



P O R F O L I O

Cedric Morris

cm@bctd.info

bctd.info

# WHO I AM /

Greetings! I'm Cedric Morris, a graduate from Howard University. I produce elegant and original designs that excite the senses and evoke strong emotions from viewers. I challenge myself to visually tell the story behind my art while creating a conversation between color and texture that unmistakably states its purpose.

I challenge myself to visually tell the story behind my art while creating a conversation between color and texture that unmistakably states its purpose.

For each project, I research the client to comprehend their individual needs. I seek to understand their products, physical location, and customer base to create corporate identities that visually demand attention.

I am inclined to design with bright colors and simplistic shapes to induce a sense of stability in the companies I represent.

# WHAT I DO /

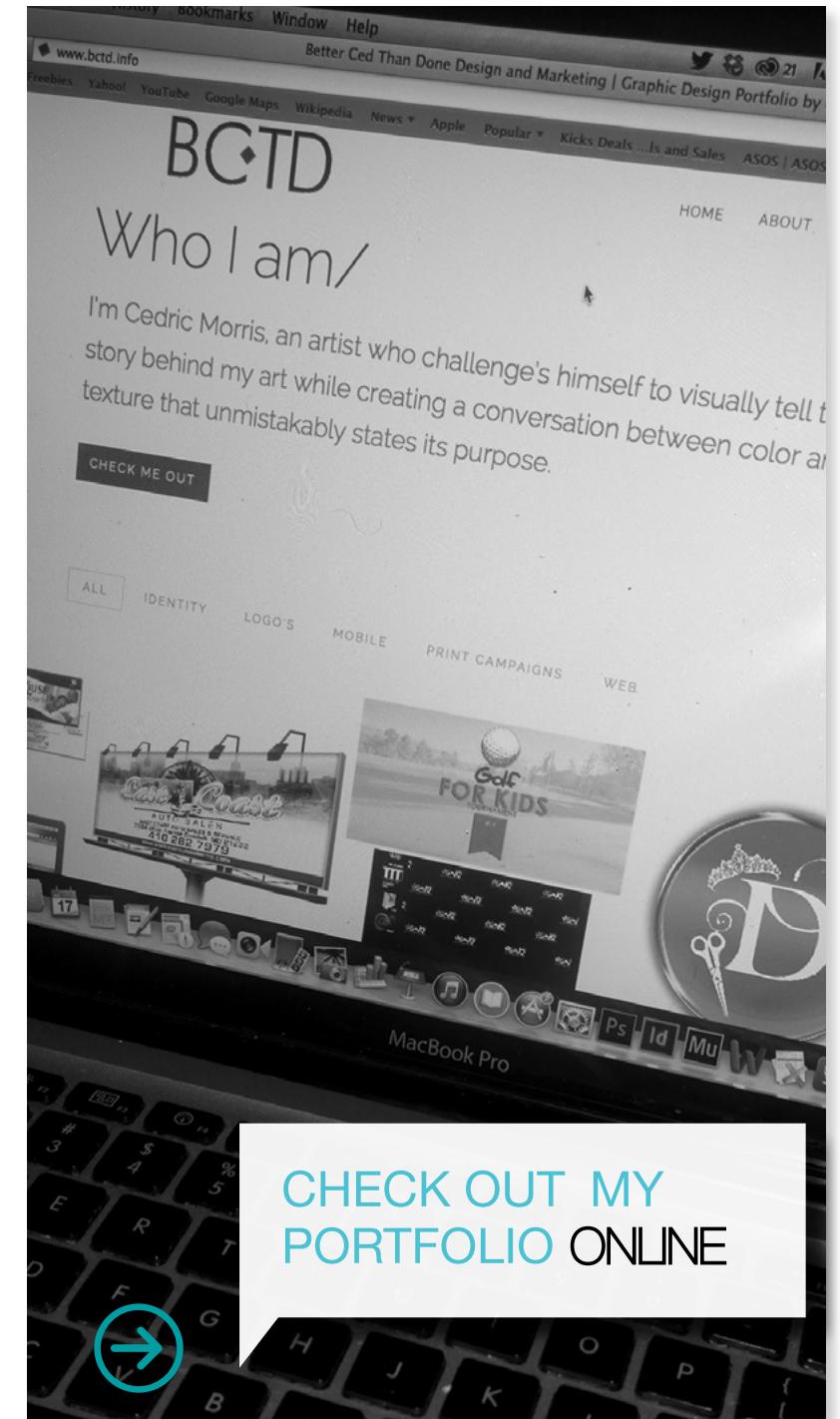


I am a creative thinker with excellent conceptual abilities, and I am capable of effective story telling that transforms opinions, inspires action, sways emotions, and even changes hearts.

# WHAT I'VE DONE /



**GRAPHIC DESIGNER** makes innovative use of traditional media and modern technologies to fashion unique presentations that tell a story while increasing brand awareness. Outstanding talent for sensing social trends and attitudes. Engaging and proactive coworker, a welcome presence in planning sessions. Strives to improve, pursuing master's degree.



CREATE . THRIVE . REPEAT

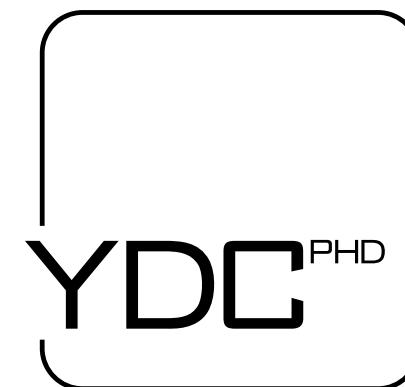
# PRINTED MEDIA

On my journey to seek out as many freelance clients as I can. I frequently am in contact with party promoters and marketing staff of small venues. Currently 4x6 and 5x7 flyers are one of the most popular ways to promote an event.

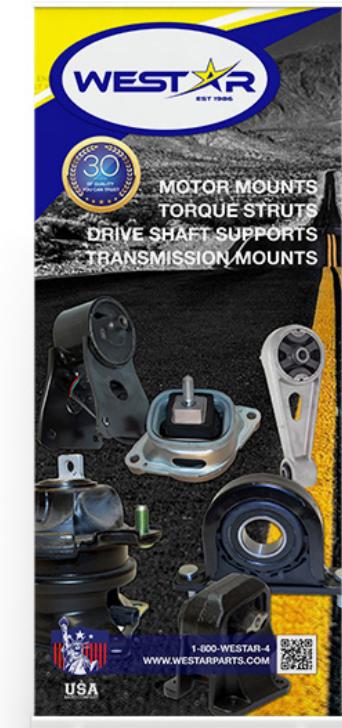
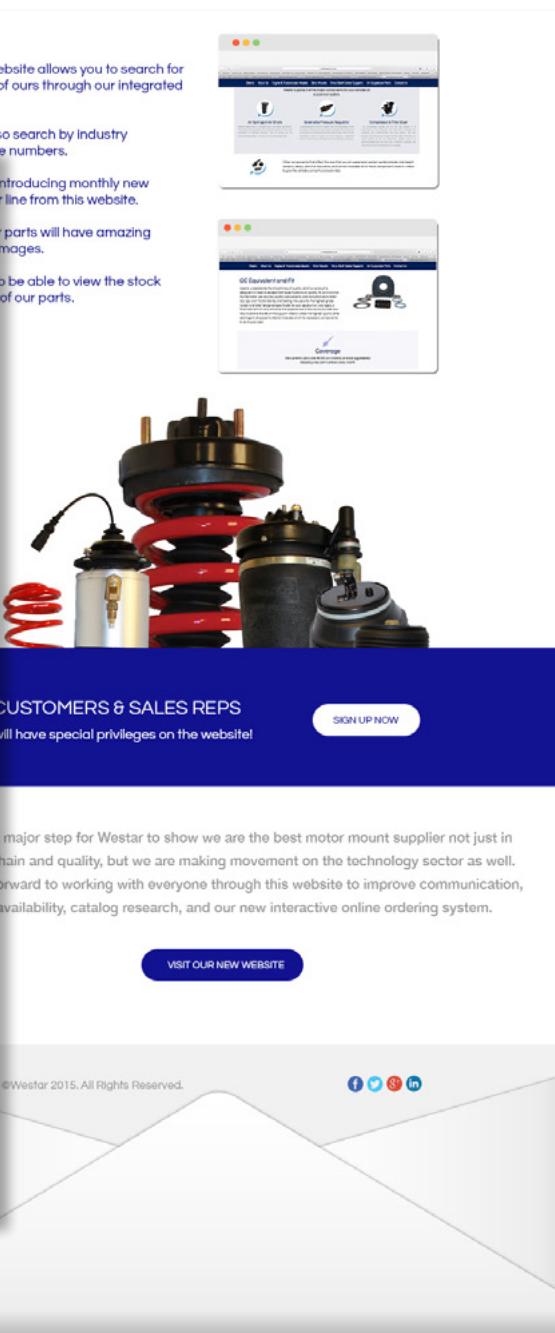


# LOGOS

Here are a collection of various logos for many local businesses and events. Many follow my simplistic and bold styling while effectively conveying the emotion of the organization.



# WESTAR AUTO PARTS



One of my first "real" clients was and still is Darnell Perkins of Darnell's Mocha Lounge. While I also

help promote events via social media marketing, I increased the business's web presence by creating

and maintain a website dedicated to the daily functions at the bar. I chose to base this website

in a CMS format because of its need for frequent updating.

# POPULATION HEALTH LINKS



**CHRONIC CARE MANAGEMENT (CPT 99490)**

Number of chronic care patients: **300**  
Projected monthly Chronic Care Management payments: **\$12,780**  
Projected annual Chronic Care Management payments: **\$153,360**

**TRANSITIONAL CARE MANAGEMENT (CPT 99495 & 99496)**

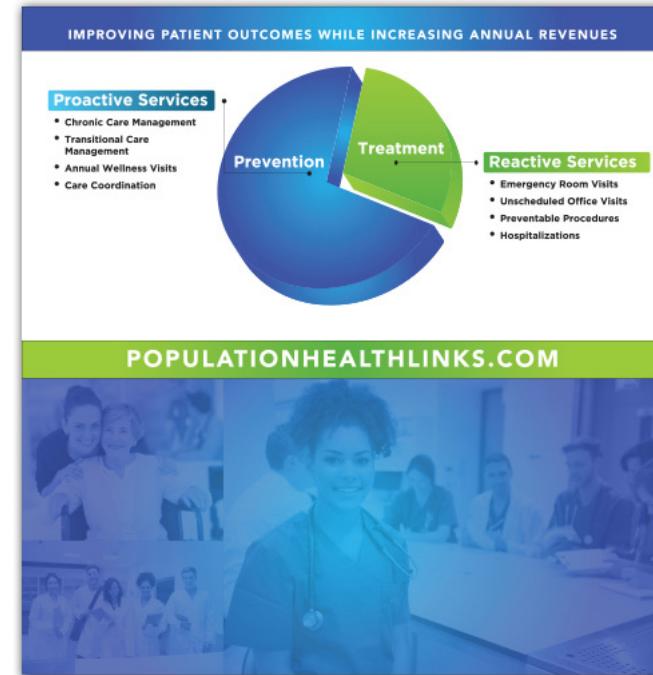
According to CMS **2/3** of discharges are eligible for Transitional Care Management (TCM) services.  
CMS estimates TCM reimbursements will increase payments by:  
**4%** for family practice  
**3%** for internal medicine  
**2%** for gerontologists

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

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

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

To learn more contact: [info@Populationhealthlinks.com](mailto:info@Populationhealthlinks.com)



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Care Plans  
Monthly Patient Outreach Program  
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Registered & Licensed Nurses  
Certified Physician Assistants  
Certified Medical Assistants  
Health IT Professionals

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

To learn more contact: [info@Populationhealthlinks.com](mailto:info@Populationhealthlinks.com)

**POPULATION HEALTH LINKS**  
HEALTHY PRACTICE - HEALTHY PATIENTS

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



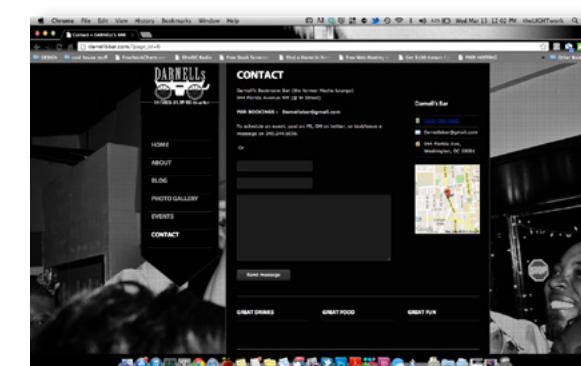
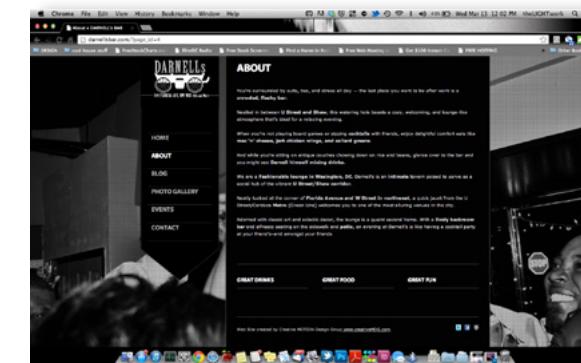
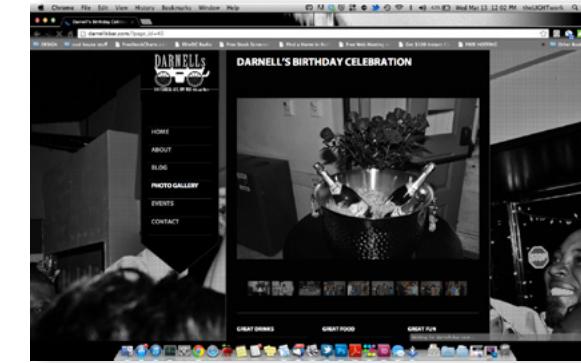
One of my first contracting clients was and still is Seamon Corporation. They are a leading face in health

care data optimization. The project pictured was a branding scheme for a new project they were working on to try

and bring their services out of the government realm and into your doctors office.

# DARNELL'S BAR - MARKETING MANAGING

Darnell's  
BAR & LOUNGE



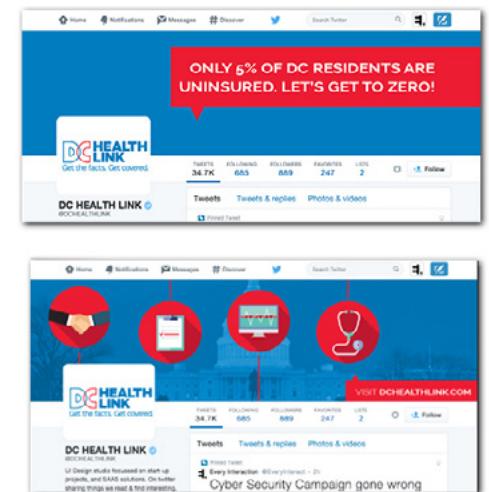
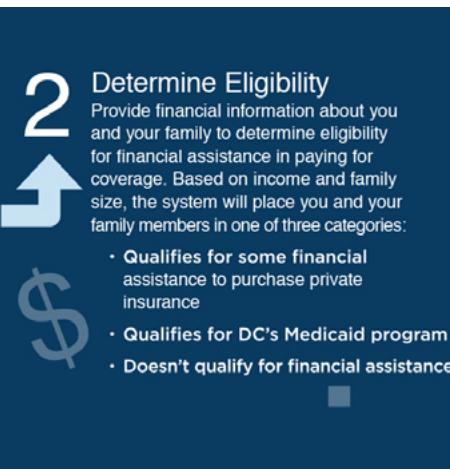
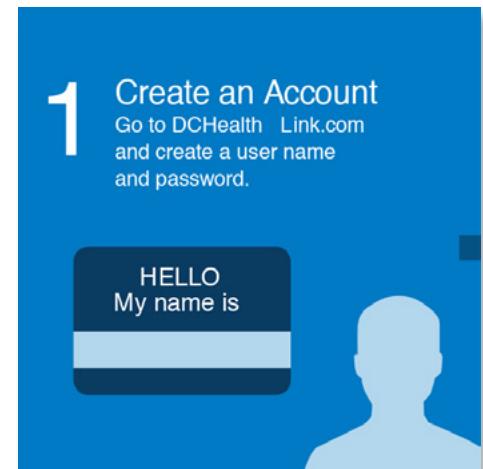
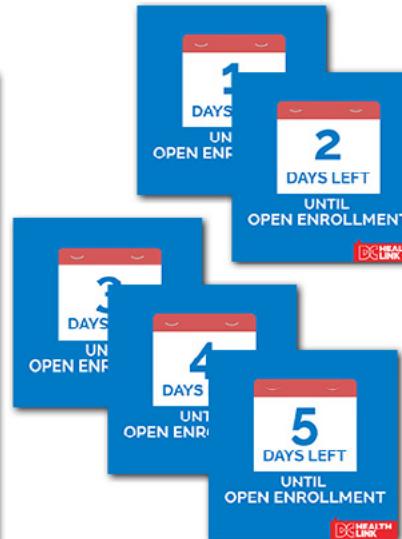
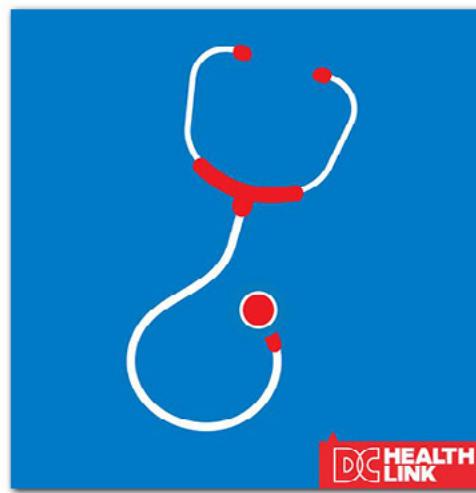
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help promote events via social media marketing, I increased the business's web presence by creating

and maintain a website dedicated to the daily functions at the bar. I chose to base this website in a CMS

format because of its need for frequent updating.

# DC HEALTH LINK



DC Health Link was created to implement a health care exchange program in the District of Columbia in

accordance with the Affordable Care Act (ACA), thereby ensuring access to quality and affordable health care to all DC residents. This project was the branding behind their social media campaigns.

# CREDIT UNION MIRACLE DAY RUN



The Credit Union Cherry Blossom Ten Mile Run® in Washington, DC, credit unions and partners nationwide have united to benefit the Children's Miracle Network alliance of premier hospitals for

children. I provided the branding for the 2013 national series of races. This included a printed

media kit to sell to sponsors, posters, and direct mailers for potential donors.

# CUMD INTERACTIVE KIOSK

**Credit Unions and Business Partners Nationwide**

**Unite to Benefit**

**Children's Miracle Network Hospitals**  
Helping Local Kids

**Overview**

**Compare**

**Platinum \$75,000**

**Gold \$50,000**

**Silver \$25,000**

**Copper \$10,000**

**Bronze \$5,000**

**Steel \$1,000**

**Pledge**

**Become a Sponsor of the 2015 Credit Union Cherry Blossom Ten Mile Run®**

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

**HELP US RAISE**  
**\$1,000,000**  
**FOR**  
**Children's Miracle Network Hospitals**  
Helping Local Kids

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**Steel \$1,000**

**Pledge**

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

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

**WHO YOU'LL REACH**

Race Entries for Each Race: 8 Free  
 Passes for Announcer's Tower of Cherry Blossom: 3 Passes  
 Complimentary Tickets to Cherry Blossom Gala/Auction Fundraiser: 6 Tickets  
 Opportunity to Place Advertising Sign at Gala: X  
 Opportunity to Address Attendees of Gala Event in DC: X  
 Half Page ad in CUMD Yearbook: X  
 Mile Marker on Race Course: X  
 One Ad or Story Placement in CUMD Email Blast: X  
 Complementary Booth at Cherry Blossom Race Expo: X  
 Invitation to Cherry Blossom Elite Runners Dinner: X  
 Capitol Hill Press Conference: X  
 Invitation to CU CEO VIP Reception - Capitol Hill: X  
 Invitation to Sponsor Tent on Cherry Blossom Race Course: X  
 Logo on CUMD Ads in CU Trade Publications: X  
 Logo on Posters & Exhibit Booths of CU Trade Events: X  
 Logo & Company Description on CUMD Website: X

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**Steel \$1,000**

**Pledge**

**Compare sponsorship levels here**

	Platinum Sponsor \$75,000	Gold Sponsor \$50,000	Silver Sponsor \$25,000	Copper Sponsor \$10,000	Bronze Sponsor \$5,000	Steel Sponsor \$1,000
Race Entries for Each Race	8 Free	4 Free	2 Free	1 Free		
Passes for Announcer's Tower of Cherry Blossom	3 Passes	2 Passes	1 Pass			
Complimentary Tickets to Cherry Blossom Gala/Auction Fundraiser	6 Tickets	4 Tickets	2 Tickets	1 Ticket		
Opportunity to Place Advertising Sign at Gala	X	X				
Opportunity to Address Attendees of Gala Event in DC	X	X				
Half Page ad in CUMD Yearbook	X	X				
Mile Marker on Race Course	X	X				
One Ad or Story Placement in CUMD Email Blast	X	X				
Complementary Booth at Cherry Blossom Race Expo	X	X				
Invitation to Cherry Blossom Elite Runners Dinner	X	X	X			
Capitol Hill Press Conference	X	X	X	X		
Invitation to CU CEO VIP Reception - Capitol Hill	X	X	X	X	X	
Invitation to Sponsor Tent on Cherry Blossom Race Course	X	X	X	X	X	
Logo on CUMD Ads in CU Trade Publications	X	X	X	X	X	
Logo on Posters & Exhibit Booths of CU Trade Events	X	X	X	X	X	
Logo & Company Description on CUMD Website	X	X	X	X	X	X

**Credit Unions and Business Partners Nationwide**

**Unite to Benefit**

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Helping Local Kids

**Overview**

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**Steel \$1,000**

**Pledge**

**Platinum Sponsor - \$75,000**

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

**Access to Decision Makers**

- Cherry Blossom Race Weekend Washington, DC
- Complimentary booth at Cherry Blossom Race Expo - National Building Museum. Access to over 20,000 runners, volunteers and running enthusiasts
- Opportunity to address attendees of Capital Hill Press Conference - Capitol Visitors Center. Attendees include credit union CEOs, congressional representatives, congressional staff members, and credit union trade association representatives
- Six complimentary tickets to Friday evening Gold event Fundraiser - attendees include Credit Union CEOs, congressional staff members, and possibly high-ranking government officials
- Opportunity to address attendees of gala event
- Invitation to Elite Runner's dinner - invitees include elite national and international runners, CU CEOs, industry leaders and all sponsoring business partners
- Invitation and recognition at Credit Union CEO VIP reception - Guests include Credit Union CEOs, industry leaders, CU staff members, CMNH Champion Athlete, Children's Miracle Network Hospital Center officials, and possibly high-ranking government official
- Article in CUMD News - Distributed to over 200 credit union professionals
- Prominent sign at Cherry Blossom Gala event with advertising message of choice
- Prominent logo on all CU ads in CU Times and any other trade press ads placed (list)
- Three ads yearly in CU Times. One to include bonus distribution during CUNA's GAC conference
- Prominent logo recognition on all posters and at exhibit booths at credit union trade events, including CUNA Governmental Affairs Conference with attendance of more than 5,000 credit union industry professionals
- Logo with a company description and link on CUMD Website

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**Pledge**

**We CAN do it!**  
Next races: April 12, 2015.

**PLEDGE NOW**

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

Pledge Online at [www.miracleday.org](http://www.miracleday.org).

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

Please pledge by February 1, 2015. We will invoice you for your tax-deductible donation and you can pay now or in 15 months.

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

**PROUD WINNER OF THE 2013 HERB WEGNER AWARD FOR OUTSTANDING PROGRAM**

The Credit Union Cherry Blossom Ten Mile Run® in Washington, DC, credit

unions and partners nationwide have united to benefit the Children's

Miracle Network alliance of premier hospitals for children. I was tasked to

create an interactive display to sell sponsorships to businesses.

# ORIP GRANT KIOSK PROGRAM

The homepage features the ORIP logo and NIH branding. A large green button asks "ARE ORIP SBIR/STTR GRANT PROGRAMS RIGHT FOR ME?". Below it are sections for "Application Process Basics" and "Contact Information". A central box titled "WELCOME TO SMALL BUSINESS PROGRAMS" contains portraits of three grantees: Tom Robertson, Paul Tyator, and Angelika Fath-Goodin, each with a green "next" button. A final section "GRANTEES TELL THEIR STORIES" is shown.

A portrait of Tom Robertson, described as a "Successful ORIP Grantee". The title "PLAYING FOR SUCCESS IN NEUROSCIENCE NURBITS GAME" is displayed above an image of a person playing on a tablet. A "IMPACT ON EDUCATION" link is at the bottom.

The main navigation menu includes "ALL GRANTS", "CONTACT FOR MORE INFORMATION", "ARE ORIP GRANTS RIGHT FOR ME?", "Application Process Basics", "Contact Information", and "GRANTEES TELL THEIR STORIES". Portraits of Tom Robertson, Paul Tyator, and Angelika Fath-Goodin are shown.

A portrait of Angelika Fath-Goodin, with the title "ANGELIKA'S STORY". It includes a "BACK TO INTRODUCTION" link, a "CONTRIBUTION TO SCIENCE" section, and video links for "THE INNOVATION: THE NSET DEVICE" and "GRANT APPLICATION AND BUSINESS DETAILS". A "PHOTOS" section is at the bottom.

A flowchart titled "APPLICATION PROCESS BASICS" showing the timeline from "RECEIPT AND REFERRAL MONTHS 1-3" to "AWARD MONTHS 9-10". It details the "PEER REVIEW MONTHS 4-8" and "ELIGIBILITY REQUIREMENTS" steps. Sections for "SBIR" and "STTR" provide specific details about employee requirements and funding levels.

A "PHOTOS" section featuring a grid of images related to the grant program. A "MORE INFO" link is at the bottom.

A wizard titled "2. Confirm Your Small Business is Eligible for an SBIR/STTR Grant". It asks if the business meets requirements (A) and if it uses certain funding types (B). It also provides links to the "Small Business Eligibility Wizard" and "Small Business Administration SBA External Link Disclaimer".



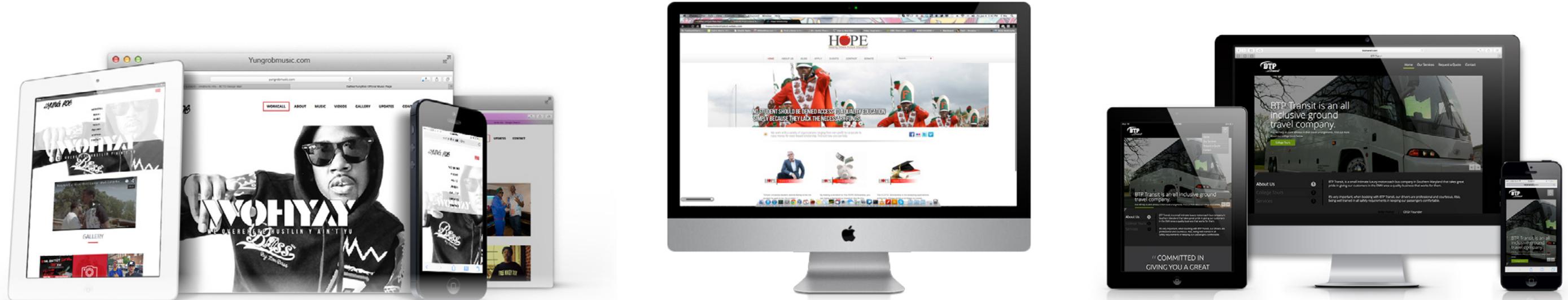
ORIP or the Office of Research Infrastructure programs is a branch of NIH that funds the

"scientific human and physical resources that will help to ensure the Nation's capability to

prevent disease. I was contracted to design and implement a kiosk program for an event.

It featured videos, and an interactive form to collect information.

# WEB PROJECTS



A

A website is the largest source of information for most small business.

Above are some of my favorite web projects from over the years.

All of which feature responsive design, and interactive features,

such as shopping, social media, etc.

# UNITED PLANNING ORGANIZATION

The collage displays several screenshots of the UPO website:

- Home Page:** Features a large "CELEBRATING 55 YEARS OF SERVICE" graphic. Below it, a section highlights their work in the Washington community, mentioning "We are dream builders. We are opportunity makers and believe that everyone deserves a chance to pursue stable, successful lives. We create paths that start the journey to self-sufficiency and economic independence."
- 55th Anniversary Page:** Shows two people wearing t-shirts with "#IAMUPO" and "UNITING PEOPLE WITH OPPORTUNITIES".
- Careers Page:** A job application form for "Become an Opportunity Maker" is shown, featuring fields for name, address, phone number, email, and payment information.
- Facilities Page:** A map of the Anacostia Community Service Center area, listing address and phone number.
- Contact Us Page:** A group of people in blue hats cheering, with the text "Contact Us" overlaid.

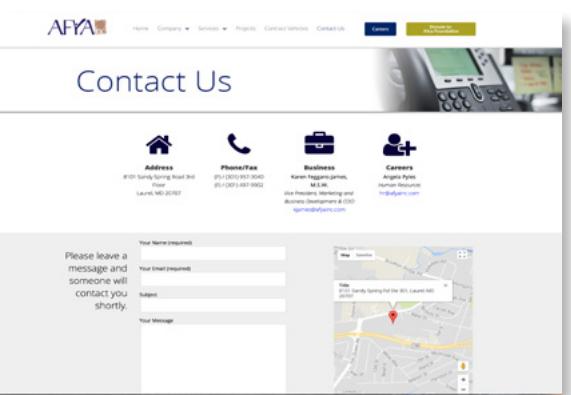
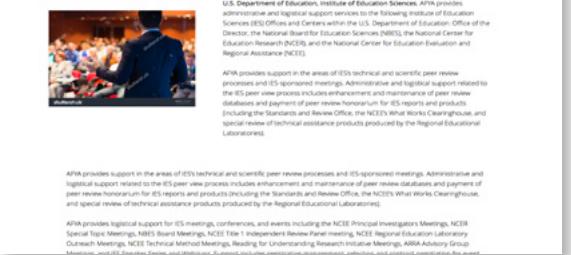
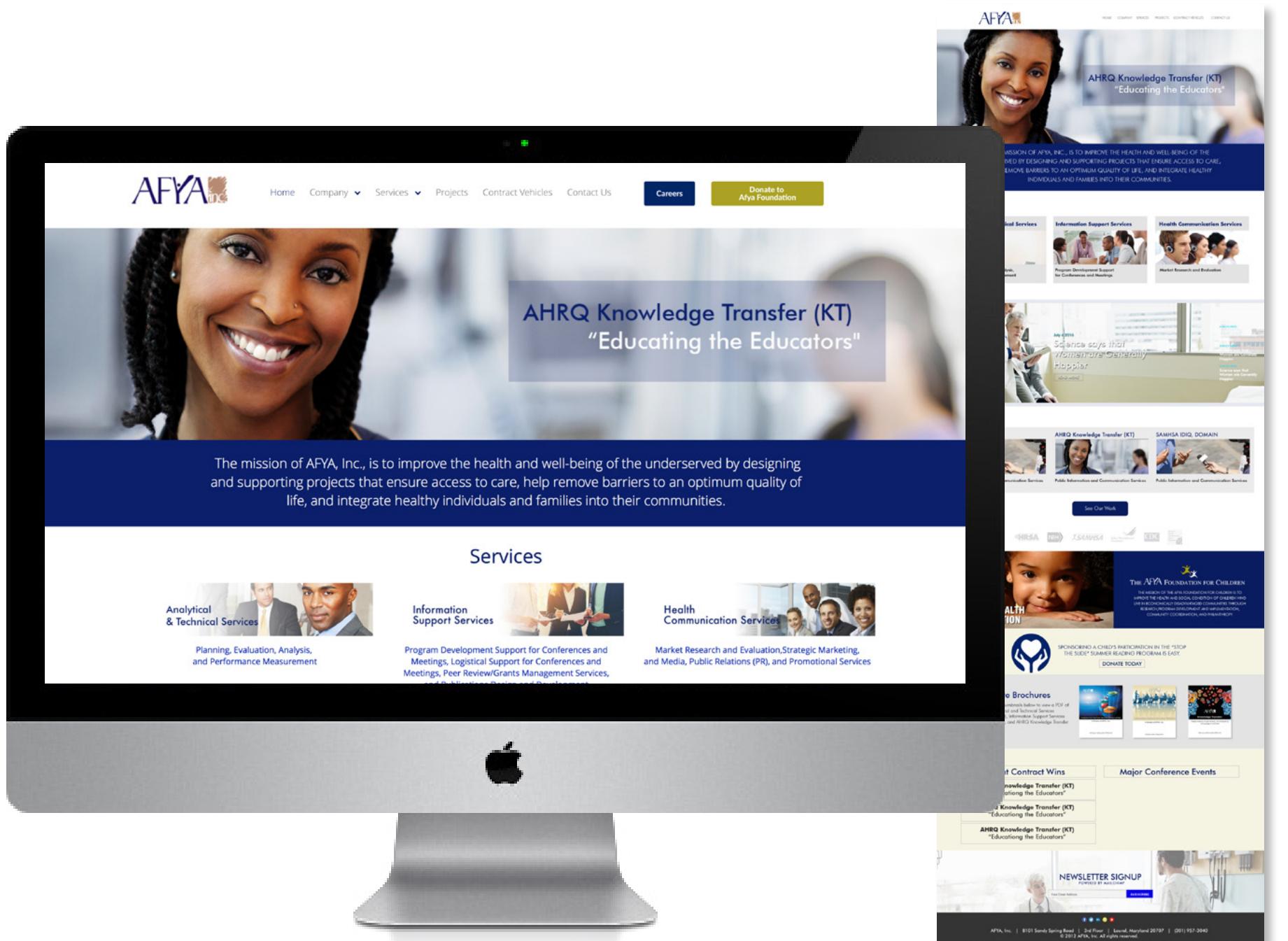


One of my first incursions into the non profit world, the United Planning Organization,

is a community action agency which unites low income residents of D.C. to social

services, and job training opportunities. I was tasked to create a new modern web

interfaces that features more interactive features to engage our target audience.



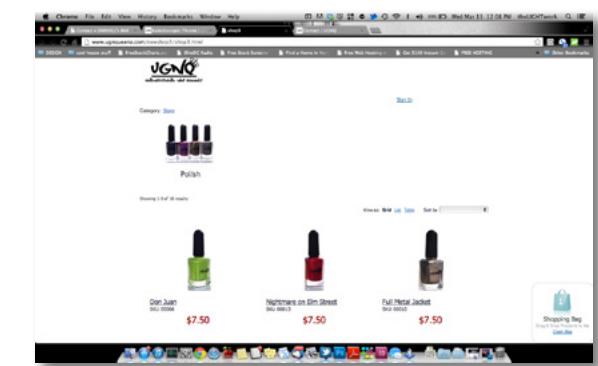
The mission of AFYA, Inc., is to improve the health and well-being

of the underserved.  
I created a new web  
presence, along with

an responsive design approach, interactive & search engine opti-

mization features were added.

# UNDERGROUND NAIL QUEENZ



The Underground Nail Queenz are a chic duo that sells custom nail

polish online and at events. I created the entire identity, along

with the website that features navigation tiles instead of normal menu

items. It also features a shop section where you can purchase items.

# CHESAPEAKE REGIONAL INFORMATION SYSTEM

The screenshots illustrate the CRISP website's design and functionality. The left screenshot shows the main homepage with a large image of a doctor, a navigation bar with links like 'Home', 'Services', 'Participating Providers', 'Patient Information', 'News & Events', 'Resources', and 'About'. Below the navigation is a section titled 'CONNECT.SHARE IMPROVE PATIENT CARE' with a 'VIEW CRISP STATISTICS' button. The right screenshot shows the 'CRISP Encounter Notification System (ENS)' page, featuring a doctor and a patient, and a detailed description of the service.



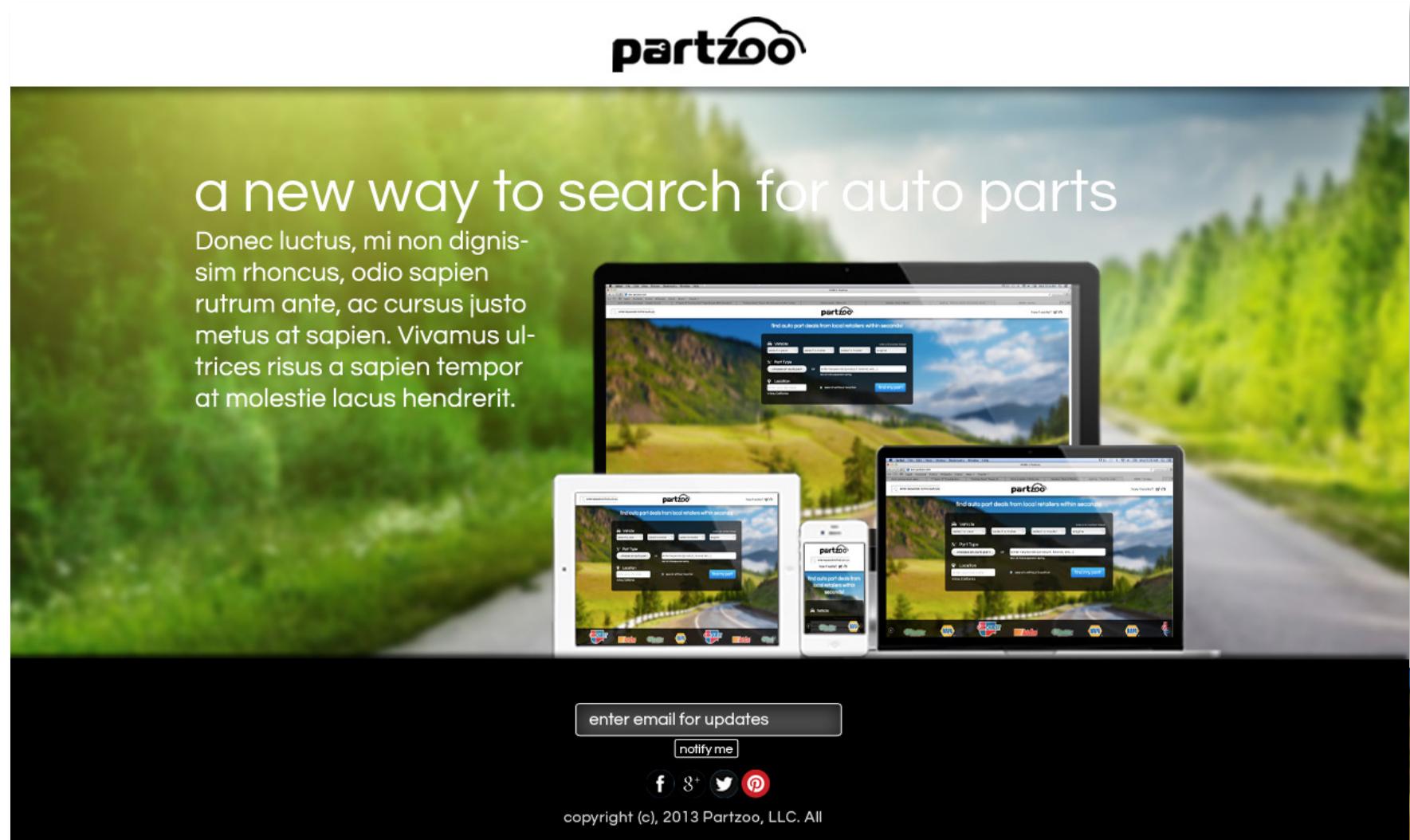
CRISP is a regional health information exchange (HIE) serving

Maryland and the District of Columbia. In 2016 they wanted to

begin to refresh their web presence. With new features such as

a responsive design, a blog, interactive buttons, and contact forms.

# PARTZOO

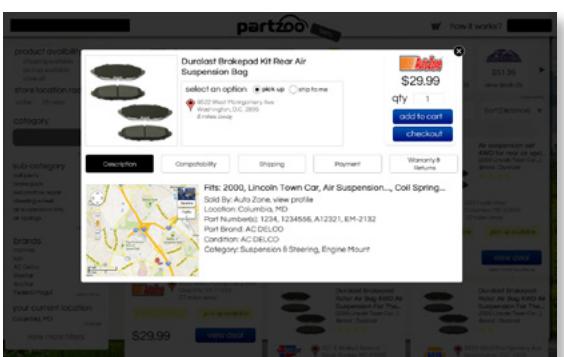
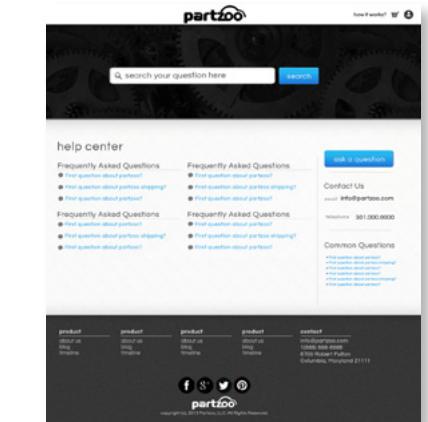
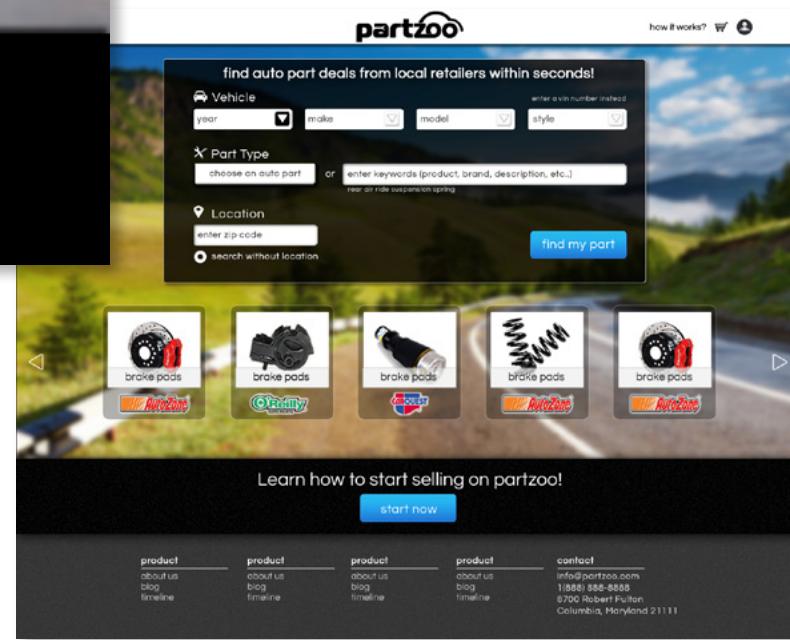


One of the start ups  
that unfortunately didn't  
happen. This is Partzoo,

it was going to be  
an online auto parts  
database where the

customer could look up local parts in one central location. They

requested a very sleek  
and modern design.



# MOREHOUSE ALUMNI GALA



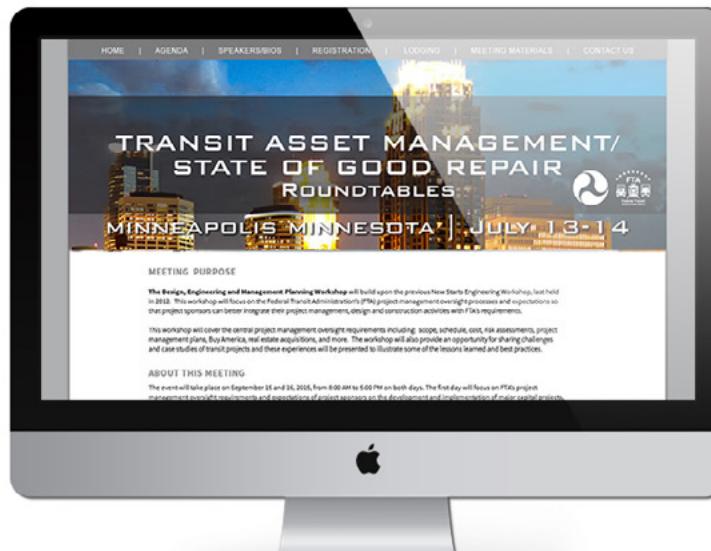
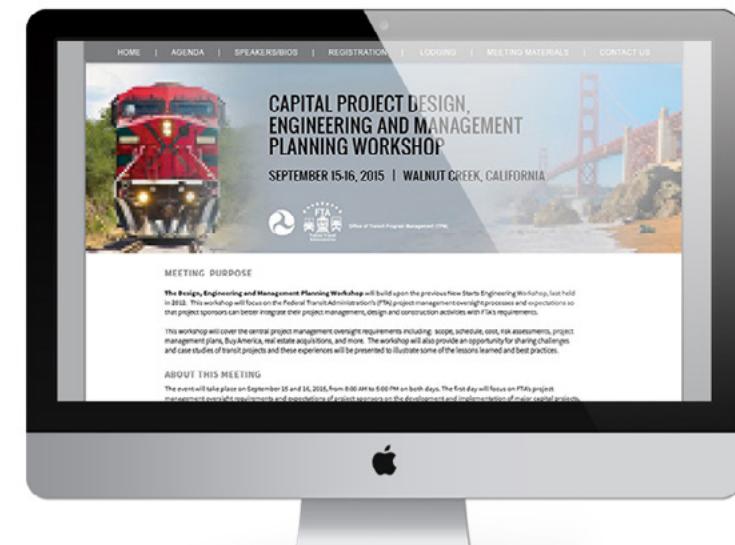
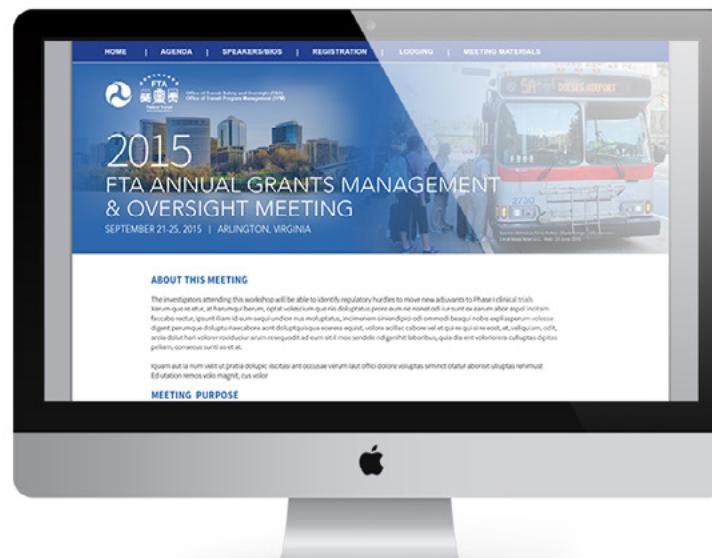
**M**orehouse College is one of the premier HBCU's on the East

Coast. I was contracted by an alumni member to create a new web

presence for an anniversary gala celebrating the opening of the new

National Museum of African American History and Culture..

# VARIOUS FTA PROJECTS



One of my many government agency clients. I have been

tasked to create many graphics for meetings and conferences, the

above four are some of the ones they let me be most creative with.

# FEDERAL GOV'T PROPOSALS

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

## MAKING SCIENCE SOCIAL

Office of Research Infrastructure Programs | National Institutes of Health (NIH)

**COST PROPOSAL**

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

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

Due Date: August 26, 2015 TORP #1028

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While working as a federal government contractor I

was tasked with arranging multiple proposals and

graphics for Federal Government RFPs

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

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

The exact print, social and digital media used to promote this message will be the result of internal meetings between Seamon's social media experts and ORIP project staff. Additionally, we will regularly adjust our approach based on the feedback from our initial meeting with ORIP project staff, partners and interested stakeholders we are able to attract. Social media above all else, is about starting an ongoing dialogue with our target audiences. After initial discussions, we will analyze our responses, we need to re-think our approach and find one that will garner the most dialogue possible.

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

Seamon developed a lot of the proposed messaging included in this proposal as part of our existing work with ORIP which allows us to provide immediate impact from the get-go. We know that the sooner we begin to build and disseminate communications with the ORIP target audiences, the sooner the dialogue can begin. After initial discussions, the Seamon team plans to hit the ground running. A big part of our proposed messaging with ORIP's small and disadvantaged business owners is to encourage them to apply for grants through ORIP. Many small business owners. The truth is, many of those applying for grants through ORIP are not, as yet, small

**KEY STAFF**

**MARC CAPOSINO | PROJECT MANAGER/CREATIVE DIRECTOR**  
Summary of Experience

Mr. Caposino possesses the following relevant qualifications:  
• 10+ years of experience managing and executing marketing programs targeting health research organizations.  
• Expert in developing branding, messaging, and multifaceted campaigns for the public sector.  
• Knowledgeable in the development of health science promotional materials, including public safety programs, public policies, environmental agencies, and health measures.  
• Excellent writing skills, including extensive copy writing and creative work.

**BRIAN LOEBIG | SOCIAL MEDIA EXPERT**  
Summary of Experience

Mr. Loebig possesses the following relevant qualifications:  
• 10+ years of experience managing and design experience working for our products, government programs and small business.  
• Proficient in the use of social media platforms such as Facebook, Twitter, LinkedIn, YouTube, and Google+.  
• Proficient in developing and maintaining brand identity for our products, government programs and small business.  
• Proficient in working with numerous marketing firms having their staff in our office and developing and negotiating contracts with them.

**CEDRIC MORRIS | GRAPHIC DESIGNER**  
Summary of Experience

Mr. Morris possesses the following relevant qualifications:  
• 10+ years of professional video and video animation experience.  
• Proficient in the use of software such as After Effects, Final Cut Pro, Motion, Photoshop, Illustrator, and iDesign.  
• Experience in the development of motion graphics and digital illustrations for educational purposes.  
• Ability to work independently and as part of a team.  
• Excellent communication skills, including written, verbal, and visual presentation skills.

**WILL CLINE | VISUAL ANIMATOR, VIDEO PRODUCER**  
Summary of Experience

Mr. Cline possesses the following relevant qualifications:  
• 10+ years of professional video and video animation experience.  
• Proficient in the use of software such as After Effects, Final Cut Pro, Motion, Photoshop, Illustrator, and iDesign.  
• Ability to work independently and as part of a team.  
• Excellent communication skills, including written, verbal, and visual presentation skills.

**APPENDIX**

communications. We also plan on reaching out to the investment community with animated videos detailing the ORIP grant process to illustrate the level of work and scrutiny that each grantee must undergo to receive funding. In addition, we will be reaching out to the general public with a series of mandatory webinars or an email campaign, which includes a link to where we have posted the ORIP application process.

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

**PRONG 3: GENERAL AUDIENCE MESSAGING**

The objective of our third prong is to promote ORIP among all stakeholder audiences in an attempt to create general awareness of ORIP's SBIR/STTR grant program. The process for achieving this objective may vary depending on the target audience. For example, we will use different methods for different audiences, methods, and social tools. Although a lot of the messaging created for ORIP under this contract will be specific to the target audience, the general messaging will be shared across all audiences. This messaging will be particularly helpful in supporting the other two prongs when it comes to audiences that never heard of ORIP or are not thoroughly familiar with it.

The theme Seamon proposes for this prong is an invitation to "Get to Know ORIP". Simply put, it managed correctly through the use of various social media channels, we can help introduce ORIP to a broad range of target audiences in a foundation-setting way that will lay the groundwork from which the other two prongs will grow over time.

Above is a template for an ongoing HTML email campaign for ORIP. Campaigns like this are all about gaining a foothold in the market and establishing a presence before accepting our invitation. There are several details that contribute to the success or failure of an email campaign, such as the timing of the email, the subject line, the body of the email, and a recognizable/valid sender's email address as paramount as well as the use of graphics and digital assets such as GIFs and web analytics. Our goal with HTML email campaigns is to create awareness, increase interaction with a target audience, and build credibility. We believe that the success of an email campaign starts with the subject line to the email address play a role in getting someone to open an ORIP contact. Seamon is an expert at making a positive first impression.

**CEDRIC MORRIS | GRAPHIC DESIGNER**  
CHERRY BLOSSOM TEN MILE RUN 2014 BRANDING

**CHALLENGE:** In 2001 credit union joined together to host the first ever Cherry Blossom Ten Mile Run in Washington, DC. The Credit Union Cherry Blossom Ten Mile Run is a tradition, and the Children's Miracle Network has since become the beneficiary of the race. The race has grown to be the largest 10 mile race in the nation.

**SOLUTION:** Through design, our creative team developed a series of graphics and digital assets that were easily translatable to print, digital, social, and broadcast media. The design assets included a logo, website, social media graphics, posters, and direct mailers for potential donors.

**KEY STAFF**

**MARC CAPOSINO | PROJECT MANAGER/CREATIVE DIRECTOR**  
Summary of Experience

Mr. Caposino possesses the following relevant qualifications:  
• 10+ years of experience managing and executing marketing programs targeting health research organizations.  
• Expert in developing branding, messaging, and multifaceted campaigns for the public sector.  
• Knowledgeable in the development of health science promotional materials, including public safety programs, public policies, environmental agencies, and health measures.  
• Excellent writing skills, including extensive copy writing and creative work.

**BRIAN LOEBIG | SOCIAL MEDIA EXPERT**  
Summary of Experience

Mr. Loebig possesses the following relevant qualifications:  
• 10+ years of experience managing and design experience working for our products, government programs and small business.  
• Proficient in the use of social media platforms such as Facebook, Twitter, LinkedIn, YouTube, and Google+.  
• Proficient in developing and maintaining brand identity for our products, government programs and small business.  
• Proficient in working with numerous marketing firms having their staff in our office and developing and negotiating contracts with them.

**CEDRIC MORRIS | GRAPHIC DESIGNER**  
Summary of Experience

Mr. Morris possesses the following relevant qualifications:  
• 10+ years of professional video and video animation experience.  
• Proficient in the use of software such as After Effects, Final Cut Pro, Motion, Photoshop, Illustrator, and iDesign.  
• Ability to work independently and as part of a team.  
• Excellent communication skills, including written, verbal, and visual presentation skills.

**WILL CLINE | VISUAL ANIMATOR, VIDEO PRODUCER**  
Summary of Experience

Mr. Cline possesses the following relevant qualifications:  
• 10+ years of professional video and video animation experience.  
• Proficient in the use of software such as After Effects, Final Cut Pro, Motion, Photoshop, Illustrator, and iDesign.  
• Ability to work independently and as part of a team.  
• Excellent communication skills, including written, verbal, and visual presentation skills.

**APPENDIX**

**WILL CLINE | VIDEO ANIMATION EXPERT**

Animated Hand drawn: Creative Designs  
[HTTP://WWW.IOUTUBECOMPANY.COM](http://WWW.IOUTUBECOMPANY.COM)

Animated Baseball card: GANNETT  
<HTTP://WWW.POWERPOINTGANNETT.COM/POWERPOINTGANNETT.HTML>

Photo Montage Animation  
<HTTP://WWW.POWERPOINTGANNETT.COM/POWERPOINTGANNETT.HTML>

Animated Promo spot: DOD Intel Jobs  
<HTTP://PRODUSERS.DODJOBS.COM>

Animated Historical piece: GANNETT  
<HTTP://WWW.POWERPOINTGANNETT.COM/POWERPOINTGANNETT.HTML>

3D Logo: Harley Davidson  
<HTTP://WWW.HARLEYDAVIDSON.COM>

3D Device: USA Today  
<HTTP://WWW.IOUTUBECOMPANY.COM>

Text Animation: Creative Designs  
<HTTP://WWW.IOUTUBECOMPANY.COM>

TV Screen: Creative Designs  
<HTTP://WWW.IOUTUBECOMPANY.COM>

**APPENDIX**

August 30, 2016

**Embryo Awareness Among OB-GYNs**  
TORFP: 16-233-SOL-00689

**Submitted By:**  
**PSC**  
Zipporah Choplak  
Contract Specialist  
Program Support Center  
U.S. Department of Procurement Services  
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Bethesda MD 20814  
Zipporah.Choplak@psc.hhs.gov

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

**Price/Business Volume**

August 18, 2016

**Corporation for National and Community Service**  
**CNCS 2017 justice AmeriCorps Meeting**  
Solicitation Number: CNSHQ16T0049

**Submitted By:**  
**AFYAI**  
LeMont E. Joyner, M.S.P.H., President/CEO  
8101 Sandy Spring Road, Third Floor  
Laurel, MD 20707  
(301) 957-3040  
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**Submitted By:**  
**NATIONAL & COMMUNITY**  
Matthew Brooks & Jessie Garcia  
Office of Procurement Services  
Corporation for National and Community Service  
250 E St. SW  
Washington DC 20252

**Volume I: Technical Quote**

# WILL POWER - NON PROFIT

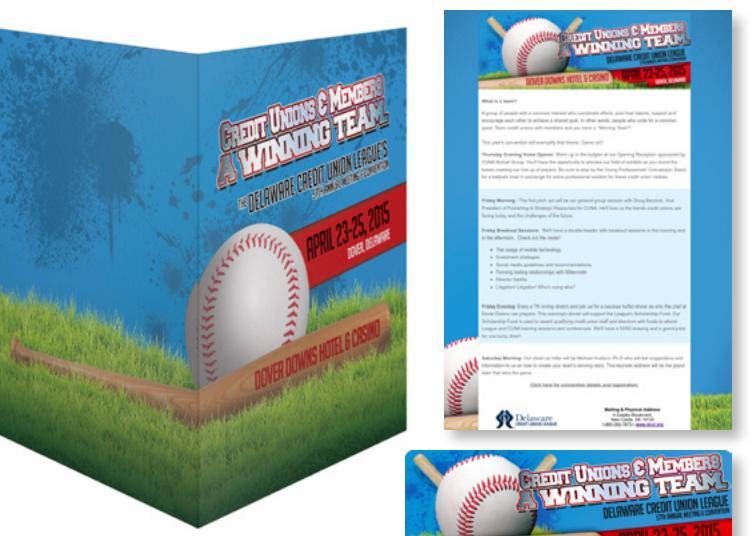


This non profit client had a very strong branding scheme already in place. I took that information and created more printed materials

such as an array of banners to be used at networking events,

and a poster for the anniversary party.

# FINANCIAL CAMPAIGNS



Because of my strong background in the financial industry I have been tasked

to create many campaigns that spanned through different mediums. Above is a sample

of a few that span throughout both printed and digital media.

# AL GAR FCU



ALGAR FCU is a credit union meant to serve

the financial needs of the employees of the

U. S. Postal Service. I was tasked to create a

billboard that was local to a branch.



# HOYA FCU

**Hoya Federal Credit Union**  
Meets All Daily Financial Requirements

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

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

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

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

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

**and recreation..**

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

**NOT A MEMBER? OPEN AN ACCOUNT TODAY!**  
Go to: [www.hoyafederal.org/Daily-Financial-Requirements](http://www.hoyafederal.org/Daily-Financial-Requirements)

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

**NOT A MEMBER?**  
OPEN AN ACCOUNT TODAY!

**Hoya Federal Credit Union**  
**Meets All Daily Financial Requirements**

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

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

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

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

**and recreation..**

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

**NOT A MEMBER? OPEN AN ACCOUNT TODAY!**  
Go to: [www.hoyafederal.org/Daily-Financial-Requirements](http://www.hoyafederal.org/Daily-Financial-Requirements)

**Hoya Review**  
Where Membership Has Its Privileges  
The Newsletter of Hoya Federal Credit Union | Summer 2014

**Our 50th Anniversary Celebration**

On May 20th we officially kicked off our 50th Anniversary at our Annual Meeting. The Board of Directors and staff enjoyed meeting members. Thank you all for celebrating with us.

Officer imports showcased what's in store for our future—the mobile banking and online budgeting tools. Those light refreshments and prizes. Every member who attended received \$50 to commemorate our 50th anniversary.

A special congratulations goes to Mr. Lilian Young who joined in the 80s. She received the \$50 grand prize for being the member in attendance who has been with the Credit Union longest.

Watch for other opportunities throughout the year to win prizes, and look for our special announcement July 30, 2014.

Copies of the 2013 Annual Report are available online.

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

**Hoya Federal Credit Union's Platinum Visa offers:**

- Discounts for hotels and rental cars
- Auto rental insurance
- No blackout dates for travel rewards
- Bonus points with every purchase
- Travel accident insurance up to \$1 million
- Worldwide acceptance
- NO annual fee
- Free balance transfers
- Credit limits up to \$20,000
- Fixed rate of 9.90% APR\*

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

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

**Direct Deposits—No more paper checks**  
eStatements—Online and password protected  
Shared Branches—Find a location near you

**Holiday Closings**  
Independence Day—Friday, July 4  
Memorial Day—Monday, September 1  
Labor Day—Monday, October 13

**Volunteers & Staff**

**Contact Information**

**Waiting Address**

**ATM Locations**

**NCUA**

**WELCOME**  
We value serving your financial needs above profits.

- Online banking
- Online Bill Pay
- Homeless & Less Costly Fees
- Prepaid Cards
- Financial Sound Nationwide
- ATMs Nationwide
- Online Banking
- ATM Withdrawals up to \$20,000

**Membership Has Its Advantages**

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

- Rates as low as 4.00% APR
- Fixed-rate loans or variable-rate line of credit
- Borrow up to 80% of your equity
- Terms up to 10 years
- May be tax deductible
- Loan amounts up to \$100,000
- Bonus \$50 gift card at closing

**Membership Has Its Advantages**

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

- Prepaid Cards
- ATM Withdrawals
- Online Banking
- ATM Withdrawals
- Online Bill Pay
- Online Banking
- Online Financial Resources and Calculators

**Membership Has Its Advantages**

**Holiday Treats!**  
Get and give holiday treats this season

**We're NOT Teasing!**

Give yourself a gift this holiday season. Our Platinum Visa is perfect for gift buying, travel and entertainment...all the things that make the season special. It comes with great rewards, including double points on purchases and triple points for purchases. Use your points during the holidays or save them for later.

- Fixed 4.90% APR
- No Annual Fee
- ATM Withdrawals
- Hotel and Rental Car Discounts
- Reward Points, and More!

No ready surprises like rate hikes and sky-high fees just a rewarding Visa. Already carry a Hoya FCU Visa and want a limit increase for the holidays? You can apply online for the best, fast limit increase for the holidays! Apply online for your new Visa today.

**HOYA FCU**

**Georgetown University**  
Box 5706  
[www.hoyafederal.org](http://www.hoyafederal.org)

Hoya Federal Credit Union is a member-owned, not-for-profit, financial institution,

serving the Georgetown University community. While designing for Visions Ink, I have had

many opportunities to create for Hoya FCU, I've modernized an old campaign, created their

summer 2014 newsletter, and attributed to the rebranding with a set of new account post cards.

# CREDIT UNION MORTGAGE ASSOCIATION



# Credit Union Mortgage is a full-service

mortgage company,  
locally owned and

headquartered in  
Fairfax, Virginia, and

serving the entire United States.

**Purchasing or Refinancing a Home?**  
**Contact Our Credit Union First!**

Your credit union partners with Credit Union Mortgage Association to offer low cost, competitive rates for fixed and adjustable-rate loans for up to 30-year terms. CUMLS is a full-service mortgage lender that is locally owned and dedicated to serving credit union members.

**Loan Programs**

- Conforming loans to \$417,000
- Nonconforming jumbo loans to \$500,000
- Fixed-rate loans (10, 15, 20, or 30 years)
- Adjustable-rate loans (5, 7, 10 or 30 years)
- Home Equity Loans
- Reverse Mortgage Loans
- Home equity loans (The loan with a One-Click Rate Reset Option)





We do business in accordance with the Federal Fair Housing Law and the Equal Credit Opportunity Act.  
[www.CUMLS.org](http://www.CUMLS.org)  
 NMUD #20627



**Purchase?**  
 Have your loan preapproved before you start looking at homes. You'll be able to find the right home faster and for less money. You may even be able to afford more house than you thought!



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

- Change your monthly payment
- Change your loan product or term to best suit your needs
- Shorten your loan term to build equity and pay off your home faster
- Consolidate a 1st and a 2nd trust or eliminate one
- Utilize the equity in your home and take cash out for home remodeling or debt consolidation



**Online Tools and Applications**

Visit your credit union's website to apply online and get pre-approved:

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

"Changes in credit and market conditions can affect your loan application. Your loan may not be approved. Please see your credit union for details. © 2013 Credit Union Mortgage Association, Inc. All rights reserved."

**Reduce the Hassle of the Mortgage Process**  
 Save time and money by using our credit union company, CU Title, to handle your closing. With CU Title you can rest assured that your partner, you can reduce the hassle and reduce the stress of completing the home buying process. Now you can have CU Title can come to you for the closing!

In Partnership with



**CREDIT UNION  
MORTGAGE**

[www.CUmortgage.net](http://www.CUmortgage.net)  
 800.251.8855  
 (800) 251-8855  
 NMUD #20627



## Experience the Credit Union Mortgage Advantage

**Mortgage Loans**

Purchase or Refinance With Us!



**CREDIT UNION  
MORTGAGE**

[www.CUmortgage.net](http://www.CUmortgage.net)  
 NMUD #20627

Your credit union  
 mortgage advantage  
 could save you  
 money!

You're just 5 steps away from great rates, discounted loan fees, a \$200 closing cost credit, and a rebate at closing!

**STEP 1: Get Pre-Approved**

We'll also help you select just the right loan product.

**STEP 2: Register**

Select a real estate agent from our pre-approved list.

**STEP 3: Get Your Rebate**

Receive your rebate at closing along with an additional closing cost credit.

**STEP 4: Get Old Home**

Get rid of old home or purchase price of new home.

**STEP 5: Get New Home**

Get rid of new home or purchase price of new home.

**Saving with CU Reality Services®**

\$100,000	\$600
\$110,000	\$5,200
\$120,000	\$5,200
\$250,000	\$1,500
\$300,000	\$1,800
\$350,000	\$2,200
\$400,000	\$2,400
\$450,000	\$2,700
\$500,000	\$3,200
\$550,000	\$3,200
\$600,000	\$3,300
\$700,000	\$4,200
\$800,000	\$4,800
\$900,000	\$5,400
\$1,000,000	\$6,000



An advertisement for CU Mortgage Loans. The top half features a large, two-story yellow house with a white garage. To the left, a circular badge contains the text "Use CU Realty and receive a rebate at closing!". Above the house, the main headline reads "Need a Mortgage Loan? We've got you covered. Purchase or Refinance with Us!". Below the house, it says "convenient online or refinance with". On the right, there's a circular logo for "CU Credit Union Federal Credit Union" with "PRESORTED" and "U.S. POSTAGE PAID" text. At the bottom, there's a large, semi-transparent image of the same house, along with contact information: "For more information call us at 800-231-8855, or visit us online at [www.CUMortgage.net](#)".