



Public Relations . Philanthropy . Photography . Publishing

*Authentic, Original &
Accurate Storytelling.*



Directing innovative, strategic public relations, communications and marketing initiatives to build positive brand awareness, stimulate audience engagement, enrich community partnerships and enhance philanthropic endeavors.

Customized contracts focused on client goals and financial parameters.

Client Focused



Public & Media Relations

Event Planning/Management

Media Releases & Distribution

Media Kit Development

Digital PR

Corporate Branding

Signature Events

Photography

Mascot Development

Seminar/Presentation Development

On-line Marketing

Social Media Strategy & Management

Philanthropic Endeavors

Program Development

Community Outreach Programs

Sponsorship Development

Publishing /Book Development

Celebrity Management

Awards Submissions

Corporate Social Responsibility Initiatives (CSR)

Celebrity/Spokesperson Recruitment

Services



Thoughtful releases to announce and celebrate individual and organizational achievements, milestones, awards, business ventures and community involvement.

Local, regional, national and international distribution capabilities. Social media and web friendly releases appropriately tagged with relevant key words, hashtags and @... notations.

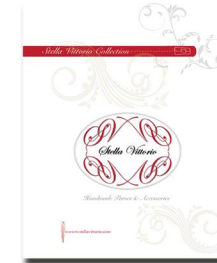
Media Releases



Authentic, content rich media kits providing journalists and reporters with valid facts and intriguing insights; through imagery, copy and data.

Kits available in a variety of formats:

- ◆ On-line
- ◆ Digital
- ◆ Hardcopy



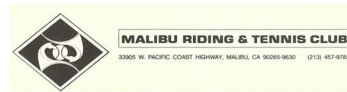
Media Kits



Project Portfolio

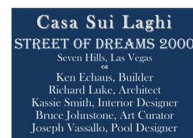
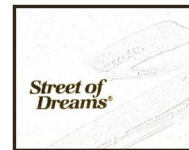
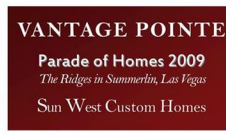


project portfolio





project portfolio





project portfolio



Michael Berk
Producer/Screenwriter



YUROZ
STYGIAN PUBLISHING

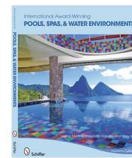


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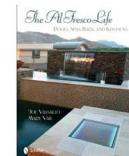


Sergey Cherep
Artist

PRASAD
COSMETIC SURGERY



SUNSTONE
DENTAL CARE



Sanctuary
BODY SPA OF ST. DOMINIC'S



Scott E. Newman MD FACS
Advanced Plastic Surgery & Laser Center



Representing a diverse list of enterprises comprising of personalities, small businesses, corporations, NPOs and NGOs.

Projects encompassed a wide-range of contracts including leading teams as the in-house representative for corporate entities and ad agencies.

Project Portfolio

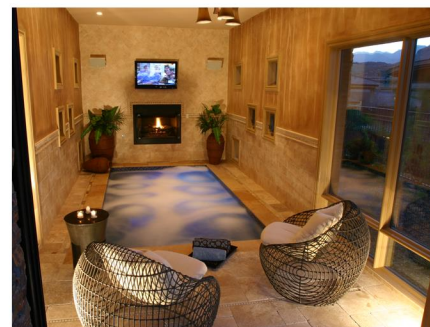
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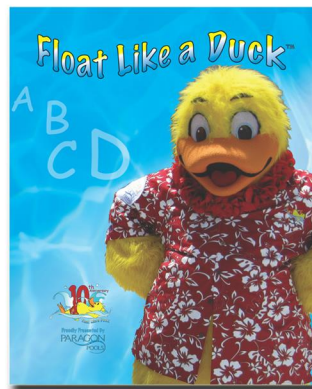
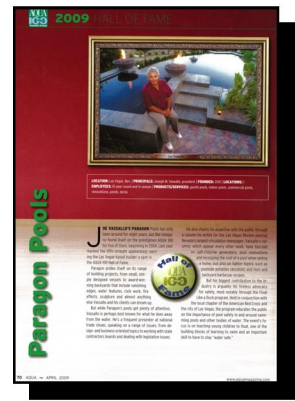
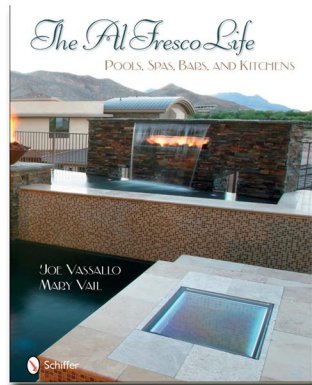


Longtime pool professional, Joseph Vassallo opened Paragon Pools in the summer of 2001 in Las Vegas, Nevada. The in-ground, custom swimming pool and spa contractor desired to differentiate his company as a high-quality builder in an extremely competitive and well-established market.

Since Paragon Pools' inception, I have managed every element of the firm's branding and marketing strategy. Instituting an aggressive public relations and community outreach campaign has resulted in positioning Paragon Pools as one of the premier builders in the nation.

This strategy proved very effective in maximizing Paragon Pools' exposure to its target market while minimizing advertising expenses.





- ◆ Web design
- ◆ Photography
- ◆ Logo development
- ◆ Branding
- ◆ Lobbying
- ◆ Publishing
- ◆ Special events
- ◆ Award submission
- ◆ Community outreach
- ◆ Social media
- ◆ Digital media
- ◆ Blogging
- ◆ Media releases
- ◆ On-line marketing
- ◆ Videography
- ◆ Advertising
- ◆ International columnist
- ◆ Safety awareness campaign
- ◆ On-site interviews, photo shoots, b-roll filming and live broadcasting
- ◆ Seminar presentations
- ◆ Philanthropy
- ◆ Partnership development
- ◆ Collateral marketing materials
- ◆ Industry expert commentator
- ◆ Investor consulting





Purse designer Stella Vittorio launched her on-line accessory retail company in 2009, stellavittorio.com. The Las Vegas based accessory manufacturer blends hand-made craftsmanship of the past with the emergence of today's stylish culture, utilizing the finest leathers, hardware and recycled carpets samples; specializing in purses, clutches, wallets, brief bags, baby products and accessories for the Metro-sexual.

Stella was named a Finalist in the 2011 Independent Handbag Design Awards competition hosted by InStyle Magazine & Handbag Designer 101 in the category of Green Handbag Design. A public on-line voting contest would determine the winning design. An integrated campaign was established to stimulate voting as well as capitalize on the notoriety of being a finalist in a major design competition.

- ◆ Media kit & releases
- ◆ Photography
- ◆ Community outreach
- ◆ On-site media interviews & photo shoots
- ◆ Live news broadcasts
- ◆ Award Submission - LV Business Press Green Awards Winner



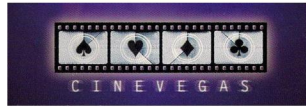


Dr. Oscar Hevia is a board certified dermatologist who specializes in cosmetic dermatology and is recognized internationally for his innovative techniques, notable results, and extensive research in the field. Known for producing a very natural appearance, the highly sought-out Hevia has a well established client base of South Florida's socialites, celebrities and jet setters. Additionally, the bi-lingual, multi-cultural physician, who hails of Cuban descent, draws clientele from across the globe to receive his expert services.

The PR contract included promoting the opening of the doctor's new office, his expertise and the introduction of his exclusive signature skin care line.



- ◆ Media kit - 28 pages
- ◆ Photography
- ◆ Media releases
- ◆ Social media strategy and management
- ◆ Media interviews : English & Spanish
- ◆ Live news broadcasts
- ◆ Event management
- ◆ Website content
- ◆ Proclamation



CineVegas International Film Festival launched in 1998 in Las Vegas, Nevada as a non-profit entity.

As a Founding Board member, I was named Vice-President of Public Relations serving in the position for the inaugural festival and the second annual event in 1999. Responsibilities encompassed managing year-round publicity elements for the festival.

The success of CineVegas' first two years laid the groundwork for the festival to continue for another nine seasons.

- ◆ Sponsorship recruitment
- ◆ Event coordination
- ◆ Volunteer management
- ◆ Press conferences
- ◆ Media releases
- ◆ Media kit development
- ◆ Media credentials & management
- ◆ Red carpets
- ◆ Celebrity appearances
- ◆ Film maker spotlights
- ◆ Media room management
- ◆ Live broadcasts
- ◆ VIP Events

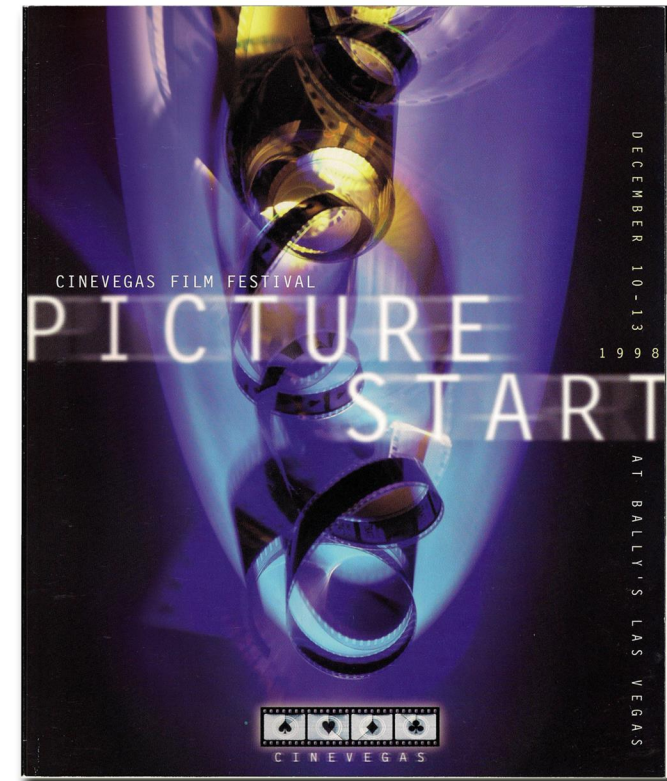
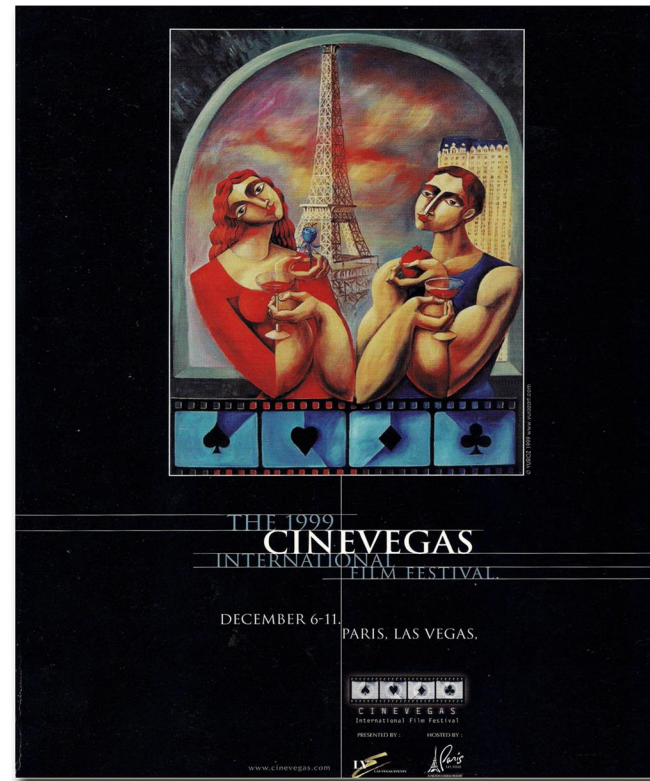




Photo Courtesy of Michael Berk



Michael Berk Producer/Screenwriter

The multi Emmy award-winner and Golden Globe nominee writer/producer, whose filmography includes TV pilots, series, made for TV movies and feature films, co-created the internationally popular *Baywatch*, the TV series that made beaches, surfing and the red 1-piece iconic elements of the ultimate American life-style. The syndicated *Baywatch* launched and rejuvenated numerous acting careers including Pamela Anderson, Brooke Burns, Carmen Electra, Traci Bingham, David Hasselhoff, Yasmine Bleeth, Parker Stevenson, Angie Harmon, and Eddie Cibrian.

As the lead writer for *Soul Surfer*, he relays the heart-felt true story of surfer Bethany Hamilton, who lost her arm in a shark attack in 2003 and through courage and faith came all the way back to win a surfing championship. A media campaign was launched to capitalize on the release of the film and Berk's mastery at screen-writing beach themed productions.

- ◆ Media releases
- ◆ Photography
- ◆ Media interviews
- ◆ Live news broadcasts

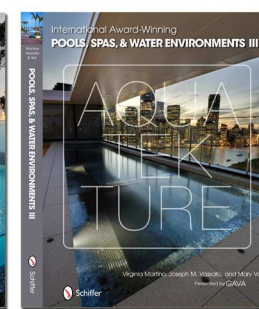
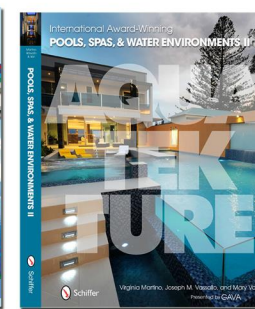
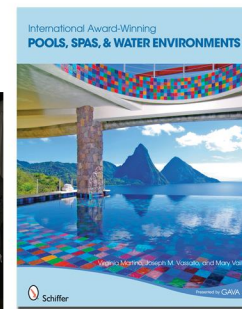


Co-Founder/ President of GAVA, Global AquaTektur Visionary Awards.
 GAVA recognizes artisans globally who's visions and creativity exemplify the best in AquaTektur; the discipline of designing, engineering and erecting of water environments and ancillary components, in a harmonious nature with consideration to function, space and aesthetics.

The international competition is open to professionals from all associations, allowing them to compete in the global market. GAVA acknowledges the most groundbreaking concepts, designs, materials and applications of water-inspired environments from across the globe in commercial, mixed use, hospitality, public use, recreational and residential, in both interior and exterior applications.

www.gavaawards.com

- ◆ Sponsorship recruitment
- ◆ Event management
- ◆ Volunteer management
- ◆ Media releases
- ◆ Media kit development
- ◆ Graphic design
- ◆ International marketing
- ◆ Website development
- ◆ Social media
- ◆ Publishing

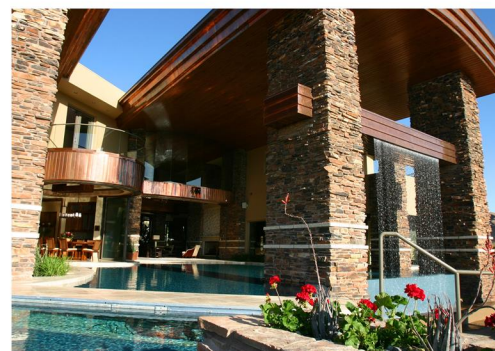
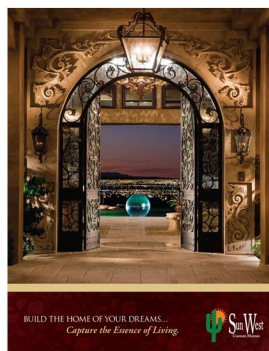




The Las Vegas based contractor is a multi-dimensional firm specializing in fine custom home development. The full-service, design-build company offers a comprehensive library of services from architectural concepts, to construction management and interior design all working in unison for a seamless and efficient building experience.

Sun West Custom Homes was constructing a 10,835 sq. ft. manor in the high-end community of The Ridges in Summerlin. The home would be showcased in the 2009 Parade Of Homes Luxury Home Tour. A campaign was initiated to promote the majestic project and its award-winning Design/Builder Sun West Custom Homes' President Dan Coletti, capitalizing on the event driven opportunity.

- ◆ Media kit — 36 pages
- ◆ Photography
- ◆ Community outreach
- ◆ Media releases:
local and national distribution
- ◆ On-site media interviews, photo shoots
and live news broadcasts



LAS VEGAS GODDESSES

Las Vegas' ONLY Professional Sports Dance Team

The rough and tough Gladiators have a soft and glamorous counterpart known as the "Goddesses." On and off the field, this versatile group of sensuous, stunning, and talented dancers exemplify the sexy, energetic, and exhilarating spirit of the Gladiators, the Arena Football League and Las Vegas itself.

As the Manager of the Gladiator Goddesses, I transformed an unorganized, underfunded, underutilized team of dancers into a highly sought-after and respected group of professional entertainers resulting in a profit center for the organization.

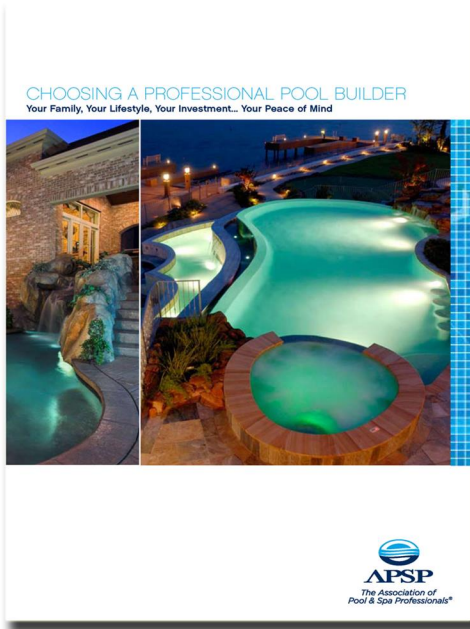
- ◆ Official Trading Cards
- ◆ Official 15-month Calendar
- ◆ Photography
- ◆ Media Kit
- ◆ Web page Management & Promotions
- ◆ Public Appearances
- ◆ Community Outreach
- ◆ Uniform Design and Construction
- ◆ Game Day Activities
- ◆ Auditions * Training
- ◆ Media Releases
- ◆ Sponsorship Development
- ◆ Payroll



Photo by Brian Brown



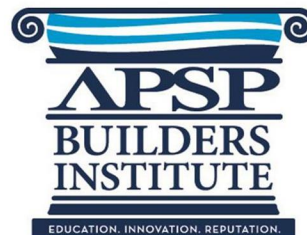
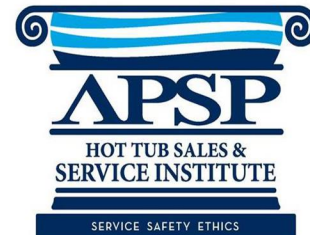
Photo by Brian Brown



The Association of Pool & Spa Professionals® (APSP) is the world's largest international trade association and leading advocate representing the swimming pool and spa industry. The safe and enjoyable use of pools and spas is a priority for APSP members.

The campaign focused on enhancing the non-profits' academic and credentialing programs. The multi-project campaign crafted branding and messaging to deliver the Institutes' value proposition for association members as well as for consumers.

- ◆ APSP Consumer Brochure
- ◆ APSP CBP OF THE YEAR award logo
- ◆ APSP BUILDERS INSTITUTE academic recruitment brochure
- ◆ APSP CAREER INSTITUTE logo development focused on core themes of each division: Technical Services, Hot Tubs, Retail and Builders





A native Austrian, Gustav E. Mauler, CMC is President and CEO of Gustav International, www.gustavinternational.com, a restaurant, hospitality, management and consulting company specializing in multi, themed designs based in Las Vegas, Nevada, that operates four restaurants, OXO and Spiedini in the JW Marriott, Sazio in the Orleans and BullShrimp in Green Valley Ranch, Gustav's Cigar Bar in the JW Marriott and a full-service Catering division. Gustav is one of only fifty-four Certified Master Chefs in the nation .

A coveted chef of casino moguls Steve Wynn and Donald Trump, Gustav was unknown to the general public. In 1999, the talented chef moved from the corporate world to open his first restaurant, Spiedini. An extremely aggressive campaign focused on showcasing the chefs' influence on the culinary environment in Las Vegas .

- ◆ Photography
- ◆ Restaurant openings & Special events
- ◆ Award submission
- ◆ Community outreach
- ◆ Media kit & releases
- ◆ Contributing columnist
- ◆ On-site interviews, photo shoots, b-roll filming and live broadcasting
- ◆ Celebrity appearances and endorsements





Markman Gallery, a fine art gallery located within The Resort at Summerlin in Las Vegas, Nevada featured renowned international artists: Yuroz, Bill Lopa, Sergey, Draï, and Ruth Bloch to name a few, along with celebrity artists Anthony Quinn and Billy Dee Williams.

The Gallery also introduced up-and-coming artists in special exhibits to benefit local non-profits.

The public relations campaign showcased the artists, the artwork and the gallery's community outreach programs, with a focus on enhancing cultural arts throughout the valley.

- ◆ Media releases
- ◆ Media kit
- ◆ Photography
- ◆ Media interviews, photo shots and live news broadcasts
- ◆ Special exhibits
- ◆ VIP events
- ◆ Education programs
- ◆ Celebrity appearances
- ◆ Luxury home tours



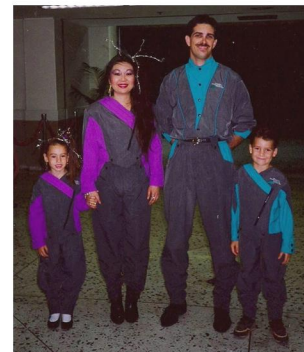


Located in the Honolulu International Airport, the Pacific Aerospace Museum is Hawaii's only technological and educational center dedicated to commemorating the aviation and aerospace achievements of the Pacific.

Limited funding and airport marketing restrictions created significant challenges in promoting the museum and its educational mission. To resolve these challenges, I introduced unique events (Fly Thru Time and Space Spooks), strategic partners and a human-sized interactive robot named AeroBot.

PR and Marketing began during the pre-construction phase building awareness, funding and partnerships for the much anticipated museum.

- ◆ Sponsorship & Fundraising
- ◆ Event development & coordination
- ◆ Volunteer management
- ◆ Press conferences
- ◆ Media kit & releases
- ◆ Soft and Grand Opening Festivities
- ◆ Community outreach & Education programs
- ◆ VIP tours
- ◆ Live broadcasts
- ◆ Tourism and local marketing



The Pacific Aerospace Museum Presents...

FLY THROUGH TIME

"The Summer Of Eagles"

With a Cast of Daring Aviators!

FRANCES "FRANCY" BARNES—A lady aviator who made a name for herself as a pilot and pilot instructor. "Franny" made her first flight in 1910. She later made several contributions for the most part to the aviation industry.

MELBERRIE DOWNS—The "Flying Schoolmarm," she was a pilot instructor and a pioneer pilot. Downs continued her no-nonsense highly successful career. She served a commission for 30 years, and began flying in 1912. She was the only woman to fly solo from London to Melbourne in 1916, as well as the first woman to compete in the Buckle Trophy Race, which she won in 1918 being a single-engine Army fighter. During World War I, she was the first woman to fly solo in the United States.

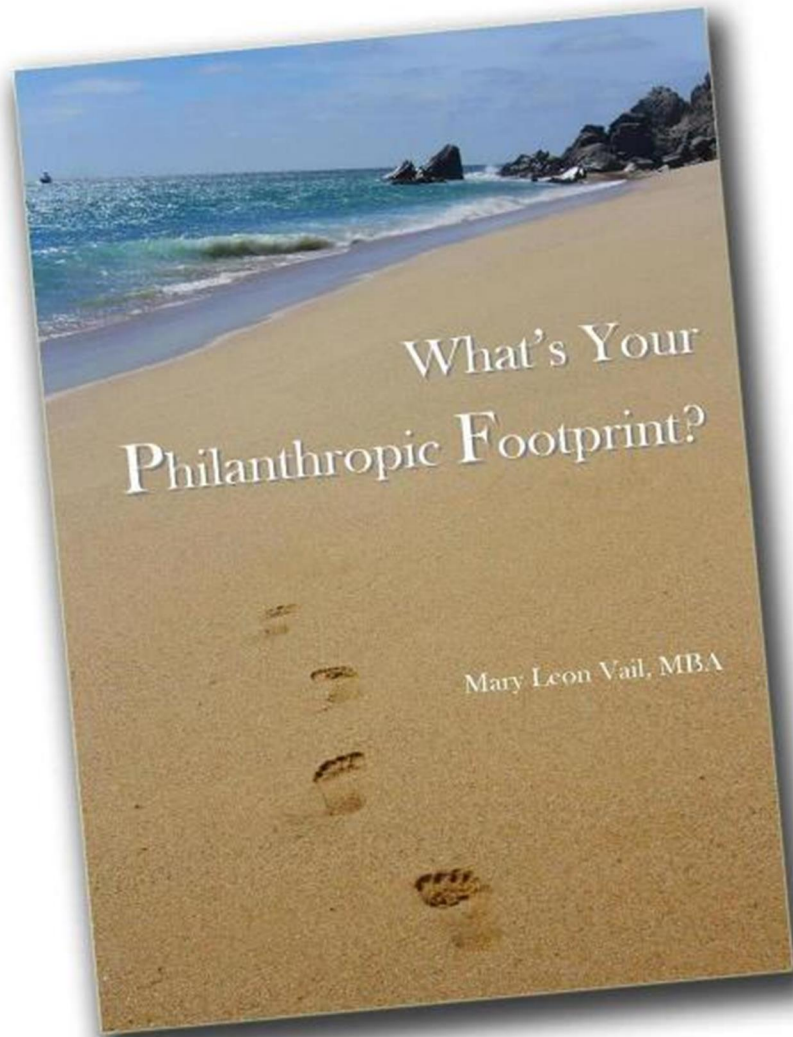
AMELIA EAHBART—Perhaps the most famous aviator of all time, her pioneering flight in 1901, in her airplane, the Spirit of St. Louis, set the record for the longest non-stop flight in the world. She was also a designer, and her famous flight with her partner for the Spirit of St. Louis. She also set the record for the longest non-stop flight in the world when she flew from New York to Paris in 1927.

MELBERRIE DOWNS—The "Flying Schoolmarm," she was a pilot instructor and a pioneer pilot. Downs continued her no-nonsense highly successful career. She served a commission for 30 years, and began flying in 1912. She was the only woman to fly solo from London to Melbourne in 1916, as well as the first woman to compete in the Buckle Trophy Race, which she won in 1918 being a single-engine Army fighter. During World War I, she was the first woman to fly solo in the United States.

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Philanthropy

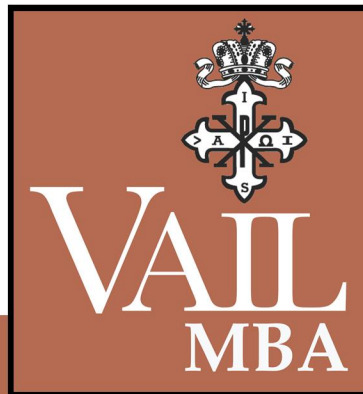
Humanitarian efforts have been the focus of my profession as I seek ways to improve the educational, physical or socio-economic lifestyle of those less fortunate. Giving a voice to causes and discovering opportunities to advance community outreach.

Services are provided pro-bono to assist nonprofits and special interest groups with publicity, fundraising, manpower, photography and event management, as well as recruiting sponsors and luminaries to assist initiatives.

A mandatory company policy requires clients to support community activism through whatever means they can provide. Over the years, these programs and personal contributions have generated close to \$500 thousand in funding, donations, goods, services, and man-hours to benefit organizations across the globe.

The firm methodically crafts programs to resonate with an organization's core values and mission.

- ◆ Philanthropy coaching; individual, family, entrepreneurs, corporations, and non-profits.
- ◆ Leadership development
- ◆ Fundraising
- ◆ Event development & management
- ◆ CSR—Corporate Social Responsibility



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