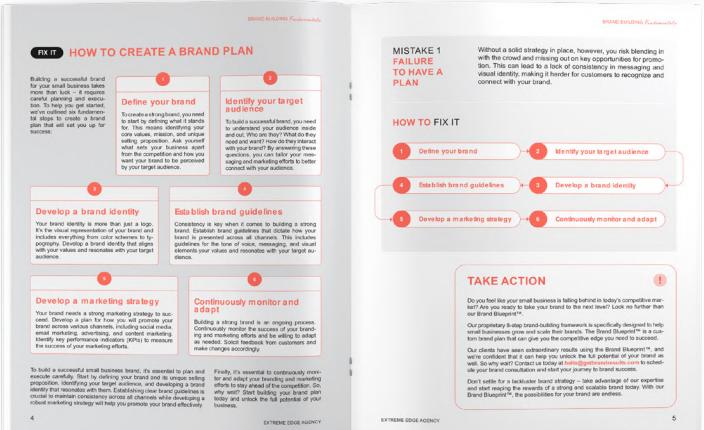
<p>THE FAR-REACHING IMPACT OF INACTION:</p> <h2>IMPLICATIONS FOR SOCIETY AND THE NEXT GENERATION.</h2> <p>If companies like Seattle City do not take action, the consequences could extend broadly, influencing business and society, as well as the environment. See our complete report at seattlecity.org/transformations.</p> <p>MEANINGFUL AND CREDIBLE COMMITMENTS: Companies can demonstrate their commitment to climate action by setting clear, science-based targets and reporting progress annually. They should also commit to a range of other measures, such as shifting energy use away from fossil fuels, investing in renewable energy, and protecting and restoring natural areas.</p> <p>MENTAL WELL-BEING: Intergenerational solidarity is critical for creating and maintaining mental health. As people grow older, they are more likely to feel disconnected from their peers and from society, potentially affecting their mental health.</p> <p>GENERATIONAL SHIFT: Companies can support intergenerational learning by encouraging employees to share their knowledge and expertise with younger generations.</p> <p>LONG-TERM SOCIAL PURPOSE: One-dimensional outcomes and short-term financial goals can lead to a lack of long-term social purpose. Instead, companies should focus on how their actions affect the community and the environment, as well as the development of knowledge.</p> <p>SOCIAL COMMENTARY: The media can provide a platform for addressing climate issues. Companies can encourage journalists to cover climate stories by participating in conversations about important topics, presenting data, and sharing their perspectives.</p> <p>INVESTING IN YOUTH: Companies can help young people learn what they need to know about climate change by funding a range of initiatives, including school-based programs. The Seattle Foundation's Climate Leadership Fund, which provides grants to schools and youth organizations, is one example of how companies can take concrete steps to ensure the education of these sectors is supported for many years to come.</p>	<p>the power of taking action:</p> <h2>SHAPING A BRIGHTER FUTURE FOR OUR WORLD.</h2> <p>Taking action in the present moment can have a significant impact on the future. Today's choices will determine the future health of our planet and the well-being of all people who live on it.</p> <p>CULTURAL RENAISSANCE: By highlighting the importance of environmental issues, companies can encourage the intergenerational and creative industries to develop new forms of art, music, and writing that celebrate the natural world and inspire people to engage with and protect it. Through their art, culture, and media, these industries can reinforce the values that will be needed to build a sustainable future.</p> <p>INNOVATION FOR ALL: All industries that work to address climate change must prioritize equity. By creating conditions that enable all people to benefit from the opportunities created by climate action, companies can ensure that their innovation is accessible to everyone.</p> <p>EDUCATIONAL IMPROVEMENT: Taking action to combat climate change and build a sustainable future requires education and training programs, and the opportunity to learn from each other. Companies can support these efforts by funding educational programs, office training, or youth advocacy groups that help people learn about climate issues and how to take action.</p> <p>SOCIAL TRANSFORMATION: Though climate change is a complex issue, we can address it through simple, everyday actions that can have a major impact. By changing our behavior, we can reduce our carbon footprint and help others do the same. This is where companies can play a role in inspiring and educating people and creating a better future for everyone.</p> <p>ECONOMIC GROWTH: The creative economy is a powerful force for positive change. Today, actions to support these sectors can help companies meet their climate goals while creating jobs and economic opportunity. Companies that have a triple purpose—environmental, social, and economic—can be positioned to succeed in the long run.</p> <p>MENTAL WELL-BEING: Positive corporate culture can have a profound impact on health. By prioritizing mental health, companies can support the intergenerational and creative industries, as well as individuals, to maintain mental health and resilience.</p> <p>GENERATIONAL UNITY: Making efforts to connect across generations can help companies strengthen their culture and mission. By creating content that highlights the importance of environmental issues, companies can encourage intergenerational dialogue and collaboration, leading to a more informed and engaged workforce.</p> <p>STRONGER SOCIAL PRACTICE: Encouraging companies to take action on climate change can strengthen the social fabric of our communities. By supporting local initiatives that address issues such as food waste, homelessness, and climate adaptation, companies can help build stronger, more resilient communities.</p> <p>To truly take action in the climate and social movements, companies must be willing to learn and grow. By providing funds for training, education, and advocacy, companies can help others develop the skills and knowledge needed to make a difference. By doing so, companies can help shape the world's trajectory and build a better future for everyone.</p>
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Extreme Edge Agency - Brand Building Fundamentals

2023

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CONTENT LAYOUT DESIGN



Cheat Codes

2023

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COVER + CONTENT
LAYOUT/FORMATTING
DESIGN



Atelier Des Sens Grasse

2023

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COVER + CONTENT LAYOUT DESIGN



Blau

Did you get started w-

AJ: At what point did you realize that you could paint some cards? I created them to sell on ETSY. It took me a while, I mass-produced them on paper, but then I sold the rest on ETSY.

AR: After selling out of the Christmas cards, I decided to start creating more artwork. I had other Black representation asked if I had any other ideas. I started to sell my artwork online and business grew.

AJ: How do you define hard-hitting? I was hard-hitting at the greeting card show. I like the wood sign, it's a nice touch.

AP: I believe that selling a successful business is a creative reminder that I have always been something that I wanted to do.

be aware of the thoughts causing
anxiety and fears. At this point,
it's your turn to share your work with
the world. Choosing new thoughts and
sharing your work with the world will help you
overcome anxiety and fears.

ABOUT THE AUTHOR

Tammie Bennett is a certified speaker, artist, you can learn more about her society podcast at www.showupsociety.com/podcast.

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"You can say the right thing, nobody will listen."

that people will listen. You've
don't feel it, nothing will happen.

The **Willing**
wants to give their
competitive,
one, accomplishing goals.
remember, we are a combin-
a free version or
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2
The **Willing**
Enjoys having fun and
Others, and Sociable
Strength: Sociable
Fun,

The "Is Everyone Okay?"

10 ways to check in about others' well-being, making sure it's okay, and resolving conflict.

To determine your code, put the personal strengths in the second place with each personality listed.

If you want to add a strength not listed, leave blank, the associated place in the second blank.

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Portfolio

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