THE AD AGENCY

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A Certified Business Enterprise (CBE) #LSD8373072021
On the DC Supply Schedule #CW26399
SAM.gov CAGE Code: 7LCR4
A Limited Liability Company (LLC)
HUBZone Certified

SERVICES

OUR MISSION IS TO PROVIDE STRATEGIC RESULTS-ORIENTED MARKETING, WEBSITES, APPS, ADVERTISING, GRAPHIC DESIGN, PUBLIC RELATIONS & IT SUPPORT TO GOVERNMENT AGENCIES, CORPORATIONS, ASSOCIATIONS AND NON-PROFIT ORGANIZATIONS.

WEBSITES/DIGITAL MEDIA
- Digital Advertising
- Website Design, Management, and Maintenance
- Web Hosting
- Digital Business Management
- Apps
- Social Media
- Website/Marketing Analysis
- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Email Marketing
- Keyword Optimization
- Google Analytics
- Google AdWords and Remarketing
- Training

GRAPHIC DESIGN
- Graphic Artists
- Mixed Media
- Multimedia

DATA ANALYSIS
- Data Mining
- Artificial Intelligence Techniques
- Neural Networks
- Data Driven Decision Management

PRINTING
- All Forms of Printing

ADVERTISING & PRODUCTION
- TV, Radio, Print, Online, Apps
- Public Service Announcements
- Promotion
- Collateral
- Video & Film Production

MARKETING RESEARCH
- Primary & Secondary
- Focus Groups & Surveys
- A/B Testing

STRATEGIC PLANNING
- Creative Process & Analysis
- Educational Integration
- Marketing Planning
- Marketing Consulting
- Strategic Plan Writing

PUBLIC RELATIONS
- Media Relations/Press Releases
- Media Database Development
- Crisis and Issue Management
- Communications Training
- Advocacy & Issues Advancement

CREATIVE DEVELOPMENT
- Logos/Branding Campaigns
- Product Services & Advertising
- Corporate Identities
- Buzz/ Grassroots Marketing
- Messaging & Positioning
- Photography

DIRECT MARKETING
- Multimedia
- Mixed Media
- Sales Collateral

PRODUCT PLACEMENT
- Television
- Film
- Online

MEDIA BUYING
- TV, Radio, Print, Online, Apps
- Outdoor/ Billboards
- Mixed Media

EVENT PLANNING
- Special Events
- Road Shows
- Promotions
- Product/ Brand Launches
- Trade shows/ Exhibits/ Displays

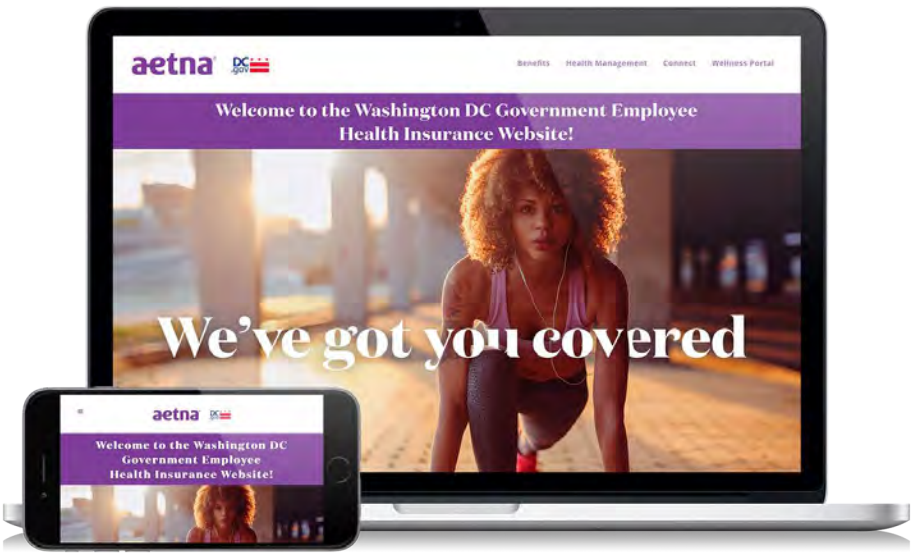
CLIENTS

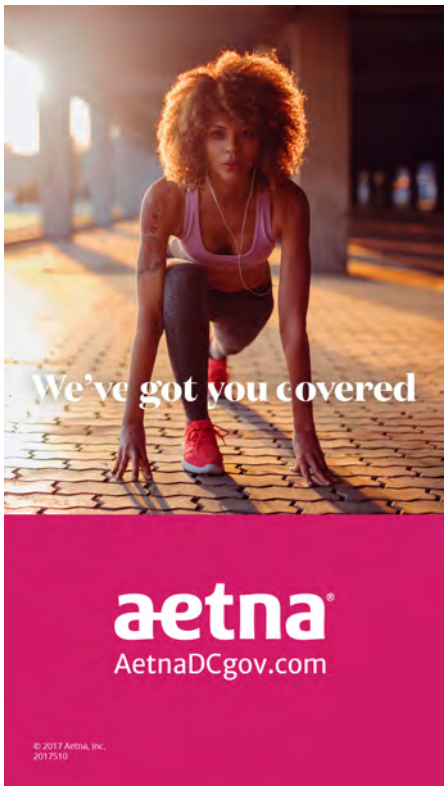
Department of Transportation, United States of America
DC Lottery — Lots of People Win
Montgomery County, Maryland
Washington Convention Center
Department of Energy, United States of America
Greater Washington Board of Trade
American Express
aetna
Downtown DC
District of Columbia
Larry King Live
Securitas
GSA
Destination DC
CBRE — CB Richard Ellis

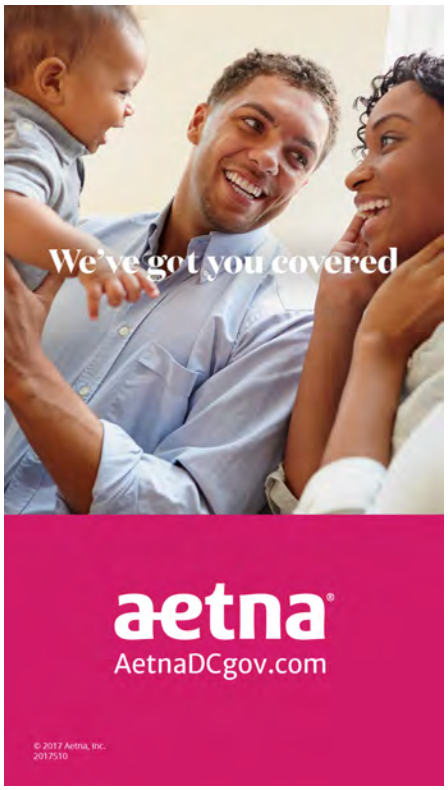
AETNA
www.AetnaDCgov.com

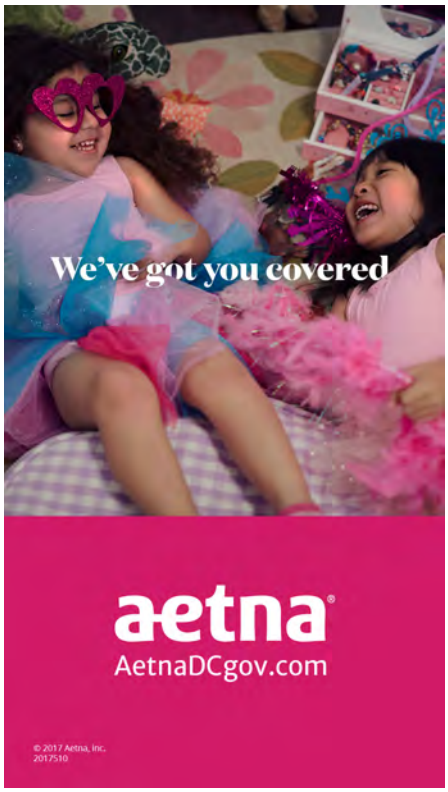
- **Strategic Marketing Plan**
- **Market/Competitor Research**
- **Website Design/Development**
- **Advertising Campaign**
- **Media Buy**

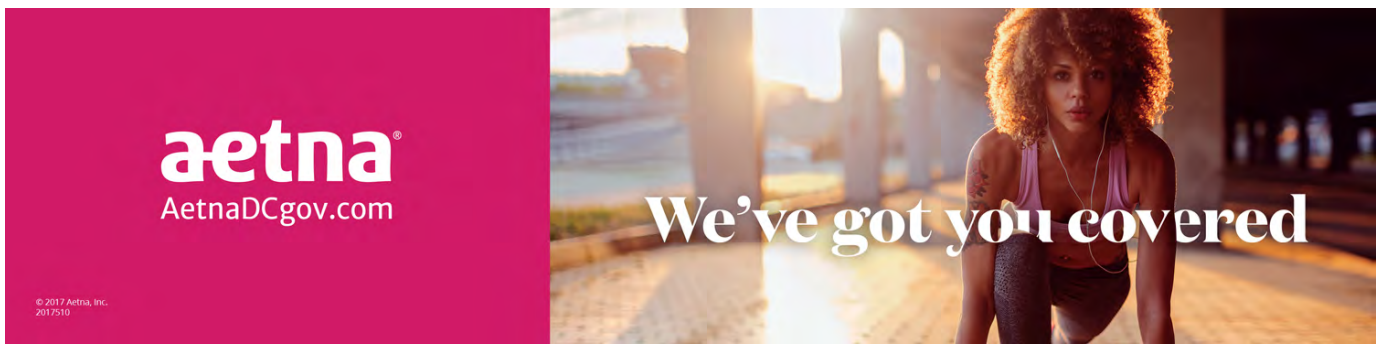
Aetna, hired The Ad Agency to design and produce a website for Aetna DC government employees. We built a modern and creative website along with a major out of home and digital advertising campaign to recruit new members and to educate and provide service to current members.
Our campaign doubled the number of enrollees!









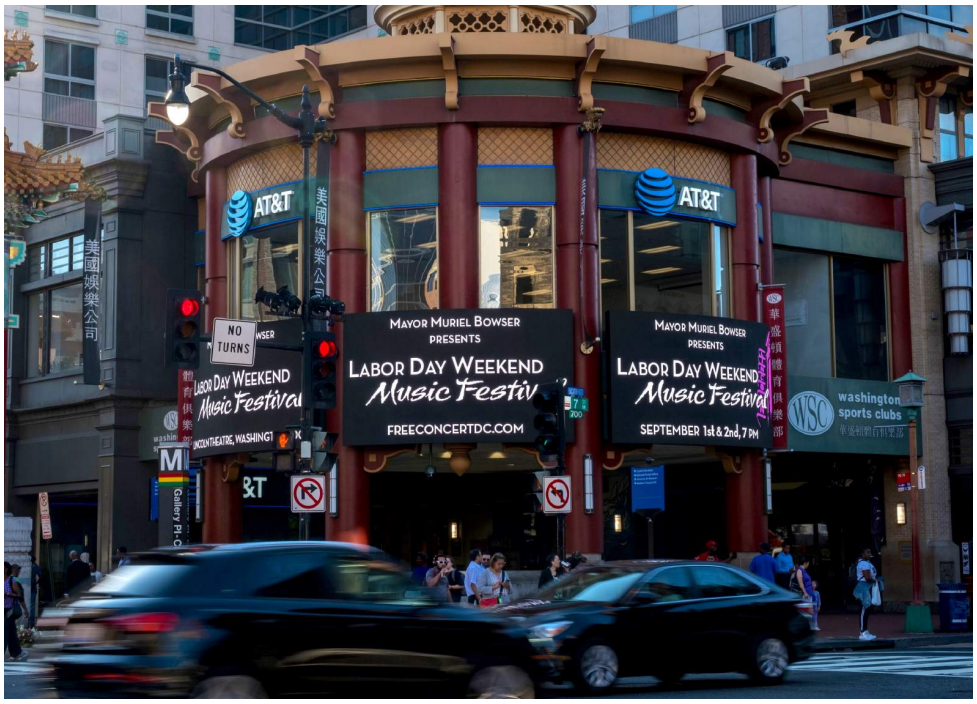


DC COMMISSION ON ARTS AND HUMANITIES - Labor Day Music Festival
District of Columbia

- **Media Buy**
- **Social and Digital Media**
- **Website Design/Development**
- **Event Marketing**
- **Radio Advertising**

The DC Commission on the Arts and Humanities hired the AD Agency to promote the Labor Day Weekend Music Festival. The goal of the campaign was to increase attendees for both nights and we exceeded all expectations.

The campaign was focused mostly on digital advertising within Google AdWords, Facebook, Instagram and Twitter. We aggressively advertised on these platforms to reach the most amount of people in a short amount of time. The ads also ran on digital billboards and radio stations throughout the city.



DC COMMISSION ON ARTS AND HUMANITIES - 33rd Mayor's Arts Awards
District of Columbia

- **Media Buy**
- **Social and Digital Media**
- **Event Marketing**

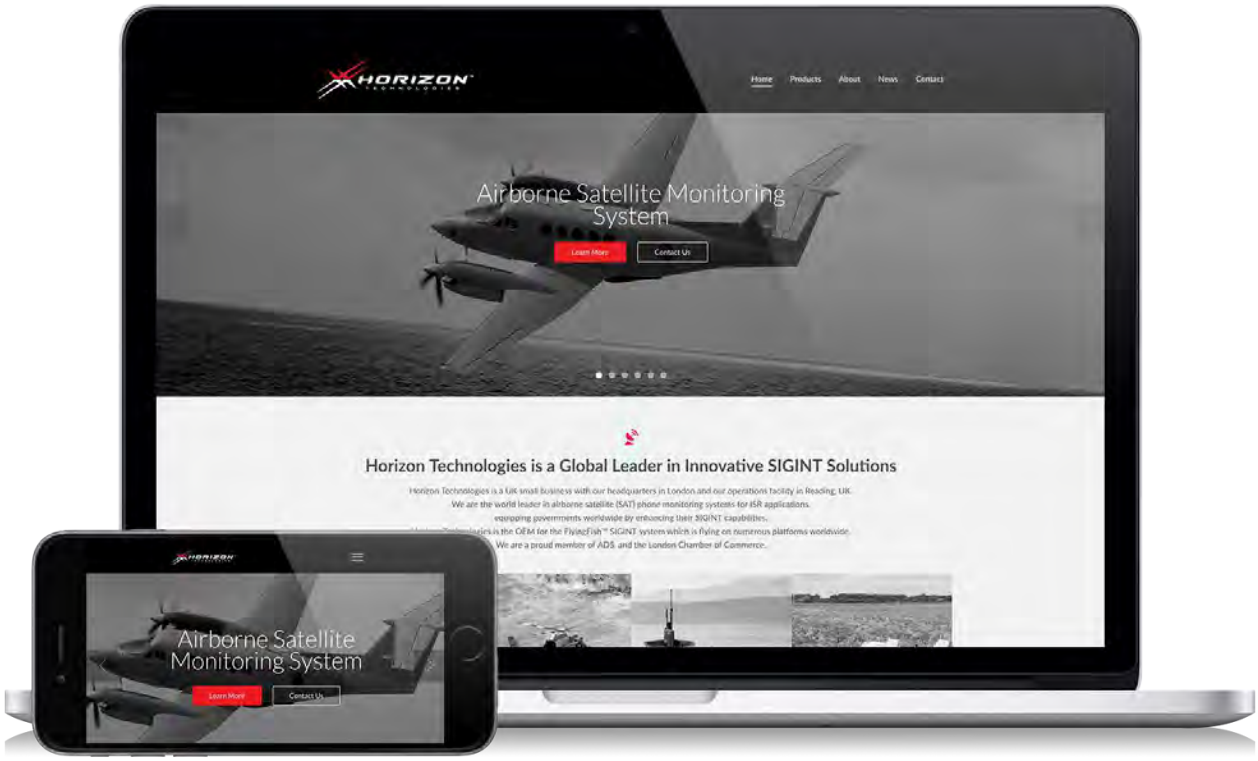
The AD Agency was hired to do the marketing for the 33rd Mayor's Arts Awards in DC. We marketed the event on their social media channels with posts and event pages. Digital ads ran on Google Adwords, Facebook, Instagram, and Twitter.

The event was a resounding success.

HORIZON TECHNOLOGIES
www.horizontechnologies.eu

- **Strategic Marketing Plan**
- **Website Design**
- **Logo/Branding Campaign**
- **Public Relations Campaign**
- **Print & Digital Advertising**
- **Media Buying**

Horizon Technologies hired The AD Agency to create logos for Horizon Technologies and for its new product FlyingFish™. A new interactive website was designed along with an innovative print and digital international advertising and public relations campaign.

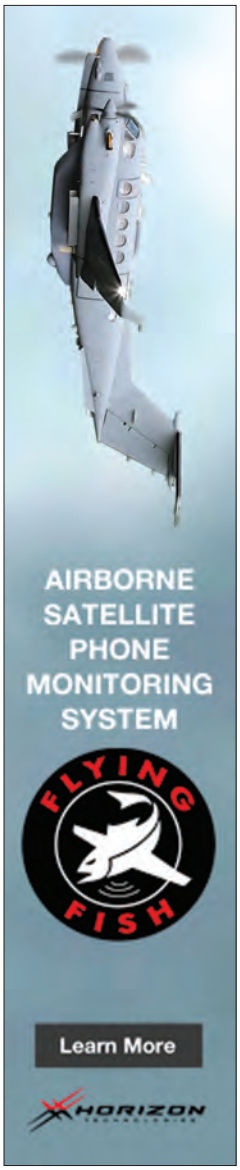


HORIZON TECHNOLOGIES

- **FlyingFish Logo**
- **Advertisement/Brochure**

HORIZON TECHNOLOGIES

- **Online Ads**



Satellite Interception
Detect & Intercept Terminal/Call Activity. Contact Us To Learn More!
HorizonTechnologies.eu/Interception

Intercept Satellite
Monitor Satellite Phone Networks To Circumvent Crime. Learn More!
HorizonTechnologies.eu/Interception

DC LOTTERY

The AD Agency was hired to provide services that delivered actionable plans to assist the Office of th Chief Financial Officer with its strategic initiative t ensure “best in class” operations of the DC Lottery and appreciably increase DC Lottery profits.

Our scope of work included:

- Comparison to Best Practices. Analysis of:
- Organizational Structure and Positions.
- Compensation Structure and Market Competitiveness.
- Internal Controls and OCFO Risk Assessment.
- Gaming System Operations.
- Claim Center Processing.
- Draw Division Operating Procedures and Business Continuity Plan.
- Fraud Risk Associated with Non-Payment of Players Winnings.
- Customer Service Complaints.
- Financial Services Systems.
- Mission, Vision, Goals and Objectives.
- SWOT Analysis.
- Evolving Internal and External Communications.
- Competitive Landscape / Marketing and Sales Plan.
- Media Testing
- Lottery Procurement Process.
- IT Operations, Systems and Staffin
- Internal and External Communications.
- Integrity and Security.
- Maximizing Efficien .
- Retailer Sales Performance.
- Retailers and Account Management.
- Product and Point of Sale (POS) Materials Placement.
- Planogram/Retailer Merchandising Survey.
- POS Materials.
- The Expansion of DC Lottery Sales Network.
- Retailer Penetration.
- Retailer Recruiting Methods.
- Retailer Commissions and Incentive/Methods and Structures.
- Finance and Business Operations.
- Metric Development Program.
- Product Portfolio.
- Existing Instant and Online Game Portfolio.
- Per Capita Sales by Product
- Instant Game Launch Schedules.
- Instant Game Price Points.
- Maximizing Retailer and Player Engagement
- Retailer Education and Communication Methods and Materials.
- Diagnostic Media Audit
- PR Competitive Analysis
- Identifying and Reaching New Players
- Winner Awareness
- Use of Social Media
- Promotional Events
- Promotional Best Practices Analysis
- Draw Operations and Graphics.

FAIRFAX GREEN ENERGY PARK

- **Brand Identity**
- **Market Research**
- **Print and Digital ads**
- **Media Buy**

POLAR BEAR
AIR CONDITIONING & HEATING

- **Logo/Brand Design**
- **Truck Design**

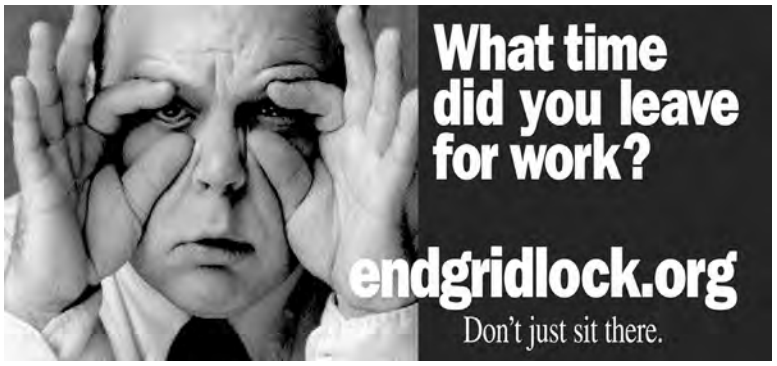
POLAR BEAR
AIR CONDITIONING & HEATING

GREATER WASHINGTON BOARD OF TRADE

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**
- **Media Buying**
- **Website Design**
- **Print, Radio, Online, Billboard**
- **Advertising Campaign**

How do you motivate passive commuters to click on a website, become activists, write letters, send emails and voice opinions at meetings? Using a little “Human Contact,” we developed a print, internet, radio and outdoor campaign that drove angry commuters into action.

We also named the brand, designed the logo and built the website. The results were dramatic.



MONTGOMERY COUNTY, MD

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**
- **Print, Radio, TV Advertising**
- **Media Buying**
- **Public Relations**

Montgomery County realized they could save big if they could get people to recycle yard trimmings instead of bagging them for pickup at the curb. They asked The AD Agency to help them change people's behavior, which is a tall order. The County measured and quantified esults at every step, so we had to get results from day one.

We decided to win friends and converts among county residents by employing a light approach — an approach that was nonetheless backed by solid information and coupled with emotional appeal. The results have enriched the soil and the pocketbook of the county.

Our multi-award winning marketing plan included full page ads in county papers, a massive composting and grasscycling campaign, 30-second tv commercial, cable TV media buy and PSA, public relations and community outreach, multiple direct mail pieces and the adorable 'Digger the Worm' which accompanied 'Wormlab' — a natural science project that we implemented into the county school system to teach students about the value of composting.

Our Public Relations efforts gained national and local recognition for Montgomery County.

Digger the Worm is a huggable six-foot costume character designed to help make composting come alive for County kids.

MONTGOMERY COUNTY, MD

"ANYONE CAN COMPOST"
:30 TV Commercial

"Anyone can compost, all you need is a small space or a simple enclosure.

Then add some leaves.

Spray on a little water to compact them, and you can compost more than twenty full lawn bags in here.

Financially, it makes sense. You won't have to buy lawn bags and you get lots of free mulch.

You can use it to grow wonderful things.

So many good reasons to compost and it's so easy anyone can do it.

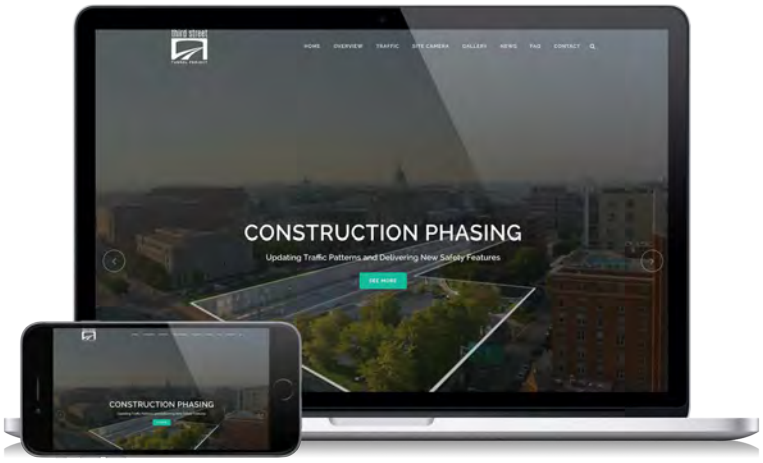
Anyone."

THIRD STREET TUNNEL

- **Market/Competitor Research**
- **Strategic Marketing Campaign**
- **Brand Identity**
- **Website**
- **Database Management**
- **Public Relations**

The Third Street Tunnel Project is the first of a multi-phase master planned development located in Washington's central business district. Newly designed pedestrian and vehicular corridors will reconnect the Capitol Hill and East End communities, update traffic patterns, and deliver new safety features. The project is bordered by Massachusetts Avenue to the North, E Street to the South, Third Street to the West and Second Street to the East.

The goal of this project was to make travelers, residents and the general public aware of the construction project and to inform them about project updates and traffic advisories. Deliverables included a website, press releases, mass emails sent out regularly, and social media.



THE WASHINGTON CONVENTION CENTER

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**
- **Website Design**
- **Public Relations**
- **Media Buying**

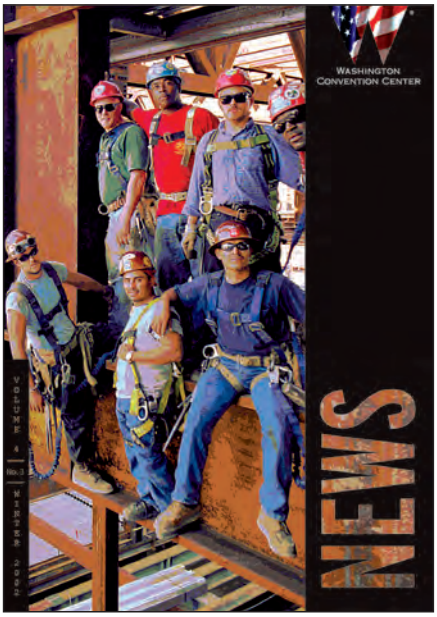
The new Washington Convention Center (WCC) was approved on a promise of $1.4 billion in economic impact and 15,000 new jobs by 2006 in a city where hospitality continues to be a major industry. Marketing efforts for the new center included a strategic marketing plan, new logo, print ads, website, brochures, newsletters, premiums, government and community relations, and tradeshow industry updates and support.

The new identity challenge was to enhance the WCC brand with a new logo that would capture and reinforce Washington, DC as America's city, while establishing a fresh new image that was a major departure from the image of the older facility. The new WCC logo was unanimously approved and successfully captured the spirit of the new convention center.

Our marketing plan included powerful print ads that established the new convention center as an architectural masterpiece and as distinctive and noteworthy as Washington's other impressive monuments.

The marketing and public relations work engaged, informed and fostered buy-in from the community, local businesses and public sector stakeholders. There were many community concerns regarding the impact of both the lengthy construction period and the completed monumental convention center that would be incorporated into one of DC's most historic and established neighborhoods.

WASHINGTON CONVENTION CENTER



Included in the campaign were many construction milestone media events, such as the groundbreaking, beam signing and the big steel wrap-up. To ensure positive media coverage, the events included the participation of community leaders, and other public and private sector spokespeople representing the various stakeholders.

The campaign proved to be a documented success. In the spring of 2003, all of DC, including the local neighborhood and business communities, as well as the surrounding region, celebrated the opening of the new Washington Convention Center.

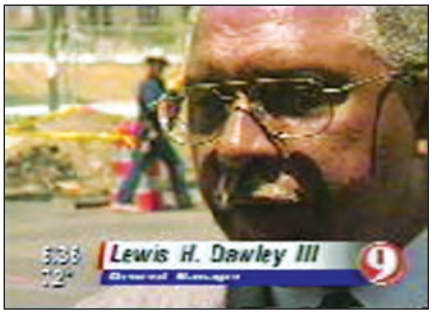
The Washington Post

BUSINESS

High Hopes Surround Convention Center

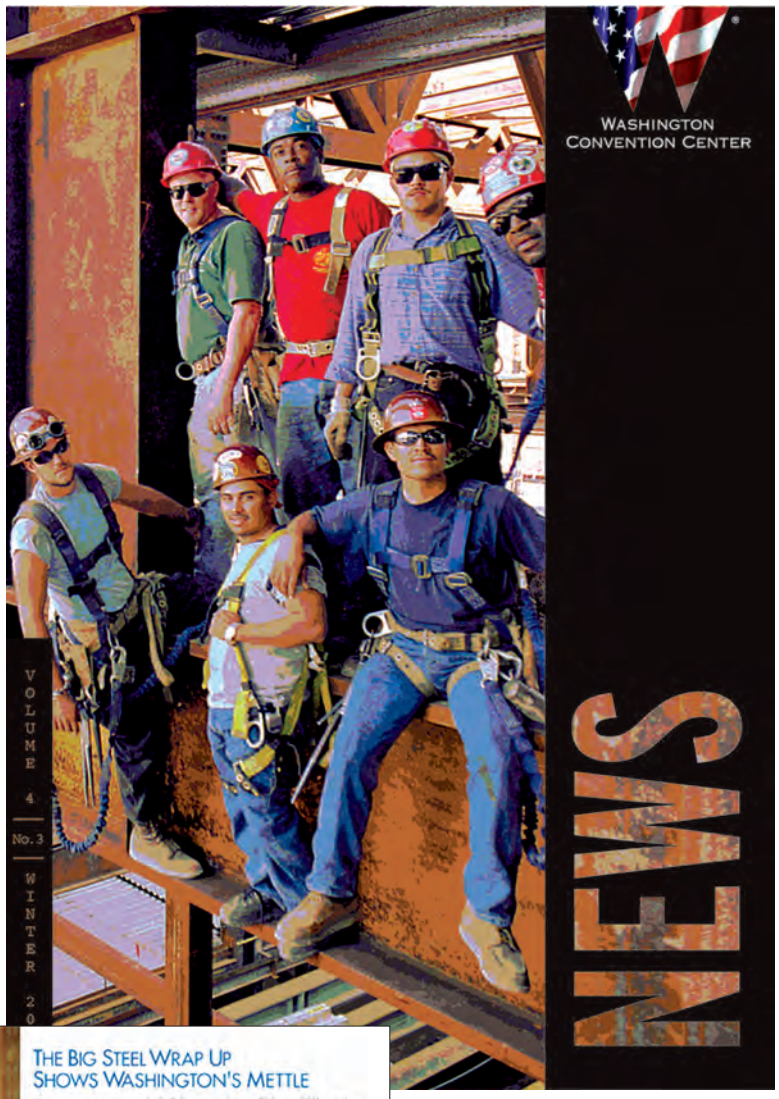
Groundbreaking Festivities Are Today

Developers Eye Area of New Center



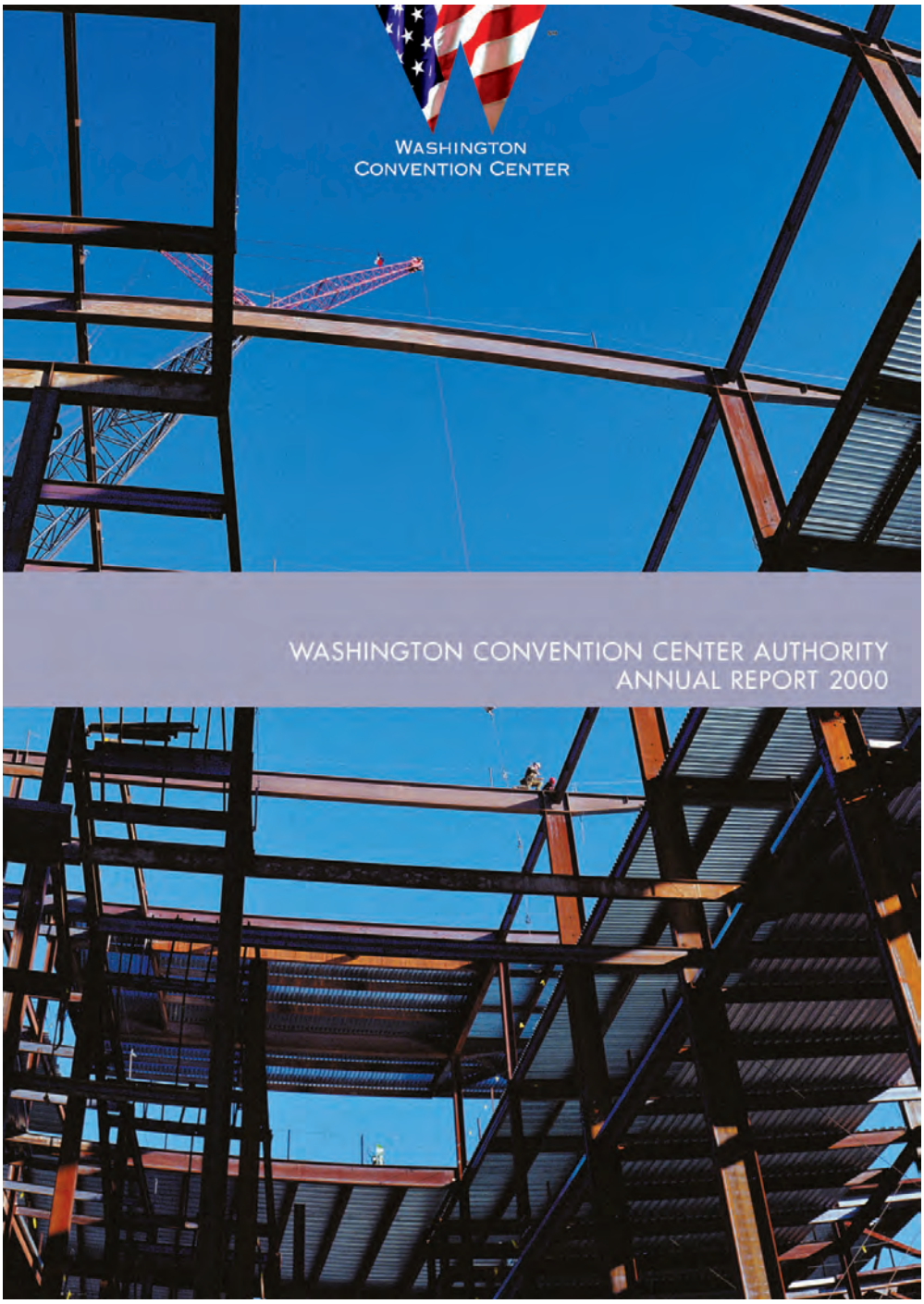
THE WASHINGTON CONVENTION CENTER

- **Newsletter**



THE WASHINGTON CONVENTION CENTER

- **Annual Report**



THE WASHINGTON CONVENTION CENTER

- **Marketing Brochure**

...We're Building Another

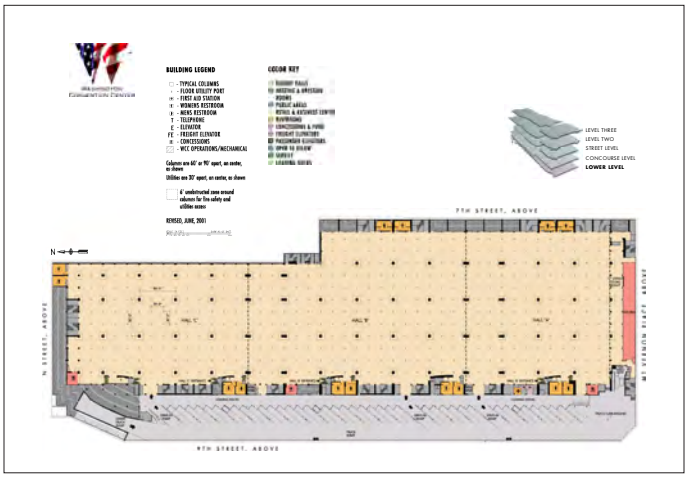
Starting in 2003, the nation's capital will open its doors to the ultimate convention center in the form of the newest, most enchanting, one-of-a-kind venues. With beautiful granite, limestone, and a dramatic 100-foot curved glass entry, this will be an outstanding architectural and cultural treasure in a city that already harbors so many remarkable buildings.

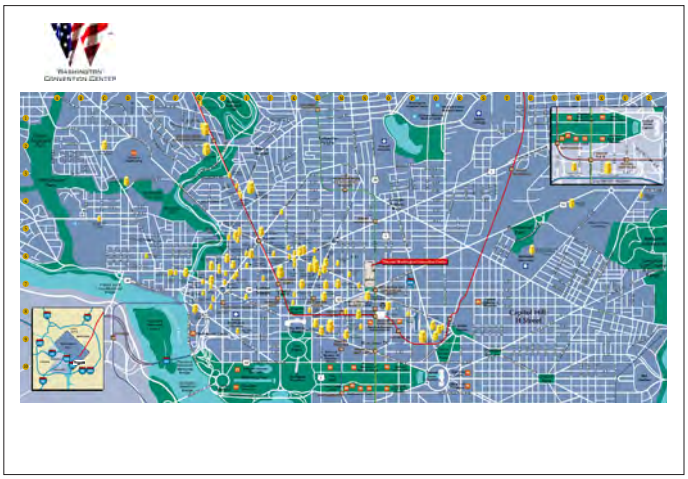
"Obviously with DC, we have the destination," explained Lewis H. Dawley III, General Manager and CEO of the Washington Convention Center Authority, "and now we have the facility to match it."

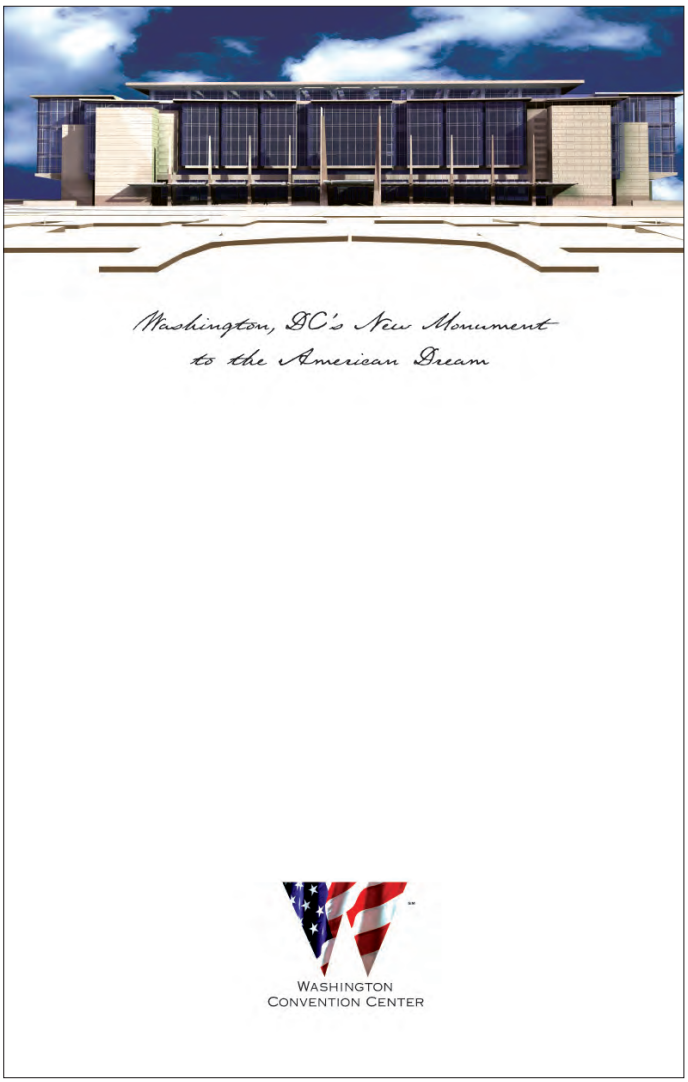
As envisioned by the architects, eighteen acres of the structure as it lights up the sky, casting a glow upon the city. During the day, the spectacularly designed facility will welcome visitors with a stunning array of technological amenities for world-class meetings and conventions.

With exceptional use of clear glass throughout, the building offers unobstructed views to give visitors a beautiful vista of one of the world's most exciting cities. With planned external retail space, the building will give the inviting feel of most other commercial buildings in an urban environment. However, unlike any other commercial building, this one will feature a $4 million art installation managed by some of the nation's most eminent leaders in the art world.

The new facility is a significant part of the growth of the new development in downtown Washington; it is also the symbol of the rebirth of this great city. The center will generate over $1 billion in economic activity annually, 4,000 convention and tourism industry-related jobs in the metropolitan Washington region. As economic engine, it will also spur rapid retail and residential development in surrounding communities.







Washington, DC's New Monument to the American Dream

WASHINGTON
CONVENTION CENTER

THE WASHINGTON CONVENTION CENTER

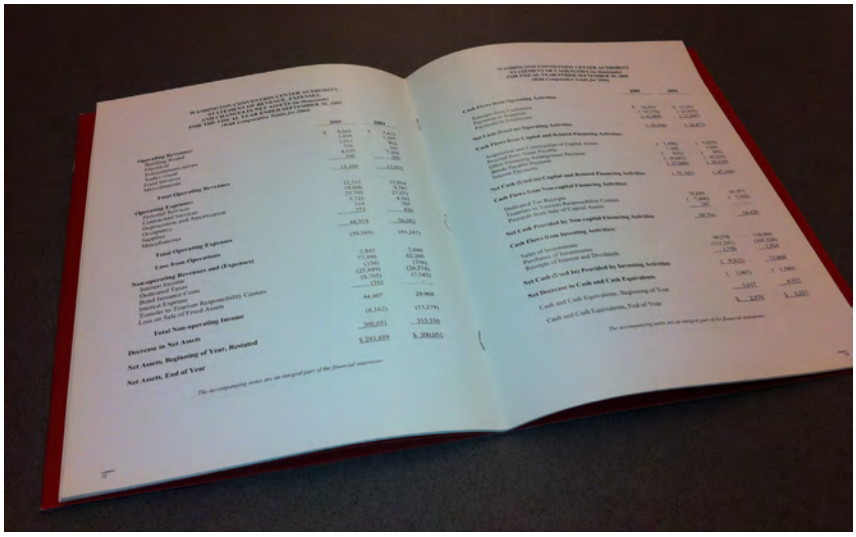
- **Annual Report**

THE WASHINGTON CONVENTION CENTER

- **Annual Report**

THE WASHINGTON CONVENTION CENTER

- **Annual Report**



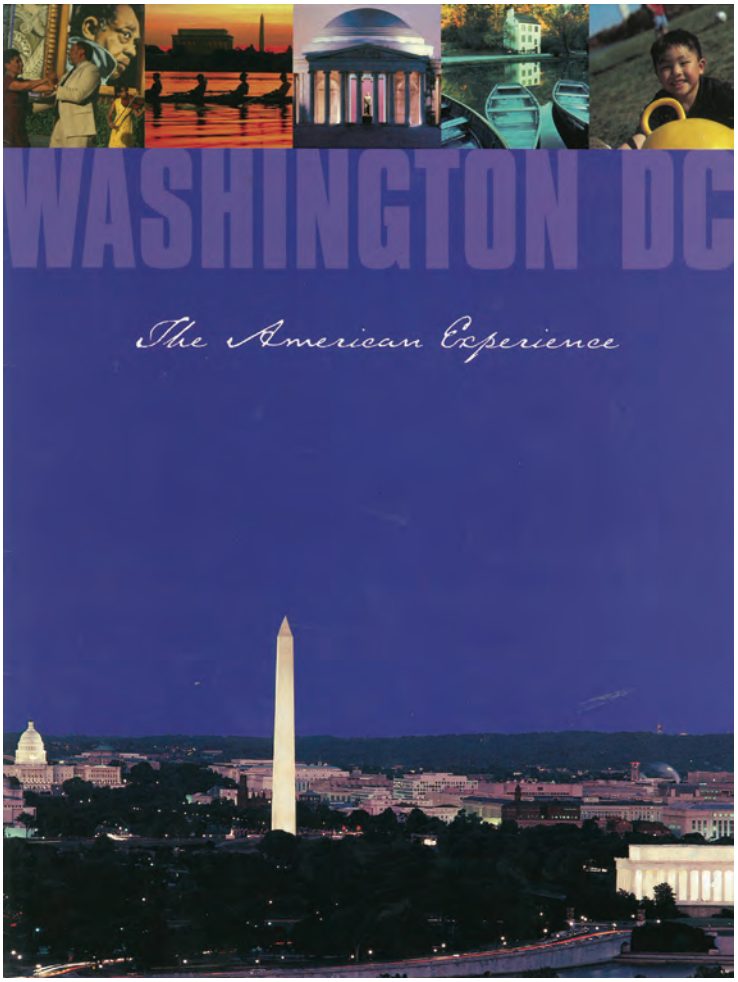
BLACK AND INDIAN MISSION OFFICE

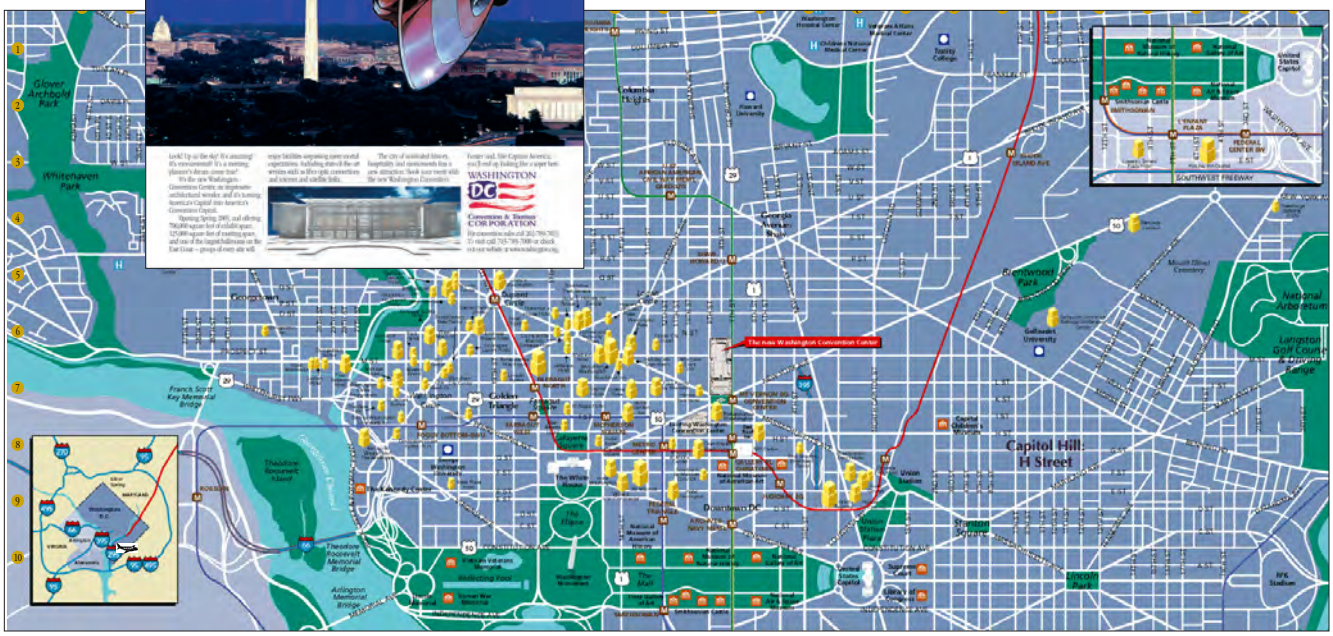
- **Market/Competitor Research**
- **Strategic Marketing Campaign**
- **Brand Identity**
- **Website**
- **Database Management**
- **Public Relations**

The AD Agency redesigned the Black and Indian Mission Office (BIMO website, developed their new brand identity and developed the grant application process and database management systems. The new website gives viewers a more engaging and interactive user experience with improved search and navigation. The AD Agency also designed, produced and distributed their first p ess release and developed templates and systems for their email creation, distribution and social media. Google AdWords was implemented for the first time. e also applied for and received a $125,000 yearly grant to help out the organization.

WASHINGTON DC CONVENTION & TOURISM CORPORATION / DESTINATION DC

- **Strategic Marketing Plan**
- **Print Ads, Brochures, Video, Direct Mail**
- **Exhibit Design**





THE AD AGENCY

DOWNTOWN DC
BUSINESS IMPROVEMENT
DISTRICT

- **Strategic Marketing Plan**
- **Media Event Planning**
- **Logo/Branding Campaign**
- **Public Relations**
- **Print Ads, Brochures, Video, Direct Mail, and Trade Show Exhibit Design**

Through a self-imposed tax, downtown DC property owners wanted to upgrade and revitalize their area of the city. They chose The AD Agency to develop a strategic marketing plan and brand identity for the area.

We also needed to inform the public of the group's efforts and the changes that would occur. We accomplished this by staging a media event to kick off the city's new image.

We made headlines starting with our innovative invitation—a CD containing the 1960's hit song "Downtown." On the day of the event, every local TV station, radio station and newspaper was present, including front page coverage in USA Today and a feature story on CNN.

USA TODAY

Public-private teaming is revitalizing downtowns

By Maria Puente
USA TODAY

WASHINGTON — The latest effort to revive this city's business area is in the hands of 78 uniformed men and women assigned to assure the public that downtown is as safe, clean and easy to negotiate as a suburban shopping mall.

But they're not city cops or sanitation workers. They are employees of a new public-private partnership called the downtown Business Improvement District.

The workers, dressed in red jackets and blue trousers, took to the streets for the first time Monday armed with maps, brooms and walkie-talkies. Their mandate is to welcome shoppers, steer lost tourists, erase graffiti, find shelters for the homeless and report crimes to D.C. police.

The nation's capital is the latest of more

▶ Downtown Baltimore, where 95% of workers surveyed reported feeling safer thanks to uniformed public-safety guides employed by the Downtown Improvement District.

▶ Downtown Philadelphia, where the number of retailers is up 17% since 1992.

▶ Downtown Phoenix, where sales-tax revenues are up 26% over the past three years because of increased traffic.

"Seven years ago, you could shoot a cannon off in downtown Phoenix at 7 p.m., it was so empty. But today, we have more people downtown at night than we do during the day," says Margaret Mullin, head of that city's improvement district.

The recent transformation of New York's Times Square from squalid skid row to sparkling tourist mecca is perhaps the most widely known success story. Now there are 40 different improvement dis-

TUESDAY, NOVEMBER 18, 1997

NEWSLINE

A QUICK READ ON THE NEWS

REVIVING WASHINGTON: Businesses in Janet Reno's capital launch program to spruce up downtown to make it friendlier, safer and cleaner. 3A.

The Washington Post

Washington Business

A PR D.C. CD

Now we have singing press releases.

Several dozen journalists and other media folks received CDs last week featuring Petula Clark's version of the old chestnut "Downtown," courtesy of the organizers of the city's new "business improvement district"—a 120-block area of downtown Washington surrounding the MCI Arena.

The idea was to publicize today's press conference launching the BID. Over the next year, merchants will kick in about $6 million to hire 70 private security guards and maintenance workers and some staff who are supposed to make the area cleaner and safer for the visitors they hope to attract to the sports arena and nearby restaurants and shops.

If it all works out, maybe Petula will be prophetic: "The lights are much brighter there, you can forget all your troubles, forget all your cares and go downtown...."

DOWNTOWN DC

"The lights are much brighter there, you can forget all your troubles, forget all your cares, and go downtown..."

ON NOVEMBER 17TH, 1997 STREET SIDED NEWS COMING FROM DOWNTOWN

The Washington Post

Downtown Area Getting A Clean Start

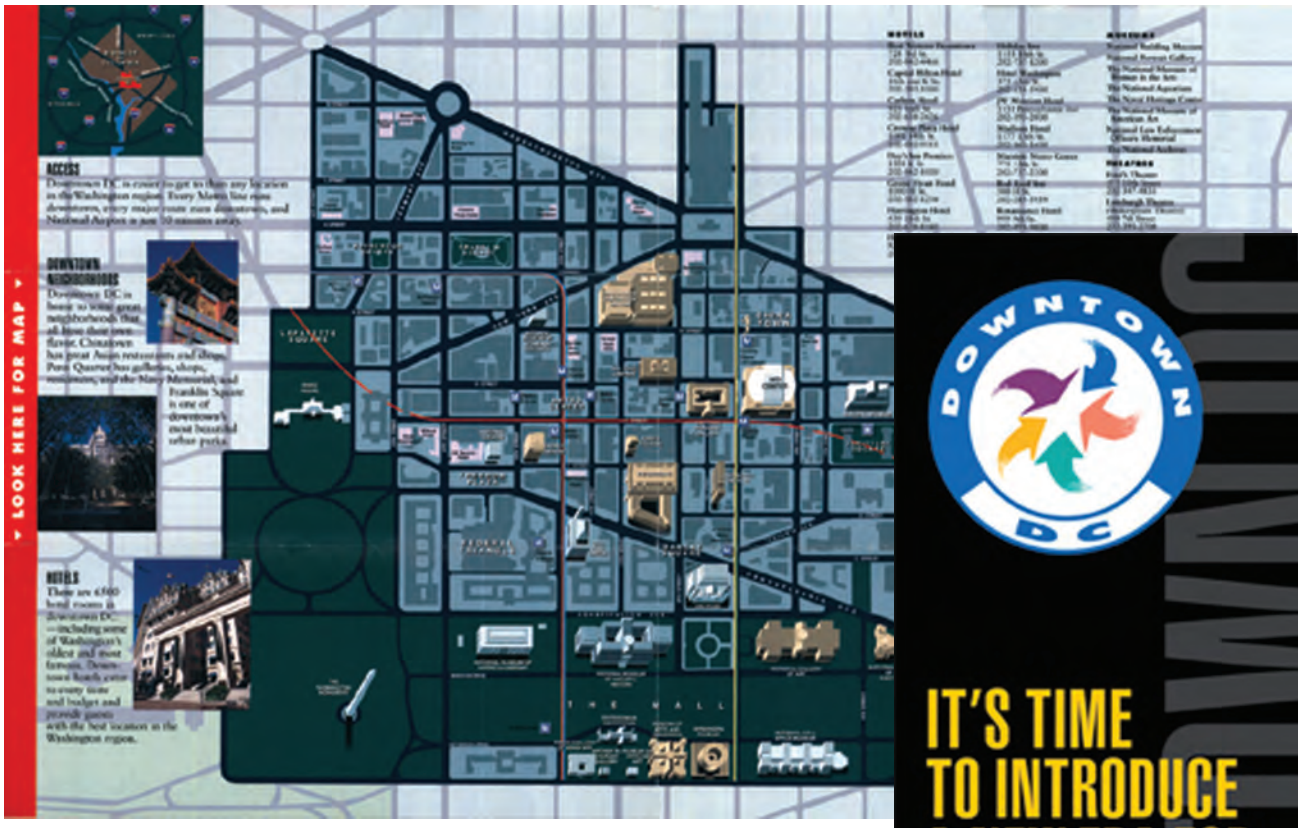
Safety and Maintenance Teams Kick Off a $38.5 Million Effort

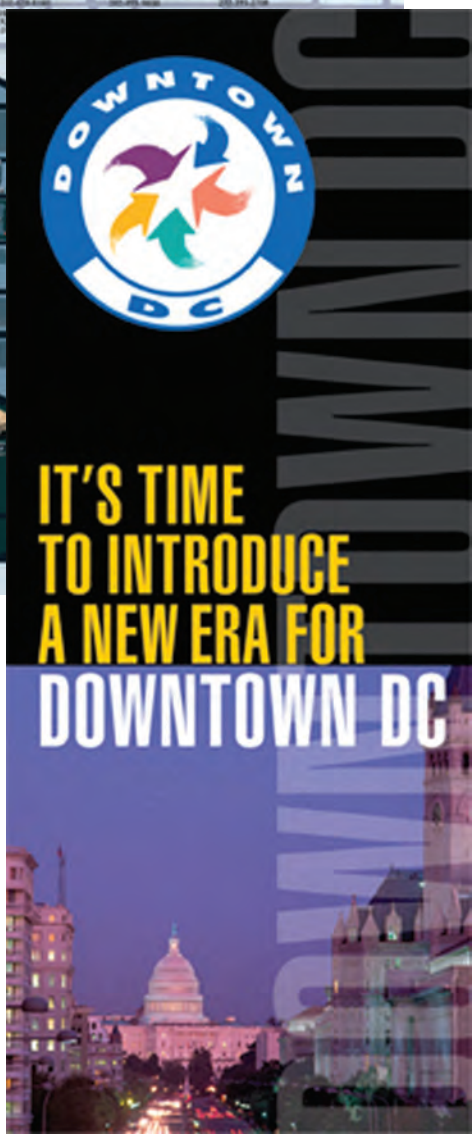
By Stephen C. Fehr
Washington Post Staff Writer

Brandon Morrow, of Southeast Washington, began a new job yesterday, picking up trash in one of the filthiest areas of downtown Washington: the 900 block of F Street NW, near the National Portrait Gallery. Within an hour, Morrow, 26, had made it halfway down one side of the street, filling nearly four plastic trash bags.

A few blocks away, on 11th Street NW near Ford's Theatre, Will Anderson, of Northeast Washington, started work as a public safety officer. Dressed in a red jacket and cap, black pants, white shirt and navy tie and carrying a whistle and two-way radio, he attracted attention immediately. A tourist from Ecuador stopped to find out if he could view the theater. Russ asked Anderson for directions to the FBI building.

DOWNTOWN DC
BUSINESS IMPROVEMENT
DISTRICT





OFFICE OF PLANNING AND ECONOMIC DEVELOPMENT, The District of Columbia

- **Print Ads**
- **Campaigns**

THE FRED THOMPSON SHOW

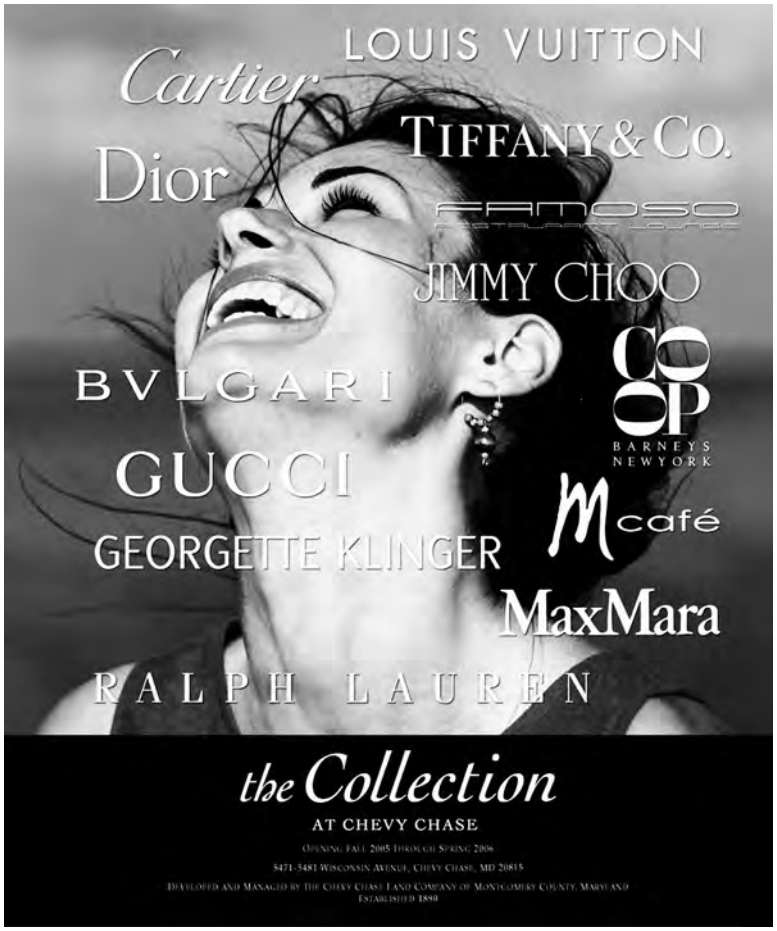
- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Logo/Brand Development**
- **Print Ad**
- **Website**
- **Public Relations**

THE CHEVY CHASE LAND COMPANY

The Collection At Chevy Chase

The Chevy Chase Land Company tasked The AD Agency with strategically marketing and positioning The Collection at Chevy Chase to luxury brand tenants, future patrons and the general public. With advertisements, public relations, a website and direct mail, we quickly garnered attention—including over $400,000 worth of coverage in international, national and local media.

Our efforts established The Collection as the "Rodeo Drive of the East Coast" and brought retailers such as Jimmy Choo and Louis Vuitton to DC.



The Washington Post

BUSINESS WASHINGTON

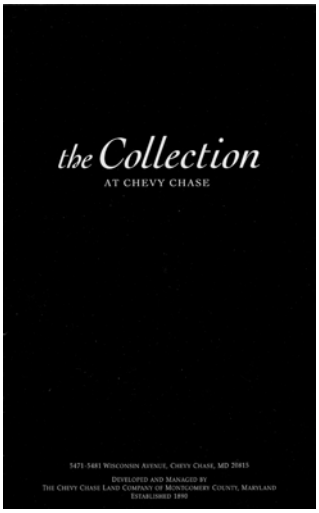
The Luxe Starts Here

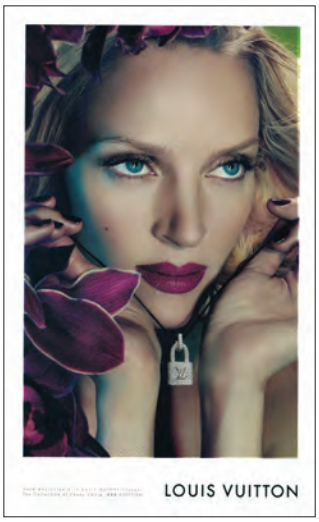
For Washington Area Shoppers, There's a New Wealth of Upscale Options

Where the Money Is

THE CHEVY CHASE LAND COMPANY

The Collection At Chevy Chase



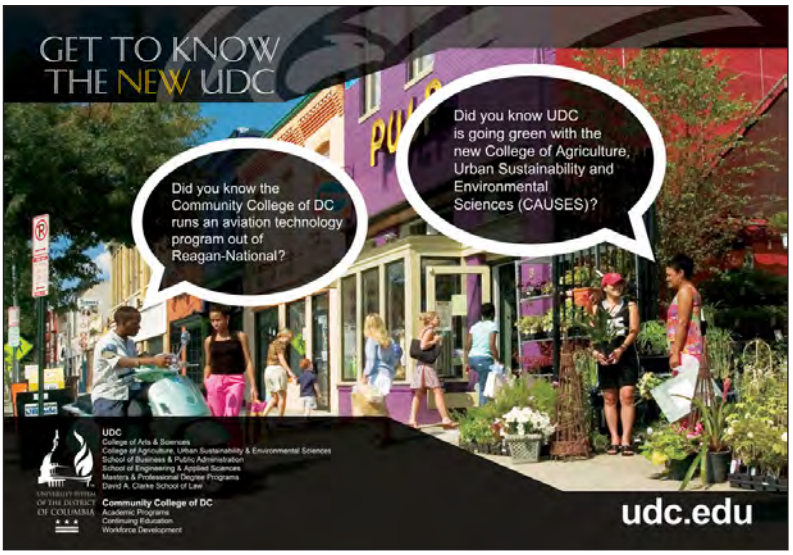


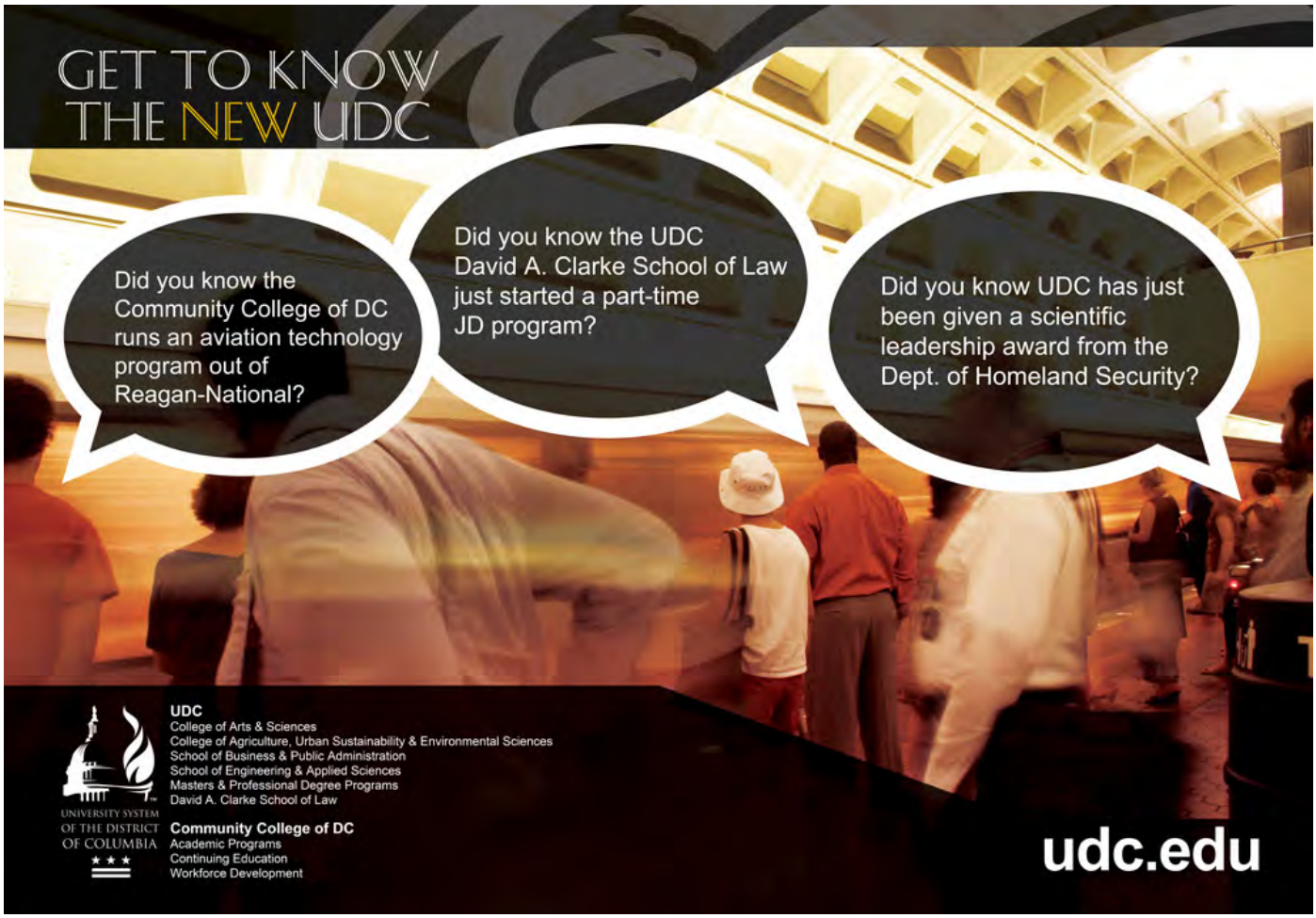
UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA

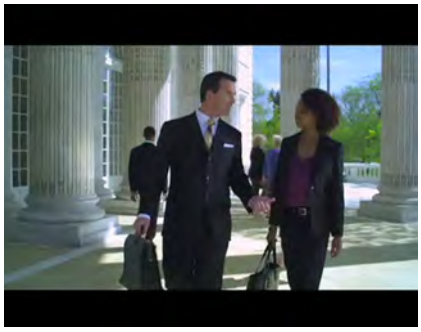
- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Print, Transit, Broadcast and Online Media Buy**
- **Public Relations**

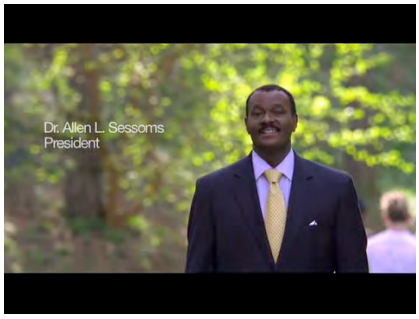
The University of the District of Columbia (UDC) launched the most aggressive effort in the history of the university to promote itself. The series of print, transit, broadcast and online ads was designed to highlight the substantial changes taking place at UDC, as well as improve the school's image in the community and raise awareness/ enrollment.

UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA









“Get to know the new UDC”: 30 TV Commercial
Music: UDC jingle
(Cut to shot of neighbors talking at urban garden)
[Type on screen: College of Agriculture, Urban Sustainability and Environmental Sciences]
Person 1: “Did you know UDC is going green with an entirely new college called CAUSES?”
(Cut to two lawyers talking at D.A.R.)
[Type on screen: David A. Clarke School of Law]
Person 1: “Did you know the UDC law school is considered one of the best public interest law schools in the country?”
(Cut to shot of mechanics working in airport hanger)
[Type on screen: Community College of DC]
Person 1: “Did you know the Community College of DC o ers an aviation technology program at Regan National?”
(Cut to Dr. Sessoms exterior shot)
Sessoms: “Get to know the new U-D-C”
(Cut to rebird background and School logo.)
Super: udc.edu

UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA

Metro Transit Ad

Metro Transit Ad

MetroBus Ad

BEASLEY REAL ESTATE
www.beasleyre.com

- **Website and App**

FLETCHER, HEALD & HILDRETH

- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Website design**
- **Public Relations**

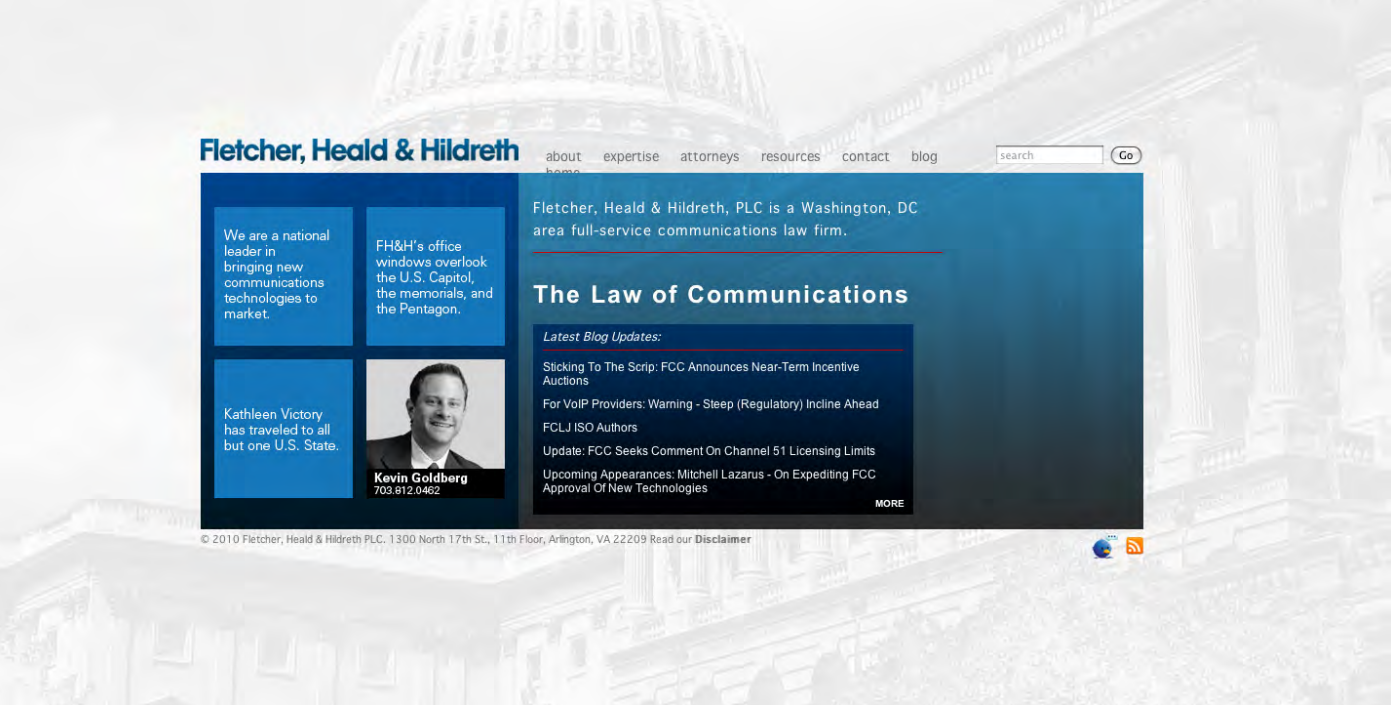
The AD Agency was hired to design and produce the new Fletcher, Heald & Hildreth logo, brand and website. The new site is slick, attractive, easy to navigate, informative, and all the good things that a law firm website should be. It introduces Fletcher, Heald & Hildreth, and lets you know who they are and what they can do.

You can read about the current team of lawyers and the firm s history. (They've been around for 74 years, almost as long as the FCC.) On the home page we've included interesting factoids about each of the attorneys. One factoid per view—just hit refresh to see a diffe ent one. Once you get started, it's hard to stop—like eating peanuts.

It's got nice photos of everyone. We debated what the photos should look like. Should they pose in faux meetings or courtroom dioramas, looking brutally hard-nosed yet supremely reasonable? Should they emphasize their softer side, dressing up in recreational garb (wetsuits? cycling outfits? camo?)? Should they pose in non-office setting looking tanned, rested, and ready? We went with down-to-earth, the way they really look—except in person they are in full color.

The website has links to their blog and their informative publications, the Memo to Clients and FHH Telecom Law. The front page also includes the headlines from their most recent blog postings, in the unlikely event that you haven't seen them elsewhere.

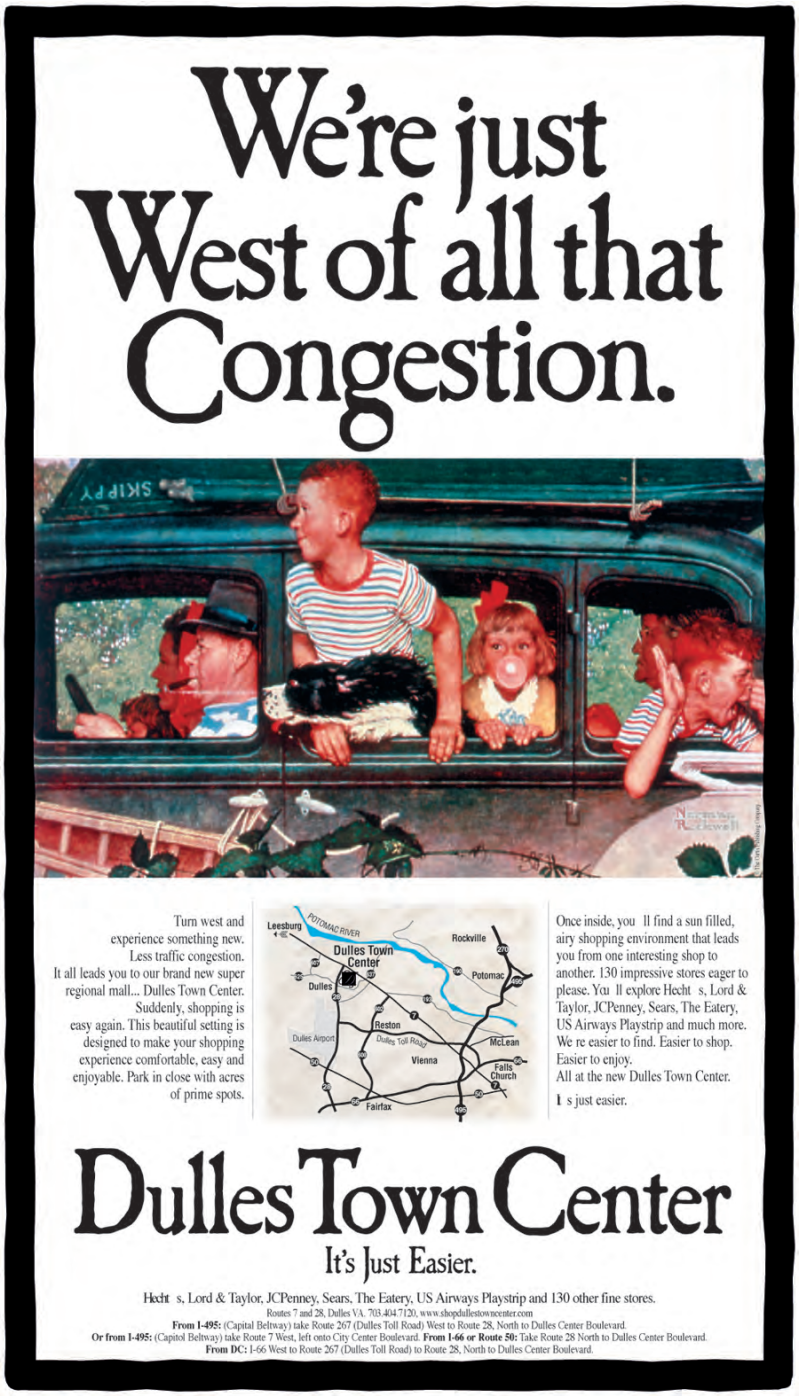
Fletcher, Heald & Hildreth



Visit www.fhhlaw.com

DULLES TOWN CENTER

Convincing the people of Virginia to change their shopping habits and head west to the new Dulles Town Center was an interesting assignment. Establishing a strategic marketing plan, a brand personality, and driving home an “easier shopping” message had to be accomplished. In an area with many malls, The AD Agency also had to bring some freshness and humanity to this competitive category. All media was involved: print, radio, website, in-store promotions, direct mail and public relations.



NOMA BUSINESS IMPROVEMENT DISTRICT

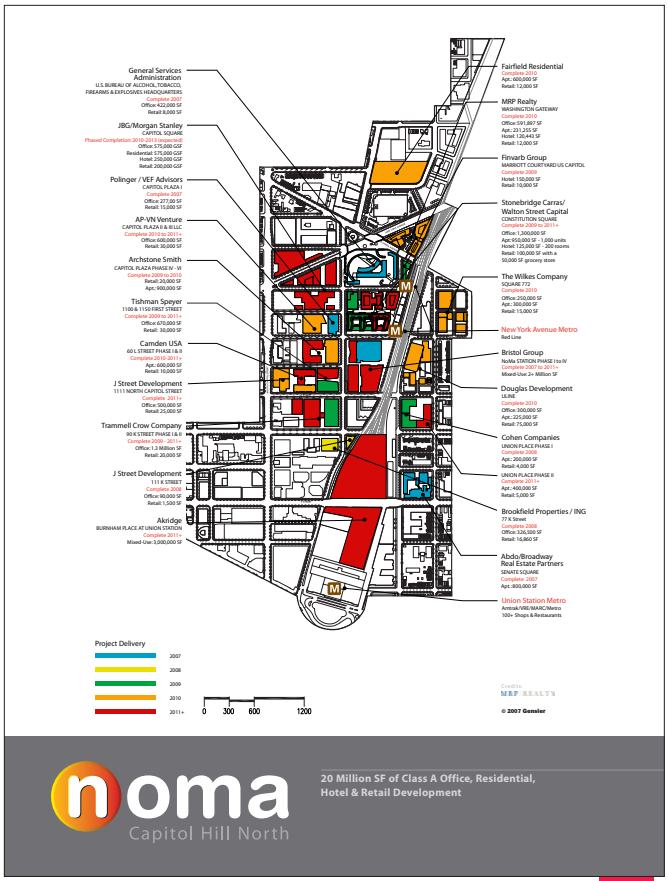
- **Market Research**
- **Brand Identity**
- **Mayoral Launch Event**
- **Brochure**
- **BID Map**

The Noma BID asked The AD Agency to develop a powerful brand image that would position the area for tremendous growth and change over the years to come.

Our branding efforts helped to c eate a new logo and collateral materials that successfully reflects the vibrant, 24/7 community that Noma is becoming.

We then coordinated a BID launch event with stakeholders, developers, politicians and community members. The event helped create a buzz about the changes to come and highlighted developers' incoming projects. Mayor Adrian Fenty and Congresswoman Eleanor Holmes Norton unveiled the new logo at the launch. This event was also coordinated by the agency.

noma
Capitol Hill North



noma
Capitol Hill North

20 Million SF of Class A Office, Residential, Hotel & Retail Development

CAPITOL RIVERFRONT BUSINESS IMPROVEMENT DISTRICT

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**

The AD Agency was hired to brand the Southwest Waterfront BID—an area undergoing rapid development changes catalyzed by the consolidation of the Navy Yard complex and the construction of the 41,000 seat Nationals Ballpark. As one of the three areas of the city defined to accommodate the future commercial and residential growth, the area is also part of the visionary Anacostia Waterfront Plan.

Working closely with property owners and stakeholders, we developed a new name, logo, and strategic marketing plan for the new BID.

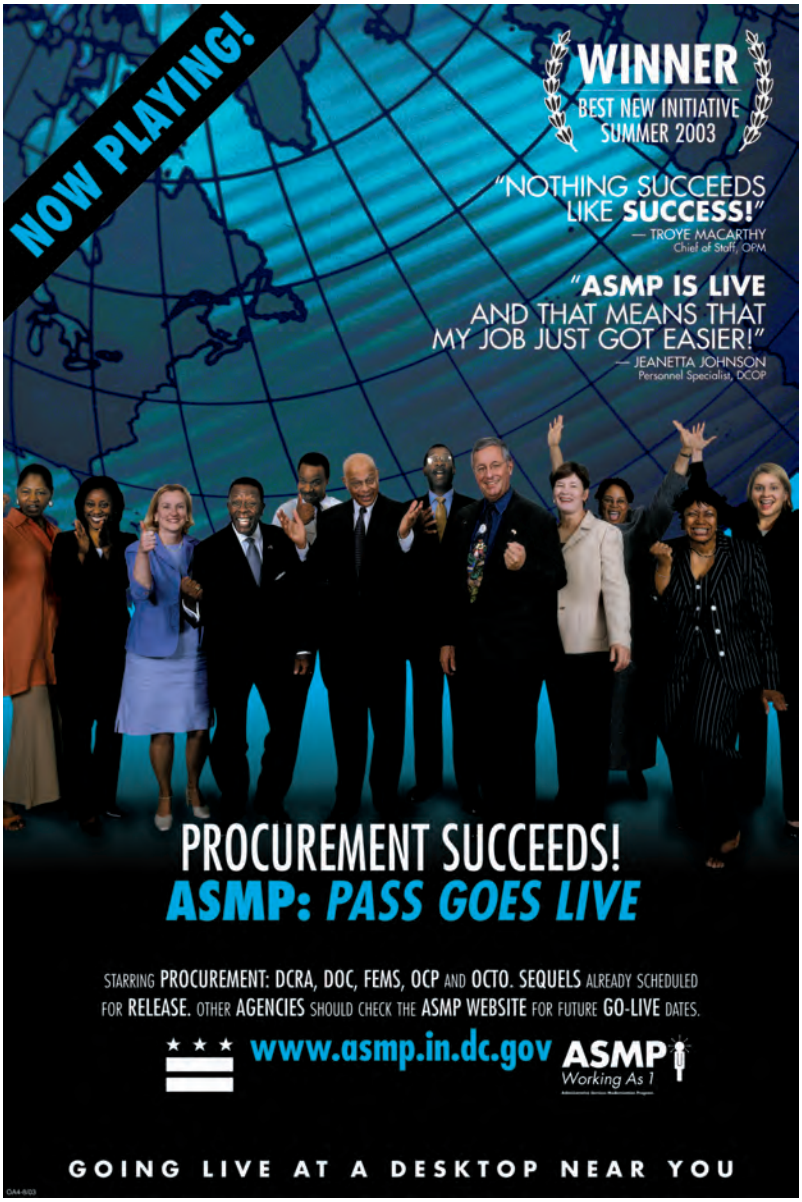
GOVERNMENT OF THE DISTRICT OF COLUMBIA

Administrative Services Modernization Program (ASMP)

- **Strategic Marketing Plan**
- **Website Design/Development**
- **Logo/Branding Campaign**
- **Public Relations**
- **Brochure and Poster Design**
- **Event Planning**

The AD Agency's diverse capabilities were applied to the planning, developing and executing of the five-year ASMP Educational Outreach Program for the District government's largest cross-agency business transformation initiative. This major initiative employed a new business model for serving the District residents and businesses. It improves internal systems, stream-lines processes and policies in every agency, and helped fulfill Mayor Williams' overall goal of "Making Government Work."

The AD Agency developed a comprehensive cross agency marketing plan which included: branding, theming, public affairs, web site development and management, e-newsletters, employee surveys, and agency-specific collateral



DC MARKETING CENTER

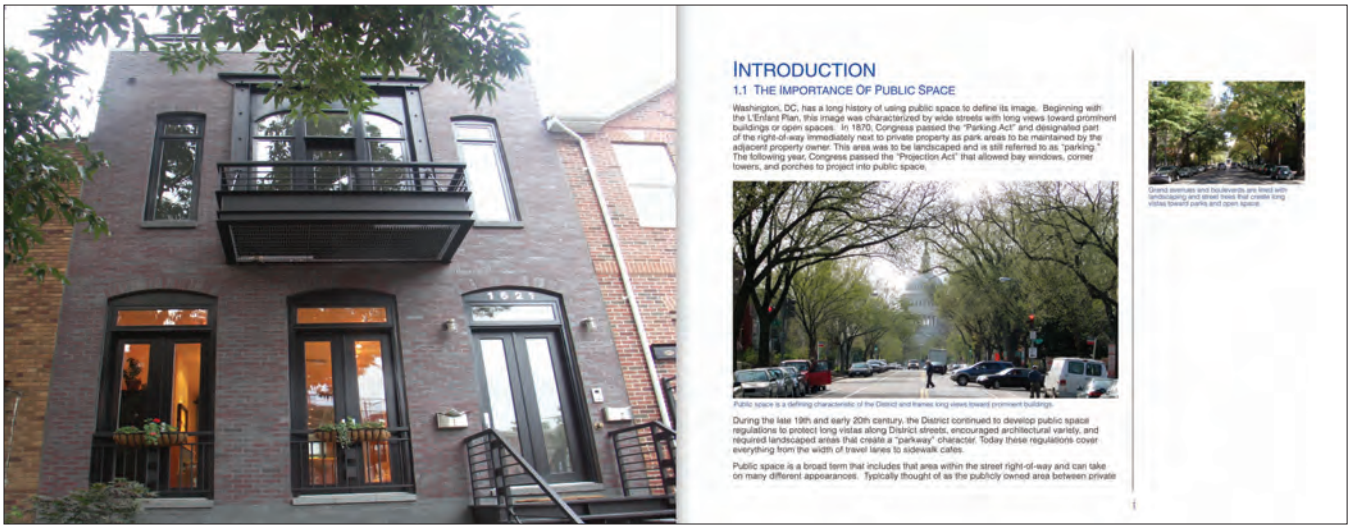
Bringing Baseball Back to DC

The DC Marketing Center asked The AD Agency to support the District's effort in bringing baseball back to DC The Agency developed a powerful promotional kit incorporating a large scale poster of critical demographic stats with a full size bat.

DC OFFICE OF PLANNING

• Manual

The AD Agency was hired by the DC Office of Planning to design the 200 Public Realm Design Manual.



SECOND GENESIS FOUNDATION

- **Media Relations**
- **Public Relations**
- **PRomotion-TV, Radio, Online, Apps**
- **Social Media**
- **Special Events**

Second Genesis Foundation, a non-profit foundation that provides financial support to organizations and institutions involved in the research and treatment of substance abuse, hired The AD Agency to promote the premiere of *Written Off,* a Film Documentary on the opioid crisis.

The special event utilized the documentary as a tool to educate members of the community on the national crisis. The AD Agency planned, managed, created content and handled all press. The event was covered by NBC and drew a record crowd.

SECOND GENESIS

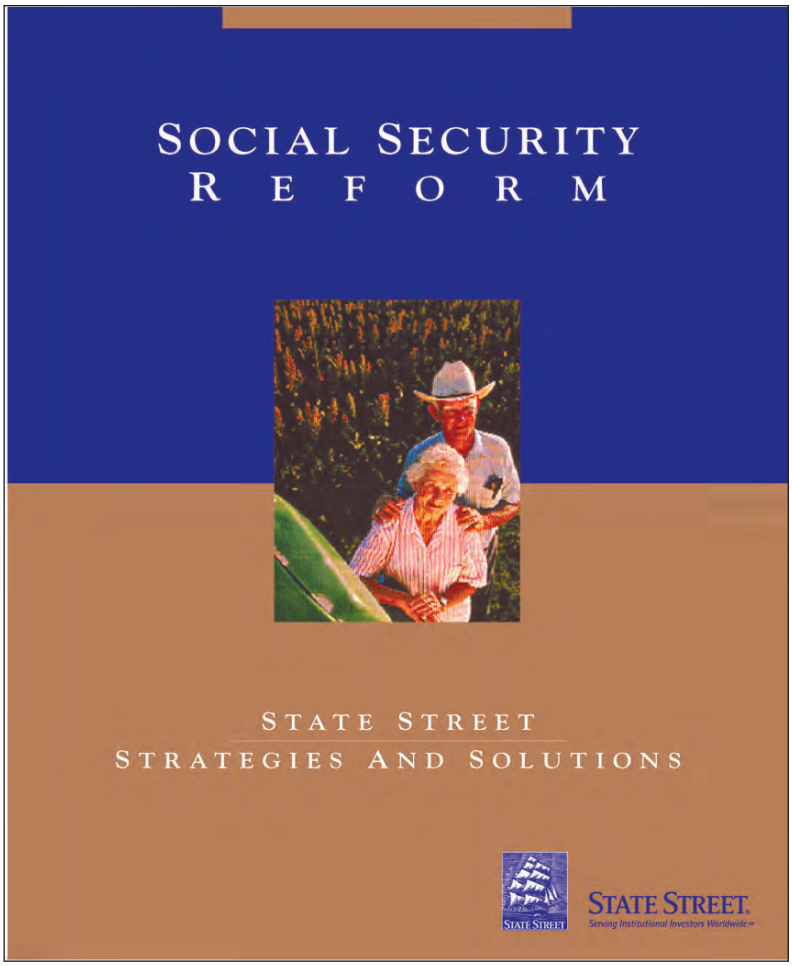
- **Marketing Campaign**
- **Public Relations**

The Ad Agency was hired by Second Genesis to raise awareness of its efforts to empower individuals and families to make choices that will enable them to experience healthy, responsible lives free from alcohol, drugs, crime, violence and exploitation. Our efforts garnered over $400,000 of media coverage including ABC News 7, The Gazette, News Channel 8, and many independent sources both nationally and internationally.

Through agency research, we discovered a powerful YouTube video of second hand opium smoke being administered to young children and took advantage of staging a media event when a group of women from Afghanistan came to the Second Genesis facility.

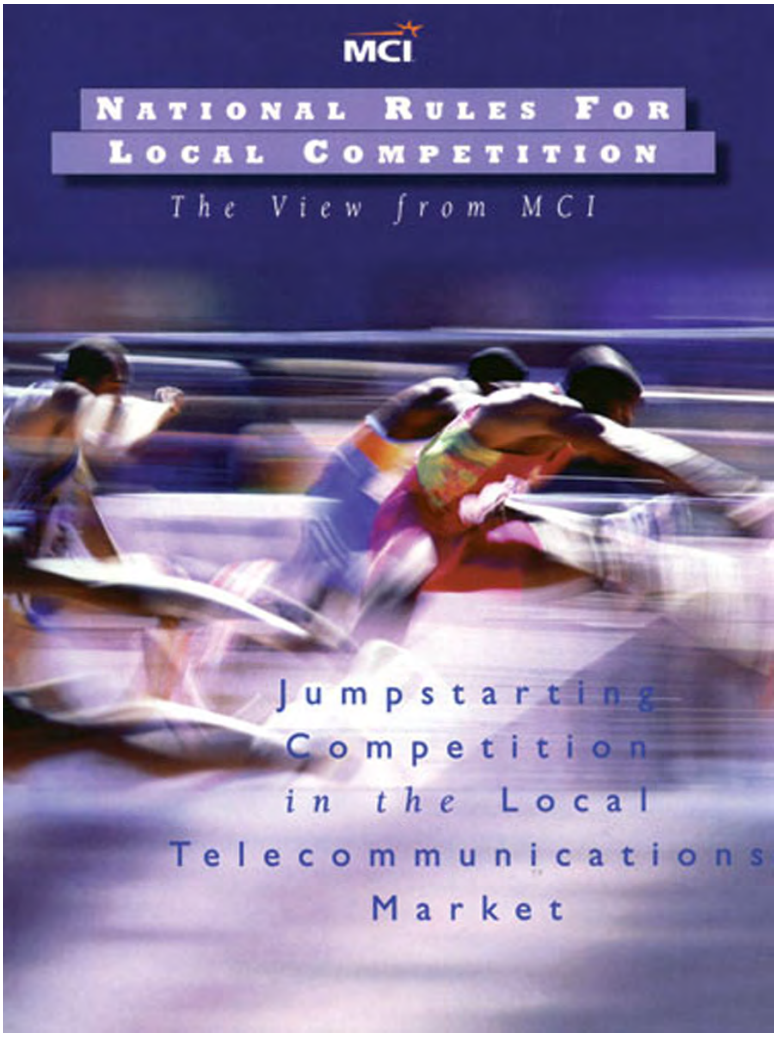
STATE STREET BANK

State Street Bank, the third largest financial institution in the world, hi ed The AD Agency to help position the bank “inside the Beltway” as a key player in the social security reform debate. We developed an advocacy print ad campaign and produced a major collateral package for distribution on Capitol Hill, as well as a major media relations blitz.



MCI

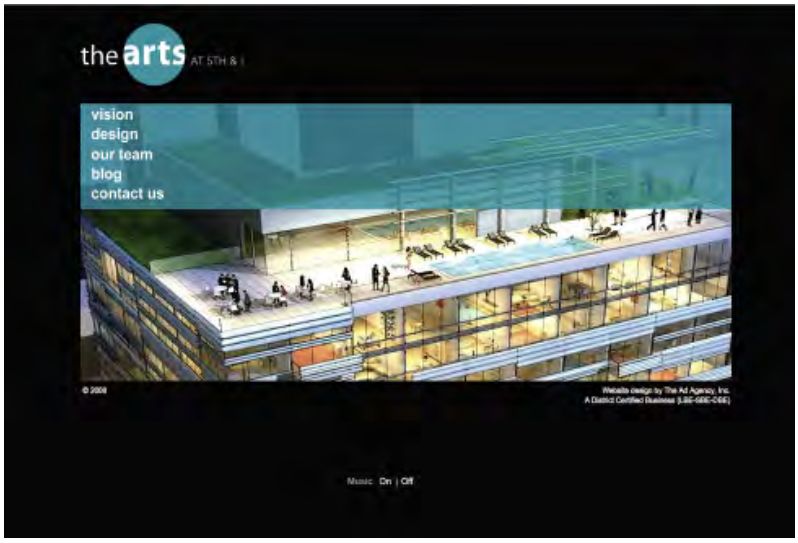
The AD Agency has produced several policy booklets for MCI over the years, positioning MCI as a leader to opinion leaders, the media and government officials on issues such as th Telecommunications Act of 1996 and global internet policy.



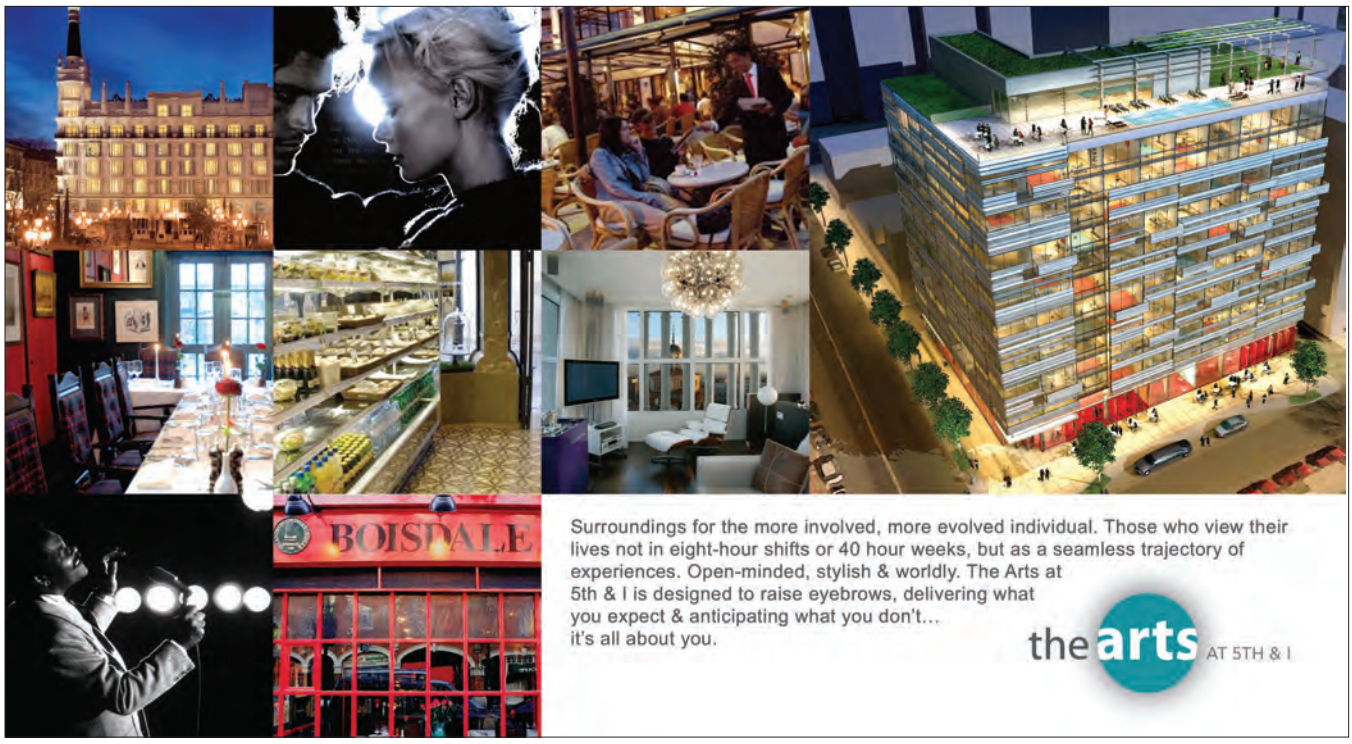
HOLLAND
DEVELOPMENT GROUP

The Arts at 5th & I

- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Logo/Brand Development**
- **Website**
- **Direct Mail and Print Cards**



www.5th-and-i.com



Direct Mail

CHICAGO TITLE

- **Website Design**

CABLE IN THE CLASSROOM

Cable in the Classroom is a public service arm of America's cable industry. Participants include more than 50 cable companies from CNN to the Disney Channel to MTV. Their aim is to bring commercial-free programming on a vast variety of subjects into America's classrooms at no cost to the schools. They received extremely positive feedback from their members on the ads we produced, and the greatest number of requests for material they had ever experienced.

PMHS

Destination Baltimore

- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Website Design**
- **Public Relations**

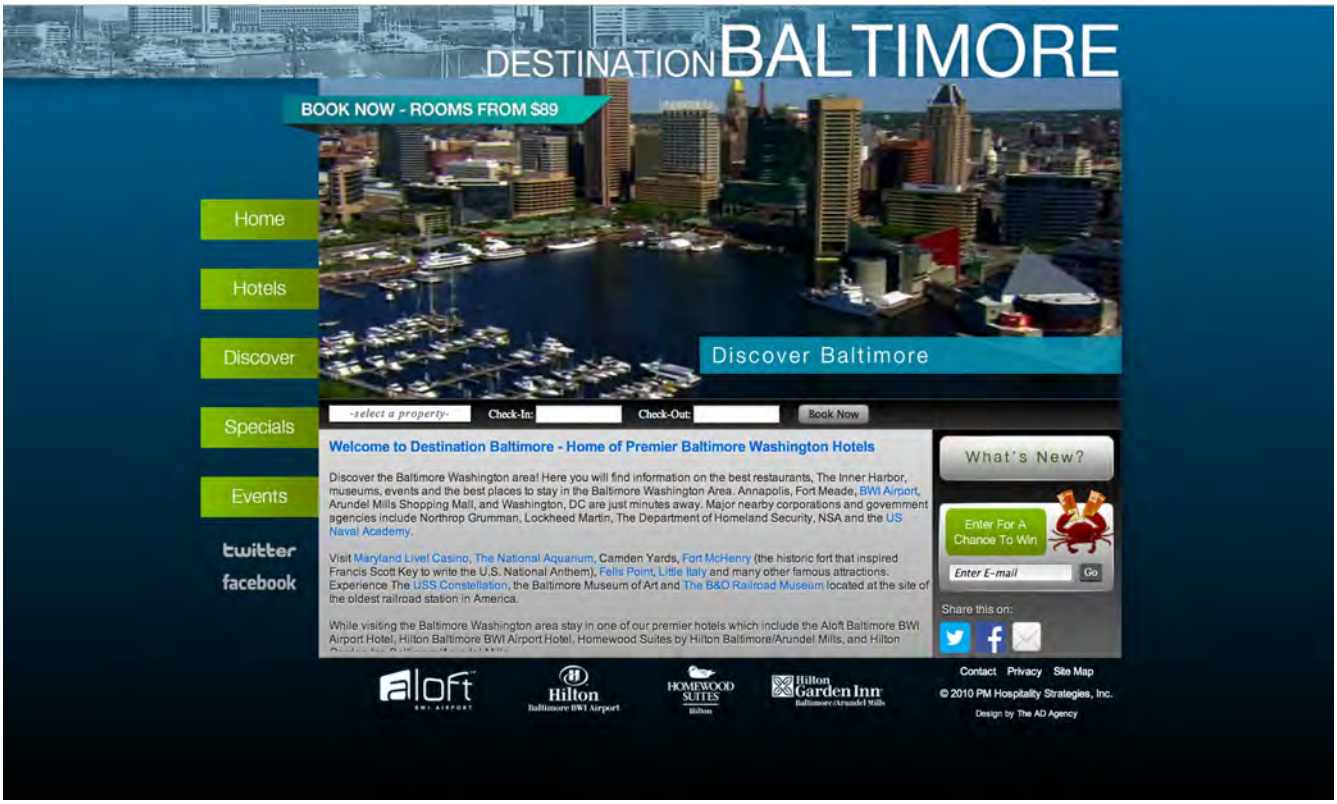
Hotel management companies are taking a diffe ent approach to marketing themselves online. Aside from the individual efforts of the espective brands, management companies are now playing larger roles to help increase the number of bookings.

That's why PM Hospitality Strategies hired The AD Agency to provide market/competitor research, a strategic marketing plan, a powerful new website and public relations.

Cluster sites such as Destination Baltimore are geared towards transforming web surfers into hotel guests. These sites provide information on premier area hotels, nearby attractions and upcoming events while outlining the best deals, specials and packages that may be next to impossible to find on the brand sites

Visitors to the Destination Baltimore website (hotels include: Aloft BWI Airport, Hilton Baltimore BWI Airport, Homewood Suites by Hilton Baltimore/ Arundel Mills, Hilton Garden Inn Baltimore/Arundel Mills) will be greeted with dynamic visuals of the area, hotel information, vibrant photo galleries, and a listing of current specials and packages—all presented in a way that users will find mo e welcoming and easier to navigate than a conventional hotel website.

To kick off the site s launch, visitors had the ability to win various prizes including a weekend getaway.



CAPITOL HILL
BUSINESS IMPROVEMENT DISTRICT

- **Market Research**
- **Tagline Development**
- **Website Design**
- **Branding**

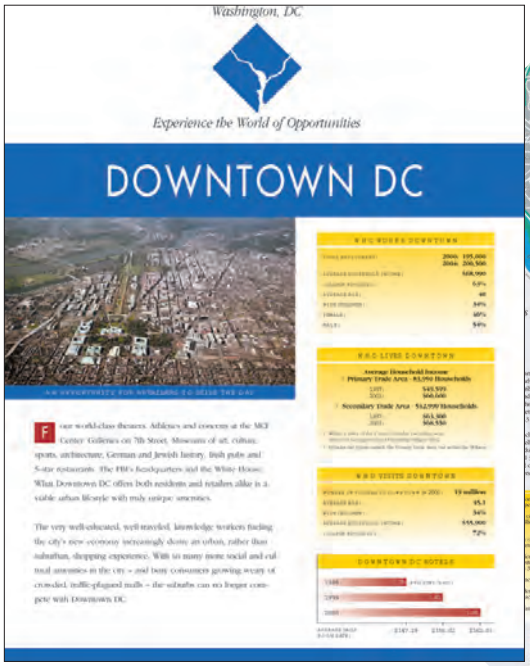
WASHINGTON, DC
ECONOMIC PARTNERSHIP

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**
- **Brochure Design**

The AD Agency successfully re-branded the Washington, DC Marketing Center into the Washington, DC Economic Partnership and produced maps of the DC area and brochures to promote the city

Washington, DC
Economic Partnership

The DC Marketing Center was a misnomer and confused the retailers, businesses, non-profits and associations the o ganization serves. The agency arrived at a better alternative by researching the names and logos of comparable organizations in surrounding counties as well as top cities nationally and internationally. During the organization's fifth anniversary event, the new name and logo were unveiled to 1,000 annual meeting attendees.



WASHINGTON, DC
MARKETING CENTER

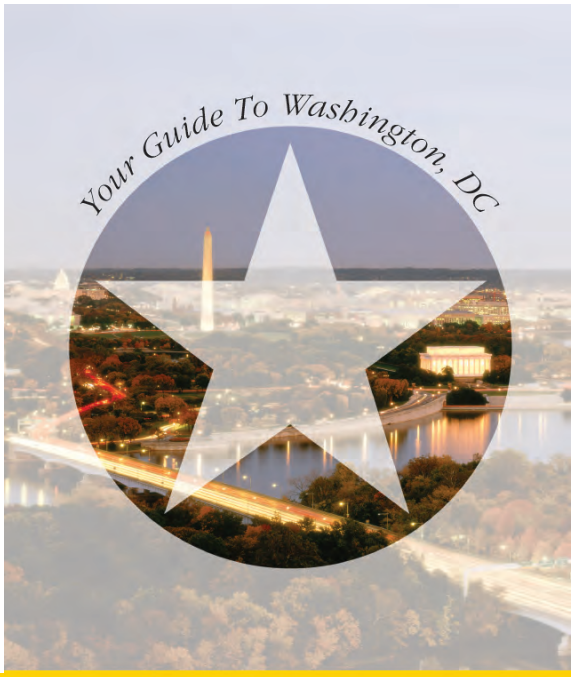
- **Competitor Analysis**
- **Strategic Research**
- **Brand Identity**
- **Collateral**

THE AD AGENCY

GOVERNMENT OF THE DISTRICT OF COLUMBIA

Office Of The Deputy Mayor For Planning & Economic Development

The AD Agency produced this brochure for the Deputy Mayor's Office fo Planning & Economic Development as an insert to the Washington, DC Marketing Center's promotional package. It was distributed at the ICSC Convention and was well received by both conventioneers and the press.



Experience the World of Opportunities

Washington, DC is bursting with energy – the kind of surge that is brought on by a string of promise of future triumphs. On a firm financial footing, the District of Columbia looks, feels and acts like the world-class city that it is: the epicenter of the nation… and the world. This is a city of great gifts – urban convenience, cosmopolitan elegance, multicultural excitement, and natural splendor – and the spirit to make the most of all of these gifts. So much more than its magnificent monuments, Washington, DC teems with cultural

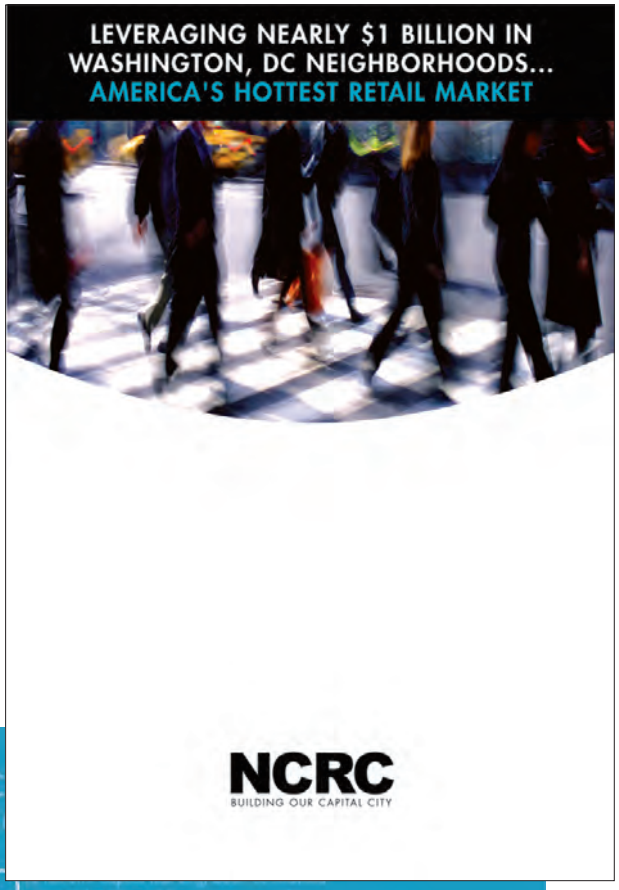
WASHINGTON, DC *A World-Class City*

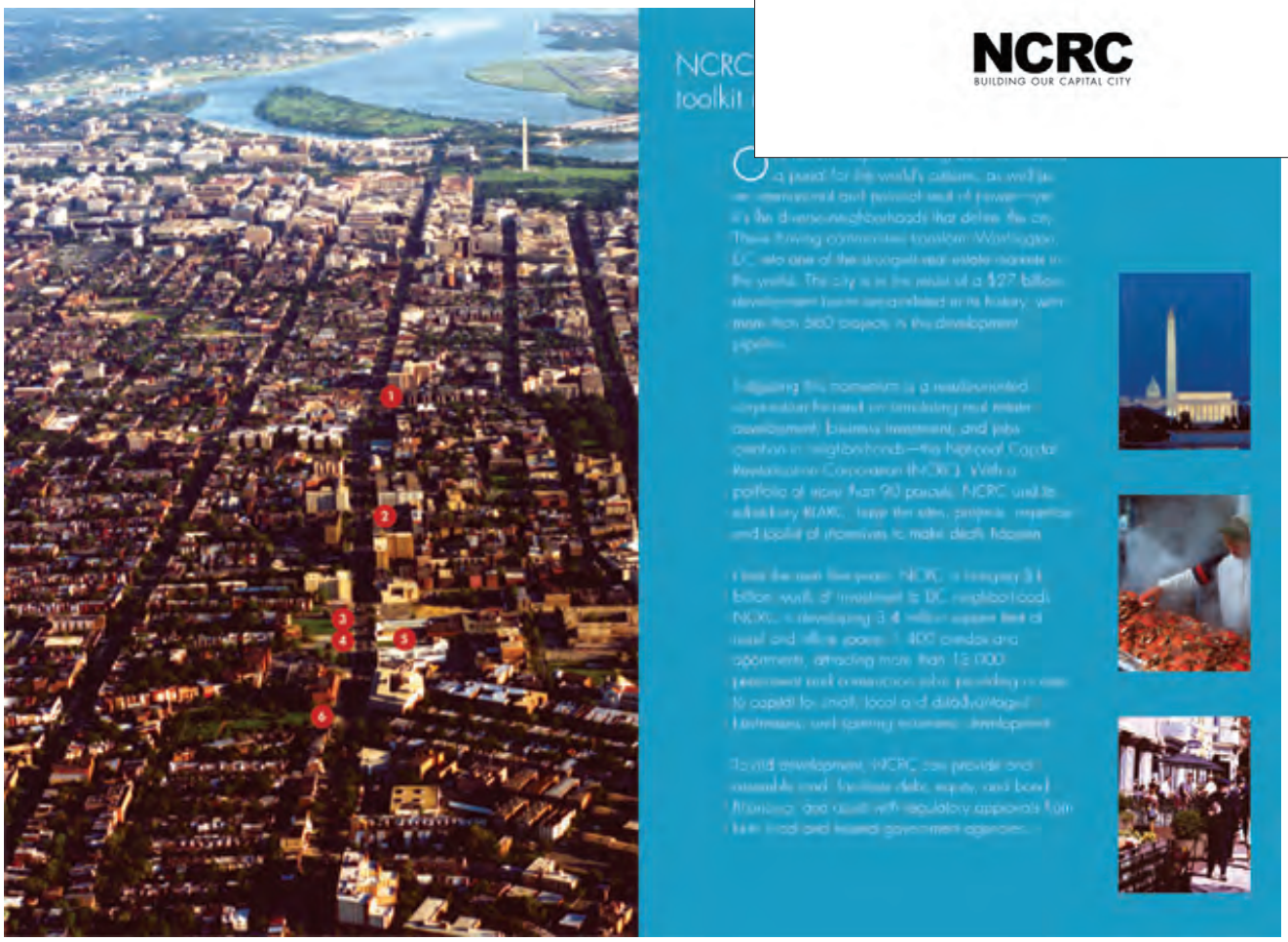
and historic treasures. No matter how many wonders you see here, there's always more to discover. Take a tour through the varied, vibrant neighborhoods, and you'll see not just world-class landmarks and architecture, but also the heart of the city, the places where families and businesses thrive. Here you will find that Washington, DC offers 63 square miles brimming with opportunity and warmth, with all the close-in convenience of a major urban center – and no suburb-to-city commute! Come take a look at what we are… and what we are becoming!

NATIONAL CAPITAL REVITALIZATION CORPORATION

The National Capital Revitalization Corporation (NCRC) was a publicly chartered, entrepreneurial corporation committed to revitalizing District neighborhoods through business, real estate development initiatives and partnerships.

The AD Agency was selected to enhance and expand the NCRC brand and develop marketing materials that effectively communicated the NCRC message to their various stakeholders.





WOMEN IN CABLE AND TELECOMMUNICATIONS

Fundraising Gala

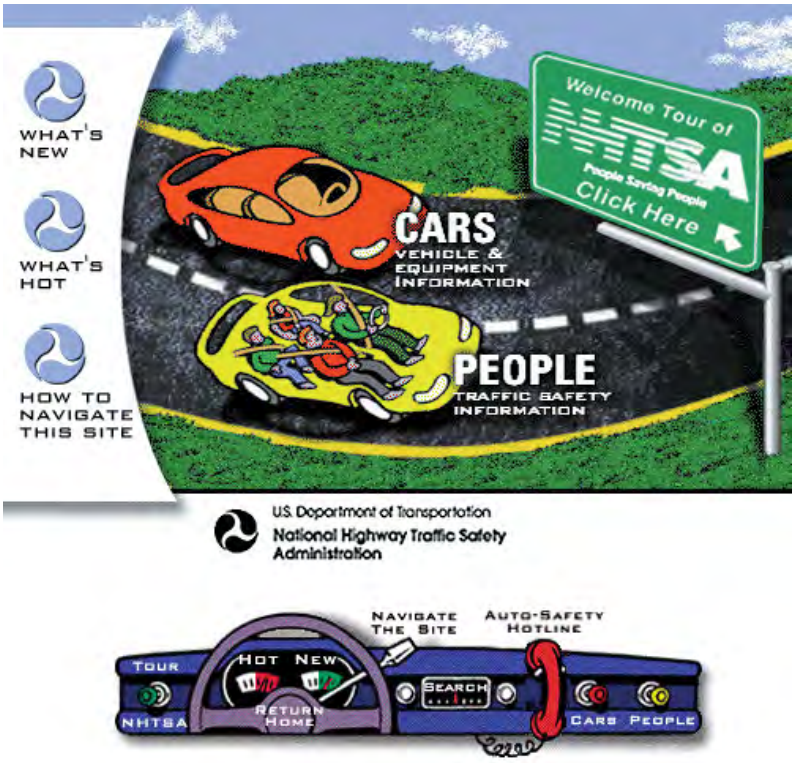
The AD Agency's PR, media relations and fundraising experience was directly responsible for the unprecedented success of The Women in Cable and Telecommunications fundraising gala. The gala, chaired by Debi Gasper, quadrupled the funds raised in the previous years.

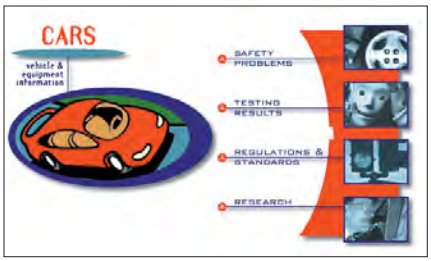
From Left: Debi Gasper, Julia Sprunt, Gail Sermersheim

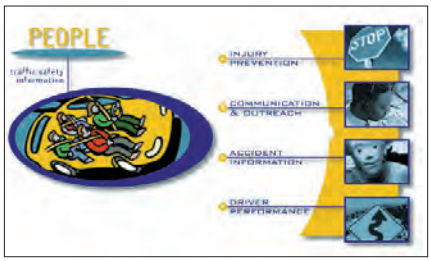
U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

- **Strategic Marketing Plan**
- **Website Design/Development**
- **Logo/Branding Campaign**
- **Public Relations**
- **Brochure Design**
- **Event Planning**

NHTSA came to The AD Agency in need of a website to help spread the word about highway safety issues. We responded with a strategic marketing plan, and developed a comprehensive website, that included: individual vehicle and equipment safety reports, personal safety tips, news, community efforts.



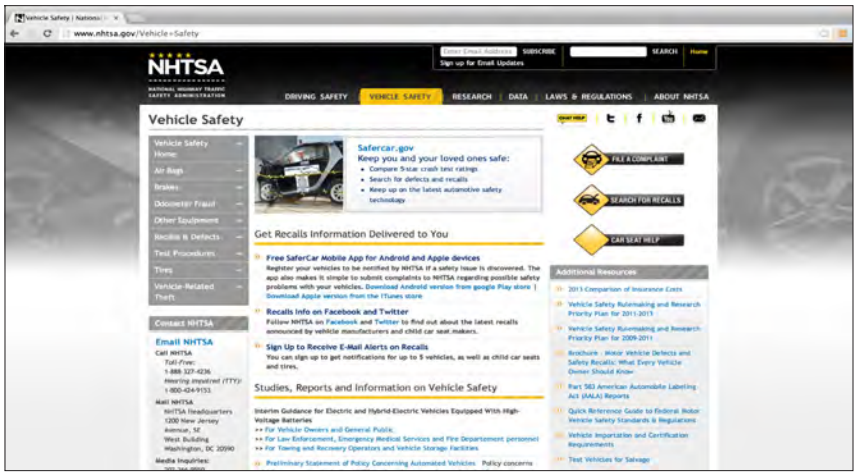


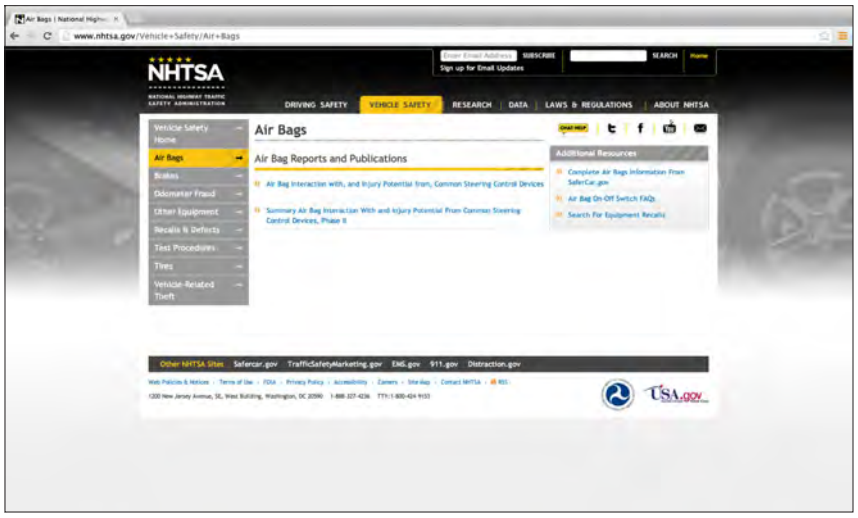


U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

The AD Agency was recruited again by the National Highway Traffic Safet Administration to create a website for its “Buying a Safer Car” division. The agency developed a home page which enabled users to access a comprehensive database related to crash test results, safety features, and other data about new and used cars. We also provided links to actual crash test footage for the diffe ent vehicle types.

U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)





SECURITAS

- **Strategic Marketing Plan**
- **Public Relations**
- **Media Buying**

SECURITAS

The Washington Post

METRO

Ex-top cop: Expand Capitol complex and ban vehicles

ROBERT MCCARTNEY

Gainer: More needs to be done to help prevent terrorist attacks

Robert McCartney

Nobody knows better than Terry Gainer how to make the U.S. Capitol secure. He's the only person to have served as both chief of the Capitol Police and sergeant at arms of the Senate.

So it's worth heeding Gainer's views, now that he's free to speak out after retiring last month from the Senate job at the end of 47 distinguished years in law enforcement.

Gainer says he thinks that the threat of terrorist vehicle bombs obliges Congress and the District to substantially expand the Capitol complex by gradually buying up surrounding blocks and banning traffic there.

Basically, he wants to create a spacious, pedestrian-only campus at the east end of the Mall. It would bar vehicles from more than a dozen square blocks where they're now allowed and extend from the Capitol north to Union Station and east to Second Street.

Many in the city are sure to object. His plan would wreak havoc with traffic patterns, especially by blocking through traffic along Constitution and Independence avenues. Hill residents already moan about the lack of parking.

But Gainer said last week in a wide-ranging interview that safety must come first.

"First Street and Second Street are dangerous areas to the buildings, to the Supreme Court, the House and the Senate, because of what truck bombs and car bombs can do," he said.

"There are those who would like to exploit violent rhetoric," he said. "Action after something happens is fighting the last war."

Gainer would also put a fence around Capitol Square, similar to what he called the "functional yet tasteful enclosure" around the National Gallery of Art Sculpture Garden.

These aren't idle musings. The Capitol Police Board, which he chaired, has commissioned studies on such proposals. None has been shared with the city yet.

I support Gainer's vision, for the sake of both security and expanding green space downtown. To minimize disruption, he would stretch out the project over decades, perhaps taking up to 50 years.

"The Mall gets longer, greener [and the] air cleaner, and safety abounds," Gainer said.

The authorities would have to guarantee that any changes wouldn't infringe on the constitutional right to peaceably assemble.

Gainer drew criticism in 2011 for potentially reducing space for protesters when the Capitol Complex misread Union Square, just west of the Capitol, from the Park Service.

In the interview, Gainer also urged our region to prepare more for a possible evacuation and recalled a career that amounts to a highlights reel of U.S. police work.

He graduated from the Chicago police academy a week early so his class could serve during the inhuman protests at the 1968 Democratic convention. (He said he wasn't involved in any of the cops' misbehavior, which led an official investigation to condemn what it called "a police riot.")

Later, Gainer was No. 2 at the D.C. police force during the Sept. 11, 2001, terrorist attacks and the sniper shootings the next year. He dealt with anthrax and rain threats at the Capitol, as well as playing host at presidential inaugurations and State of the Union addresses.

One major misstep was poor crowd control that caused hundreds of people to miss the 2005 swearing-in of President Obama because they were trapped in a pedestrian backup in the Third Street tunnel.

It was instantly nicknamed the Purple Tunnel of Doom because of the color codes on their inauguration tickets.

"I took a tongue-lashing for that" from Senate and House committees, Gainer said. "It was probably a well-deserved beating," he added that the problem was solved for the next inauguration.

Gainer, 66, who lives in Annapolis, is working as a part-time senior adviser to the private security company Securitas.

As part of that job, he'd like to see greater cooperation between government and business in our area to prepare for terrorist attacks or other emergencies.

In particular, Gainer urged more exercises in which authorities practice sending people home from work.

"The public-private partnership has to be better on that. Everybody can't dump their buildings at the same time," Gainer said.

"Maybe the first reaction, when we don't know what's going on, is shelter in place," he continued. "Then, in order not to overload the streets or the Metro, it would be nice if people were patient and we practiced, 'Okay, all buildings between L [Street] and N [Street], you leave now.'"

Fifteen minutes later, another set of buildings could evacuate, and so on.

Better to be overprepared than sorry later. We should listen to this voice of experience.

Senate Sergeant at Arms Terry Gainer accompanies President Obama in March 2013. Gainer, who also served as chief of the Capitol Police, says safety must come first. He wants to create a large, pedestrian-only campus at the east end of the Mall.

BOLAND TRANE

- **Market Research**
- **Print Ads**
- **Strategic Marketing Plan**
- **Direct Mail**
- **Brochures**
- **Public Relations**

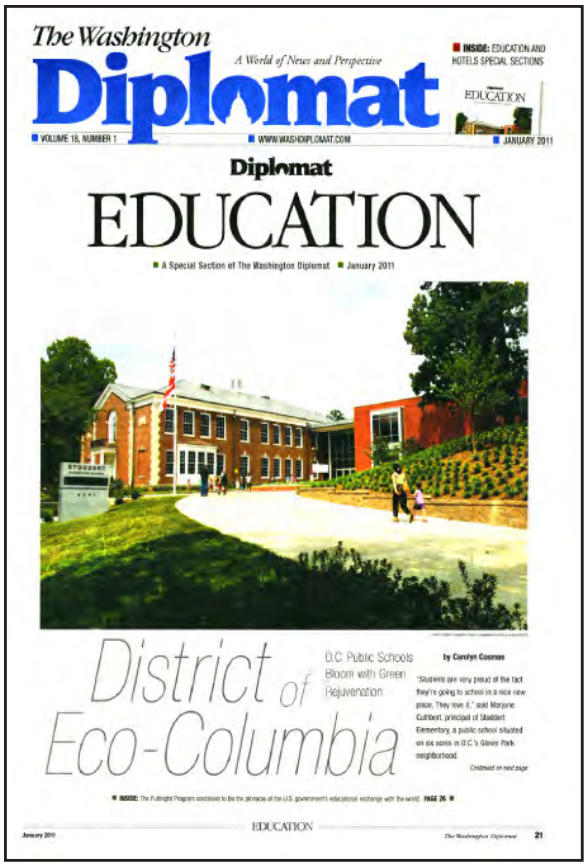
Boland Trane, is the premier commercial HVAC firm in the Washington, DC area.
Over the years, The AD Agency has developed campaigns incorporating print ads, direct mail, and e-mail campaign.

OPEFM.dc.gov

- **Strategic Marketing Plan**
- **Logo/Branding Campaign**
- **Website Design**
- **Public Relations**
- **Media Buying**

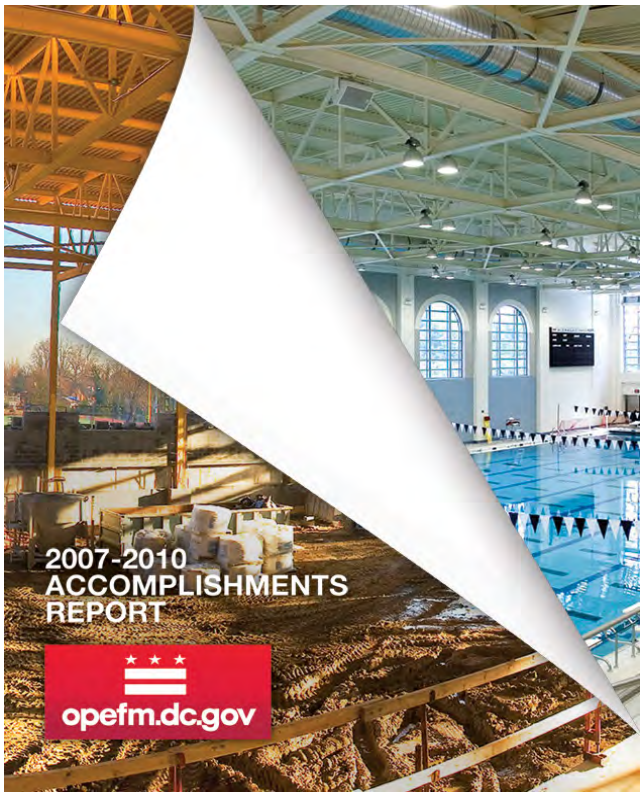
The Office of Public Educatio Facilities Modernization (OPEFM) hired The AD Agency to develop a strategic educational outreach plan to inform the parents, students, school staff, the general public, media, corporations and political leaders about the organization's accomplishments.

The AD Agency provided the strategic marketing plan, brand identity/messaging, public relations including an electronic press kit, brochure design, brought in corporate sponsors, staged events, and much more.


The Washington Diplomat
A World of News and Perspective
INSIDE: EDUCATION AND HOTELS SPECIAL SECTIONS
EDUCATION
VOLUME 18, NUMBER 1 · WWW.WASHDIPLOMAT.COM · JANUARY 2011
Diplomat
EDUCATION
A Special Section of The Washington Diplomat · January 2011
District of Eco-Columbia
D.C. Public Schools Bloom with Green Rejuvenation
by Carolyn Cosmos
"Students are very proud of the fact they're going to school in a nice new place. They love it," said Marjorie Cuthbert, principal of Stoddert Elementary, a public school situated on six acres in D.C.'s Glover Park neighborhood.
Continued on next page
INSIDE: The Fulbright Program continues to be the pinnacle of the U.S. government's educational exchange with the world. PAGE 26
EDUCATION
January 2011 · The Washington Diplomat · 21

5 Page Diplomat Article

Logo

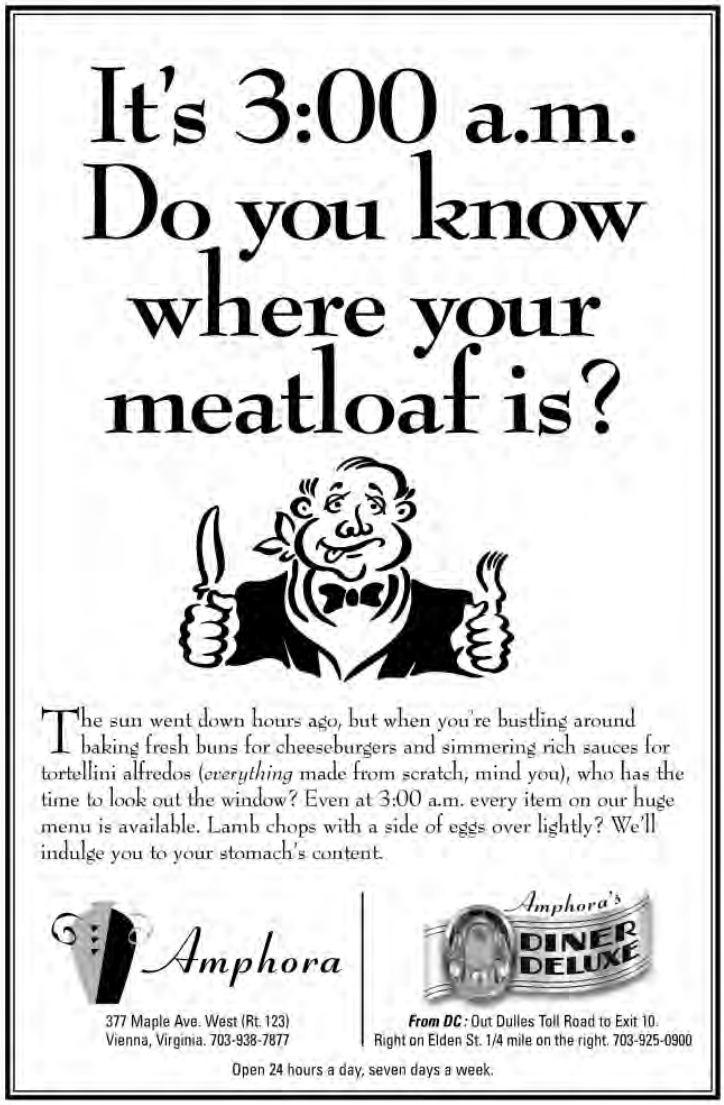


Brochure

NBC Coverage

AMPHORA
RESTAURANT GROUP

It's open 24 hours a day, 365 days a year. There are no locks on the doors. You can get a 5-star meal at 3 am. In fact, you can choose from over 300 items on the menu. Needless to say, the advertising opportunities were endless. Amphora is not just another restaurant, and our ads had to reflect that. A front-page feature in The Washington Post Food section lent credibility to the restaurant by showing the family's long-time history and success in the restaurant business in Washington.



KING FARM

As one of the largest real estate developments in the D.C. area, King Farm boasts an old-fashioned neighborhood feel. Complete with colonial style homes and white picket fences, we used that warm family emotion to convince buyers they are not just purchasing a house, but a community and a home.

HIDDEN VALLEY

When Hidden Valley resort hired The AD Agency to create a successful marketing communications campaign, they were struggling with an image problem. Consumers believed it was a one-season resort rather that an all-season resort. The primary target of the campaign was the more sophisticated families throughout Pennsylvania, Ohio and the Washington D.C. metropolitan area.

We decided to use strong 4-color illustrations to convey the diffe ent seasons, and all that Hidden Valley had to offer — a beautiful 18-hole golf course, brilliant autumn foliage and lots of snow skiing. These graphics were used in newspaper, magazine and billboard advertising, brochures, and beautiful posters which were sold at the resort. We also developed a radio campaign to reach our target audience. In a three-month period, resort traffi increased dramatically, phone inquiries rose 600% and in six months sales totaled $30 million. Our campaign won two of Professional Builder Magazine's prestigious Target Awards for the Best Campaign and the Best magazine ad.

Our public relations campaign consisted of creating a 4-color newsletter detailing all of the activities at the resort, signage, and special events planning. One of our most successful events was a golf tournament weekend at the resort with more than 3,000 attendees. In addition to marketing the resort, we developed a marketing campaign to sell the new single family homes and condominiums on the mountain.

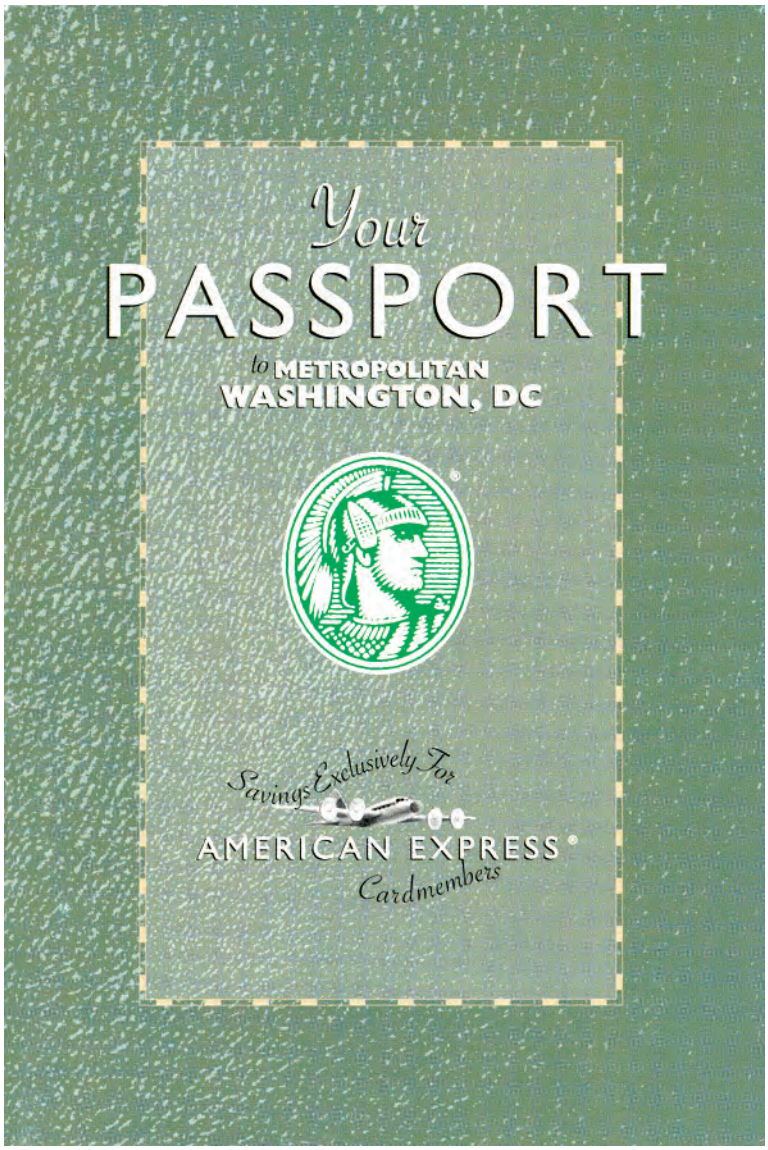
AMERICAN EXPRESS

American Express told us they wanted a “Passport” coupon booklet, to promote the use of the American Express Card. To add value and retention life we also made the booklet into an informative guide to Washington and it became one of their most successful promotions ever.

Listen to Curtis Wilson, Director of Sales and Marketing for the Washington and Baltimore area:

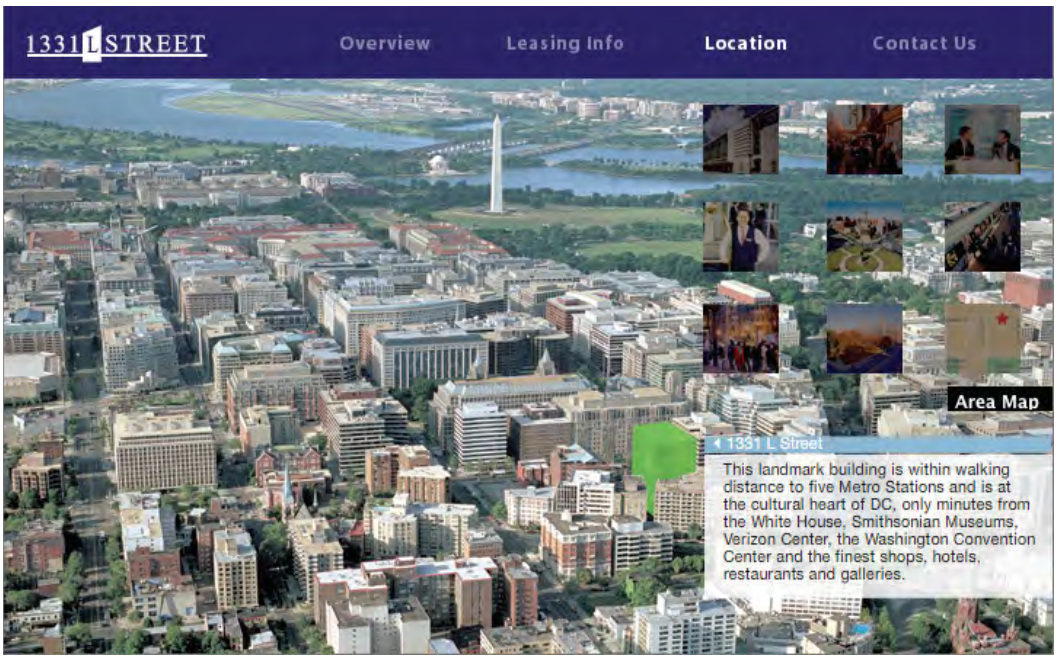
“It was one of the most refreshing experiences I have had working with an agency … they took our basic idea and made it fly … the work was equal to or better than the work we get from our national agencies … charge volume for the establishments that participated in the promotion increased 18% over normal expectations … the passport played a significant ole in a very successful second half of ’96…I just wish everyone we do business with would operate like The AD Agency”.

Mr. Wilson is known as a tough customer and we don’t doubt it. But we’d love to have many more such tough customers.



TRANSWESTERN
1331 L Street

Website design and development.

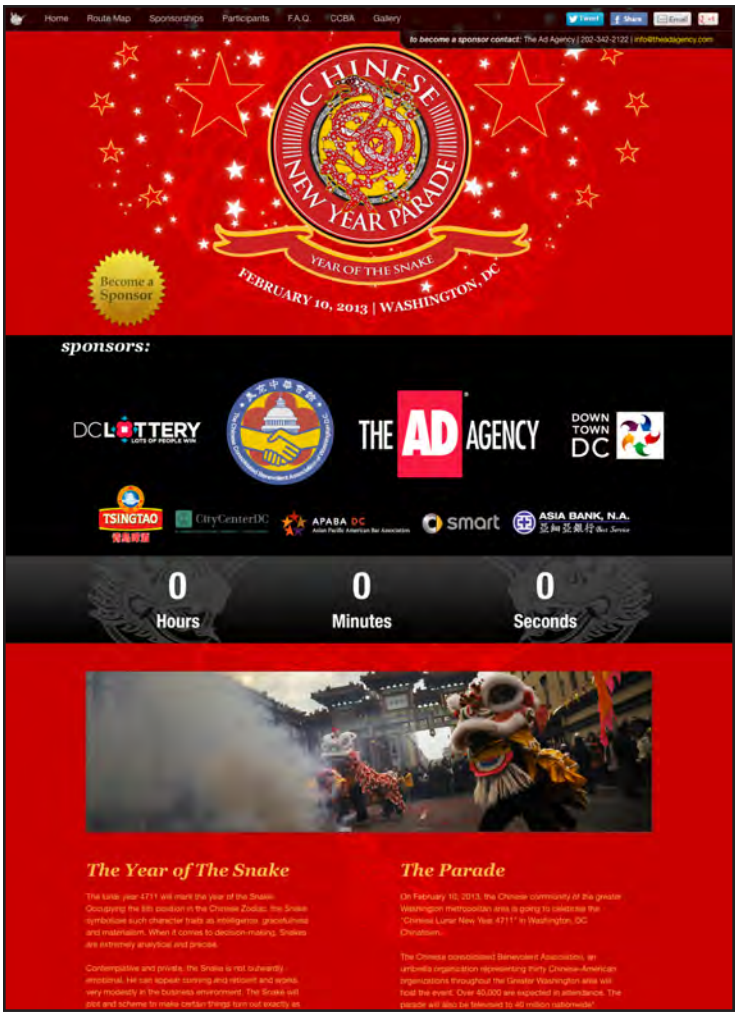


CHINESE CONSOLIDATED BENEVOLENT ASSOCIATION

- **Event Planning**
- **Permit and Sponsor Acquisition**
- **Public Relations**
- **Strategic Marketing**
- **Brand Identity**
- **Website Design**
- **Print Ad Design**

The Chinese Consolidated Benevolent Association (CCBA) hired The AD Agency to plan, manage and strategically market the annual Chinese New Year Parade in Washington DC's Chinatown.

www.chineseparadedc.com



Website Design

Office Of the Chief Technology Officer
CONNECT.DC Campaign

- **Graphic Design Services**
- **Mobile Tech Lab Bus Wrap**
- **Banners**
- **Marketing**
- **Public Relations**
- **Market Research**

HOLLAND DEVELOPMENT GROUP

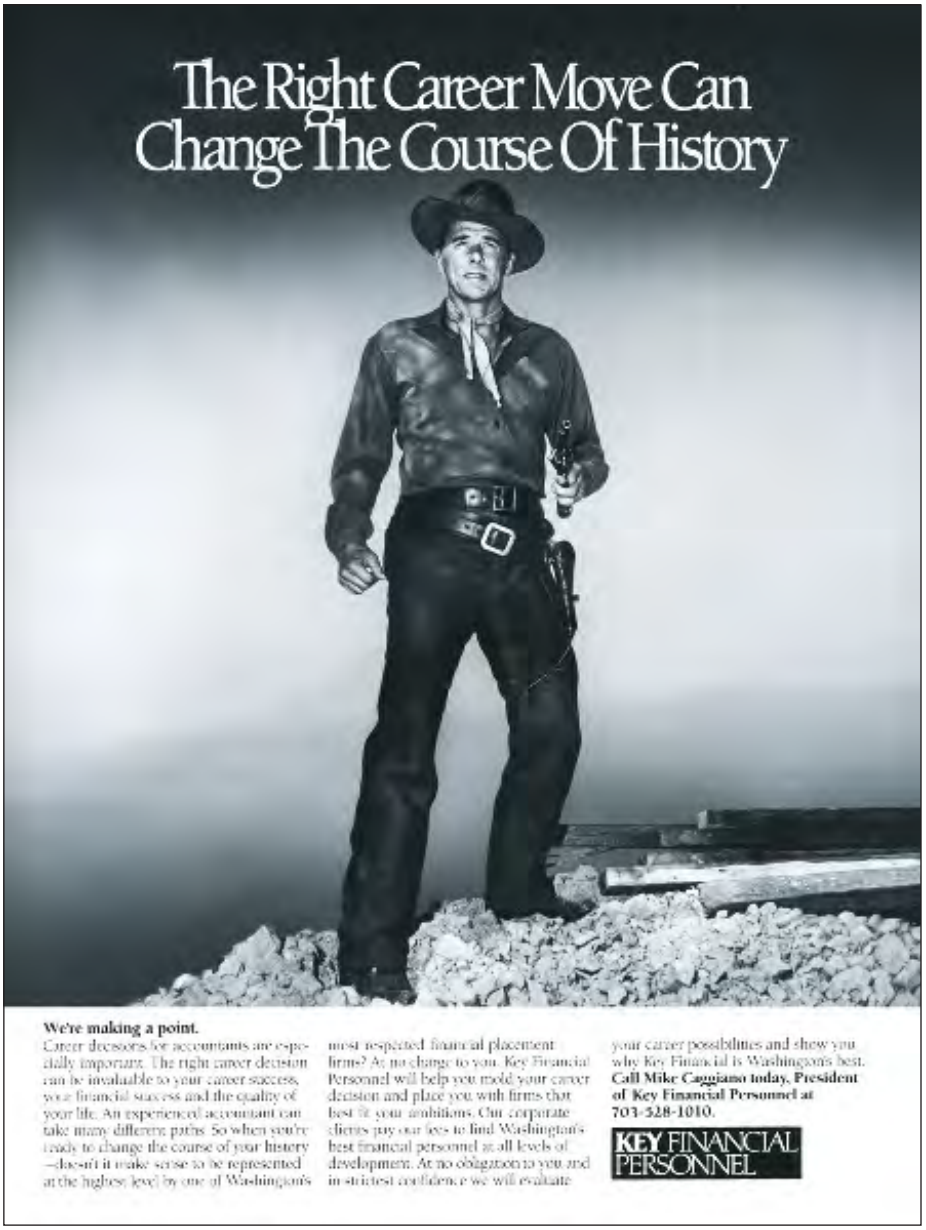
- **Market/Competitor Research**
- **Brand Identity**
- **Graphic Design**

VALUATE

- **Market Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Print Ads**
- **Exhibit Design**
- **Public Relations**
- **Collateral Design**

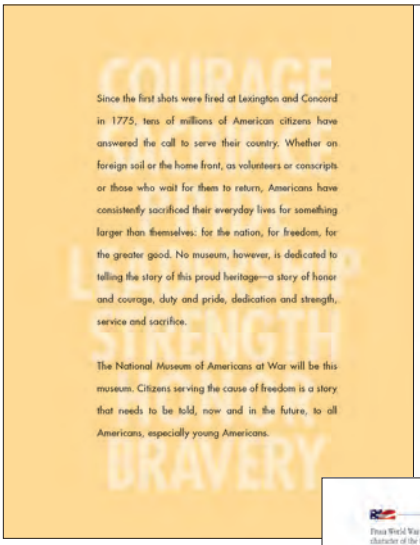
KEY FINANCIAL PERSONNEL

- **Marketing/Competitor Research**
- **Brand Identity**
- **Strategic Marketing Plan**
- **Print Ad**
- **Collateral**



NATIONAL MUSEUM OF AMERICANS AT WAR

- **Logo Design**
- **Brochure Design**



GOVERNMENT OF THE DISTRICT OF COLUMBIA, OFFICE OF THE DEPUTY MAYOR FOR PLANNING & ECONOMIC DEVELOPMENT

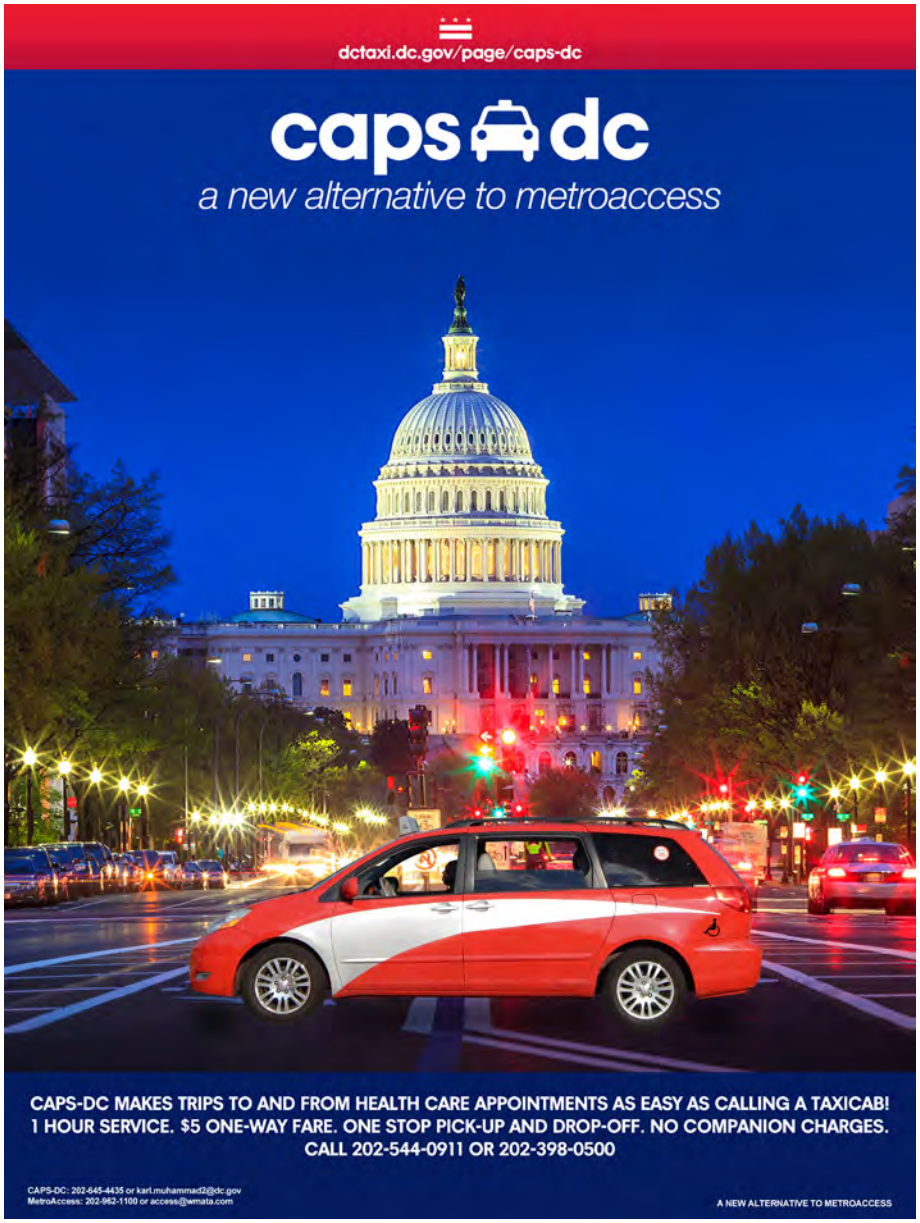
The District government chose The AD Agency to develop a campaign promoting the tremendous tax incentives for tech companies relocating to D.C.

THE DISTRICT OF COLUMBIA TAXICAB COMMISSION

- **Market Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Print Ads, Posters, Direct Mail**

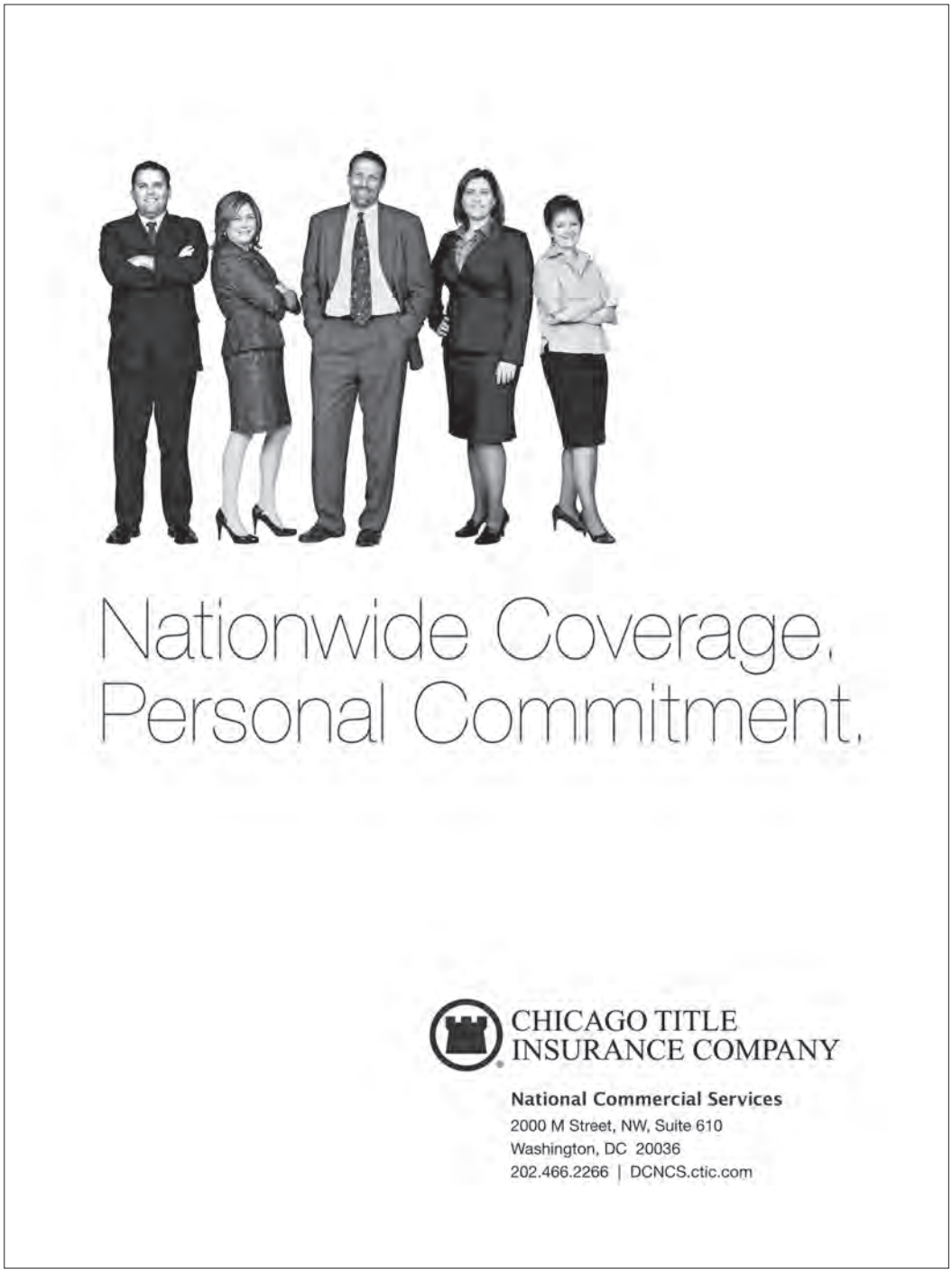
The District of Columbia Taxicab Commission (DCTC) hired The AD Agency to develop promotional materials to market the Coordinated Alternative Paratransit Service (CAPS) Pilot Program.

The AD Agency developed brochures, a direct mail program and posters to raise the awareness of the CAPS-DC pilot program informing potential participants of the operational elements of the program.



CHICAGO TITLE

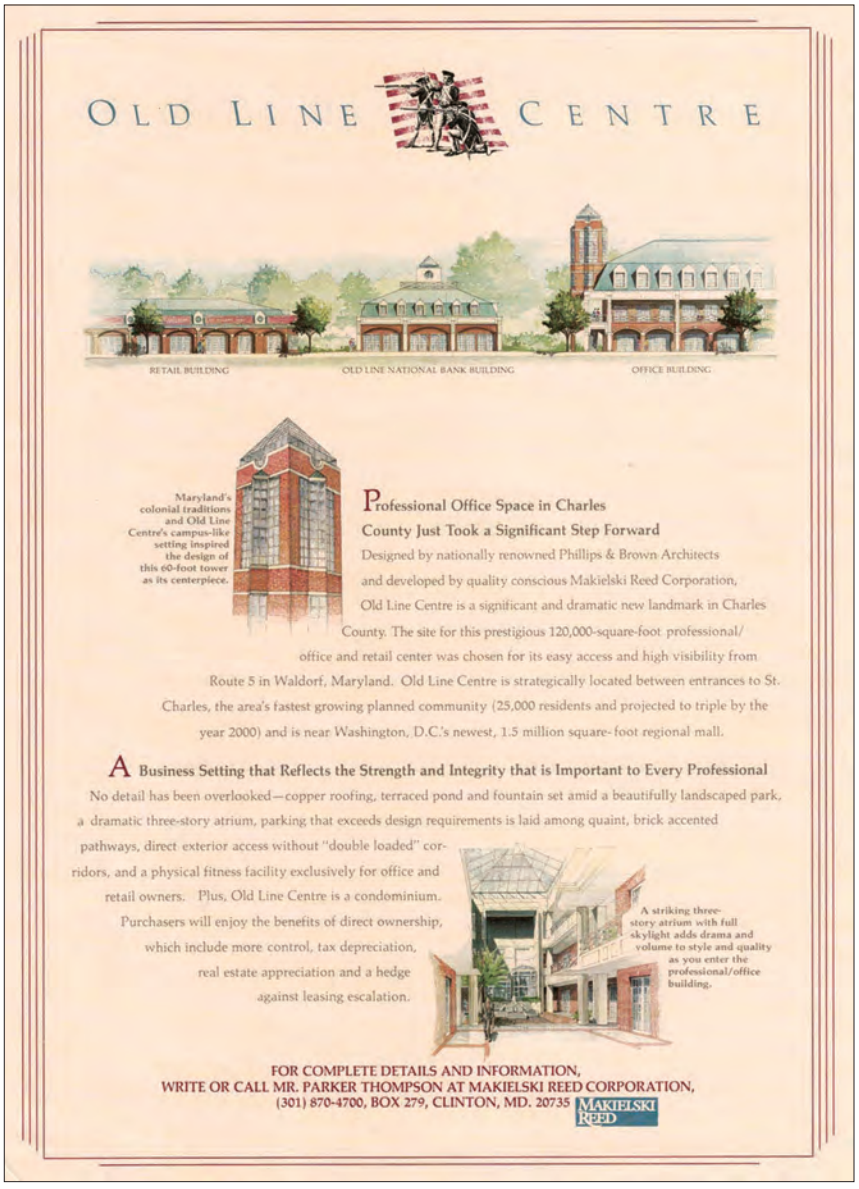
- **Print Ad**
- **Branding Campaign**



OLD LINE CENTRE

- **Market/Competitor Research**
- **Strategic Marketing Plan**
- **Logo/Brand Development**
- **Print Ads**
- **Collateral**

OLD LINE NATIONAL BANK



OLD LINE CENTRE

RETAIL BUILDING — OLD LINE NATIONAL BANK BUILDING — OFFICE BUILDING

Maryland's colonial traditions and Old Line Centre's campus-like setting inspired the design of this 60-foot tower as its centerpiece.

Professional Office Space in Charles County Just Took a Significant Step Forward

Designed by nationally renowned Phillips & Brown Architects and developed by quality conscious Makielski Reed Corporation, Old Line Centre is a significant and dramatic new landmark in Charles County. The site for this prestigious 120,000-square-foot professional/office and retail center was chosen for its easy access and high visibility from Route 5 in Waldorf, Maryland. Old Line Centre is strategically located between entrances to St. Charles, the area's fastest growing planned community (25,000 residents and projected to triple by the year 2000) and is near Washington, D.C.'s newest, 1.5 million square-foot regional mall.

A Business Setting that Reflects the Strength and Integrity that is Important to Every Professional

No detail has been overlooked—copper roofing, terraced pond and fountain set amid a beautifully landscaped park, a dramatic three-story atrium, parking that exceeds design requirements is laid among quaint, brick accented pathways, direct exterior access without "double loaded" corridors, and a physical fitness facility exclusively for office and retail owners. Plus, Old Line Centre is a condominium. Purchasers will enjoy the benefits of direct ownership, which include more control, tax depreciation, real estate appreciation and a hedge against leasing escalation.

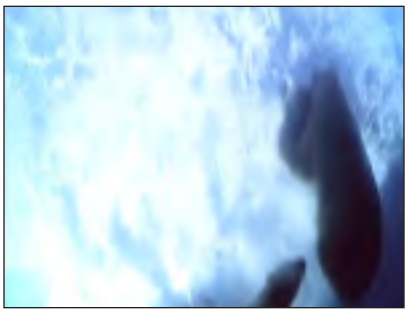
A striking three-story atrium with full skylight adds drama and volume to style and quality as you enter the professional/office building.

FOR COMPLETE DETAILS AND INFORMATION,
WRITE OR CALL MR. PARKER THOMPSON AT MAKIELSKI REED CORPORATION,
(301) 870-4700, BOX 279, CLINTON, MD. 20735 MAKIELSKI REED

The AD Agency REEL

Videos are available at www.theadagency.com/reel

UDC - Did You Know?



Pittsburgh Zoo

Pennsylvania Tourism - Snow Angel

Pennsylvania Tourism - Gettysburg

PBS - History Detective Rock

PBS - ARS Hand It Down

Discovery Shark Week

CDC - Protector

CDC - Bring It Home

Videos are available at www.theadagency.com/reel

Montgomery County
Anyone Can Compost

Cable One - Chicks Rule

WCTC - New Convention Center

US VA - Online Claims Made Easy

US Census - Motivation (Russian)

Debi Gasper
CEO/Creative Director

With more than 35 years as CEO/Creative Director of The AD Agency, Ms. Gasper provides creative direction on all projects and executive oversight on all agency operations.

Since 1982, The AD Agency has been recognized as one of the preeminent full service research, marketing, advertising, design and public relations firms serving a egional, national, and international client base.

From financial institutions and gove nment agencies to law firms and non-p ofit o ganizations, Ms. Gasper's creative approach in branding and marketing has benefited hund eds of private and public sector clients. She has received many awards for her creative work in the advertising industry.

Ms. Gasper's client relationships include the US Department of Transportation, State Street Bank, US Department of Energy, Washington Convention Center Authority, DC Government, Greater Washington Board of Trade, National Cable Television Association, The Chevy Chase Land Company, Lerner Enterprises, CBRE, and American Express, to name a few.

Ms. Gasper has served on the board of directors of the University of Maryland, Washington Symphony Orchestra, the National Association of Industrial and Office operties and the Washington, DC Economic Partnership.

Ms. Gasper graduated with a Bachelor of Science degree in advertising from the University of Maryland.

TESTIMONIALS

"Washington Convention Center Authority has enjoyed a long-term, agency of-record relationship with The AD Agency. Their excellent marketing and public relations services and marvelous commitment to us is why we continue to ask for their support."
– Lana Ostrander, Director Of Marketing, Washington Convention Center Authority

"WCTC has worked with The AD Agency on several projects important to the economic health of DC. They have delivered projects on time, on budget and above expectations. They are one of the few agencies that actually listens to the client ... an asset that endears them to WCTC."
– Bill Hanbury, CEO/President, Washington Convention & Tourism Corporation

"I hired The AD Agency to brand and position Equity Homes in the home builders market. They came through with flying colors—a new outstanding logo, ad campaign and collateral materials—along with great account service every step along the way." – Gary Garczynski, President, National Capital Land

"We tasked The AD Agency with marketing the first critical mass o luxury boutiques in DC to tenants, patrons and the public. With advertisements, public relations and direct mail, we leased our space to the top names in the fashion industry and created a neverending buzz about the 'Rodeo Drive of the East Coast.'"
– Edward Asher, President, The Chevy Chase Land Company

"The AD Agency has provided excellent thought leadership and creative talent in the promotion and branding of the District government's 5-year, $71 million ASMP initiative. They played the major role in identifying target markets and developing very effective campaigns for each ta get market. Their work was a major reason for ASMP's success and I highly recommend them."
– Sanford M. Lazar, Director of Key Systems, ASMP/Office of t
Chief Technology Offic , Government of the District of Columbia

"It was one of the most refreshing experiences I have had working with an agency —they took our basic idea and made it fly—the work was equal or better than the work we get from our national agencies—charge volume for those who participated in the promotion increased by 18 percent over normal expectations."
– Curtis Wilson, Director of Sales and Marketing, American Express

"For years, Chicago Title DC National Business Unit has been an industry leader, offering services for virtually every type of title transaction. After a rigorous screening process, we selected The AD Agency to our tell our unique story in a new corporate brochure. We were genuinely delighted with their creative approach and believe they effectively communicated the many services we offer while einforcing and enhancing our time-tested brand."
– Selina I. Parelskin, Senior Vice President, Chicago Title DC National Business Unit

TESTIMONIALS

"By targeting locals with The AD Agency's glossy door hangers, magnets, advertisements and savvy buzz marketing strategy, Georgetowners quickly picked up the phone to order our pizza. During the first weekend of the campaign, we received over 100 calls for delivery—including a call for 15 pizzas to the White House Situation Room!—and won over the hearts (and stomachs) of our customers."
– Britt Swann, Owner, Rhino Bar and Pumphouse

"The AD Agency, Inc. rates an A+. They are creative, clever, professional, polished and provide a broad range of premium services. The theme for RAMW's 21st RAMMY Awards Gala was conceived by The AD Agency and our 2003 Gala was the most successful event ever. Hats off to Deborah Gasper and her staff
– Lynne Breaux, Executive Director, Restaurant Association Metropolitan Washington

"As DC WIC Executive Director, our corporate brand identity has been well received by our private, public and community leaders. The results of The AD Agency's creative efforts serve us well. Our new logo captu es the spirit of our private-public partnership and our campaign effectively communicates the DC WIC message to both employer and industry workforce stakeholders."
– Keith D. Mitchell, Executive Director, District of Columbia Workforce Investment Council

"With the help of The AD Agency's powerful branding and messaging, CBRE Realty Finance raised the initial funds required to jumpstart our new REIT, sending us well on our way to success."
– Jim Evans, President, CBRE Realty Finance

"We handed The AD Agency a tough assignment. We wanted them to take a complex subject and make it clear to opinion leaders. the level of detail was daunting and the project was highly time sensitive. The agency came through with a clever, even exciting package. It got the disinterested readers in the door."
– Robert Stewart, Director of Public Policy, MCI Telecommunications Corp.

"People hate government telling them what to do, so The AD Agency developed a campaign that made friends and converts by employing a light approach with non-governmental headlines and convincing people with solid reasoning backed by real information. The results were measurable, 70% of the residents were soon grasscycling."
– Joe Keyser, Program Specialist, Dept. Of Environmental Protection, Mo. Co. MD

"They're fun people to work with, but that's hardly the reason we keep them. Everything they've done for us has succeeded far beyond our expectations. The "case study' brochure works so well, we get all the leads we can handle. The number of people who called to tell us they've read it cover-to-cover is amazing."
– Richard White, Resident, Wolf & Cohen

TESTIMONIALS

"Faced with creating a sense of place and branding for an already existing commercial corridor was a challenge in itself. Having worked with Debi Gasper and her cutting edge team, The AD Agency was an easy call to make to create our identity. Our logo is now part of the Washington landscape."
– Marcia H. Rosenthal, Executive Director, Golden Triangle BID

"Woodmark has utilized The AD Agency for the design and development of our Investment Sales program creating the 'look' that allows us to compete with the very best in the business. As a small firm, we app eciate a business partner who understands us and gives us the tools to compete and win at the highest level."
– Geoff Kieff , President, Woodmark Commercial Services, LLC

"The AD Agency was fantastic. I loved the team's energy, focus, and passion for the OPEFM branding, website, public relations and educational outreach initiatives!"
– Allen Lew, City Administrator, District of Columbia

"The AD Agency was a valuable strategic and creative partner to the university as it developed this major re-branding campaign and worked very hard to build consensus among all stakeholders. From metro ads to advertorials, the marketing materials raised positive awareness of the institution and successfully communicated the changes and the benefits a UDC education confe red."
– Susan Bodiker, Executive Director, Marketing and Communications, UDC

"Excellent creative design on multiple ads and cutting-edge website design."
– Charlotte Troupe, Business Development Executive, Chicago Title

"Thank you for all of the work that you and your team have done on behalf of Answer Title. Sometimes you get into the nitty-gritty of day-to-day stuff and fo get to step back and look at the big picture. You have done an outstanding job for us. I love our logo and brand. We are making a major statement everywhere we go. At the end of the day we really appreciate all that you have done and recognize the value of it all. Thanks!"
– S. Kathryn Allen, Co-President, Answer Title

"They really surprised us. The direct mail piece was very diffe ent from anything ever done for ManTech. The CEO send it to all 15 division heads for comment and the response was overwhelmingly positive."
– John Walsh, Director, ManTech Environmental Corporation

"I'm really pleased with the way The AD Agency used clever graphics and headlines. We got extremely positive feedback from our members – and the greatest number of requests for materials we have ever experienced. We also appreciate the help the agency has given us in sharpening our message and identifying the hot buttons."
– Megan Hookey, Managing Director, Cable in the Classroom

TESTIMONIALS

The Washington, DC Marketing Center successfully became the Washington, DC Economic Partnership thanks to The AD Agency's re-branding. They arrived at a better name by researching the names and logos of comparable organizations in surrounding counties as well as top cities nationally and internationally. The new name, logo and creative advertising powerfully brand us as the crucial point of contact for economic development opportunities in DC."
– Michael G. Stevens, President, Washington, DC Marketing Center

"Partnering with The AD Agency was a win-win for PMHS."
– Greg Miller, President and CEO, PMHS

"When presented with the challenges faced at the Chevy Chase Pavilion, The AD Agency immediately went to work on a new brand expression to upgrade the mall's image for shoppers and potential tenants. The AD Agency designed a stylish new website along with a direct mail campaign, print ads, banners and guerilla marketing. As a result, there has been increased local recognition and interest from new tenants. More directly, many of our retailers experienced stellar sales figu es in 2006 as a result of the marketing tactics."
– Chris Stewart, Vice President and General Manager, ING Clarion

"The reputation and growth of The AD Agency are the direct result of Debi's hands-on creative direction for all major client projects. A native of Washington, D.C. and principal of the agency for twenty years, Debi has provided marketing, advertising, design and public relations support for every major industry in the Greater D.C. area."
– Michael Boland, President, Boland Real Estate Services

"I want to express my deepest appreciation to The AD Agency, and to you personally, for unflagging commitment and loyalty as the agency of ecord for the Washington Convention Center Authority.

When I arrived in Washington, DC in 1997, one of the first things I did was hi e an agency to help us transform a faltering organization into a model of achievement. The first year was one of many major accomplishments kicked o with the approval of the new center. One year later, we celebrated the groundbreaking of the new Washington Convention Center, a historic day in DC and one I am sure we will always remember.

Along the way, you have provided invaluable assistance with launching our impeccable new logo, strong collateral materials and ensuring positive press coverage. With your help, we have continued to build on our initial success. We have now passed the halfway point of construction on the new center and our organization is playing an increasingly important role in the Washington Metropolitan Region.

We appreciate your contribution as more than just a contractor, but as a friend to our organization. Debi, we would not be where we are today without you. I thank you and will refer your agency whenever the opportunity avails itself.

– Lewis H. Dawley, III, General Manager and CEO, WCCA

TESTIMONIALS

"The AD Agency provided effective and impactful c eative to support a community outreach campaign."
– William Lecos , CEO of Lecos and Associates

"Debi Gasper and her entire team at The AD Agency are incredibly creative and get the job done. They spend time learning about their client and offer exceptional, well thought out campaigns that are effective and work well within their client s budget. Based on their work with Horizon Technologies (logo design/branding, Website and innovative ad campaigns. I feel they are one of the top creative agencies in the U.S. I would gladly recommend The AD Agency for anyone seeking a creative partner."
– John Beckner, Director, Horizon Technologies

"The AD Agency's expertise and support were vital to the re-launch of the public engagement program for the Third Street Tunnel Infrastructure Project. The AD Agency team tactfully managed the hand-off of the outdated p oject website, worked through myriad issues with the prior vendor and designed an attractive user friendly website that has helped significantly imp ove public understanding and engagement with the project."
– Tony Robinson, CEO, Robinson Public Affair

"I would strongly recommend The AD Agency. They provided services delivering actionable plans to assist the Office of the Chief Financial O r to ensure "Best in Class" operations and to increase DC Lottery profits. The AD Agency contributed to various components of the project in a strategic manner. High quality work was provided in a timely, professional manner."
– Herb Delehanty, Principal, Delehanty Consulting

"The work that Debi Gasper's team at The AD Agency provided for The National Museum of Americans at War organization far exceeded our expectations. We came to them in search of a logo, brochure and website design and they came back with work that was original, creative and conveyed our message clearly and concisely."
– Allan Cors, Executive Director, Americans at War

CLIENTS

BUSINESS TO BUSINESS

American Express
Answer Title
Bauretta
Beasley Real Estate
Boland Trane
Boland Real Estate Services
The Cafritz Companies
Carey Winston
CB Richard Ellis
CBRE Realty Finance
The Chevy Chase Land Company
Chicago Title
Commander Aircraft
Cushman & Wakefield
Donohoe Development Company
DrinkMore Water
Entrex
The Evans Company
Fletcher Heald & Hildreth
FlyingFish
DC, Office of Planning & Economic Development
Hickok Cole
The Hines Corporation
Holland Development Group
Horizon Technologies
Hughes & Bentzen, PLLC
Kane Real Estate Services
Keane Consulting Group
Lepore and Associates
Mantech International
National Association of Industrial Office & Properties
Perseus Realty Partners
Point Performance
Property Group Partners
Robinson Public Affairs
Secondary Life Capital
Securitas
Solé Catering
Teligent
Thayer Lodging Group
The Fred Thompson Show
The Tower Companies
Third Street Tunnel Project
Trammell Crow Real Estate
Transwestern
Transwestern Carey Winston
Walnut Financial Services
Washington Convention Center Authority
Washington, DC Convention and Tourism Corporation
Washington, DC Economic Partnership
Washington, DC Marketing Center
Winstar
Wired Business
Wolf & Cohen
Women in Cable and Telecommunications
Woodmark Commercial

TELECOMMUNICATIONS AND TECHNOLOGY

AOL
Cable in the Classroom
Commix SP Software
MBH Schedulemaker
MCI
MidAtlantic Cable
Micronetics
Net 2000
OnePoint Communications
Retrieval Systems
Teligent
WinStar
Wired Business

RETAIL/CONSUMER

Aetna
Alexandria Times
Amphora Restaurant Group
Beasley Real Estate
Bice
Bulgari
Cartier
Chevy Chase Pavilion
The Collection at Chevy Chase
Commix
Co-Op Barneys New York
Dior
Dulles Town Center
Georgette Klinger
Gooey Donuts
Gucci
Gusti's
Endgridlock.org
The Fred Thompson Show
Hotel Association of Washington, DC
Jimmy Choo
L'Eclat de Verre
Larry King Live
Dulles Town Center, Lerner
Louis Vuitton
The Madison
MaxMara
MCI Center
Old Post Office Pavilion
The Original Talking Books
Palette Restaurant
Polar Bear Air Conditioning & Heating
Potomac Pizza
Ralph Lauren
Restaurant Association of Metropolitan Washington
Rhino Bar & Pumphouse
Third Street Tunnel Project, Property Group Partners
Tiffany & Co.
Washington Cellular
Yiro

CLIENTS

SPORTS
Bringing Baseball Back to DC
DC Sports & Entertainment Commission
Fantasy Sports Properties
PickPools.com

ECONOMIC DEVELOPMENT/TOURISM/TRAVEL
Ballston, VA
Capitol Hill Business Improvement District (BID)
Capitol Riverfront BID
Downtown, DC BID
Dulles Town Center
Franklin Square Association
Georgetown BID
The Golden Triangle BID
Hidden Valley Resort
Hotel Association of Washington, DC
NoMa BID
Penn National Golf
PM Hospitality Strategies
Silver Spring Urban District
Southeast Waterfront BID
Thayer Lodging Group
Washington Convention Center Authority
Washington, DC Convention and Tourism Corporation
Washington, DC Economic Partnership
Washington, DC Marketing Center
Washington, DC Office of Planning
Wheaton Urban District

FINANCIAL/BANKING
Advisors Group
Answer Title
Certified Financial Planner Board
Chicago Title
Entrex
Old Line National Bank
Premium Life
Secondary Life Capital
State Street Bank
Walnut Financial Services

GOVERNMENT/NONPROFIT
Administrative Services Modernization Program
American Cancer Society
Black and Indian Mission Office
Cable in the Classroom
Central VA Waste Management Authority
Chinese Consolidated Benevolent Association
DC Department of Healthcare Finance
DC Department of Motor Vehicles
DC Department of Transportation
DC Lottery
DC Office of the Chief Technology Officer
DC Office of the Chief Financial Officer
DC Office of Planning & Economic Development
DC Office of Property Management
DC Public Schools
DC Women Infants and Children
DC Workforce Investment Council
DC Department of Employment Services
DSLBD
Endgridlock.org
Fairfax County Chamber of Commerce
Greater Washington Board of Trade
INOVA Fairfax Hospital for Children
Keane Consulting Group
The Marcia Rosenthal Foundation
Montgomery County, MD, Dept. of Environmental Protection
National Museum of Americans at War
Resolution Trust Corporation
Transportation Administrative Service Center
US Consumer Product Safety Commission
US Department of Housing and Urban Development
Federal Housing Administration
Federal Aviation Administration
US Department of Transportation
US Department of Transportation,
Federal Highway Administration
US Department of Transportation,
National Highway Traffic Safety Administration
Washington Convention Center Authority
Washington, DC Convention and Tourism Corporation
Washington, DC Economic Partnership
Washington, DC Marketing Center

COMMERCIAL REAL ESTATE BRANDING/LOGO CAMPAIGNS
Asadoorian
Boland Real Estate Services
Carey Winston
CBRE
The Chevy Chase Land Company
Chicago Title
CRC Commercial
Donohoe Development Company
The Evans Company
Kane Real Estate Services
Holland Development Group
Makielski Reed
Perseus Realty Partners
PM Hospitality Strategies
RCP Development Company
Resolution Trust Corporation
Thayer Lodging Group
Trammell Crow Real Estate Services
Transwestern
Watermark
Washington Convention Center Authority
Woodmark Commercial Services

COMMERCIAL OFFICE BUILDINGS BRANDING/ LOGO CAMPAIGNS
400 Virginia Avenue, SW, Trammel Crow Real Estate
475 School Street, Trammel Crow Real Estate
800 K Street, 801 I Street, Carey Winston
900 17th Street, Transwestern
910 17th Street, NW (Barr Building), Carey Winston

CLIENTS

1010 Wisconsin Avenue, Barrueta & Associates
1100 H Street, NW,Woodmark Commercial Services
1101 Vermont Avenue, Carey Winston
1111 New Jersey Avenue, Donohoe Development Company
1121 Vermont Avenue, Carey Winston
1130 Connecticut Avenue, Carey Winston
1199 Vermont Avenue, IBG Partners
1201 Fifteenth Street, Transwestern
1211 Connecticut Avenue, Carey Winston
1275 K Street, Carey Winston
1301 L Street, NW, Transwestern
1331 L Street, Boland Real Estate Services
1350 Connecticut Avenue, Barrueta & Associates
1401 K Street, NW, Carey Winston
1444 I Street, NW, Carey Winston
1627 K Street, NW, Carey Winston
1660 L Street, NW, The Cafritz Company
1725 K Street, NW, Carey Winston
1800 K Street, NW, Carey Winston
1800 N Kent Street, Woodmark Commercial Services
1901 L Street, NW, Woodmark Commercial Services
2000 Pennsylvania Avenue, Carey Winston
2021 L Street, Hickok Cole
2501 M Street, Carey Winston
3636 Pennsy Drive, Carey Winston
6400 Goldsboro Road, Rosenthal Shuler
8280 Wisconsin Avenue, Donohoe
8283 Greensboro Drive, The Evans Company
10210 Greenbelt Road, Minshall, Stewart, Shelby
Andrew Jackson Center, The Evans Company
The Barr Building, Carey Winston
Calverton Office Park, Carey Winston
Capital Office Park, CRC Commercial
The Car Barn, Barrueta & Associates
The Cato Building, Carey Winston
Colonial Place, Carey Winston
Dulles Business Park, The Evans Company
Fairfield Medical Center, NV Commercial
The Farragut Building, Argus Reality
Hunters Branch I & II, The Evans Company
Inns of Court, Sequoia
INOVA Fair Oaks Medical Campus, Donohoe
Jefferson Square, The Evans Company
Lake Point Business Park, The Evans Company
Metro Plex II, Landmark Associates
Old Line Center, Makielski Reed
One Fair Oaks, The Evans Company
Park Place, The Evans Company
The Pond, Tetra Partnership
The Randolf Building, Carey Winston
Red Run Corporate Office Park, Transwestern Carey Winston
Stafford Place, Ratcliff Cali
Stafford Place I, The Evans Company
Stafford Place II, The Evans Company
Stuart Park, The Evans Company
Tycon Court House, Carey Winston
Universal South, Cafritz Company
Washington Coliseum, William C. Smith & Co.
Woodland Park, The Evans Company

PLANNED URBAN DEVELOPMENT BRANDING/LOGO CAMPAIGNS

The Arts at 5th and I, Donohoe/Holland Development
Ashburn Farm, Equity Homes
The Collection, The Chevy Chase Land Company
Barrington, Stanley Martin Companies
Chevy Chase Pavilion, ING Real Estate
Dulles Town Center, Lerner
Hidden Valley, Kettler Brothers
King Farm, Penrose Group
Lee's Hill, The Hazel Family Partnership
Lowes Island, Equity Homes
Saybrooke, Alfandre
Sea Colony, Carl Freeman
Sequoia Village, Sequoia
Sully Station, Kettler & Scott
Virginia Run, Kettler & Scott
Whitley Park, Beacon Hill Joint Venture
Virginia Oaks, Equity Homes

HOME BUILDER BRANDING/LOGO CAMPAIGNS

Capital Sun
Charter Communities
Community Realty Company
Equity Homes
Fairfield Homes
Kettler & Scott
Equity Homes
Fairfield Homes
PC Homes
The Ray Sims Company
SG Yeonas & Sons, L.C.
Stanley Martin
Vista Group

REALTOR COMPANY BRANDING/LOGO CAMPAIGNS

Beasley Real Estate
Haney Real Estate

MULTI-FAMILY REAL ESTATE BRANDING/LOGO CAMPAIGNS

Barefoot Beach Club
Fillmore Garden Apartments, Elliott Burka
The Grosvenors, The Dubin Companies
Lake Arbor Towers, Kossow Development
Lloyds Apartments, Elliott Burka
The Nelson, The Mayhood Company
Park Place, The Mayhood Company
Parkside Bethesda, Brenneman Ryan
The Remmington, The Mayhood Company
The Richmond, The Mayhood Company
Summerwalk, The Ray Sims Company
Walden Commons Apartments, William C. Smith & Co.
Whitley Park, Beacon Hill Joint Venture
1010 Mass. Avenue, RCP Development Company

CLIENTS

HOME BUILDER COMMUNITY BRANDING CAMPAIGNS

Aerie of McLean, Driscoll Development
Alexandria Crossing, Park V Development
Ashburton, Equity Homes
Bayberry Seashore Residences, Christine Development
Brittany, Equity Homes
Clifton Farms, Clarion Builders
Cypress Point, Middleburg Communities
Dominion Ridge, Equity Homes
Edgewater, Stanley Martin Companies
English Oaks, Stanley Martin Companies
The Ray Sims Company
SG Yeonas & Sons
Stanley Martin
Vista Group
Aerie of McLean, Driscoll Development
Alexandria Crossing, Park V Development, Inc.
Ashburton, Equity Homes
Bayberry Seashore Residences, Christine Development
Brittany, Equity Homes
Clifton Farms, Clarion Builders, Inc.
Cypress Point, Middleburg Communities
Dominion Ridge, Equity Homes
Edgewater, Stanley Martin Companies
English Oaks, Stanley Martin Companies
Fallstone, Hollowstone Limited Partnership
Fox Meadow, Equity Homes
Grand Hamptons, Stanley Martin Companies

MULTI-FAMILY REAL ESTATE BRANDING CAMPAIGNS

Barefoot Beach Club
Fillmore Garden Apartments, Elliott Burka
The Grosvenors, The Dubin Companies
Lake Arbor Towers, Kossow Development
Lloyds Apartments, Elliott Burka
The Nelson, The Mayhood Company
Park Place, The Maywood Company
Parkside Bethesda, Brenneman Ryan
The Remmington, The Mayhood Company
The Richmond, The Mayhood Company
Summerwalk, The Ray Sims Company
Walden Commons Apartments, William C. Smith & Co., Inc.
Whitley Park, Beacon Hill Joint Venture
1010 Mass. Avenue, RCP Development Company

RESIDENTIAL COMMUNITIES

Aerie of McLean, Driscoll Development
Alexandria Crossing, Park V Development, Inc.
Ashburton, Equity Homes
Bayberry Seashore Residences, Christine Development
Brittany, Equity Homes
Clifton Farms, Clarion Builders, Inc.
Cypress Point, Middleburg Communities
Dominion Ridge, Equity Homes
Edgewater, Stanley Martin Companies
English Oaks, Stanley Martin Companies
Fallstone, Hollowstone Limited Partnership
Fox Meadow, Equity Homes
Grand Hamptons, Stanley Martin Companies
Great Falls Chase, Stanley Martin Companies
Greenhill Crossing, Equity Homes
King Farm, The Penrose Group
Kings Grant Stanley Martin Companies
Madrillon Estates Clarion Builders, Inc.
McNair Farms Equity Homes
Normandie Farms Vista Group
Park Ridge Stanley Martin Companies
Random Hills Equity Homes
The Regency Equity Homes
Solitaire Driscoll Development
South Riding Equity Homes
Sully Estates Kettler & Scott
Summerwood, PC Homes
The Summit, Kettler Brothers
Tysons Place, Stanley Martin Companies
Van Dorn Station, Equity Homes
Virginia Center, Stanley Martin Companies
Virginia Run Estates, Kettler & Scott
Wexford, Equity Homes
Whitley Park, Beacon Hill Joint Venture
Windy Hill, Driscoll Development

SPECIAL REAL ESTATE CAMPAIGNS

Decaro/Carey Winston, June 23, 1993,
Washington, DC, Real Estate Auction
Carey Winston, American General,
November 9, 1993, Sealed Bid
Decaro/Carey Winston, March 22, 1994,
Washington, DC, Real Estate Auction
Decaro/Cushman Wakefield, June 29, 1994,
Pennsylvania, New Jersey and Delaware Real Estate Auction
Carey Winston, September 27, 1994,
King Farm Foreclosure Auction
Cushman Wakefield/Federal Housing Administration,
July 29, 1996, National Sealed Bid Sale
Cushman Wakefield, Federal Housing Administration,
December 12, 1996, National Sealed Bid Sale
Cushman Wakefield, Federal Housing Administration,
July 8, 1997, National Sealed Bid Sale
Cushman Wakefield, Federal Housing Administration,
December 5, 2002, National Sealed Bid Sale
Cushman Wakefield, Federal Housing Administration,
July 30, 2002, National Sealed Bid Sale
Cushman Wakefield, US Small Business Administration,
August 1, 2000, Loan Sale
Cushman Wakefield, US Small Business Administration,
August 6, 2002, Loan Sale

GOVERNMENT REAL ESTATE BRANDING CAMPAIGNS

Bringing Baseball Back to Washington,
Washington DC Marketing Center
Existing Washington, DC Convention Center
Site Redevelopment
Government Services Administration
McKinley Technology Campus