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**A Certified Business Enterprise (CBE)**  
**CBE #: LSDRE26167062024**  
**SAM.gov CAGE Code: 7LCR4**  
**A Limited Liability Company (LLC)**



## 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-Profits.**

### 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, Digital, Apps
- Public Service Announcements
- Promotion
- Outreach Services
- 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

### MEDIA BUYING

- TV, Radio, Print, Digital, Apps
- Outdoor/ Billboards
- Mixed Media

### EVENT PLANNING

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

## CLIENTS





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



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



- Strategic Marketing Plan
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Media Buying
- Public Relations
- Investor Presentations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Strategic Marketing Plan
- Media Buying
- Public Relations



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



**ParkMobile**

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks



- Development of strategic actionable plans to insure initiatives and "Best in Class" operations.



- Strategic Marketing Plan
- Media Event Planning
- Logo/Branding Campaign
- Public Relations



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



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



- Strategic Marketing Plan
- Logo/Branding Campaign



- Strategic Marketing Plan
- Logo/Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Event Planning



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



- Strategic Marketing Plan
- Print Advertisements
- Exhibit Design



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



- Strategic Marketing Plan
- Media Buying



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Media Buying
- Public Relations

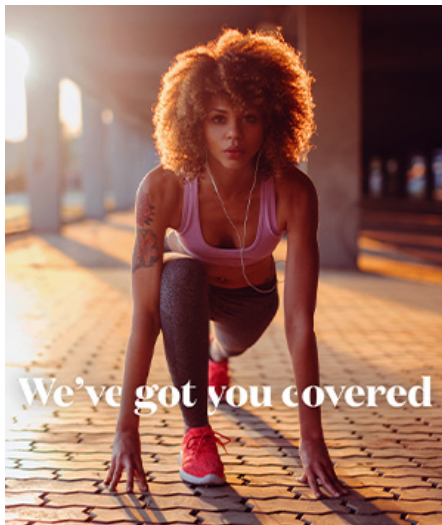
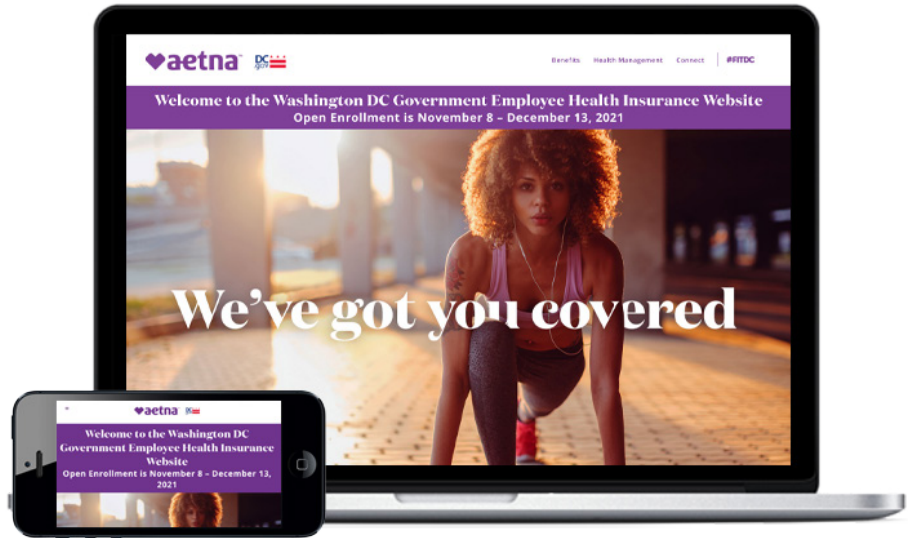
## CASE STUDY

### AETNA

www.AetnaDCgov.com

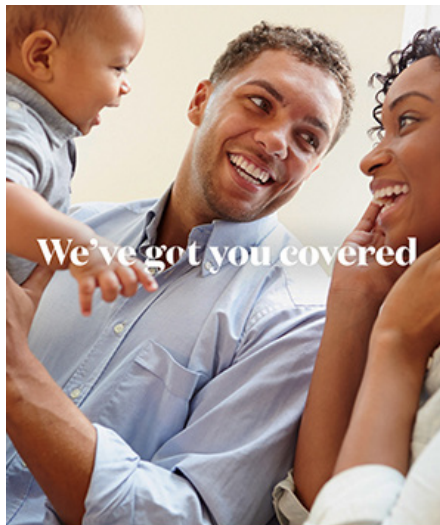
- **Strategic Marketing Plan**
- **Market/Competitor Research**
- **Website Design/Development**
- **Advertising Campaign**
- **Media Buying**

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!



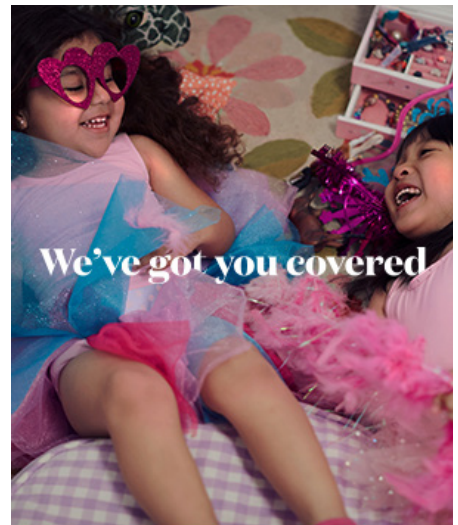
**aetna**<sup>®</sup>  
AetnaDCgov.com

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2017510



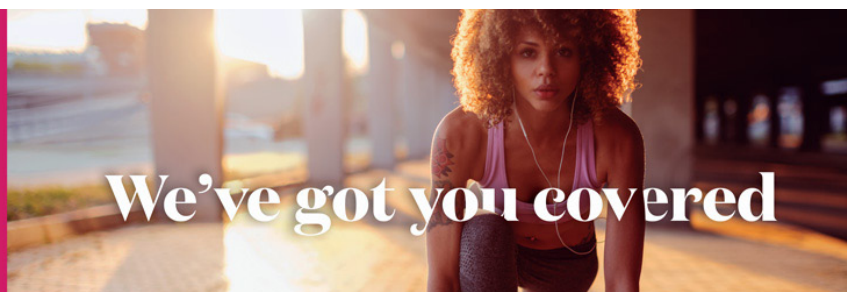
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## PARKMOBILE

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks





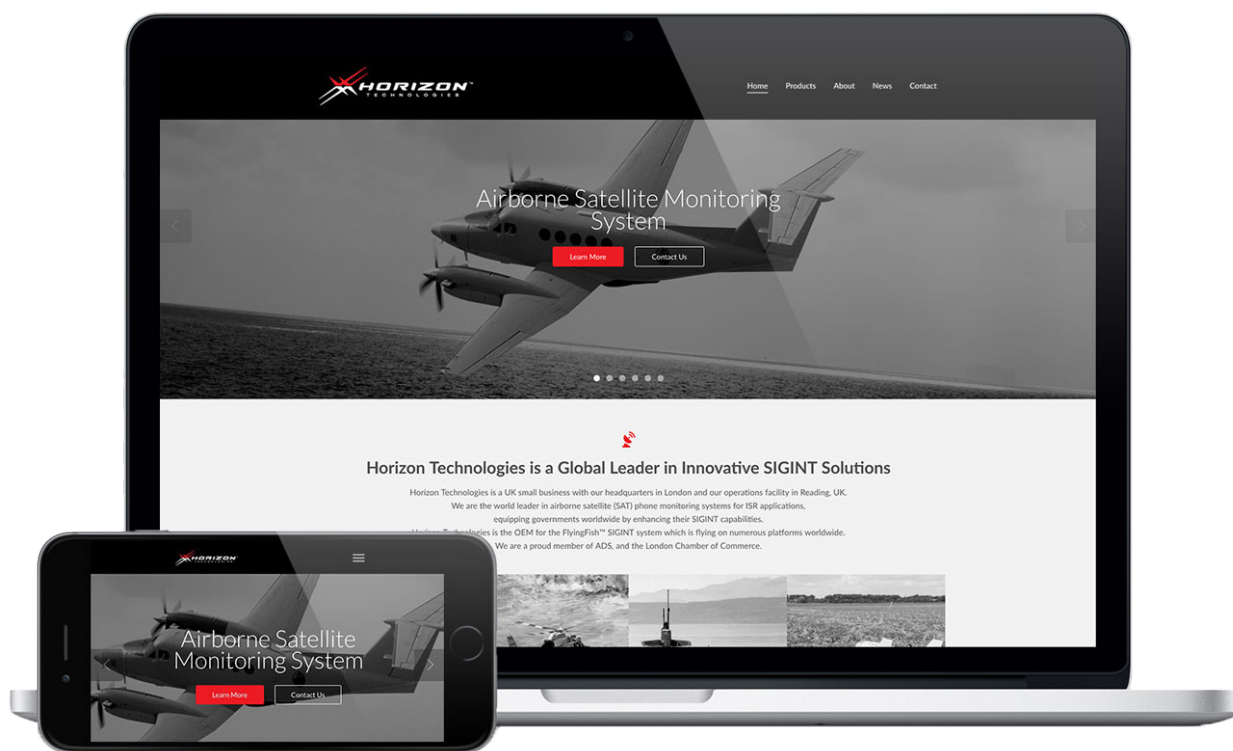
## CASE STUDY

### 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.



## CASE STUDY

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### HORIZON TECHNOLOGIES

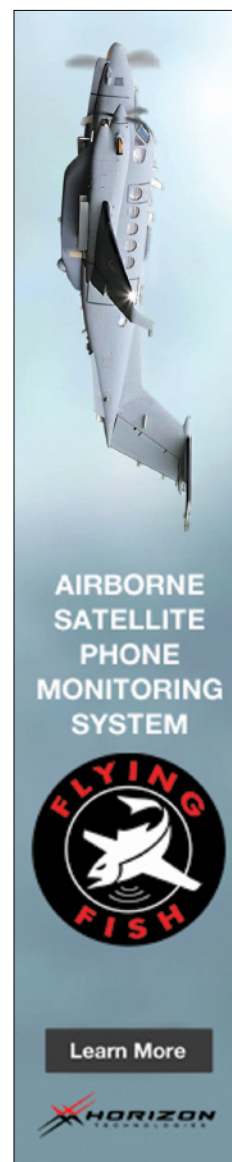
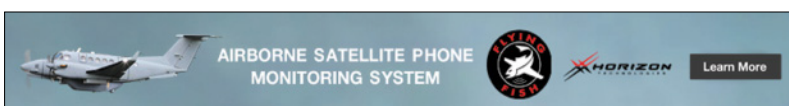
- FlyingFish™ Logo
- Advertisement/Brochure



## CASE STUDY

### HORIZON TECHNOLOGIES

- Online Ads



#### Satellite Interception

Detect & Intercept Terminal/Call Activity. Contact Us To Learn More!  
[HorizonTechnologies.eu/Interception](http://HorizonTechnologies.eu/Interception)

#### Intercept Satellite

Monitor Satellite Phone Networks To Circumvent Crime. Learn More!  
[HorizonTechnologies.eu/Interception](http://HorizonTechnologies.eu/Interception)



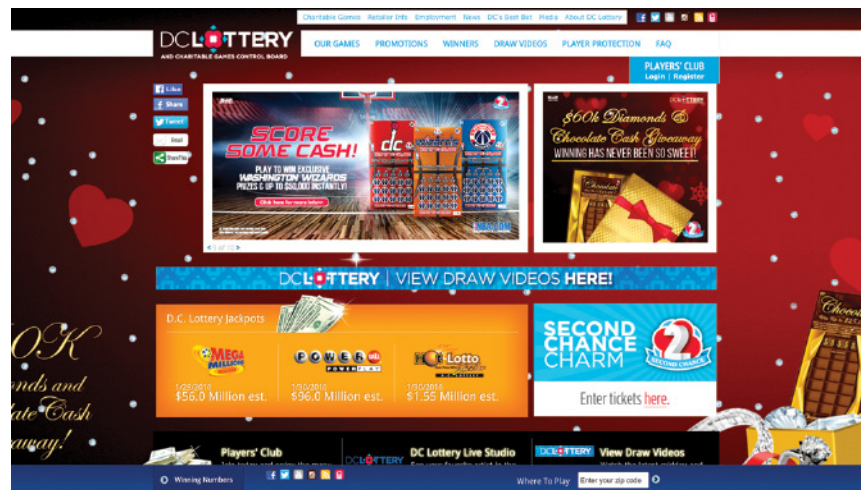
## CASE STUDY

### DC LOTTERY

The Ad Agency was hired to provide services that delivered actionable plans to assist the Office of the Chief Financial Officer with its strategic initiative to 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 Staffing.
- Internal and External Communications.
- Integrity and Security.
- Maximizing Efficiency.
- 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

**THE FAIRFAX GREEN ENERGY PARK  
WILL REDUCE GREENHOUSE GAS EMISSIONS  
BY 3.6 MILLION TONS.**



**TAKE ACTION! Before It's Too Late!**

**Go to [www.FairfaxGreenEnergy.com/take-action/](http://www.FairfaxGreenEnergy.com/take-action/)  
Ask the Board of Supervisors to support the Green Energy Park**

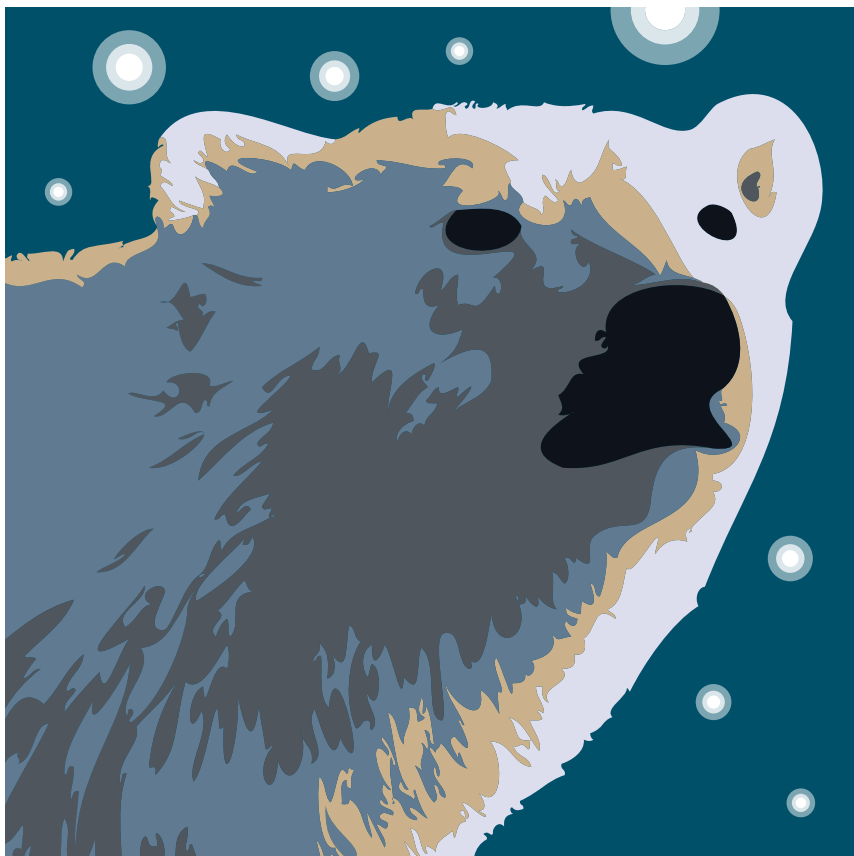


## CASE STUDY

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### POLAR BEAR AIR CONDITIONING & HEATING

- Logo / Brand Design
- Truck Design



# POLAR BEAR

## AIR CONDITIONING & HEATING



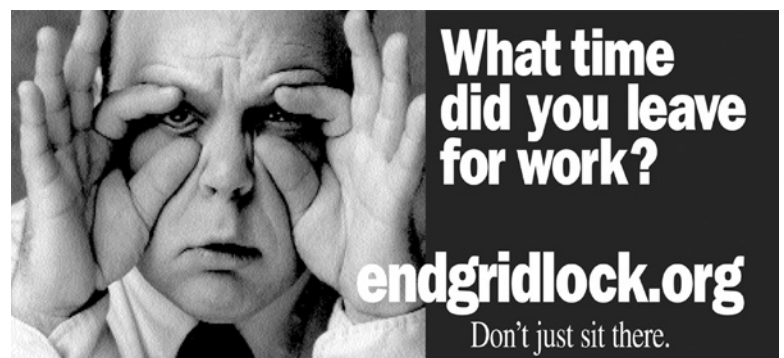


## GREATER WASHINGTON BOARD OF TRADE

- 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.



## CASE STUDY

### 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 results 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.

## YOUR MOTHER CALLED. SHE WANTS YOU TO GRASSCYCLE.

Once we thought Mother Nature needed lots of help to give a beautiful lawn, but today new science tells us that nature really does it all on its own. Now there's a new way to keep your lawn green and healthy. It's called grasscycling.

**Free falling clippings mean free food.**

Leaving clippings on the lawn is the best way to keep your lawn healthy. Grasscycling is the process of leaving clippings on the lawn so they can break down and become food for the grass. This means you can save money on fertilizer and water.

**Mow often, mow high.**

The best way to keep your lawn healthy is to mow it often and keep the grass high. This means you can save money on fertilizer and water.

**Water seldom, water deep.**

Watering your lawn often and shallowly is not the best way to keep it healthy. Watering it less often and deeply is the best way to keep it healthy.

**Relax. Don't fertilize in spring and summer.**

Fertilizing your lawn in spring and summer is not the best way to keep it healthy. Fertilizing it in the fall is the best way to keep it healthy.

**Fewer chemicals mean more of nature's tillers.**

Using chemicals on your lawn is not the best way to keep it healthy. Using natural products is the best way to keep it healthy.

Remember Mother's call and get a free Grasscycling kit. 202-261-2770

**GRASSCYCLE**

## COMPOSTING IS EASY. JUST ASK YOUR MOTHER.

Composting is a Mother Nature's way to recycle. Every year the grasscycling program saves over 100,000 pounds of yard waste from the landfill. That's how easy it is to make, changing the way you think about yard waste. Why not try it now? You can make all the compost you need for your garden.

**Make a pile, use a bin.**

Any type of yard waste will do in a pile or bin. Make a pile or use a bin to keep your compost. For quick composting, use a bin. For slow composting, use a pile. Both are easy to make and use.

**Leaves are basic, but why stop there?**

Leaves are the most common material used in composting. But you can also use grass, weeds, and other yard waste. Just make sure you don't use anything with pesticides or herbicides.

**Add water as you go.**

Moisture is important for composting. Add water as you go to keep the pile moist. You can use a hose or a watering can.

**Some things you shouldn't do.**

Don't add meat, dairy, or oil to your compost. Don't add anything that has been treated with pesticides or herbicides. Don't add anything that is too wet or too dry.

**Compost deserves a good turn.**

Turn your compost pile every 2-3 weeks. This helps the compost break down faster and keeps it from getting too hot or too cold.

**Mulch adds about compost.**

Using compost as mulch is a great way to keep your garden healthy. It helps retain moisture and keeps weeds out.

**COMPOSTING**

Call 202-261-2770 for a free Composting Kit.

## CASE STUDY

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### 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."





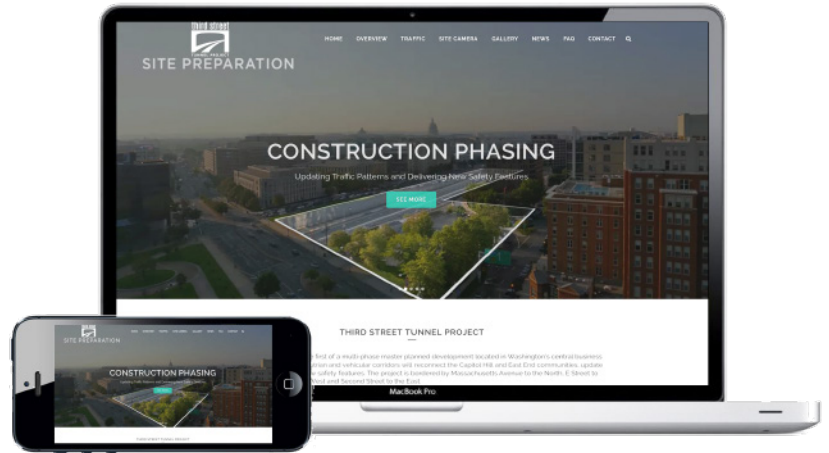
## CASE STUDY

### 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.



## CASE STUDY

### 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.

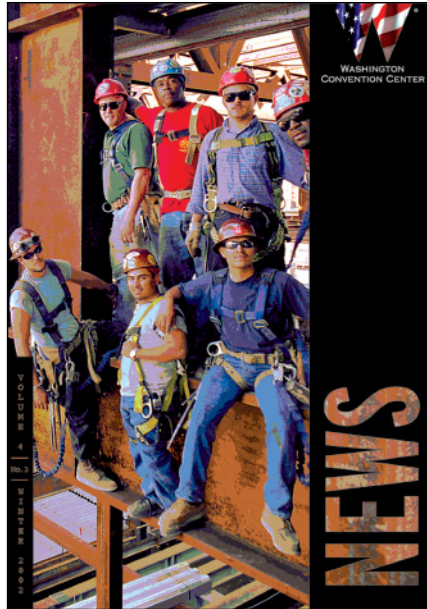
The new identity challenge was to enhance the WCC brand with a new logo that would capture and reinforce Washington, DC as America's city, while establishing a fresh new image that was a major departure from the image of the older facility. The new WCC logo was unanimously approved and successfully captured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

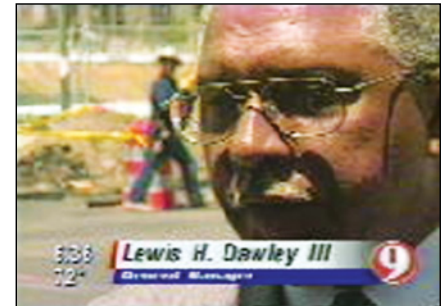


### WASHINGTON CONVENTION CENTER



Included in the campaign were many construction milestone media events, such as the ground breaking, 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 CONVENTION CENTER

**WASHINGTON CONVENTION CENTER**

**SAFETY**

**THE BIG STEEL WRAP UP SHOWS WASHINGTON'S METTLE**

**VOLUME 4**  
**NO. 3**  
**WINTER 2000**



**T**hey make unlikely looking teams. But James D. Williams Jr. and John J. Williams are indeed some 800 construction workers who are building the steel framework of the new Washington Convention Center were pleased to link ever so loosely in their neighborhood and the children called this Big Steel King's Cup.



**THE BIG STEEL WRAP UP**

10-24-01

It's small talk, the simplicity of the structural steel restraints more than an art to me place of construction. The largest subcontinent of this cold and underlining, the first word in the power to realize or break the project's ultimate reason, locating the necessary means to achieve change, even that, asserting the best talent, drawing the necessary funds, and creating in an schedule is a core worth of the steel industry.

Card, Givens, and De Cenzo, Co-Editors, *Steelwrap*, Brazil, Carol Schwartz, United Orange and Jack Evans.

Taking a turn at the time, Erik Finkert of Clark-Schoett underlines the word of grace for the final working class.

Staff and board members of the AGA applied with all, the organizations of all, together they have helped bring on AGA new hours from the United area.

In the wake of September 11, the scheduling of World War II veterans seemed more important than ever. America's Convention Center faces the task of scheduling thousands of veterans and their families to thousands of veterans, with the promise of 17,000 tourism-related jobs in the future. And the reputation of the 1991 challenge in economic policy for the Washington region. A bond that will go far in building the Washington region.

No wonder pride fills the room hereafter, then the DC local cheer when their union is mentioned over the PA. Their sense of ownership and purpose is apparent, as they clearly understand the structure's significance. It is a symbol of hope, strength and opportunity for each source of pride for the surrounding community, and with this conviction, the construction

**THE  
BIG  
STEEL  
WRAP  
UP**  
10-24-01

As a result of this project, many otherwise-unemployed workers will have skills to bank on for a lifetime. Much to be proud of, all in all.

Washington, DC Mayor Anthony Williams makes this very point as he takes the podium. "Before September 11, this project was something to be proud of. Today, it is at least a hundred times more true." Other elected officials are on hand to show support, including Congresswoman Eleanor Norton Holmes, and DC City Council Members Harold Brant, Carol Schwartz, Vincent Orange, and Jack Evans.

Taking a turn at the mic, Pete Foster of Clark/Schoot Construction shares words of praise for the hard-working crew.

Staff and board members of the WCCA applaud with heartfelt enthusiasm. After all, together they have helped bring on 541 new hires from the District alone.

As a result of this project, many otherwise-unemployed workers will have skills to bank on for a lifetime. Much to be proud of, all in all.



Viewing their handiwork, Horner confesses to Williams and later to Charles. He is addressed by each of them, thus:

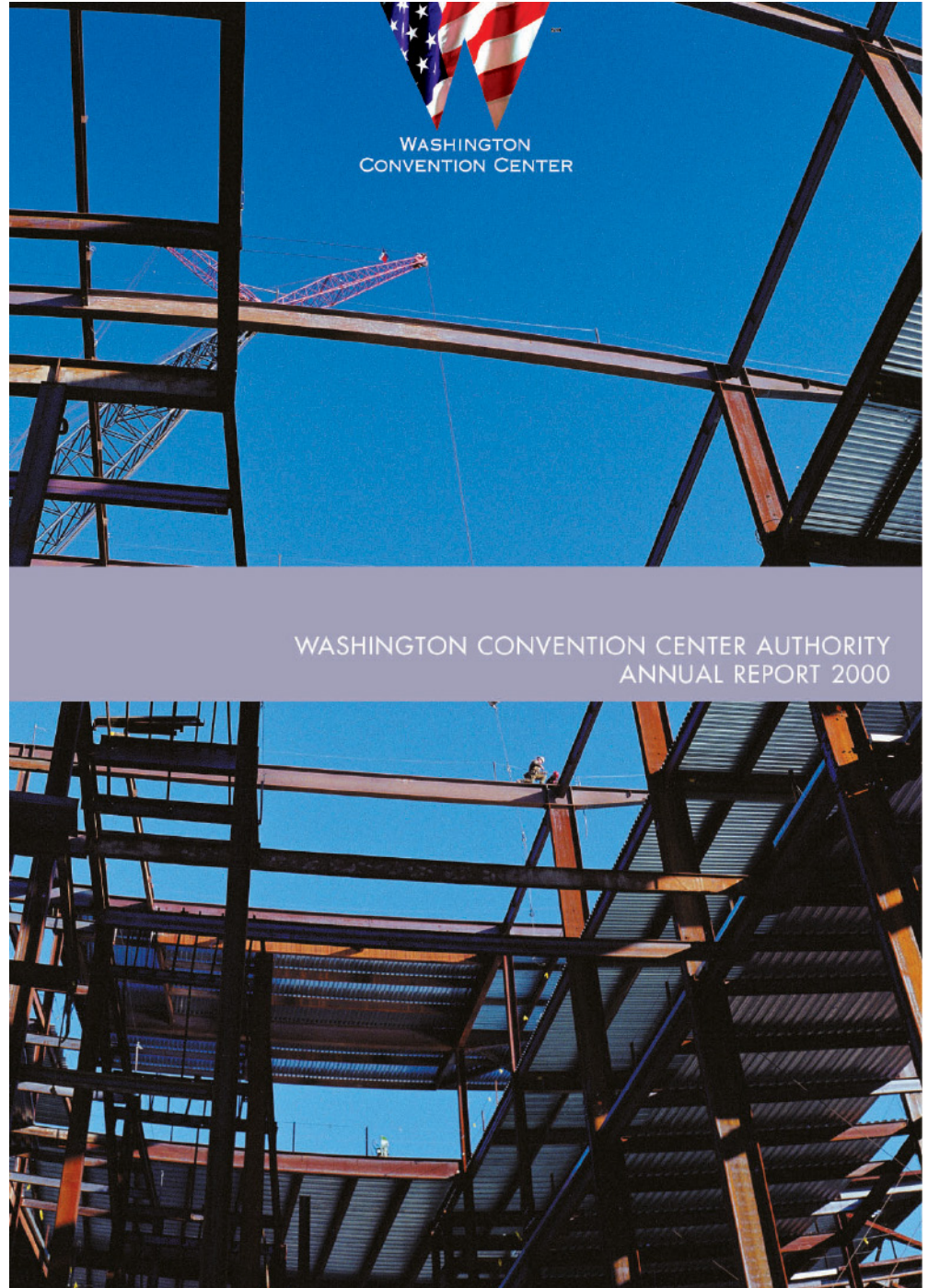


## CASE STUDY

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### THE WASHINGTON CONVENTION CENTER

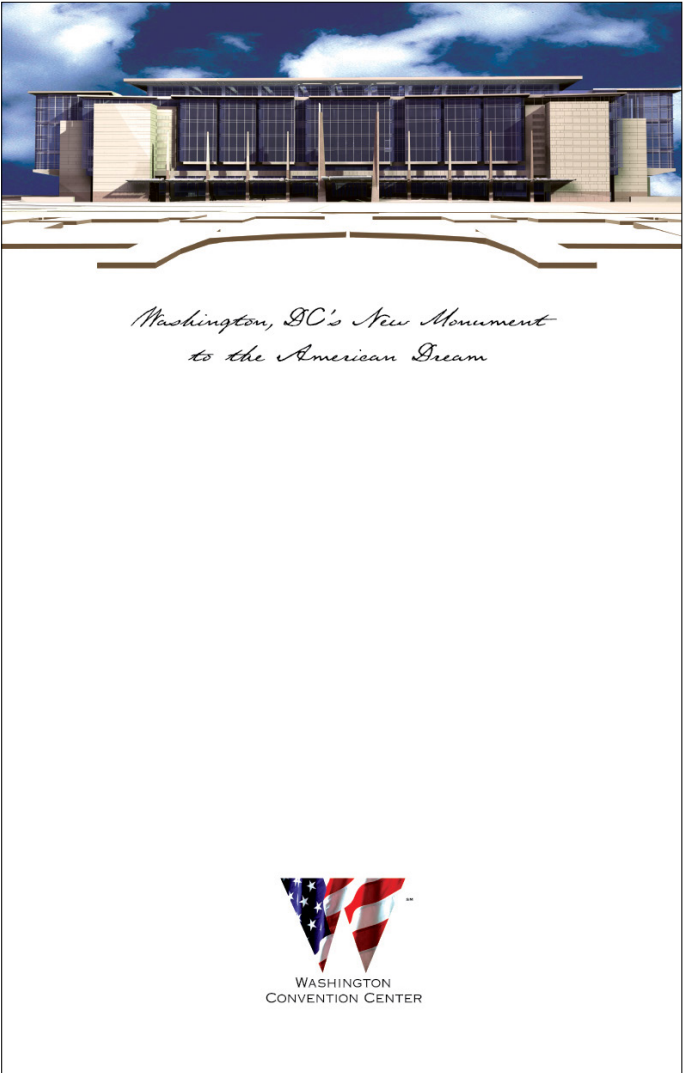
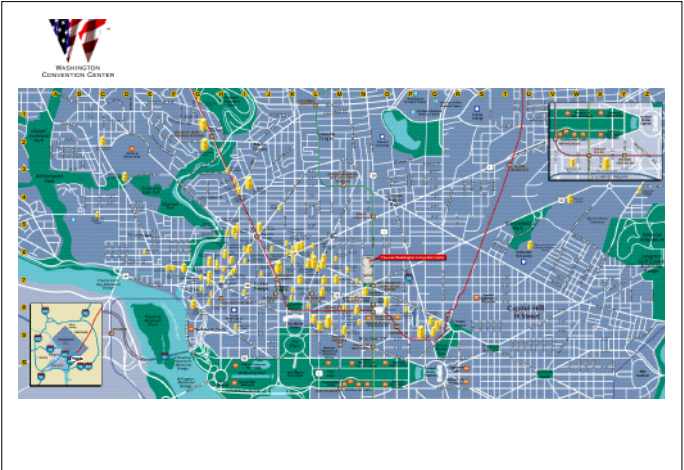
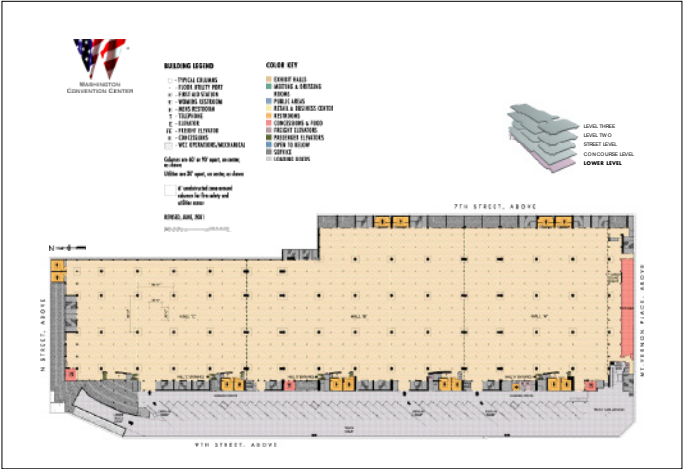
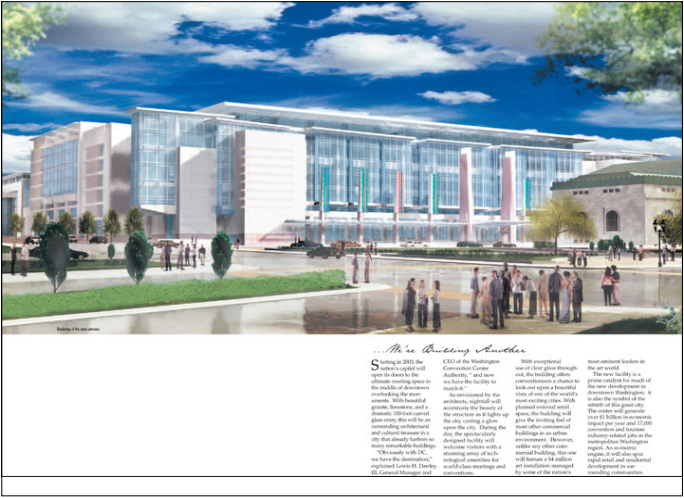
- Annual Report



# CASE STUDY

## THE WASHINGTON CONVENTION CENTER

### • Marketing Brochure



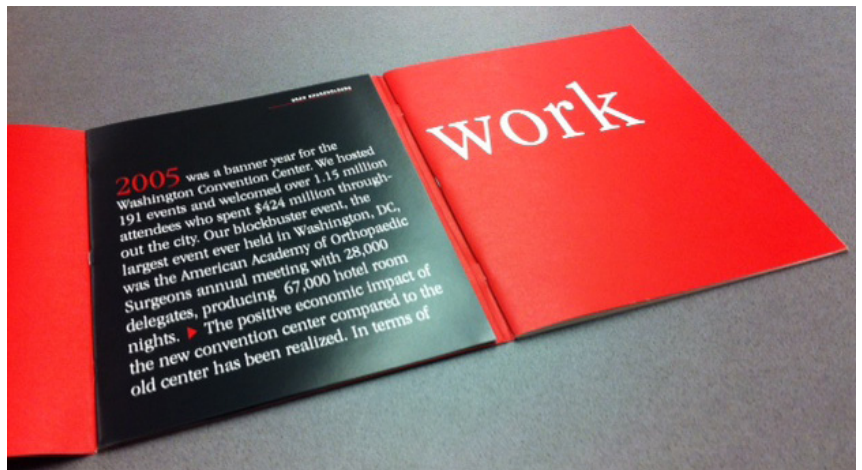


## CASE STUDY

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### THE WASHINGTON CONVENTION CENTER

- Annual Report





## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

- Annual Report



# CASE STUDY

## THE WASHINGTON CONVENTION CENTER

- Annual Report



	2005	2004
<b>Operating Revenues</b>		
Room Revenues	\$ 1,100	\$ 1,000
Food and Beverage	1,100	1,000
Other Operating Revenues	1,100	1,000
<b>Operating Expenses</b>		
Salaries and Wages	(1,100)	(1,000)
Food and Beverage	(1,100)	(1,000)
Other Operating Expenses	(1,100)	(1,000)
<b>Operating Income</b>		
Operating Income	\$ 1,100	\$ 1,000
Other Income	1,100	1,000
<b>Net Operating Income</b>		
Net Operating Income	\$ 2,200	\$ 2,000
Other Income	1,100	1,000
<b>Net Income</b>		
Net Income	\$ 3,300	\$ 3,000
Other Income	1,100	1,000
<b>Net Assets, Beginning of Year, Restated</b>		
Net Assets, Beginning of Year, Restated	\$ 1,100	\$ 1,000
Net Assets, End of Year	\$ 4,400	\$ 4,000





## CASE STUDY

### BLACK & INDIAN MISSION OFFICE

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

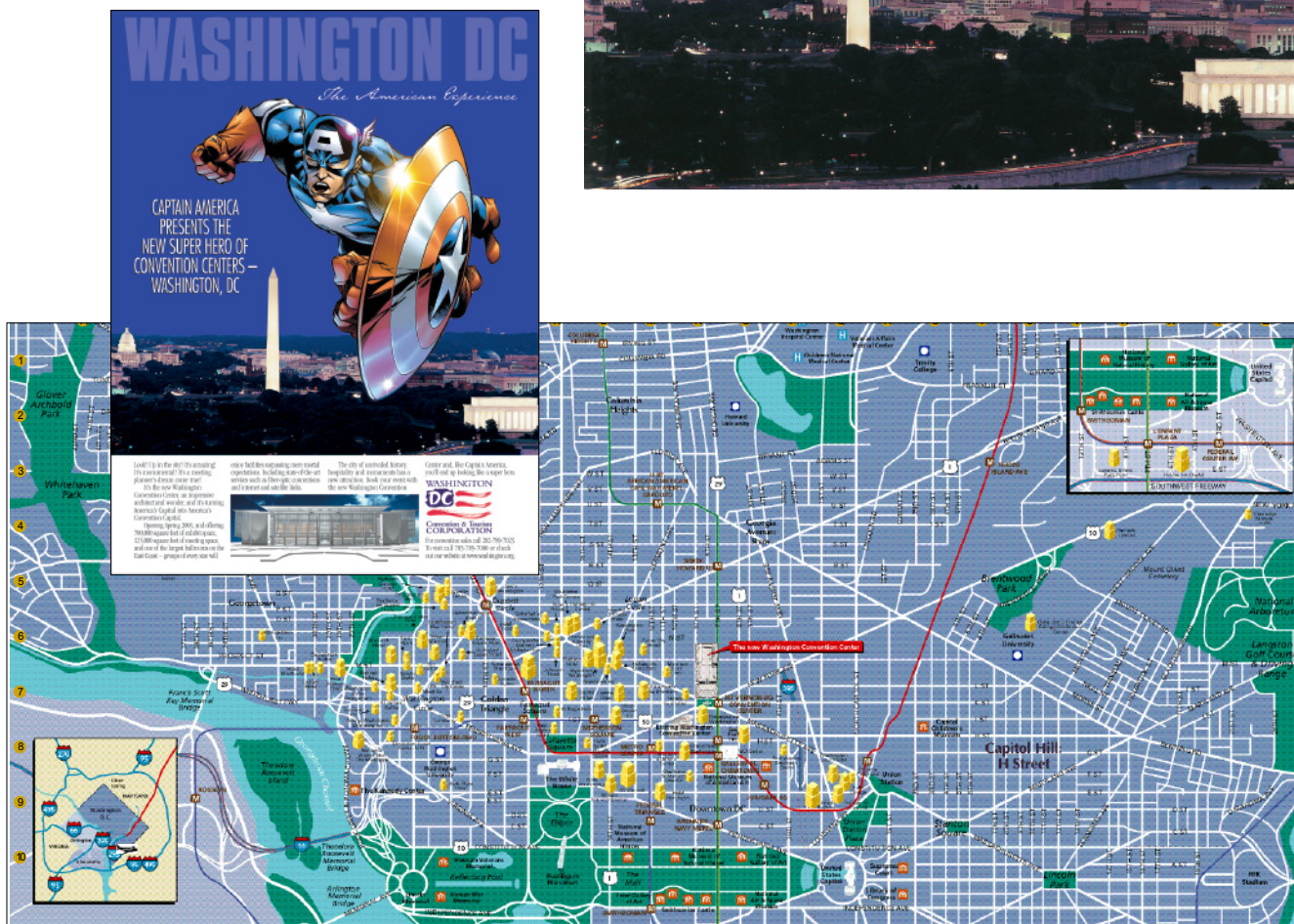
The AD Agency redesigned the Black and Indian Mission Office (BIMO) website, developed their new brand identity and developed the grant application process and database management systems. The new website gives viewers a more engaging and interactive user experience with improved search and navigation.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





**WASHINGTON DC  
CONVENTION & TOURISM  
CORPORATION / DESTINATION DC**

- 



## DOWNTOWN DC BUSINESS IMPROVEMENT DISTRICT

- Strategic Marketing Campaign
- Media Event Planning
- Logo / Branding Campaign
- Public Relations
- Print Ads, Brochures, Video, Direct Mail, & 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.









## CASE STUDY

### OFFICE OF PLANNING & ECONOMIC DEVELOPMENT District of Columbia

- Print Ads
- Campaigns



## CASE STUDY

### THE FRED THOMPSON SHOW

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





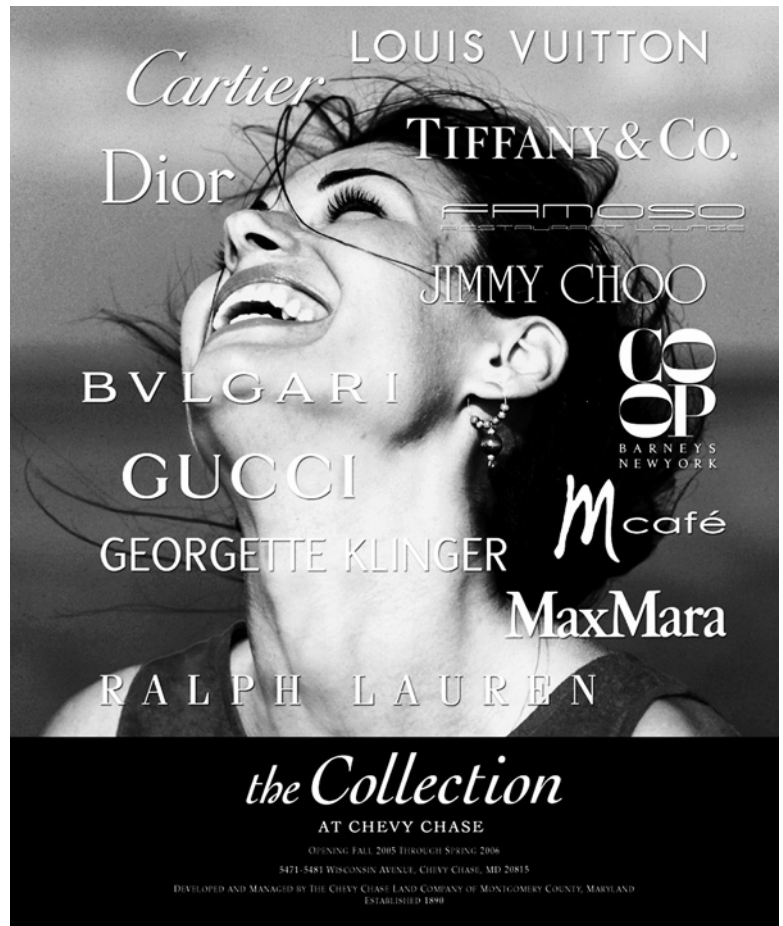
## CASE STUDY

### 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.

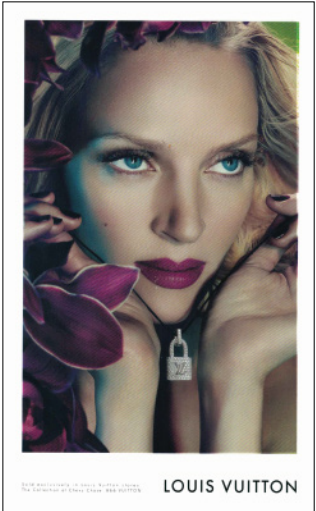
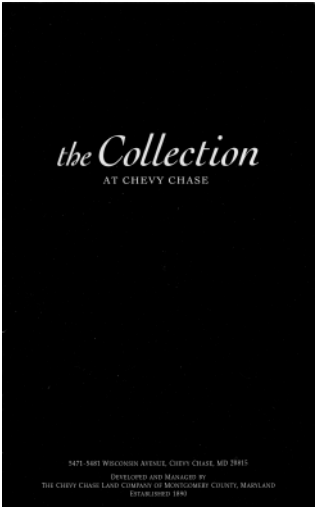




CASE STUDY

THE CHEVY CHASE  
LAND COMPANY

The Collection at Chevy Chase

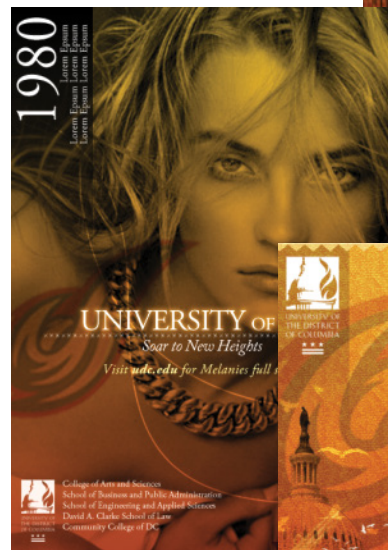
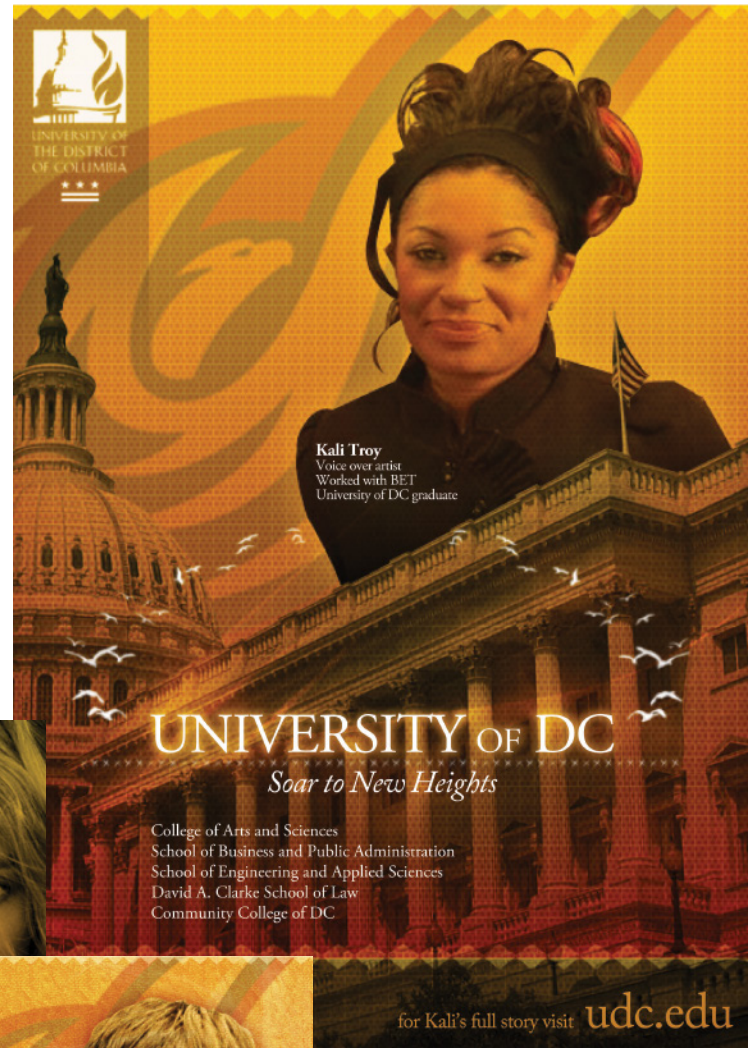


## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA

- Market / Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Brand Identity

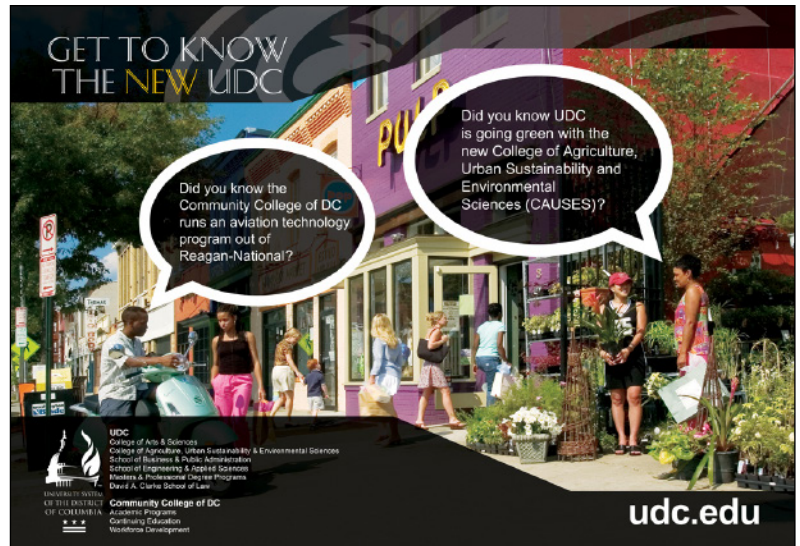
The University of the District of Columbia (UDC) launched the most aggressive effort in the history of the university to promote itself. The series of print, transit, broadcast and online ads was designed to highlight the substantial changes taking place at UDC, as well as improve the school's image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





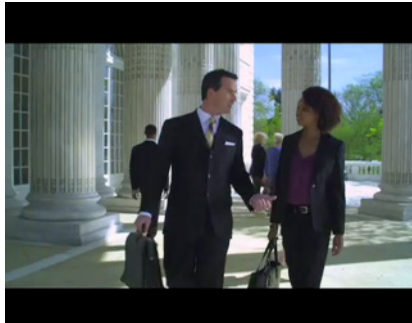
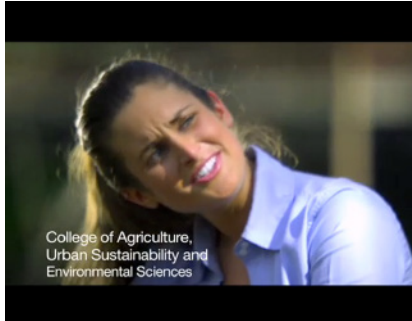
## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA





## CASE STUDY



### **"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 offers an aviation technology program at Regan National?"

(Cut to Dr. Sessoms exterior shot)

Sessoms: "Get to know the new U-D-C"

(Cut to firebird background and School logo.)

Super: [udc.edu](http://udc.edu)

## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA



Metro Transit Ad



Metro Transit Ad



MetroBus Ad

## CASE STUDY

### BEASLEY REAL ESTATE

www.Beasleyre.com

- Website & App





## CASE STUDY

### FLETCHER, HEALD & HILDRETH

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

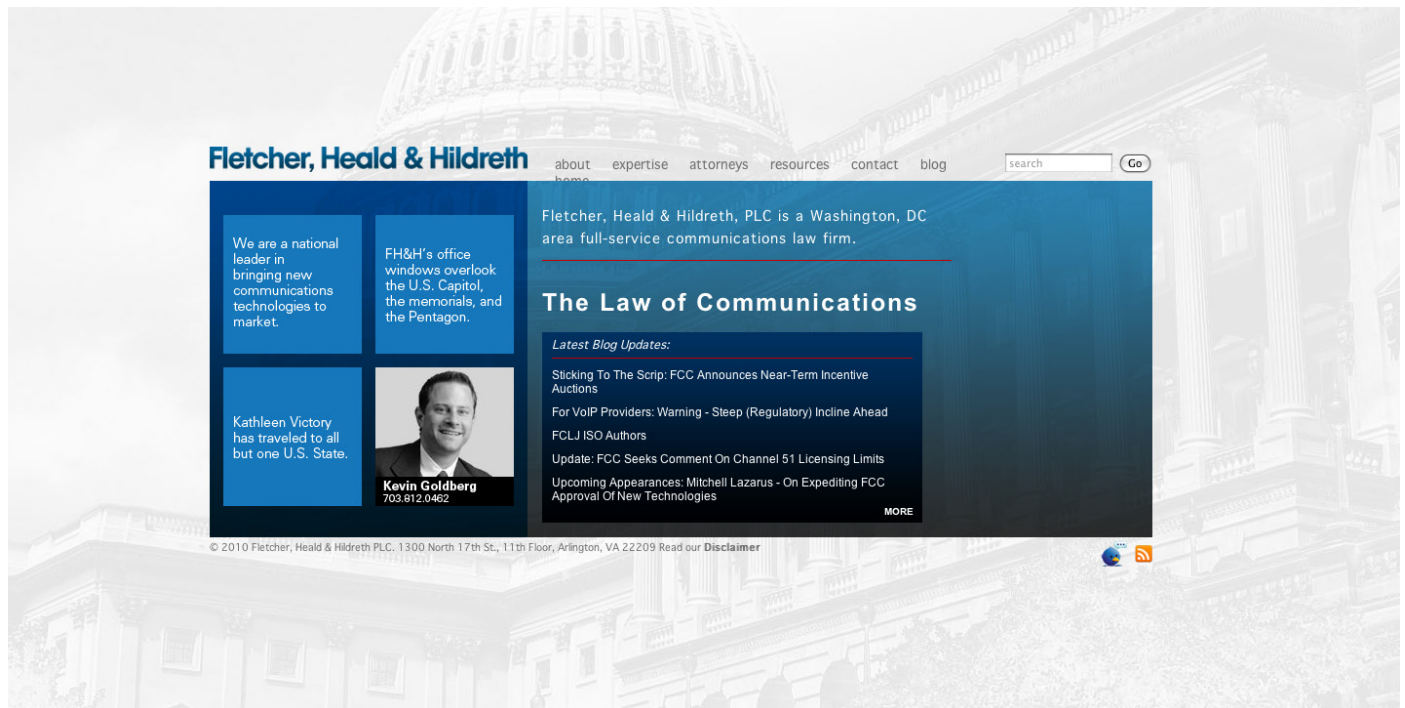
The AD Agency was hired to design and produce the new Fletcher, Heald & Hildreth logo, brand and website. The new site is slick, attractive, easy to navigate, informative, and all the good things that a law firm website should be. It introduces Fletcher, Heald & Hildreth, and lets you know who they are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

# November

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

**He's Coming, Nov. 26th**  
 From 10:00 a.m. to 12:00 p.m., Santa Claus will be in the store, and he'll be giving out candy canes to all the kids who come in to see him. Don't miss it!

**Loudoun County Salvation Army Kettle Kick-Off for 1999**  
 Saturday, Nov. 26th, 1:00 p.m.  
 Back at the Loudoun County Courthouse, the Loudoun County Salvation Army will be holding its annual Kettle Kick-Off. The Loudoun County Salvation Army will be selling Christmas gifts and food. The Loudoun County Salvation Army will be holding its annual Kettle Kick-Off. The Loudoun County Salvation Army will be holding its annual Kettle Kick-Off.

**Holiday Entertainment**  
 In the heart of the holiday season, the Loudoun County Courthouse will be holding its annual Holiday Entertainment. The Loudoun County Courthouse will be holding its annual Holiday Entertainment. The Loudoun County Courthouse will be holding its annual Holiday Entertainment.

**Brunch With Santa**  
 Sunday, Dec. 5th, 10:00 a.m. to 12:00 p.m.  
 Join us for a special brunch with Santa Claus. The Loudoun County Courthouse will be holding its annual Brunch With Santa. The Loudoun County Courthouse will be holding its annual Brunch With Santa. The Loudoun County Courthouse will be holding its annual Brunch With Santa.

**DTC Gift Certificates**  
 The Loudoun County Courthouse will be holding its annual DTC Gift Certificates. The Loudoun County Courthouse will be holding its annual DTC Gift Certificates. The Loudoun County Courthouse will be holding its annual DTC Gift Certificates.

**Join Up, You Deserve It.**  
 The Loudoun County Courthouse will be holding its annual Join Up, You Deserve It. The Loudoun County Courthouse will be holding its annual Join Up, You Deserve It. The Loudoun County Courthouse will be holding its annual Join Up, You Deserve It.

**Holiday Specials**  
 The Loudoun County Courthouse will be holding its annual Holiday Specials. The Loudoun County Courthouse will be holding its annual Holiday Specials. The Loudoun County Courthouse will be holding its annual Holiday Specials.

**Get All Wrapped Up**  
 The Loudoun County Courthouse will be holding its annual Get All Wrapped Up. The Loudoun County Courthouse will be holding its annual Get All Wrapped Up. The Loudoun County Courthouse will be holding its annual Get All Wrapped Up.

**Live Broadcast**  
 The Loudoun County Courthouse will be holding its annual Live Broadcast. The Loudoun County Courthouse will be holding its annual Live Broadcast. The Loudoun County Courthouse will be holding its annual Live Broadcast.

## Dulles Town Center

West of all that Congestion

# OFFICIALLY, SHOPPING JUST GOT EASIER.

Turn west and experience something new. Less traffic congestion. It all leads you to our brand new super regional mall... Dulles Town Center. Suddenly, shopping is easy again. This beautiful setting is designed to make your shopping experience comfortable, easy and enjoyable. Park in close with acres of prime spots.

Once inside, you'll find a sun filled, airy shopping environment that leads you from one interesting shop to another. 130 impressive stores eager to please. You'll explore Hecht's, Lord & Taylor, JCPenney, Sears, The Eatery, US Airways Playstrip and much more. We're easier to find. Easier to shop. Easier to enjoy. All at the new Dulles Town Center. It's just easier.


## Dulles Town Center

It's just easier.

Hecht's, Lord & Taylor, JCPenney, Sears, The Eatery, US Airways Playstrip and 130 other fine stores.

From I-495: (Capital Beltway) take Route 267 (Dulles Toll Road) West to Route 28, North to Dulles Center Boulevard.  
 Or from I-495: (Capital Beltway) take Route 7 West, left onto City Center Boulevard. From I-66 or Route 50: Take Route 28 North to Dulles Center Boulevard.  
 From DC: I-66 West to Route 267 (Dulles Toll Road) to Route 28, North to Dulles Center Boulevard.

# We're just West of all that Congestion.



Turn west and experience something new. Less traffic congestion. It all leads you to our brand new super regional mall... Dulles Town Center. Suddenly, shopping is easy again. This beautiful setting is designed to make your shopping experience comfortable, easy and enjoyable. Park in close with acres of prime spots.



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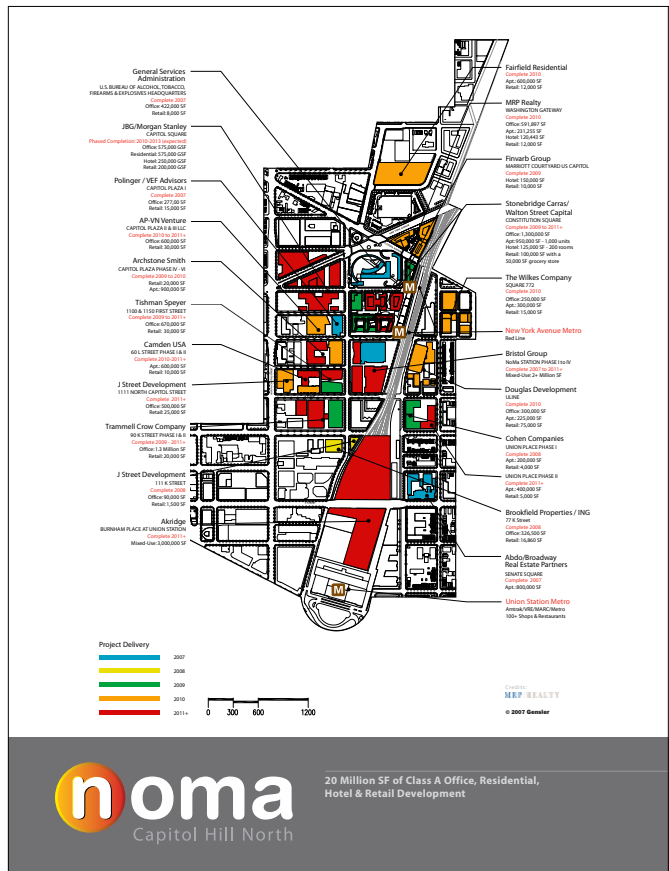
## NOMA BUSINESS IMPROVEMENT DISTRICT

- 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 create 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.



### **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.





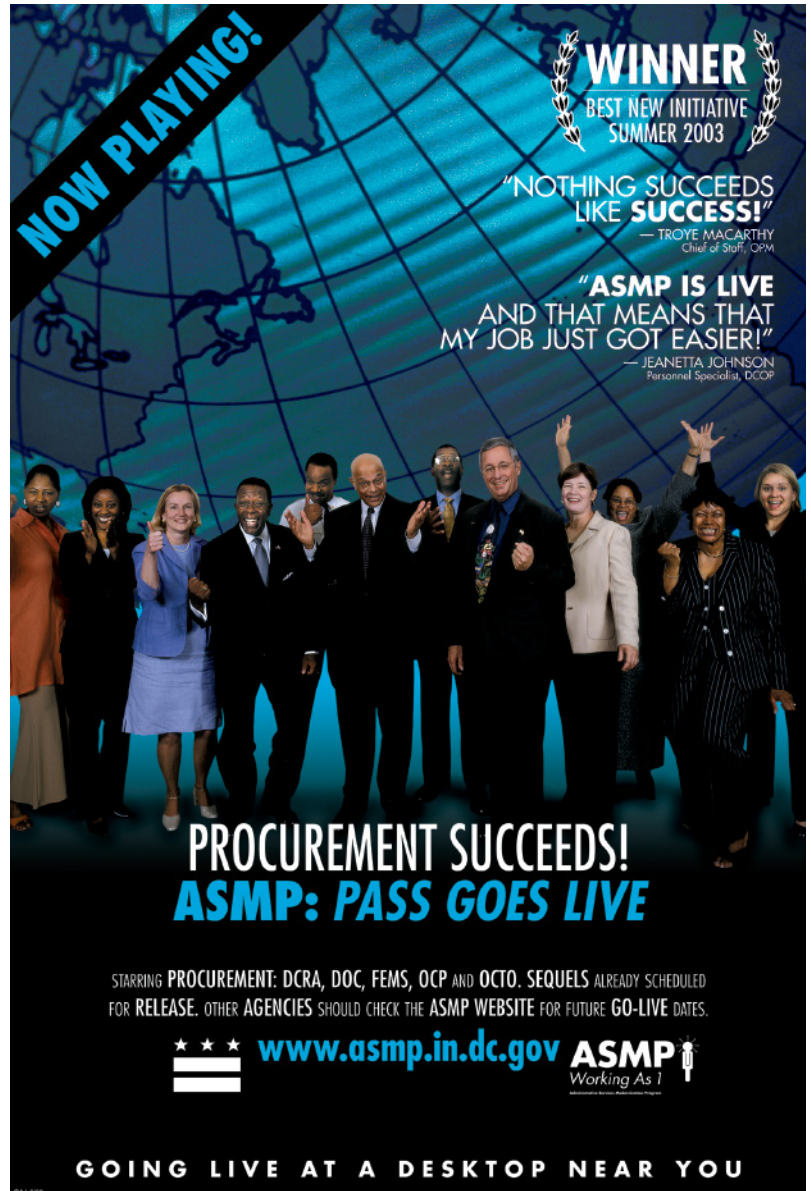
## GOVERNMENT OF THE DISTRICT OF COLUMBIA

### Administrative Services Modernization Program (ASMP)

- Strategic Marketing Plan
- Website Design / Development
- Logo / Branding Campaign
- Public Relations
- Brochure & 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 crossagency 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.

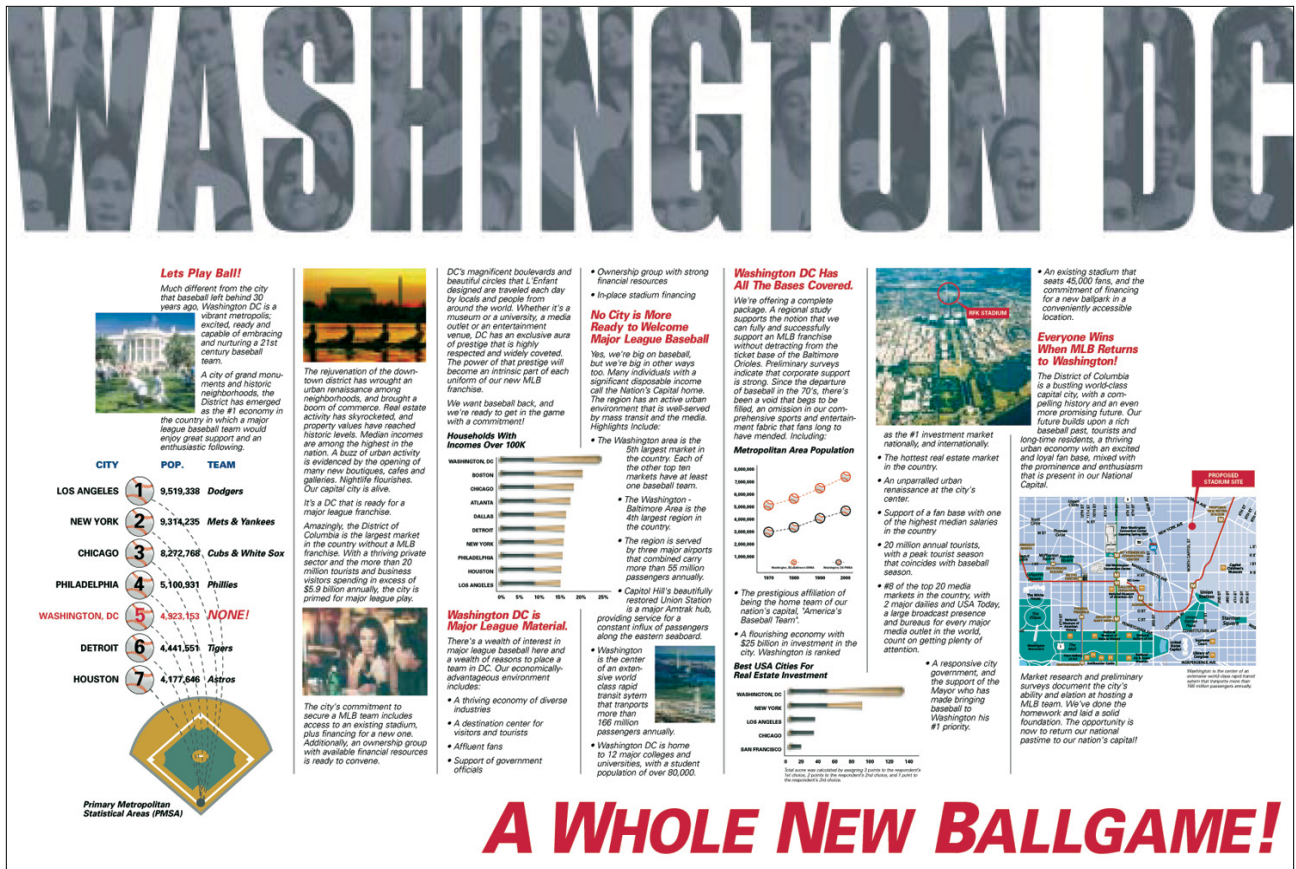


# CASE STUDY

## 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.



# A WHOLE NEW BALLGAME!



# CASE STUDY

## DC OFFICE OF PLANNING

- Manual

The AD Agency was hired by the DC Office of Planning to design the 2009 Public Realm Design Manual.



### INTRODUCTION

#### 1.1 THE IMPORTANCE OF PUBLIC SPACE

Washington, DC, has a long history of using public space to define its image. Beginning with the L'Enfant Plan, this image was characterized by wide streets with long views toward prominent buildings or open spaces. In 1870, Congress passed the "Parking Act" and designated part of the right-of-way immediately next to private property as park areas to be maintained by the adjacent property owner. This area was to be landscaped and is still referred to as "parking." The following year, Congress passed the "Projection Act" that allowed bay windows, corner towers, and porches to project into public space.



Public space is a defining characteristic of the District and has long been toward prominent buildings. During the late 19th and early 20th century, the District continued to develop public space regulations to protect long vistas along District streets, encouraged architectural variety, and required landscaped areas that create a "parkway" character. Today these regulations cover everything from the width of travel lanes to sidewalk callouts.

Public space is a broad term that includes that area within the street right-of-way and can take on many different appearances. Typically thought of as the publicly owned area between private



Canopy streets and boulevards are lined with landscaping and street trees that create long, wide, tree-lined parks and open space.

## CASE STUDY

### SECOND GENESIS FOUNDATION

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

Second Genesis Foundation, a nonprofit 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.





## CASE STUDY

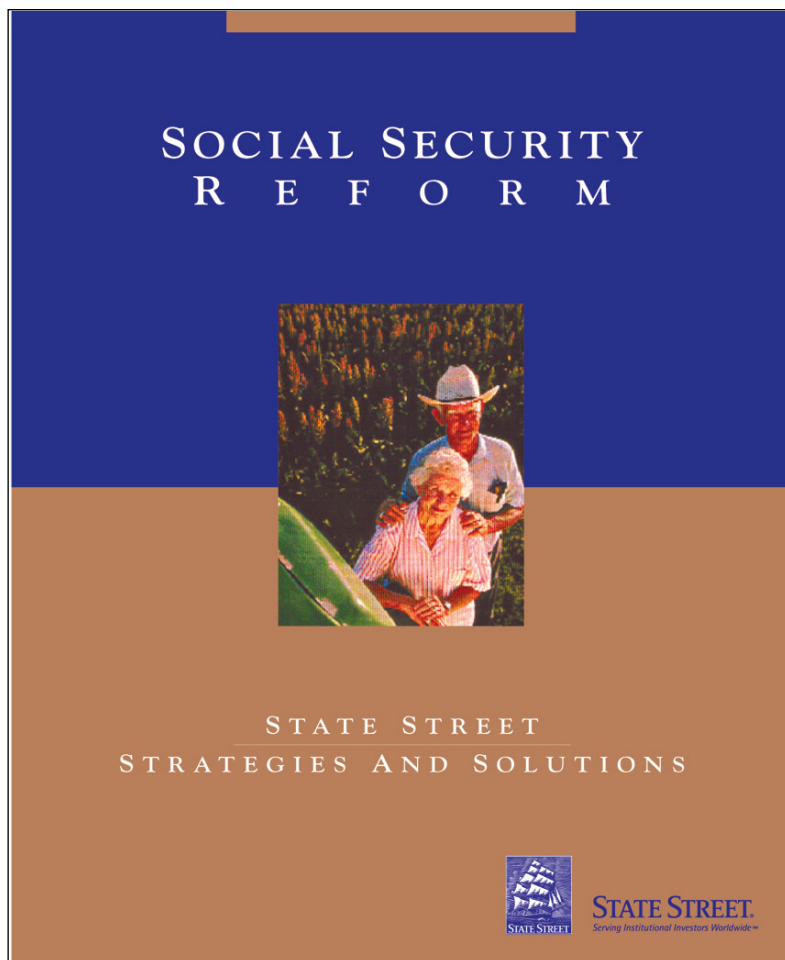
### SECOND GENESIS

- Marketing Campaign
- Public Relations



### STATE STREET BANK

State Street Bank, the third largest financial institution in the world, hired 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.



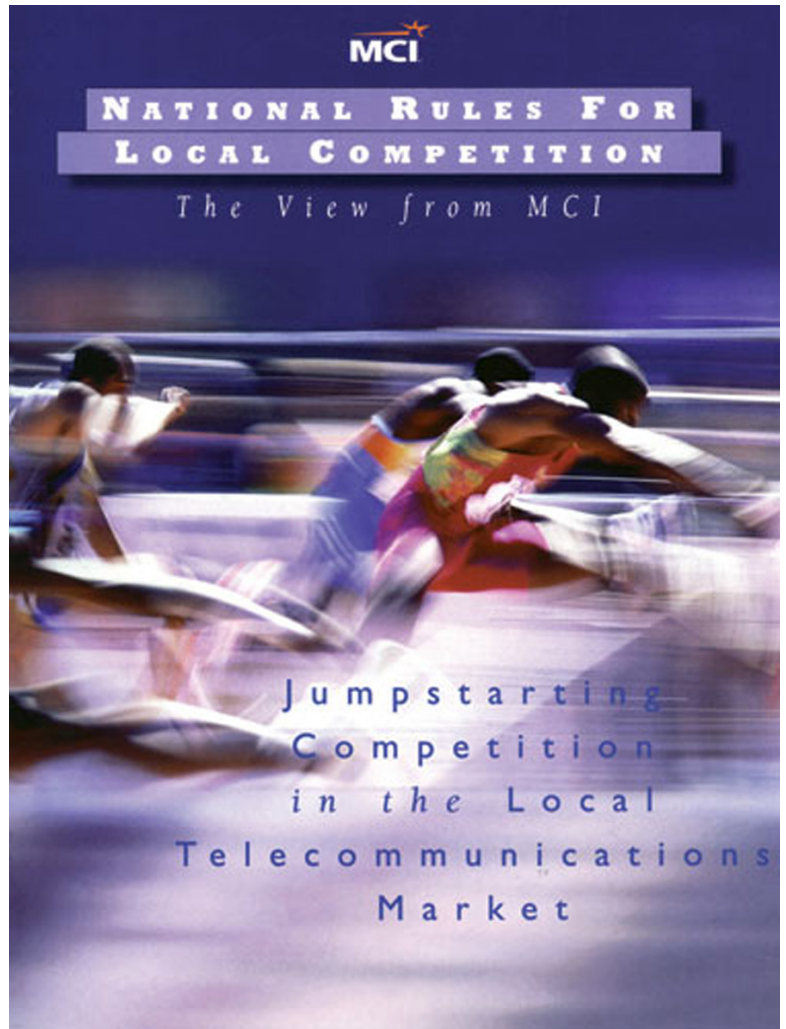


## CASE STUDY

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### 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 the Telecommunications Act of 1996 and global internet policy.

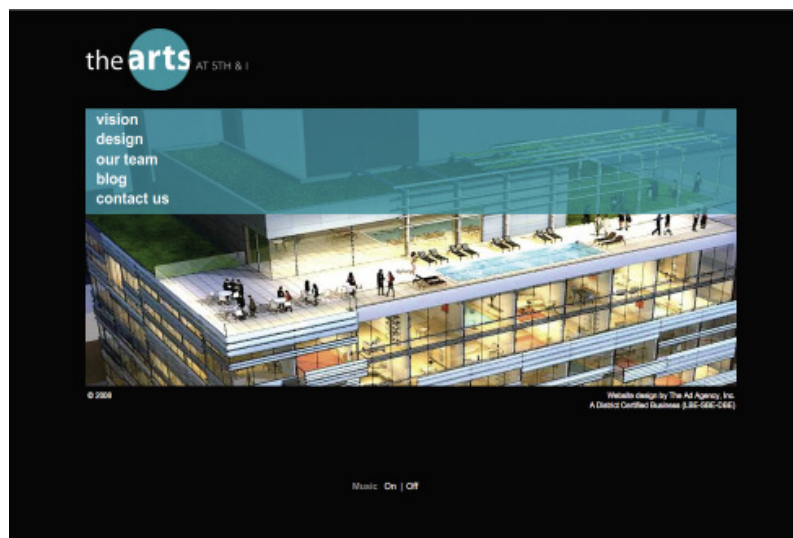


## CASE STUDY

### HOLLAND DEVELOPMENT GROUP

#### The Arts at 5th & I

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



[www.5th-and-i.com](http://www.5th-and-i.com)

Surroundings for the more involved, more evolved individual. Those who view their lives not in eight-hour shifts or 40 hour weeks, but as a seamless trajectory of experiences. Open-minded, stylish & worldly. The Arts at 5th & I is designed to raise eyebrows, delivering what you expect & anticipating what you don't... it's all about you.

thearts AT 5TH & I

Direct Mail



## CASE STUDY

### SECOND GENESIS

- Website Design



## CASE STUDY

### 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.



**Some Kids Naturally Love Science. How Do You Make It Come Alive For The Rest?**

Young Einstein or no, science should be an exciting voyage of discovery for every child. Prove it to them through the power of cable. Turn them on to the mysterious vastness of the universe as imaged by the Hubble telescope. Help them follow Max Plank's own voyage of discovery into the subatomic universe or share Marie Curie's passion for medicine. They'll dig into their books with new inspiration—and it won't cost your school a penny.

Cable in the Classroom is a public service of America's cable television industry. We offer hundreds of commercial-free programs designed to engage and inspire kids.


Call 1-800-743-5355 for a free program guide and more information on how your school can participate. There's one way all kids can learn to be young Einsteins: They can share his powerful curiosity about our world.



**CABLE IN THE CLASSROOM**

*Putting The Vision Back In Television*

Cable in the Classroom is a public service of the cable television industry.



**Some Kids Are Naturally Turned On By Language. How Do You Inspire The Rest?**

How do you teach the video generation to feel the power in four hundred year old words? Show them Shakespeare's genius in performance. Let the kids anguish on the ramparts with King Henry or hear Juliet's powerful expressions of devotion. Then they'll dig into their books with new inspiration.

With cable, students can see the world through the eyes of Langston Hughes or feel the pain of the last Mexican—and it won't cost your school a penny.

Cable in the Classroom is a public service of America's cable television industry. We offer hundreds of commercial-free programs designed to engage and inspire kids.

Call 1-800-743-5355 for a free program guide and more information on how your school can participate. Show the kids how exciting language can be. Their budding appreciation for words will make them more effective in every aspect of their lives.



**CABLE IN THE CLASSROOM**

*Putting The Vision Back In Television*

Cable in the Classroom is a public service of the cable television industry.



## CASE STUDY

### PMHS

#### Destination Baltimore

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

Hotel management companies are taking a different approach to marketing themselves online. Aside from the individual efforts of the respective 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 more 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.



## CASE STUDY

### 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.

The DC Marketing Center was a misnomer and confused the retailers, businesses, non-profits and associations the organization 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.

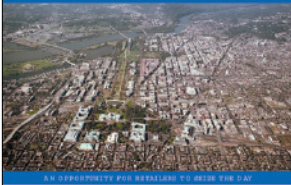


## Washington, DC Economic Partnership



Experience the World of Opportunities

### DOWNTOWN DC



AN OPPORTUNITY FOR RESIDENTS TO ENJOY THE DAY

**F**our world-class theaters. Athletics and concerts at the MCI Center. Galleries on 7th Street. Museum of art, culture, sports, architecture. German and Jewish history. Irish pubs and 5-star restaurants. The FBI's headquarters and the White House. What Downtown DC offers both residents and visitors alike is a vibrant urban lifestyle with truly unique amenities.

The very well educated, well-traveled, knowledge workers fueling the city's new economy increasingly desire an urban, rather than suburban, shopping experience. With so many more social and cultural amenities in the city – and busy consumers growing weary of crowded, traffic-plagued malls – the suburbs can no longer compete with Downtown DC.

METRO DOWNTOWN	
TOTAL POPULATION	2004 125,000
2008 200,000	
PERCENTAGE METROPOLITAN POPULATION	67%
PERCENTAGE ASIAN	40
WHITE (PERCENTAGE)	39%
ETHNICITY	40%
RACE	54%

METRO DOWNTOWN	
Average Household Income	
1. Primary Trade Area - 10,000 Households	
2007	\$40,000
2008	\$50,000
2. Secondary Trade Area - 50,000 Households	
2007	\$65,000
2008	\$70,000

METRO DOWNTOWN	
PERCENTAGE OF DOWNTOWN POPULATION IN 2008	10 million
PERCENTAGE ASIAN	45.1
WHITE (PERCENTAGE)	39%
PERCENTAGE METROPOLITAN POPULATION	55,000
PERCENTAGE RACE/ETHNICITY	72%

DOWNTOWN DC RENTALS	
1998	\$400,000 (1.0%)
1999	\$400,000 (1.0%)
2000	\$400,000 (1.0%)
2001	\$400,000 (1.0%)
2002	\$400,000 (1.0%)
2003	\$400,000 (1.0%)
2004	\$400,000 (1.0%)
2005	\$400,000 (1.0%)
2006	\$400,000 (1.0%)
2007	\$400,000 (1.0%)
2008	\$400,000 (1.0%)





# CASE STUDY

## WASHINGTON, DC MARKETING CENTER

- Competitor Analysis
- Strategic Research
- Brand Identity
- Collateral

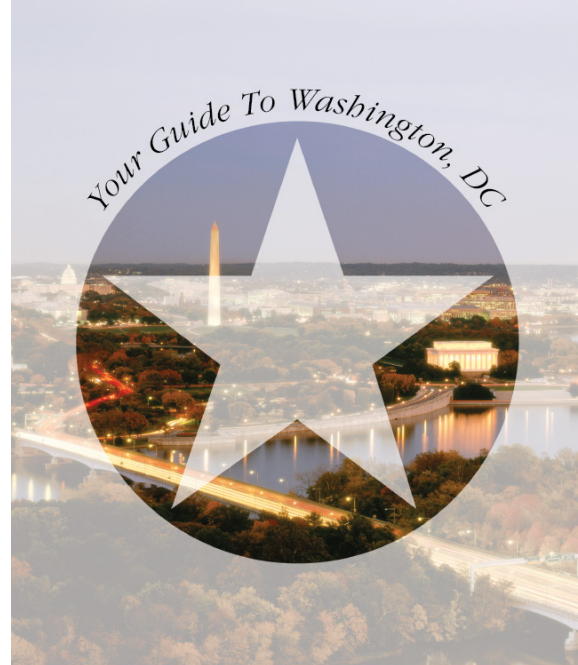


# CASE STUDY

## 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 for 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 conventioners 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!

<b>COMPUTER BELL:</b>	HABC - Maryland Bell Computer (Links to Baltimore and Western Maryland) Virginia Railway Express (Links to Northern Virginia suburbs)
<b>BELL:</b>	Amtrak
<b>ROADWAYS:</b>	Served by six major interstate highways, including Route 1 and the I-495 corridor.
<b>AIRPORTS:</b>	DC is within minutes of Reagan National Airport, and is an easy drive or train ride to two international airports: Dulles International and Baltimore-Washington International.
<b>TRAINS:</b>	Dozens of rail companies fill the District's streets with readily available trains, which can be dispatched by phone or hailed on the street.
<b>ENTERTAINMENT:</b>	"All work and no play" doesn't even come close to describing Washington, DC. Second only to New York in number of theater seats, Washington annually hosts a wealth of stage productions, from the Broadway to homegrown community productions. It is also home to HOLIDAY DC, an international film festival that plays in packed houses every year. Symphonies, ballets, opera, and jazz abound. For capital, more of the performance take place in Washington, DC than in either New York or Los Angeles. Film and theater production has become an economic powerhouse in the District, courtesy of the Office of Historic Preservation and TV Development within the Office of the Deputy Mayor for Planning and Economic Development. Nationally selected programs filmed locally are lighting up movie and television screens around the world.
<b>PLACES:</b>	As much one of nature's masterpieces as it is an urban wonder, the District is crisscrossed with 6,175 acres of parks, including some of the most significant natural and cultural resources in the country. In addition to hundreds of community and city parks, thousands of acres of land are preserved within the city's vast national park system. These include historical landmarks such as the National Museum, which houses more than 400 years of history, the National Archives and Records Administration, the internationally renowned Japanese cherry trees that ring the Tidal Basin and the Bustard Garden, numerous greenhouses that exhibit climate and plant species from the desert to the tropics, the Rock Creek Park, a scenic expanse of 1,754 acres surrounding Rock Creek, you'll find nature trails, riding trails, a golf course, and tennis courts – and wildlife most city dwellers rarely witness.



Commenced by Thomas H. Smith in 1805, opened in 1807, and expanded after a long and arduous process in 1858,  
the United States Capitol is Washington, DC's most iconic landmark. Each year more than 25 million people pass through its  
doors. In addition to being the seat of America's legislative branch, the Capitol also serves as a national center for the arts, culture,  
and history. The Capitol grounds cover more than 100 acres and include, among other things, a series of terraces, a series of  
and several others including the U.S. Supreme Court.

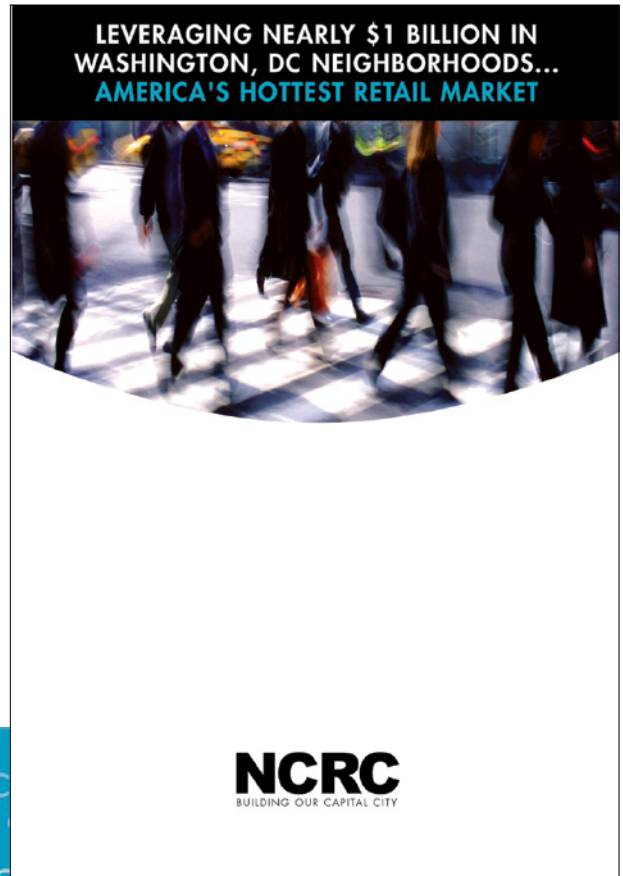


## CASE STUDY

### 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.



NCRC  
toolkit

As a portal for the world's cultures, as well as an international and political seat of power—yet, it's the diverse neighborhoods that define the city. These thriving communities transform Washington, DC into one of the strongest real estate markets in the world. The city is in the midst of a \$27 billion development boom unparalleled in its history, with more than 660 projects in the development pipeline.

Instigating this momentum is a results-oriented corporation focused on stimulating real estate development, business investment, and jobs creation in neighborhoods—the National Capital Revitalization Corporation (NCRC). With a portfolio of more than 90 parcels, NCRC and its subsidiary RIARC, have the sites, projects, expertise and toolkit of incentives to make deals happen.

Over the next five years, NCRC is bringing \$1 billion worth of investment to DC neighborhoods. NCRC is developing 3.4 million square feet of retail and office space, 1,400 condos and apartments, attracting more than 12,000 permanent and construction jobs, providing access to capital for small, local and disadvantaged businesses, and spurring economic development.

To aid development, NCRC can provide and assemble land; facilitate debt, equity, and bond financing; and assist with regulatory approvals from both local and federal government agencies.





### WOMEN IN CABLE & 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



## CASE STUDY

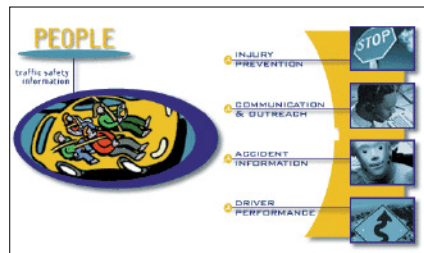
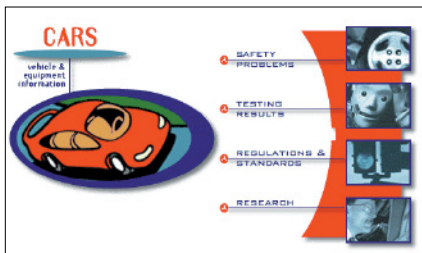
### U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

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

DOT came to The AD Agency in need of a website to help spread the word about highway safety issues. We responded with a comprehensive site that included: individual vehicle and equipment safety reports, personal safety tips, news, community efforts and outreach programs, and a host of other safety related topics. The site has been a huge success.

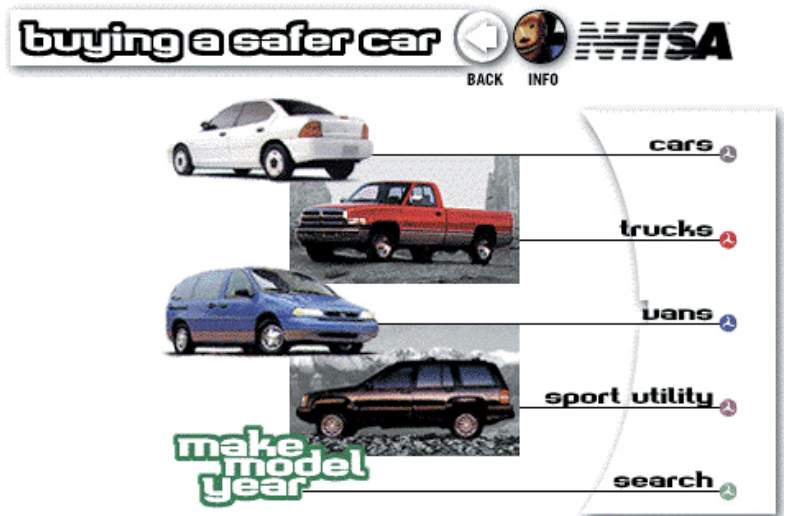


U.S. Department of Transportation  
National Highway Traffic Safety  
Administration



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

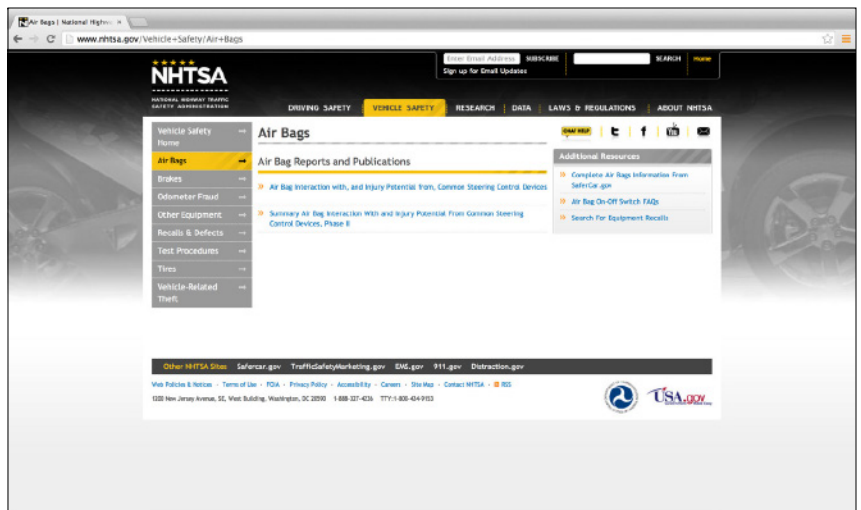
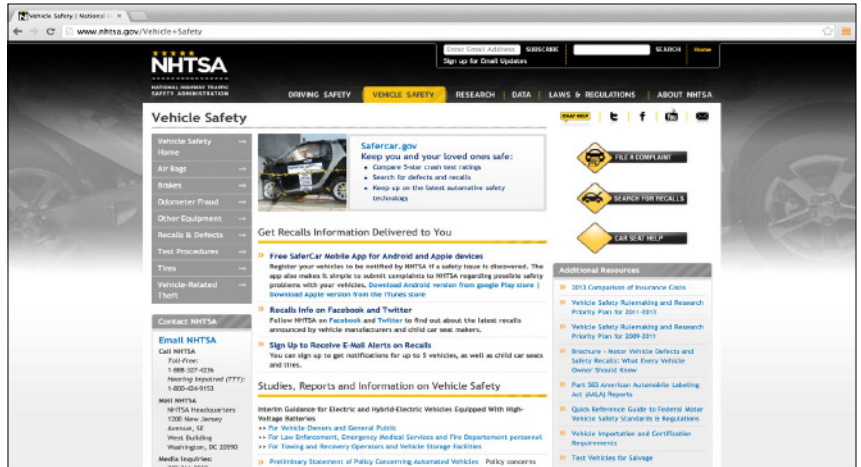
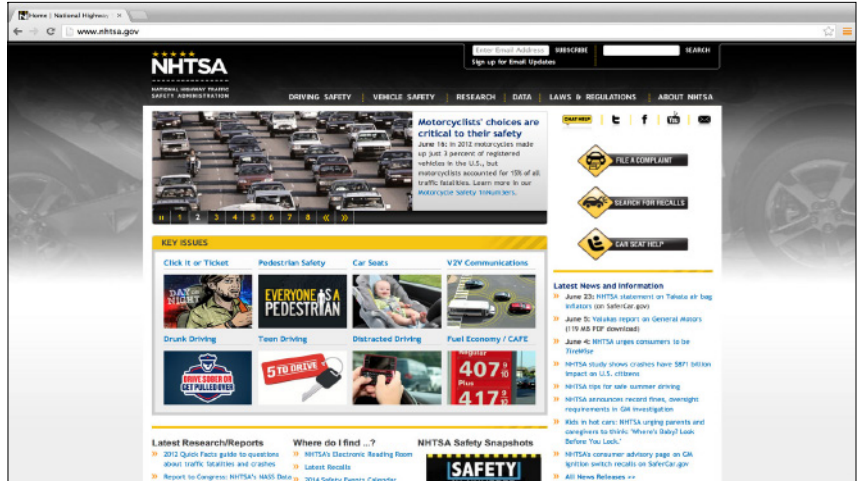
The AD Agency was recruited again by the National Highway Traffic Safety Administration to create a website for its "Buying a Safer Car" division. The agency developed a home page which enabled users to access a comprehensive database related to crash test results, safety features, and other data about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





# CASE STUDY

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





SECURITAS

- Strategic Marketing Plan
- Public Relations
- Media Buying

# WASHINGTON BUSINESS JOURNAL

**Power hungry**  
Ed Kennedy's company makes sure America's lights stay on  
EXECUTIVE PROFILE, 47



**INNERLOOP**

**Brace yourselves**

Stephen Fuller has your mid-year economic report for Washington — and it's far from rosy. Hint: Even Detroit is doing better than D.C., he says.  
**MARK NOLAN, 4**

**TOPSHELF**

**Ziebold moves on**

Eric Ziebold, who helmed CityZen's kitchen in the Mandarin Oriental for 10 years, has signed a lease for his own restaurant in one of D.C.'s hottest neighborhoods. **REBECCA COOPER, 8**



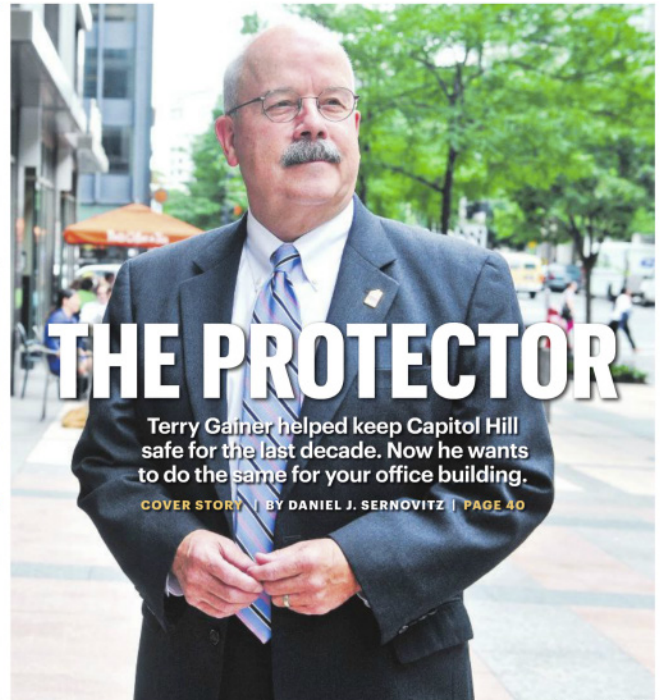
**HOW I...**

**ASK QUESTIONS AND MORE QUESTIONS AND MORE... 45**

**THE LIST**

► **The busiest Metro stations, and how Metro stacks up to other systems 42**

► **Employee benefits brokers 44**



# THE PROTECTOR

Terry Gainer helped keep Capitol Hill safe for the last decade. Now he wants to do the same for your office building.

COVER STORY | BY DANIEL J. SERNOVITZ | PAGE 40

JOANNE S. LAWTON / STAFF



**REAL ESTATE INC.**

**LOUDOUN COUPLE CAUGHT IN GROWTH WARS 30**



**TOPSHELF**

**LOCAL CHEFS REAP PROFITS (UMM, LITERALLY) 6**

WASHINGTON BUSINESS JOURNAL

Breaking news online  
washingtonbusinessjournal.com

**COVER STORY**

# FROM LEGISLATORS TO LANDLORDS

**EX-CAPITOL COP TERRY GAINER AIMS TO MAKE WASHINGTON OFFICE BUILDINGS SAFER**

BY DANIEL J. SERNOVITZ | PHOTOGRAPH BY JOANNE S. LAWTON

After more than a decade keeping Capitol Hill secure, former Senate Sergeant at Arms Terry Gainer is looking to take his protective instincts beyond the halls of Congress and into the private sector. Gainer, 57, is launching a new security firm, Capitol Hill Security, which will offer office buildings the same level of protection that he provided for the U.S. Capitol. Gainer, who served as the chief of the Capitol Police's security division for 10 years, is now a private citizen. He is looking to take his protective instincts beyond the halls of Congress and into the private sector. Gainer, 57, is launching a new security firm, Capitol Hill Security, which will offer office buildings the same level of protection that he provided for the U.S. Capitol. Gainer, who served as the chief of the Capitol Police's security division for 10 years, is now a private citizen. He is looking to take his protective instincts beyond the halls of Congress and into the private sector.



**A COVER STORY**

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What if you could have the same level of security that the U.S. Capitol has? That's the idea behind Capitol Hill Security, a new security firm launched by Terry Gainer, former Senate Sergeant at Arms and chief of the Capitol Police's security division. Gainer, 57, is looking to take his protective instincts beyond the halls of Congress and into the private sector. Gainer, 57, is launching a new security firm, Capitol Hill Security, which will offer office buildings the same level of protection that he provided for the U.S. Capitol. Gainer, who served as the chief of the Capitol Police's security division for 10 years, is now a private citizen. He is looking to take his protective instincts beyond the halls of Congress and into the private sector.

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SECURITAS





## CASE STUDY

### 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.

MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...

**Rick**

Rick LeFrancois, Boland Services Engineer  
Central Cooling Plant/Perthouse, FERC Building, 888 First St., NE  
Recipient of the Boland Services Engineers Award of Excellence

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Rick, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

**WE ARE NOT COMFORTABLE UNTIL YOU ARE.**

12320 PARKLAWN DRIVE, ROCKVILLE, MARYLAND 20852

MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...

**Kurt**

Kurt Kruger, AC Service Engineer  
Central Cooling Plant/Perthouse, FERC Building, 888 First St., NE  
Recipient of the Boland Services Engineers Award of Excellence

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Kurt, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

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12320 PARKLAWN DRIVE, ROCKVILLE, MARYLAND 20852

MEET YOUR HVAC EQUIPMENT AND BUILDING AUTOMATION ENERGY GURU. ALSO KNOWN AS...

**Steve**

Steve Benetka, Automated Comfort Systems Sales Manager  
Perthouse, Market Place North, 401 North St., NW

**BOLAND TRANE** Boland Services has been leading and transforming the HVAC industry by creating real value, real efficiency and real profits through energy management and system integration. Every customer gets personal service, someone just like Steve, to provide a stable, reliable and secure environment that can adapt, absorb, and facilitate all of your commercial building system and maintenance needs. To find out how Boland can put you in control and give you peace of mind call 301-984-2400 or visit us on the web at [www.boland.com](http://www.boland.com)

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**Robert**

Robert Manalich, Service Engineer  
Perthouse, Market Place North, 401 North St., NW

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## CASE STUDY

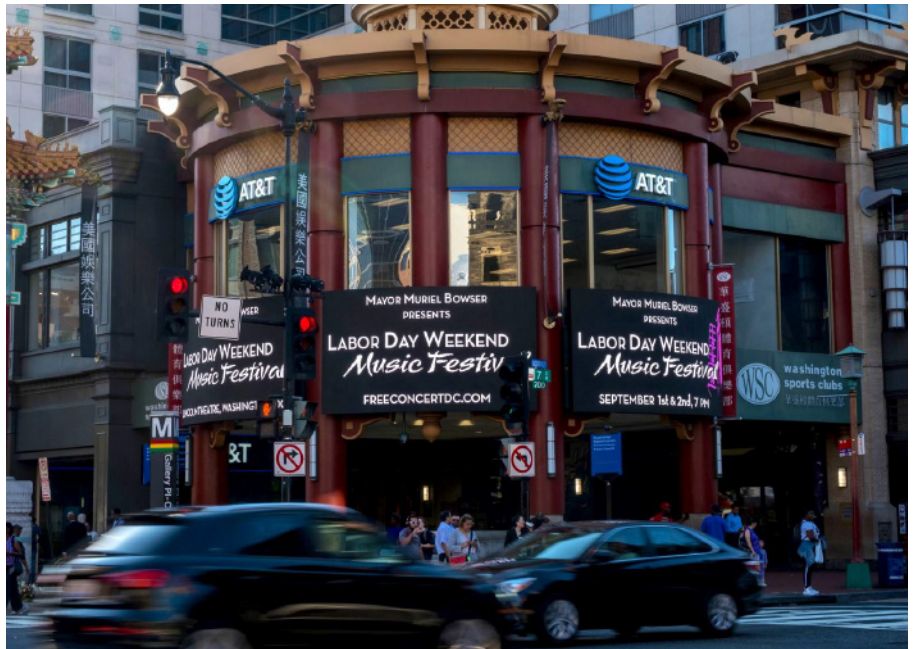
### DC COMMISSION ON ARTS AND HUMANITIES - LABOR DAY MUSIC FESTIVAL

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.





## CASE STUDY

### DC COMMISSION ON ARTS & HUMANITIES - 33<sup>RD</sup> MAYOR'S ARTS AWARDS

District of Columbia

- Media Buy
- Social & 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.





## CASE STUDY

### OPEFM.DC.GOV

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

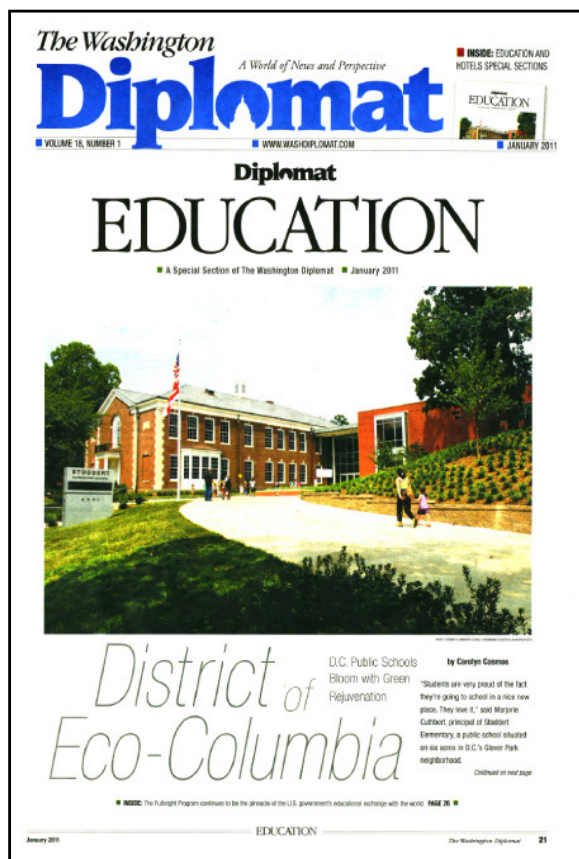
The Office of Public Education Facilities Modernization (OPEFM) hired The AD Agency to develop a strategic educational outreach plan to inform the parents, students, school staff, the general public, media, corporations and political leaders about the organization's accomplishments.

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.

Logo



Brochure



5 Page Diplomat Article



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 a.m. 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.

**Most people see insomnia as a problem.**



**We see it as an opportunity to have a nice tuna melt.**

It's 4:00 a.m. and you're up with the hungers. Fortunately, whenever you're up we're open—baking fresh loaves for your cheeseburger and simmering rich sauces for your spaghetti carbonara. Every item on our immense and varied menu is made from scratch, using only fresh ingredients, and it's all available at any hour. If you suddenly crave a jumbo sirloin steak with a side of french toast, we'll be here for you.

**Amphora**  
377 Maple Ave. West (Rt. 123)  
Vienna, Virginia. 703-938-7877

**Amphora's DINER DELUXE**  
From DC: Out Dulles Toll Road to Exit 10.  
Right on Elden St. 1/4 mile on the right. 703-925-0900

Open 24 hours a day, seven days a week.

**"This place has a menu as big as the Manhattan phone book."**



**"Gedouttahere."**


As you'd expect from a New York style diner, we're not shy about blowing our horn: We have one humongous and amazingly varied menu. Our choices range from uptown to downtown—all made from scratch and never frozen. Take your time to decide. We're not going anywhere because we never close, and everything on the menu is available at every hour. Think you can find fresher food or a bigger menu? Forgetaboutit!

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Open 24 hours a day, seven days a week.

**It's 3:00 a.m.  
Do you know  
where your  
meatloaf is?**



The sun went down hours ago, but when you're bustling around baking fresh buns for cheeseburgers and simmering rich sauces for tortellini alfredos (*everything* made from scratch, mind you), who has the time to look out the window? Even at 3:00 a.m. every item on our huge menu is available. Lamb chops with a side of eggs over lightly? We'll indulge you to your stomach's content.

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## CASE STUDY

### 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.



STANLEY MARTIN FROM \$354,910  
301-548-1025



CHURCHILL GROUP FROM \$299,900  
301-548-1021



M/I HOMES FROM \$320,990  
301-548-1063



CONDOS BY BOZZUTO HOMES  
FROM \$114,000 301-948-0999

### HERE COMES THE NEIGHBORHOOD.

Watch it all, right from your front porch.

**A flock of pink ballerinas.** Proud parents strolling their newborn. Or a 5 year old, learning to bike without those baby training wheels. Complete with a nervous dad running behind. The important things in life. At King Farm we built a total community... designed so you won't miss a bit of what's important.

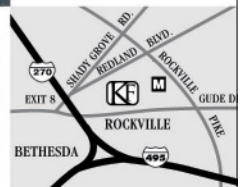
A real sense of neighborhood. 100 acres of planned parks, ball fields, a community center and pool. Homes on quiet streets, inviting front porch living that'll get you away from that TV and into the community where you belong. Schools within walking distance. And all this peace and quiet is located in the **City of Rockville**... just a

short walk to the **Shady Grove metro.**

**Come visit our unique community.**

But be prepared, you may get invited to an impromptu barbeque, or catch a glimpse of a flock of wild pink ballerinas. **Models now open. Ph: 301-548-1805. Brokers always welcome. www.kingfarm.com**

Exit I-270 at  
Shady Grove Rd (Exit 8.)  
Take a right on 355 (Frederick Rd.)  
Take a right on Watkins Pond  
Boulevard.  
The Visitor Center is open daily 11-6.



**KING FARM**  
IN THE CITY OF ROCKVILLE

We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, or national origin.

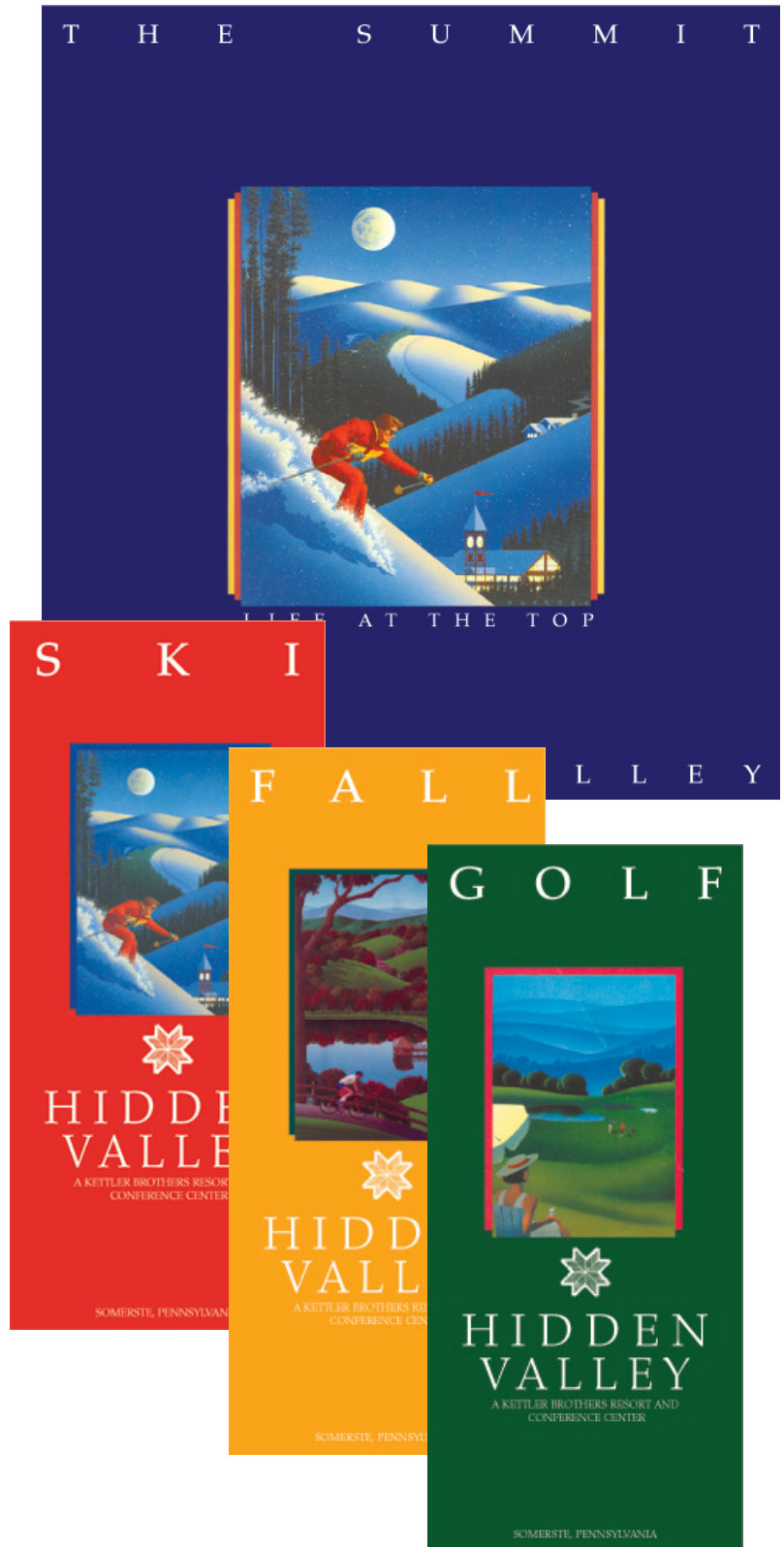
## CASE STUDY

### 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 than 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 different 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 traffic 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.



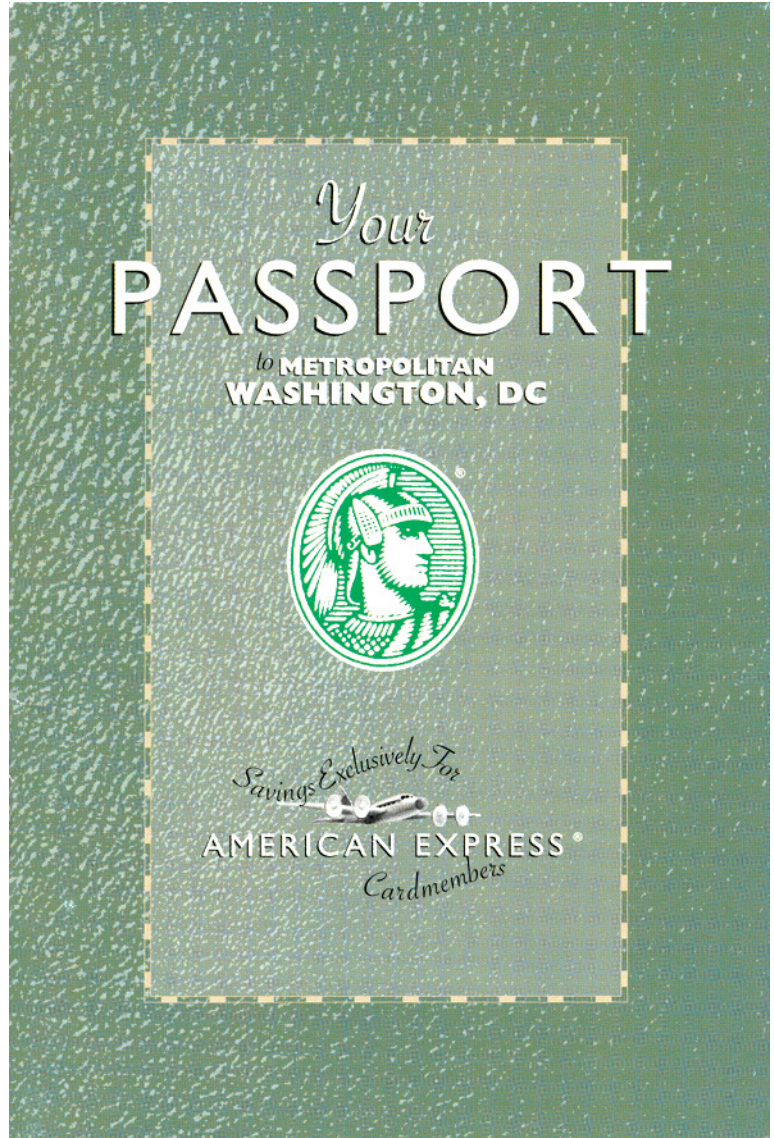


### AMERICAN EXPRESS

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 role in a very successful second half of '96...I just wish everyone we do business with would operate like The AD Agency".

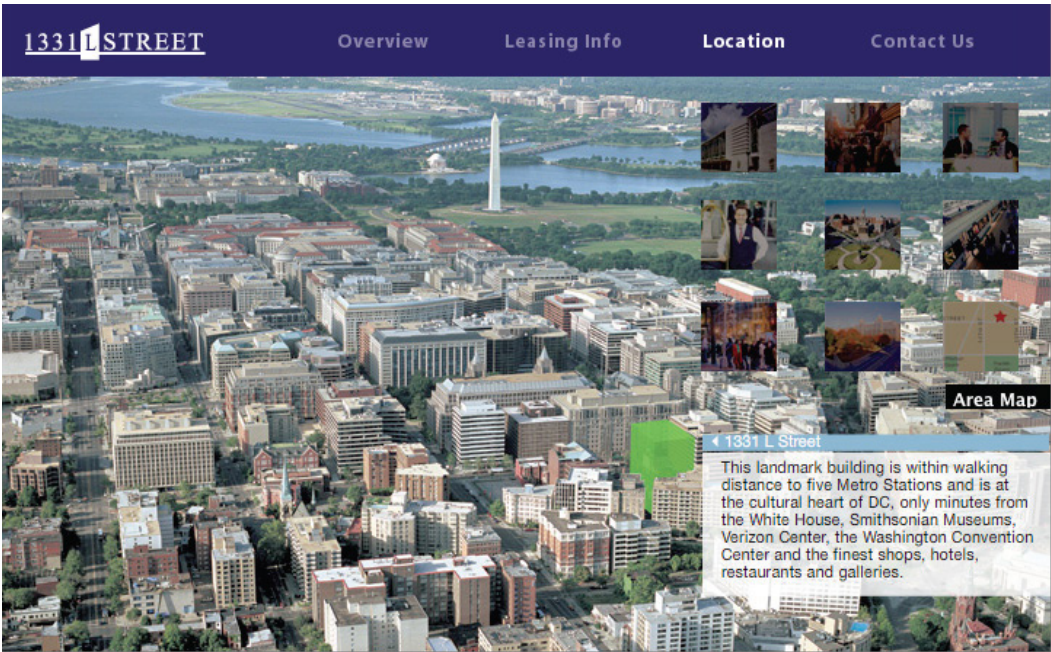
Mr. Wilson is known as a tough customer and we don't doubt it. But we'd love to have many more such tough customers.



# CASE STUDY

## TRANSWESTERN 1331 L STREET

- Website Design & Development



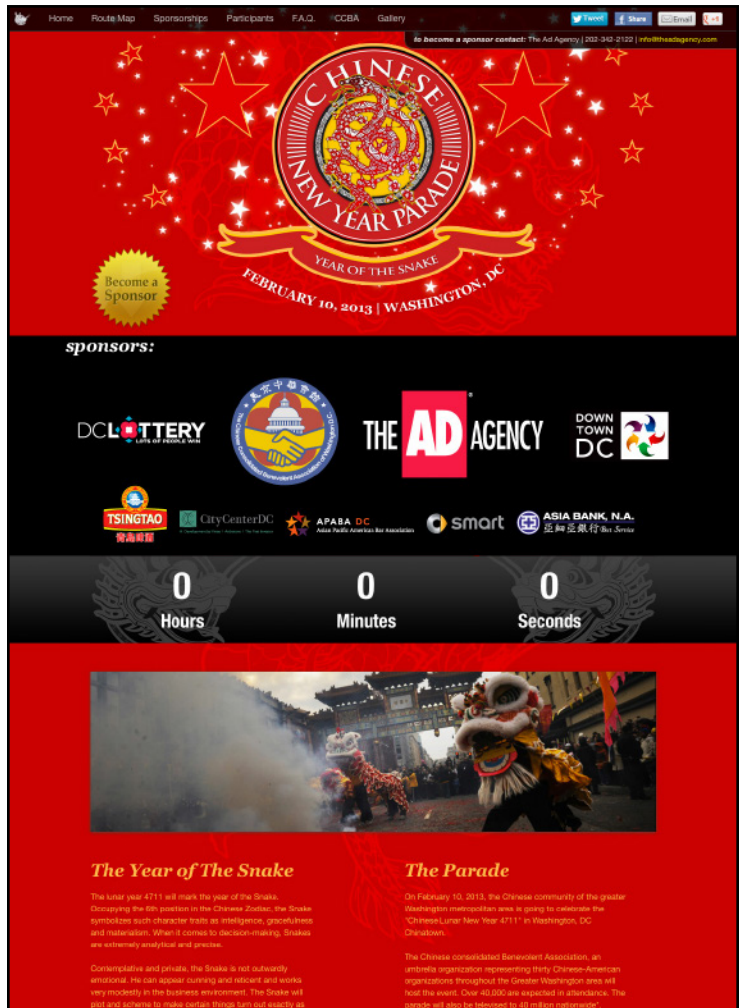


## CASE STUDY

### CHINESE CONSOLIDATED BENEVOLENT ASSOCIATION www.ChineseParadeDC.com

- Event Planning
- Permit & 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.



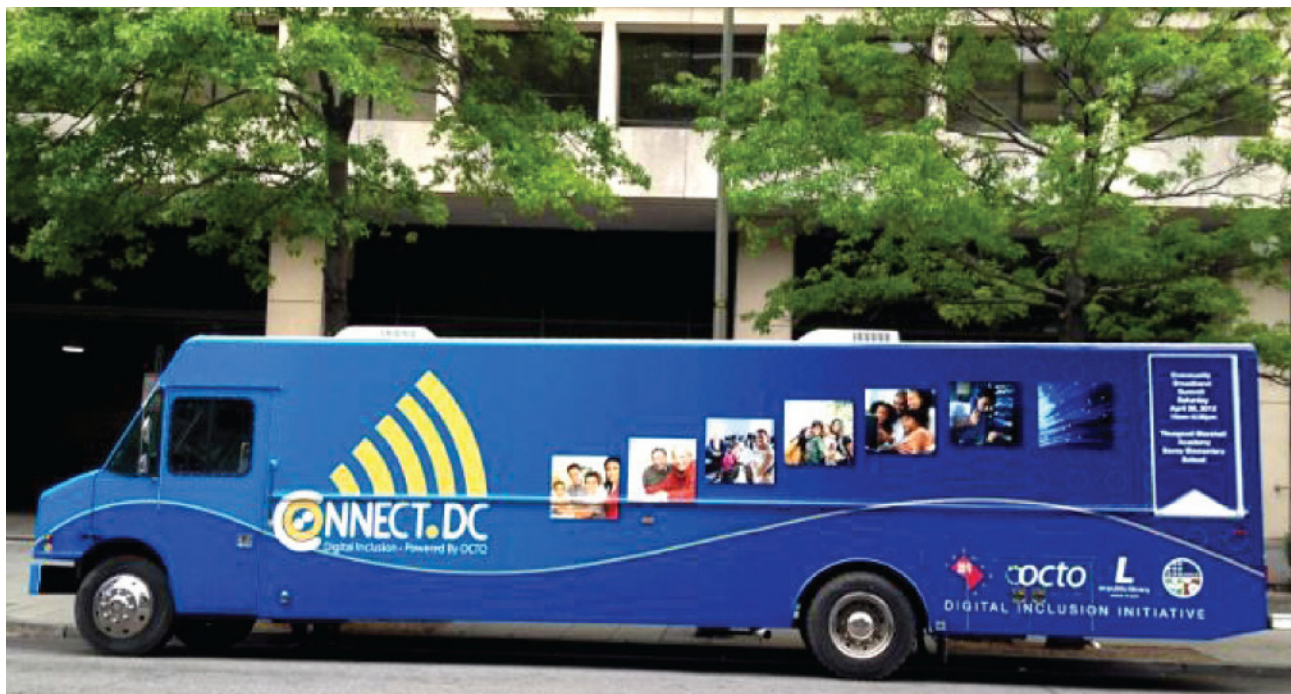
### Website Design

## CASE STUDY

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### OFFICE OF THE CHIEF TECHNOLOGY OFFICER CONNECT.DC CAMPAIGN

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





# CASE STUDY

## HOLLAND DEVELOPMENT GROUP

- Market / Competitor Research
- Brand Identity
- Graphic Design



WESTERN DEVELOPMENT CORPORATION

OLD POST OFFICE



**PROJECT OVERVIEW**

“A great landmark deserves a great team.”  
— Thomas H. Holland, President, Holland Development Group

Old Post Office is a historic building in Philadelphia, PA. The building is a landmark and is being renovated to create a modern office space. The project is being led by Holland Development Group, a leading real estate development firm. The project is a multi-phase development that includes the renovation of the historic building, the construction of a new glass extension, and the creation of a new public space. The project is a landmark development that will create a new landmark in Philadelphia.

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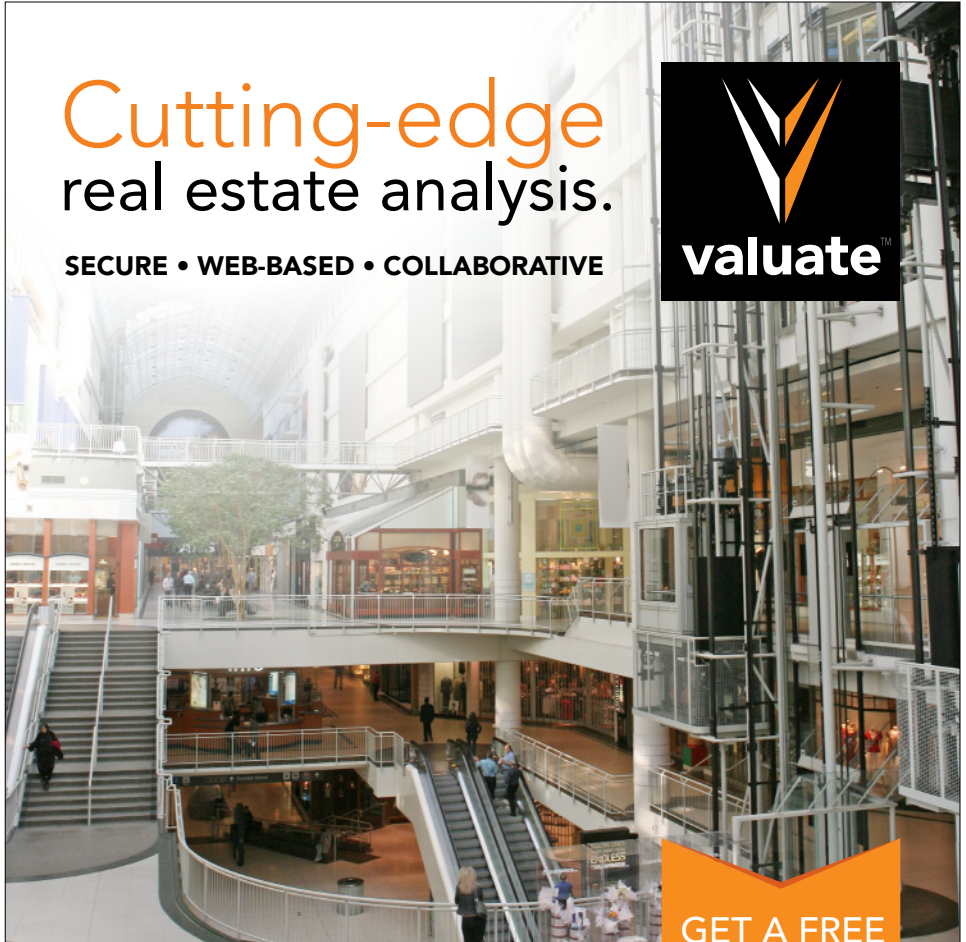


**VALUATE**

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

# Cutting-edge real estate analysis.

**SECURE • WEB-BASED • COLLABORATIVE**



Get a sneak peek of **Valuate**, the ultimate cash flow projection companion. Created for investment sales brokers, asset managers and owners, this web-based platform enables collaborative financial analyses, reduces errors and shares easily. **Sign up to learn more at:**

**valuate-it.com**

Powered by **Real Estate Financial Modeling**, the trusted provider and trainer to thousands of real estate stakeholders and brokers.

**GET A FREE  
Property  
Financial  
Analysis**  
& ENTER TO WIN AN  
**iPad**

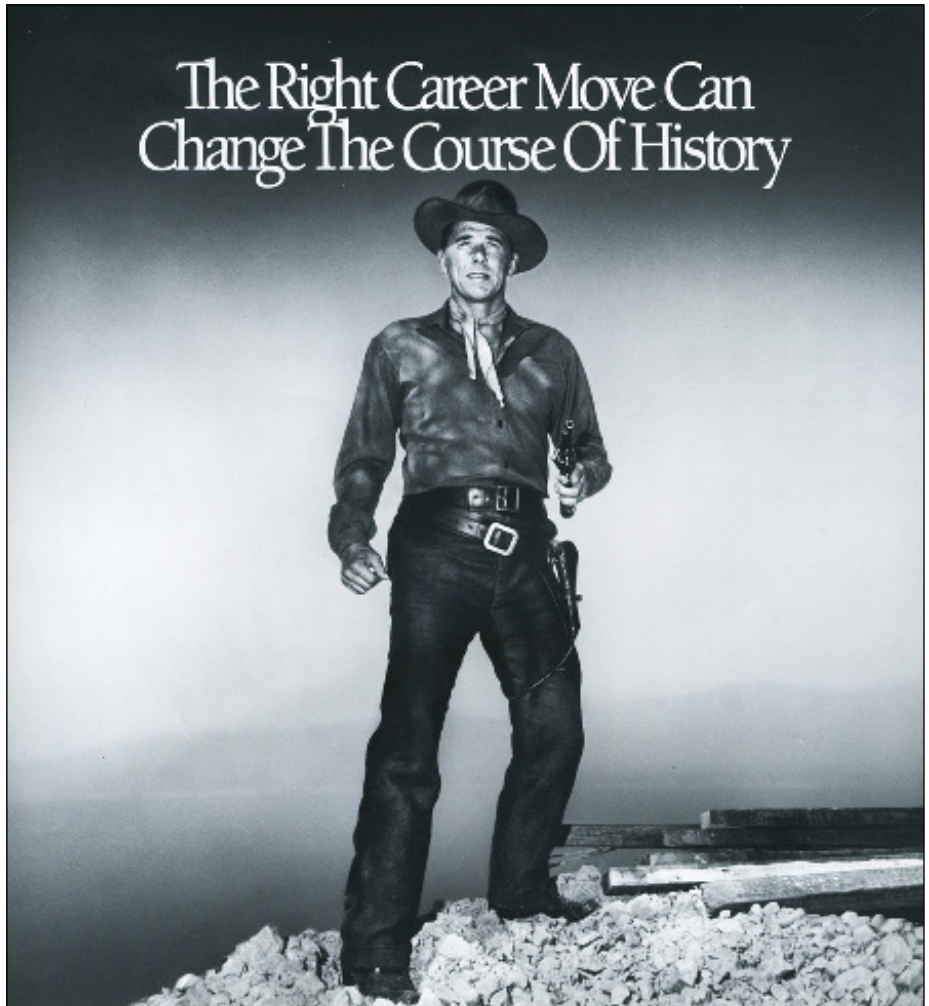
**COME SEE US IN  
MARKETPLACE HALL AT  
BOOTH 628!**



## CASE STUDY

### KEY FINANCIAL PERSONNEL

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



**The Right Career Move Can Change The Course Of History**

**We're making a point.**  
Career decisions for accountants are especially important. The right career decision can be invaluable to your career success, your financial success and the quality of your life. An experienced accountant can take many different paths. So when you're ready to change the course of your history—does it make sense to be represented at the highest level by one of Washington's

most respected financial placement firms? At no charge to you, Key Financial Personnel will help you mold your career decision and place you with firms that best fit your ambitions. Our corporate clients pay our fees to find Washington's best financial personnel at all levels of development. At no obligation to you and in strictest confidence we will evaluate

your career possibilities and show you why Key Financial is Washington's best. **Call Mike Caggiano today, President of Key Financial Personnel at 703-528-1010.**

**KEY FINANCIAL PERSONNEL**

## CASE STUDY

### NATIONAL MUSEUM OF AMERICANS AT WAR

- Website Design & Development
- Brochure Design
- Logo Design



CITIZENS SERVING THE CAUSE OF FREEDOM.

## COURAGE

Since the first shots were fired at Lexington and Concord in 1775, tens of millions of American citizens have answered the call to serve their country. Whether on foreign soil or the home front, as volunteers or conscripts or those who wait for them to return, Americans have consistently sacrificed their everyday lives for something larger than themselves. For the nation, for freedom, for the greater good. No museum, however, is dedicated to telling the story of this proud heritage—a story of honor and courage, duty and pride, dedication and strength, service and sacrifice.

The National Museum of Americans at War will be this museum. Citizens serving the cause of freedom is a story that needs to be told, now and in the future, to all Americans, especially young Americans.

## STRENGTH BRAVERY



### PROUD TO SERVE

The National Museum of Americans at War will engage visitors in the personal stories of men and women—in uniform and on the home front—who have answered the nation's call to serve.

The Museum will tell a distinctly American story in an interactive setting by:

- Crafting a vividly personal voice, emphasizing individual experiences rather than war battles and tactics.
- Exploring all branches of the military through the eyes of aviators, marines, sailors and soldiers.
- Weaving together home front and battlefield stories to illustrate the untoldable bond between those at home and those in uniform.
- Featuring the Landscapes of War—in interactive indoor and outdoor sites featuring full-scale trenches, storage tanks, artifacts, ruins of a bombed-out European village, home target shooting and more.



American Soldiers  
American Soldiers



From World War I to the present day, the Museum will illustrate the character of the times and the people through the lens of war.

- How did these young Virginians sacrifice "Dying the happy" in the treacherous Himalayas during World War II?
- What was it like to be a Gold Star Mother, respected by her nation but mourning the loss of a child?
- How did compressing a tank crew in Vietnam change the life of a patchman?

For the million who served in the military, those who worked and waited at home and those who have only read about America's wartime experiences in a textbook, the Museum will answer the questions: "Who were America's citizen soldiers?" and "How did they answer the call to serve?"

**LANDSCAPES OF WAR**  
On the 10-acre site located about 25 miles from the nation's capital, the Museum will depict Landscapes of War in real scale. Each visitor era—WWI, WWII, Korea, Vietnam and post-Vietnam—will feature a distinctive indoor and outdoor setting. In the WWII landscape, visitors can walk through full-scale trenches or the ruins of a bombed-out European village, see storage tanks and rail, an interactive center with artifacts, films and home front stories. In the Vietnam landscape, visitors will hear the thumping blades of a Huey with a Vietnam soldier and sit in an unusual personal canoe, all in surroundings that look and feel like Vietnam.



Visitors can explore, touch, view, interact, and all kinds of interactive as well as other activities.

12

DUTY  
SPIRIT  
TEAMWORK  
COMMITMENT  
DEDICATION  
PRIDE  
LOYALTY  
HOPE



## CASE STUDY

### 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.



**"Whether you work to live or live to work, DC has you covered."** — JAMES Y. KIMBLE, FOUNDER, CIO, AMERICA ONLINE, INC.

**ESTIMATED TAXES**  
\$55,400 VA  
\$48,000 MD  
\$3,740 DC  
11 Million Dollars High Tech Company  
25 Employees

**WITH NET 2000 INCENTIVES, IT PAYS TO MOVE YOUR TECH BUSINESS TO DC.**

There's no denying the compelling lifestyle of the nation's capital. Workdays on the Potomac. Salts 'n' sundrings in trendy nightspots. World-class cuisine in restaurants of every origin. There are simply more fun ways to spend time than most people have time to spend. But more tangible than the lure of exciting urban life are the tremendous fiscal advantages the DC government is offering to the savvy business minds of today's tech industry. The new incentives, available through the New Economy Transformation Act of 2000 (NET 2000), are too valuable to ignore.

- Ten-year abatement of franchise tax on incorporated tech companies in high tech development zones.
- Reduced franchise tax of 6% for incorporated tech companies not in tech zones.
- Zero franchise tax on unincorporated tech businesses.
- Up to \$5,000 per employee wage credit, up to \$7,500 per employee credit for reimbursement of moving expenses.
- 10-year exemption of personal property tax on certain purchases, up to \$40,000 in expense deductions.
- Fed property tax abatement, sales and capital gains tax exemptions.
- Affordable facilities programs.

To start thinking DC and find out how much the new incentives can save you with the tax calculator available at [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov).

So, whether you work to live or live to work, DC has you covered. Call 202.727.6365 [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov)



**"Moving our company to DC was a left brain decision. Living here was a right one."** — TONY MAZUR, PRESIDENT, ATLANTIC VISION, INC.

**ESTIMATED TAXES**  
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For all the right and left brain reasons, relocating to DC is really a no-brainer. Call 202.727.6365 [www.dcbiz.dc.gov](http://www.dcbiz.dc.gov)

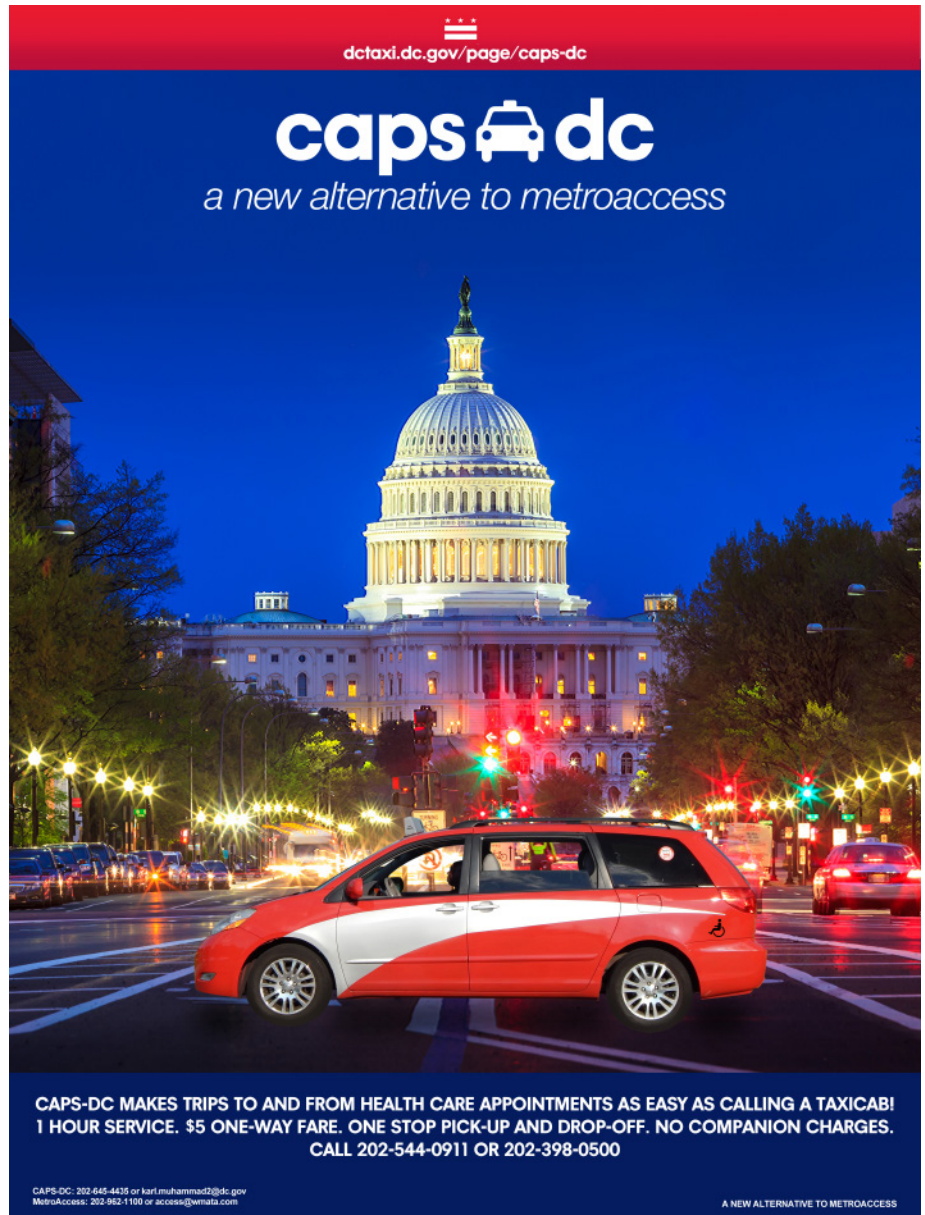
## CASE STUDY

### 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.





## CASE STUDY

### CHICAGO TITLE

- Print Ad
- Branding Campaign



Nationwide Coverage.  
Personal Commitment.



**CHICAGO TITLE  
INSURANCE COMPANY**

**National Commercial Services**

2000 M Street, NW, Suite 610  
Washington, DC 20036  
202.466.2266 | [DCNCS.ctic.com](http://DCNCS.ctic.com)

## CASE STUDY

### OLD LINE CENTRE

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



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.

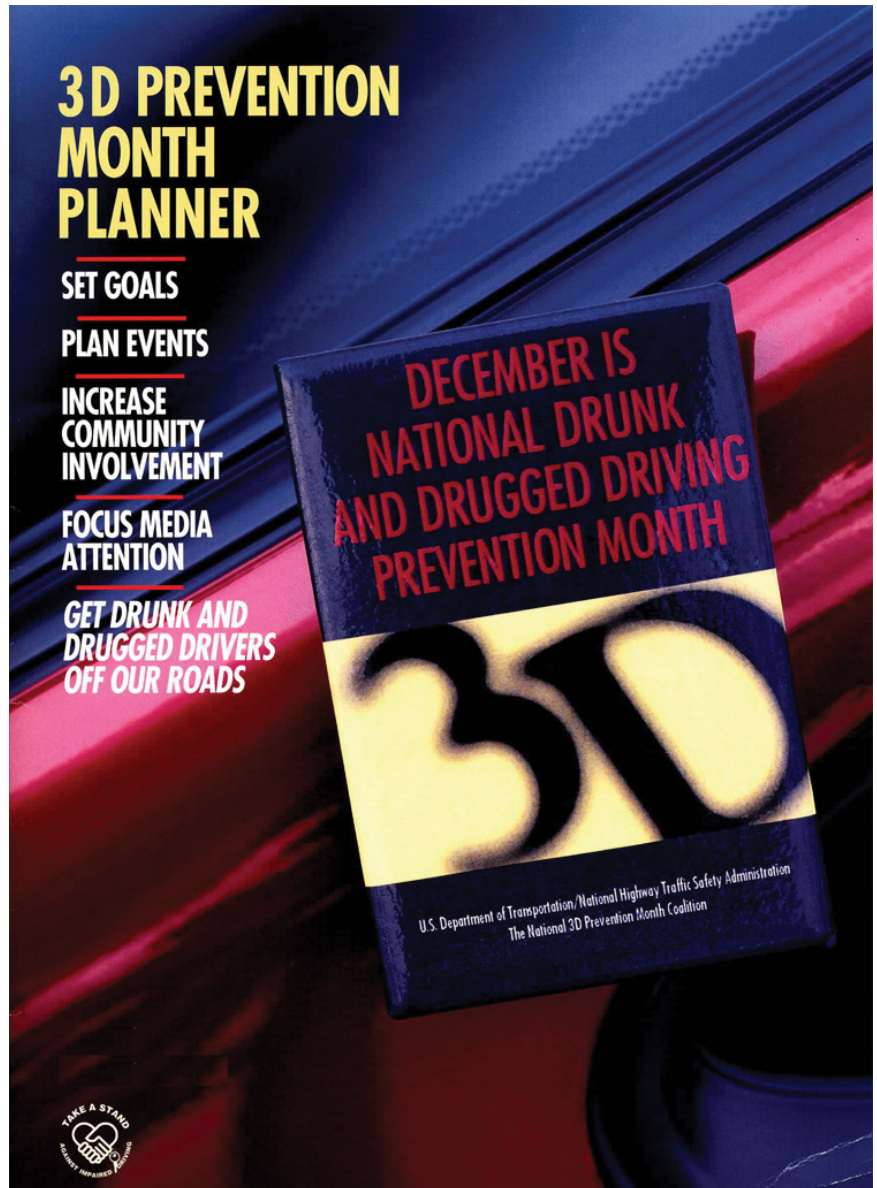
FOR COMPLETE DETAILS AND INFORMATION,  
WRITE OR CALL MR. PARKER THOMPSON AT MAKIELSKI REED CORPORATION,  
(301) 870-4700, BOX 279, CLINTON, MD. 20735



## CASE STUDY

### THE U.S. DEPARTMENT OF TRANSPORTATION (USDOT)

The U.S. Department of Transportation (USDOT) serves the United States by ensuring a safe, efficient, accessible and convenient transportation system that meets national interests. We have worked vigorously with many of their agencies including the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), Federal Aviation Administration (FAA) and the Transportation Administrative Service Center (TASC) to support their efforts. Our work for USDOT included strategic plans, annual reports, public relations, website design and development, event planning and logo design. With our help, they provided vehicle and equipment safety reports, personal safety tips, news, community educational outreach programs, etc.



#### HOW TO USE THE 3D MONTH PLANNER

The enclosed materials can assist you and your organization with making your 3D Month activities a success. In it are suggestions for getting the business sector involved in anti-DWI efforts, sample media materials, fact sheets on various DWI-related topics, and information on national special events like "Lights on for Life," National Holiday Lifesaver Weekend, and MADD's Red Ribbon of Memories. For those who are new to working with media, the Media Materials section has practical tips on establishing good relationships with TV, radio and newspaper reporters.

The materials in this planner are meant to serve as a starting point for your 3D Month planning efforts and are intended to spur your community's imagination and creativity. Choose activities that will get the word out effectively in your area.

The key to the success of this year's 3D Month is the involvement of the local/grass-roots organizations throughout the nation. It's the combination of the local candlelight vigils, non-alcoholic beverage tasting parties, increased sobriety checkpoints and regional media campaigns that all add up to a concentrated public awareness effort.

After you are finished planning your 3D Month activities, please take a moment to fill out the enclosed 3D Month planner evaluation form. The 3D Month Coalition would like to know what materials you found most helpful and what we can do to improve the Planner for next year's 3D Month.

#### WHAT IS 3D MONTH?

In the last decade, encouraging progress has been made in reducing injury and death in motor vehicle crashes involving drivers and passengers impaired by alcohol and other drugs. However, alcohol-related crashes still claimed 16,600 lives in 1994, about a third of them under 25 years of age, and remain a leading cause of death for teenagers and young adults. These alcohol-related crashes, injuries and fatalities cost society at least \$48 billion in lost productivity, medical costs, property damage and other direct expenditures. Over \$5 billion of those costs was for health care.

To help reduce these statistics together, the National 3D Prevention Month Coalition made up of public and private sector organizations has observed December as National Drunk and Drugged Driving (3D) Prevention Month. The Coalition is encouraging community groups, government agencies, law enforcement and businesses throughout the nation to conduct 3D Month activities to get the word out to their communities about the dangers of impaired driving. Groups are asked to tie their efforts into this year's campaign theme: "Take a Stand Against Impaired Driving."

The 3D Prevention Month Coalition has established a number of goals for the 1995 3D Month campaign. They are to:

##### EDUCATE THE PUBLIC ABOUT IMPAIRED DRIVING

Impaired driving is defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs.

Publicize the following facts:

- At least one out of every 10 is considered intoxicated if he or she has blood alcohol concentration (BAC) of .08 or above the legal limit in that state (either .05 or .10, depending on the state).
- At least a second-related if either a del-

vir or a pedestrian (including bicyclists) involved in the crash had a BAC of .20 (approximately twice as high).

- For some states, any measurable alcohol puts them at increased crash risk, and the risk increases substantially if it is above .05 BAC.

• Seat belts save the lives of those against an impact collision. Eighty percent of all occupants killed in traffic crashes are unrestrained by seat belts. Research has shown that using belts reduce the risk of fatal or serious injury to front seat passengers by 45-50 percent.

##### FOCUS ON THE YOUNG ADULT DRIVING DRIVER

When planning 3D Month activities, keep in mind that this year's national focus is on the Young Adult Driving Driver, particularly those aged 21-24. Members of this population are disproportionately over-represented in all categories of traffic-related statistics, including fatalities.

##### EDUCATE THE PUBLIC ABOUT EFFECTIVE STRATEGIES FOR "TAKING A STAND AGAINST IMPAIRED DRIVING"

Remember and clearly provide the latest national and state statistics about the over-representation of 21-24 year old drivers in the impaired driving problem.

• Encourage states to pass tougher laws (BAC, .08 BAC, zero tolerance, vehicle in-pursuit and license withdrawal).

• Encourage states to strengthen law enforcement efforts and improve alcohol screening and treatment of DWI offenders.

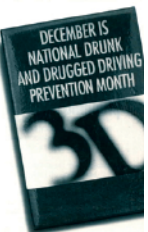
- Promote local "Red Ribbon of Memories" events.
- Promote "Lights on for Life" Day (Friday, December 15).
- Promote National Holiday Lifesaver Weekend (December 15-17).
- Encourage the use of designated drivers.
- Promote tips for safe and responsible party hosting.

##### PROVIDE TOOLS FOR ENACTING 3D MONTH ACTIVITIES IN STATE AND LOCAL COMMUNITIES

• Sample media materials and premiere forms are enclosed.

• Suggestions for special events and local observances are included in the calendar.

Please join us in making December 1995 an effective Drunk and Drugged Driving (3D) Prevention Month.



# The AD Agency REEL

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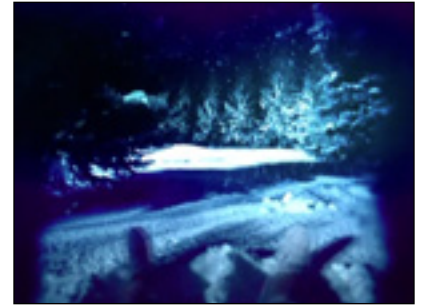
Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



UDC - Did You Know?



Pittsburgh Zoo



Pennsylvania Tourism - Snow Angel



Pennsylvania Tourism - Gettysburg



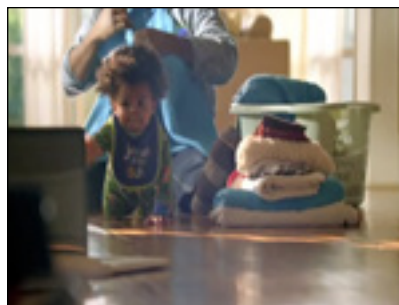
PBS - History Detective Rock



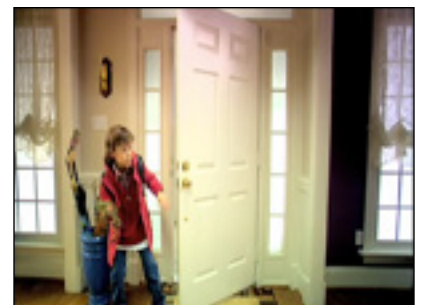
PBS - ARS Hand It Down



Discovery Shark Week



CDC - Protector



CDC - Bring It Home

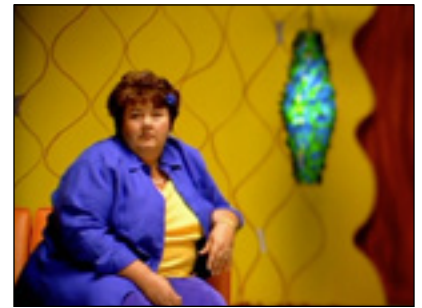


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Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



Montgomery County  
Anyone Can Compost



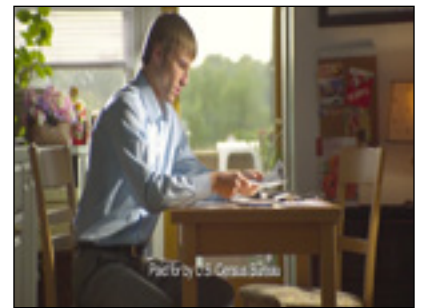
Cable One - Chicks Rule



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 regional, national, and international client base.

From financial institutions and government agencies to law firms and non-profit organizations, Ms. Gasper's creative approach in branding and marketing has benefited hundreds 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 Properties and the Washington, DC Economic Partnership.

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



## TESTIMONIALS

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"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 of 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 never-ending 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 target 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 the Chief Technology Officer, 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 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 reinforcing and enhancing our time-tested brand."

– Selina I. Parelskin, Senior Vice President, Chicago Title DC National Business Unit

## TESTIMONIALS

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"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 captures 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

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"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 appreciate a business partner who understands us and gives us the tools to compete and win at the highest level."

– Geoff Kieffer, 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 conferred."

– 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 forget 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 different 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

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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 figures 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 record for the Washington Convention Center Authority.

When I arrived in Washington, DC in 1997, one of the first things I did was hire an agency to help us transform a faltering organization into a model of achievement. The first year was one of many major accomplishments kicked off 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

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“The AD Agency provided effective and impactful creative 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 project website, worked through myriad issues with the prior vendor and designed an attractive user friendly website that has helped significantly improve public understanding and engagement with the project.”

– Tony Robinson, CEO, Robinson Public Affairs



“I would strongly recommend The AD Agency. They provided services delivering actionable plans to assist the Office of the Chief Financial Officer 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

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### **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**

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  
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

### **SPORTS**

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



## CLIENTS

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### **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  
US  
US Department of Transportation  
US Department of Transportation,  
Federal Highway Administration  
US Department of Transportation,  
National Highway Traffic Safety Administration

### **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  
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

## CLIENTS

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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 Randolph 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, Brennenman Ryan  
The Remington, 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

### **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

## CLIENTS

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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, Brennenman Ryan  
The Remington, 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  
National Capital Revitalization Corporation  
Office of Public Education Facilities Modernization (OPEFM)  
Resolution Trust Corporation (RTC)  
Washington, DC Economic Partnership  
Washington, DC Marketing Center  
Washington Convention Center Authority



## **GOVERNMENT CODES**

## PRIMARY NIGP CODES

**0372300** - Cards, Greeting (Including Recycled Types)  
**0375200** - Novelties and Advertising Specialty Products  
**0375222** - Bags: Imprinted, Printed, or Screen Printed  
**0377800** - Souvenirs: Promotional, Advertising, etc.  
**2083900** - Desktop Publishing  
**2085000** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**2085400** - Internet and Web Site Software for Microcomputers  
**2095100** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**5576200** - Signage, Advertising Type (Interior and Exterior)  
**5597000** - Signage (Incls. Destination, Routing, and Advertising)  
**7005105** - Button Making Machines, Advertising, Including Accessories  
**7151017** - Booklet/Pamphlet, Safety  
**7153030** - Electronic Publications  
**7153500** - Electronic Publications: Directories, Dictionaries, Encyclopedias, etc.  
**7154735** - Employee Handbook  
**8015600** - Signs, American Disability Act (ADA)  
**8015800** - Signs: Billboard, Advertising, etc.  
**9050500** - Aerial Photography  
**9064000** - Graphic Design – Architectural  
**9150000** - Communications and Media Related Services  
**9150100** - Advertising Agency Services  
**9150110** - Advertising Agency Services  
**9150200** - Advertising (Notice of Bid Solicitation)  
**9150300** - Advertising/Public Relations  
**9150340** - Public Relations Services  
**9150400** - Advertising, Outdoor Billboard, etc.  
**9150600** - Audio Production  
**9150700** - Audio Recording  
**9150900** - Audio/Video Production Services Complete  
**9151500** - Broadcasting Services, Television  
**9152200** - Communications Marketing Services  
**9152300** - Conference Coordinating and Planning Services  
**9153861** - Printing, Digital File Output, From Photoshop Compatible File  
**9154540** - Promotional and Education Products  
**9154800** - Graphic Arts Services (Not Printing)  
**9155100** - Information Highway Electronic Services  
**9155190** - World Wide Web (WWW) Advertising Services  
**9157100** - Newspaper and Publication Advertising  
**9157200** - Photography (Not Including Aerial Photography)  
**9157300** - Public Information Services (Incl. Press Releases)  
**9157355** - Outreach Services  
**9157400** - Radio Commercial Production  
**9158200** - Video Production  
**9158280** - Video Production, TV Related Services  
**9159600** - Web Page Design and/or Management Services  
**9180000** - Consulting Services  
**9180200** - Audio and Visual (A/V) Consulting  
**9180700** - Advertising Consulting  
**9182000** - Business Consulting, Small  
**9182100** - Business Consulting, Large  
**9182600** - Communications: Public Relations Consulting  
**9183210** - Consulting Services (Not Otherwise Classified)  
**9187500** - Management Consulting  
**9187600** - Marketing Consulting  
**9204059** - Programming For Database Web Development Environment  
**9615300** - Marketing Services (Incl. Distribution, Research, etc)  
**9615346** - Marketing and Sales Services  
**9617900** - Trade Services (Facilitation, Information, Marketing, etc.)  
**9651500** - Artwork, Camera Ready  
**9651520** - Artwork, Camera Ready  
**9653000** - Desk Top Publishing Services  
**9653049** - Layout and Graphic Design Services  
**9654600** - Graphic Design Services for Printing  
**9657057** - Pre-Press: Color Separations, Composite Film, Stripping, Chromolin or Match Print Proof, Etc.  
**9660000** - Printing and Typesetting Services

## PRIMARY NAICS CODES

541820 - Public Relations Agencies  
541820 - Public Relations Consulting Services  
541820 - Public Relations Services  
541830 - Media Buying Agencies  
541830 - Media Buying Services  
541840 - Advertising Media Representatives  
541840 - Magazine Advertising Representatives  
541840 - Media Advertising Representatives  
541840 - Media Representatives  
541840 - Newspaper Advertising Representatives  
541840 - Publishers' Advertising Representatives  
541840 - Radio Advertising Representatives  
541840 - Television Advertising Representatives  
541850 - Advertising Services, Indoor Or Outdoor Display  
541850 - Advertising, Aerial  
541850 - Billboard Display Advertising Services  
541850 - Bus Card Advertising Services  
541850 - Bus Display Advertising Services  
541850 - Display Advertising Services  
541850 - Indoor Display Advertising Services  
541850 - Outdoor Display Advertising Services  
541850 - Out-Of-Home Media (I.e., Display) Advertising Services  
541850 - Store Display Advertising Services  
541850 - Subway Card Display Advertising Services  
541850 - Taxicab Card Advertising Services  
541850 - Transit Advertising Services  
541860 - Advertising Material Preparation Services For Mailing  
541860 - Direct Mail Advertising Services  
541860 - Direct Mail Or Other Direct Distribution Advertising Campaign Services  
541870 - Advertising Material Direct Distribution Services  
541870 - Circular Direct Distribution Services  
541870 - Coupon Direct Distribution Services  
541870 - Directory, Telephone, Distribution On A Contract Basis  
541870 - Door-To-Door Distribution Of Advertising Materials  
541870 - Flyer Direct Distribution (Except Direct Mail) Services  
541870 - Handbill Direct Distribution Services  
541870 - Sample Direct Distribution Services  
541870 - Telephone Directory Distribution Services, Door-To-Door  
541890 - Advertising Specialty Distribution Services  
541890 - Demonstration Services, Merchandise  
541890 - Display Lettering Services  
541890 - Mannequin Decorating Services  
541890 - Sign Lettering And Painting Services  
541890 - Welcoming Services  
541890 - Window Dressing Or Trimming Services, Store  
541910 - Broadcast Media Rating Services  
541910 - Marketing Analysis Services  
541910 - Marketing Research Services  
541910 - Opinion Research Services  
541910 - Political Opinion Polling Services  
541910 - Public Opinion Polling Services  
541910 - Public Opinion Research Services  
541613 - Marketing Consulting Services  
541810 - Advertising Agencies  
711510 - Writers Of Advertising Copy  
561410 - Desktop Publishing  
512110 - Motion Picture And Video Production  
512191 - Motion Picture  
512199 - Booking Agencies





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