

v. 301.869.9046 e. lynne@modernmediausa.com gil@modernmediausa.com w. modernmediausa.com



What we do.

Print Design & Production Reports, brochures, advertising, books, information kits

Digital Design Infographics, social media graphics, animated banner and web ads

Web Design Wordpress websites, asset development

Advertising Digital, print, direct mail, transit and outdoor

PhotoShop

Photo illustration and collage, photo retouching, rebuilds, color correction

Presentation & Conference Materials Banners, exhibits, presentation graphics

Project Management Print and vendor coordination

Some people we've worked with.

Public Relations | Communications

Curley Company **DDC Public Affairs** Fifth Estate Communications Financial Communications. Inc. Glover Park Group Infotech Strategies Nyhus Communications **Ogilvy Worldwide Outreach Strategies** P4 Strategy Group Porter Novelli Powell Tate **Spitfire Strategies** Togorun Widmeyer Communications | Finn Partners

Corporate | Non-Profit

Coca-Cola Company Discovery Communications, Inc. DC Public Schools Environmental Defense Fund Ford Foundation Georgetown Climate Center Global Financial Integrity Johnson Outdoors, Inc. Meridian Institute Smithsonian American Art Museum The Johnson Foundation The PEW Centers United Way W.K. Kellogg Foundation World Wildlife Fund





SUBAGEAR

Diving

Modern Pioneers

579.6 million Ev2014 NET SALES

Regulators compensators

Dive computers Masks/Fins/Snorkels Wetsuits Divince, OUR MOST CLORAL RUSINESS, continued to deal with weak fuerpean scorements as well as unread in the Middle East, which affects some of the world's most popular dive destinations. Revenue in 2014 declined 6 percent.

We're working hard to lessen the impact through continued Innovation in our marketing approach as well as in our products We engage customers around the world theough multi-channel. multi-media strategies ranging from daily photo poss on Instagram to specialized regional promotions. SCUBAPRC* antbased 100000 gives ou psepooy, wyelle nieus leiðigandi grae Hispóliau to sheroniseg reiðioua buowanow 25094442. biolog' ingeor and ribs ou expanded the drived extensions and payer rearises on Lanconderwise mean editated and

Our Deep Eine brand ambaisadors are konik indevoluais from SCIOS The sport who are committed to convervation as well as Scross the sport-while are containing to contact about as year as (individual in dwing) They don't receive pay or year and armit recharge to my 2018/94/00 brogins - pris they willingly disconon pure an unit decorate unit and resource gives to Out crains as met ensurance new and seasone CURATION has earned respect through a history of encyration schaftens was called integrate instagling wither works at dying of continuum to multiple continuum of the works at dying brand. More than half our SCURAVED employees are determined by the second bolis, where a set of more than a third are instructors, that terms themperes area more more and are nonunues more require us done to the consumer, ready to deliver the products and us case to the numerice ready to been the place test services for divers who deep down, demand the best

1017445040 20 1 21

Johnson Outdoors 2014 annual report inside spread





Over the years, I've worked with a number of graphic design firms with varying degrees of success. But after working with Modern Media, they instantly became our single go-to design partner.

Gil and Lynne have shown us that graphic design at its best is a true art form – the visual expression and enhancement of our message. Sometimes bold and provocative.... sometimes nuanced and understated...but always compelling when designed by Modern Media.

Cynthia Georgeson Vice President,

Global Communications, Johnson Outdoors, Inc.















OHNSON

Inspired INNOVATION



Raising the bar to exceed consumers' high expectations

Innovation is what consumers demand.

what customers expect and what we continue to deliver. To stay alread, we're taking the Johnson Outdoors innovation process to a world-class level. The key is to involve consumers at every step, from concept to commercialization to category

> We emphasize a disciplined, fact-based approach that homes in on the best ideas with the greatest potential. And we align product development with sales and marketing plans to drive even bigger, more successful new product launches,

The result: products that are meaningfully better than what's out there-with unique design, function and quality that improve the outdoor experience. Products that deliver higher-impact, longer-lasting results.

> At Johnson Outdoors, we know innovation is a game-changer in every sense of the word.

> > 01.81 / DAGRAH-TUGL

Johnson Outdoors 2016 annual report







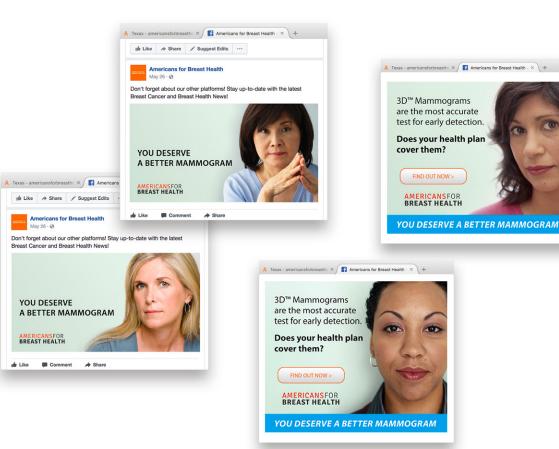
Infographic for NOAA Fisheries

modernmedia

Lynne and Gil are my go-to designers for everything from email templates to digital ads to lengthy reports. I first worked with them at a former agency and I've brought them with me to every agency since. They are great partners on any creative design project and a pleasure to work with!

Elizabeth Curwen

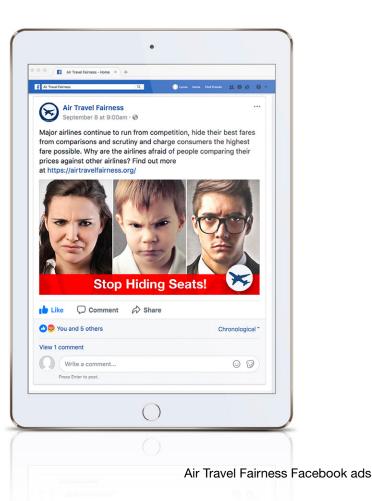
Vice President, Curley Company



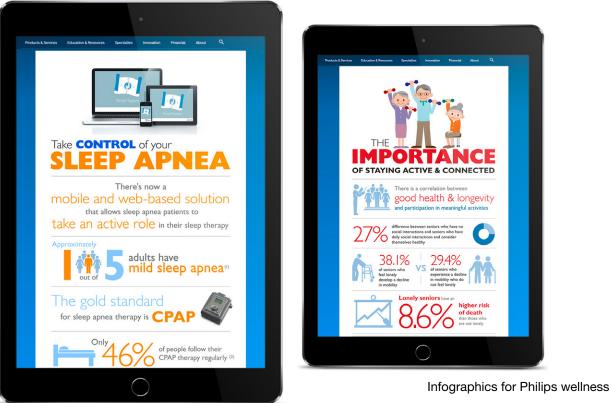
Americans for Breast Health stakeholder engagement campaign

















Modern Media has been one of our most trusted partners for years. They're talented, seasoned pros that do great work that is on target, on time, and on budget. They have a great feel for brand systems, and visually interpreting a client's message.

What sets them apart for me, though, is that I can trust them to approach projects, clients, and account teams with the same respect and fidelity to our firm values and standards as an in-house creative team.

Peter Hahn

Creative Director Widmeyer Communications | Finn Partners





Pool Safely event exhibits



0





Campaign development for Pool Safely





- Facilitate WKK7 partnering with social entrepreneurs
- Expand program tool kit (beyond grantmaking)
- Pursue action learning



W.K. Kellogg Foundation Mission Driven Investing presentation









W.K. Kellogg Foundation shareable graphics



Gil and Lynne were a design "dream team" in our effort to develop a booklet to inform and excite community members about our children's mental health initiative.

They created a powerful product and were incredibly collaborative, thoughtful and responsive in the process. I would highly recommend Modern Media to anyone looking for a creative, talented and collaborative design partner.

Ashley Staeck Program Director The Johnson Foundation

at Wingspread

Solution Connect with us

Here's how you collaborative sp Racine's children

> Get informed. Do a clear summary challenges, at w

> > F



Children across Racine Children across Racine need better access to nental health services. mental health services.

um more about mental Il your story, or find our about mental ealth resources in our community at www.HealthyRacineKids.org

ver an energy of the service set of the prove set of the service servi

Children's Mental Health initiative illustrated brochure & presentation materials



Contoren's Mental Health

ore than 100 Plents before all ⁶ 5 should problem before all ⁶ 5 An estimated so percent of children An ont-receive the treatment they ne



CREATING A NEW 4K FUNDING MODEL full-day 4K classrooms achieved positive outcomes, just

as the national research would predict. Good things happen when families have access Gold things happen when tambin have access to hell-quility full day a year-old kindergarten gAC Children timme in a state learning entronment, and parents are free to Environments and persons are internot focus on their own schedules writhout activing about childcare the the Wisconsin Departme Public Instruction funds only half-day Public entruction numbs only half-r AK every year about 1,000 cl the AK creeky your about 13/00 of the Pacine area's 4 your olds divide their dan between their half-day AK program dar) between their nait-day AK progra-and various childcare settings. These and valious chatcare sensings: These transitions can hinder the vocal and emotional transfittions can render the vocal and emotional growth they need to be kinderparten-ready, while down they need to be kindlergarter-ready, while making it harder for their parents to work full time.

92%

All Students (1,012)

through the Meconan Shares Child Care Subary Program and supplemented by physice pay for before and after school care. Every child deserves to enter kindergarten Net child deserves to enter kindergarten prepared for long term success. The evidence perpared for long term success me evidence form national research is competing: When isom hallonal relearch is competing: When hildren have access to high-quality, full-day AK children have access to migh-quarity. Not-day 4K with well-trained teachers, they are academically. with weer trained loacrans, may are academically, locally, and emotionally much better prepared socially and emotionality much better prepared for Sylear-old kindergarten (SK). High-quality for 5-hole and kindergarten bis), hegis quality kenning opportunities are even more meaningful kening opponyments at even more meaningful for children who come from difficult cocumpances. children who come trom behcuit circumstance tuding poverty. In the 2015-2016 school year, including powerty. In the 2015-2016 school year, Pacine United School Oktitict (RUSD) was able to Bacine Unified School Oktinet (RUSO) was able to fund just a lew full-day AK classrooms to text this fund just a ten rus out or cassrooms to test this approach. While we have not yet completed a approach. While we have not yet completed a reprove analysis of the results from 4k classrooms

designed to test a unique blended (unding designed to test a unique trendera tunding model. Half of the school day is covered by state school and funds, while the other half is supported school allo funds, while the other hairs supported through the Wesconin Shares Child Care Subsidy

Second, Higher Expectations is funding and facilitating second, higher lopectations is furroing and facinitation an interview study of 4K programs throughout the an intensive study of AK programs throughout me community. In partnership with RUSD, community community. In partnership with 10/50, community partners, like ALM, Now, and Acelero Learning (sar local National Nation Nation, Notes, and Acquero Learning Constraints Head Statt Drowler) the dudy will analyze the impact of the desire half deer AV another restored between Head Start provider) the study will analyze the in of full-day vs. hull-day 4K among other factors. Using evidence and data to guide our work. Higher Using enderke and data to guide our work. Higher Delectations is committed to helping families access Expectations is committed to helping tambes access high-quality early learning opportunities, we believe a bask supporting tambes with full-day at Arrivea and the supporting tambes with full-day at Arrivea nat supporting tamines with full-day an oniver a positive cycle, strong communities prepare students pointive cycle; strong communities prepare students for success, and successful students go on to build stronger communities

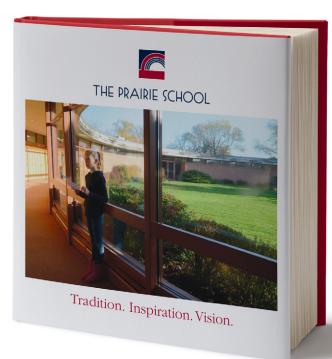
Higher Expectations 2016 Ann

Higher Expectations cradle-to-career education initiative rebranding, data dashboards & annual report

regroup analysis or the results from AK GASSFOOR across the community as of the printing of this adoly the community as of the printing of this report, early indications suggest that students in









Prairie School 50th Anniversary hardcover art book





inside spread





Curving walls and windows create organic, open space Surving watte and withcome citate organic, open space and integrate the buildings with their environment. AND INTEGRATE UNE PROVINSION Frank Ubord Winght, bolans to the hears, once devoted what should have a face of hears, health diden you to whe what Frank Ubord Winght, bolans to the hears, once devoted what should easily users a beautiful down. Many on net we beautiful as an Fark Und Winds, looking to the faster, once devolved what shock work work to a "dover of heres healty diden you to main shock set in parks that we near such a phase work where name periodically using a beautiful dow. Many point we have work to a conceptual set in parks that we near such a phase down of the Westenbly, organic basis for The Prace Stock. et in pairs pair an internation behind Queles Mentophy oranic design to The Naire Short. Normal: The was the internation behind Queles Mentophy oranic design to The Naire Short. He can be leave a course in an enternate and velocities the events by and becapitors - result leave work tabled promovel units int in parts that are next and/or playerands where nature periodically staps a baseful show Mary per expensive. The was the required based Charles Mentacolity organic deep for The Issue Stock His codul lands codult on letterate and verbicings space, its secondly orders, such cares d'halimer ed is demone tesh brane land land here here and endodered baliever and democras. The entertain was brande at a demone tesh balieve and glass — provide a tanalese, tocaid water with an Winds word and endoder be baliever to be availed the conclusion demone careful branchese to democrase themes and address the care to undoclar trade tesh and glass. d glans - convoler a tendera, teasual weren tak, in Winder wordd wer, name die balden to be ground. I glans - convoler a tendera, teasual weren tak, in Winder wordd debron, han core to enabolize have's did center energies to area. The circular draws, caned through in subsequent, chore which yere: The cerciler design carried through in advectant choice and address nuture and encourage sudents to explore and templatin their whole when

> Prairie School 50th Anniversary hardcover art book inside spread



Over the years while working at other agencies, there's been no aspect of design, advertising and brand image development that I haven't worked on with Lynne and Gil. At each and every opportunity their talent has shined and elevated my clients work. Beyond expertise, they are a great team to work with, and I'm always confident that their solutions will align with the strategy."

Lee Jenkins SVP, Creative Studio The Glover Park Group



Smithsonian American Art Museum souvenir booklet





Luce Foundation Center THE LUCE FOUNDATION CENTUR FOR AMPRICAN ART is the first visible art storage and anthe center in Washington, D.C. This innovative public space provides The Lice FOUNDATION CENTER FOR AMERICAN ART is the first visible art storage and study center in Washington, D.C. This innovative public space provides new way to experience American article for American Art C. This impositive passes provides and new ways to experience American an and new ways to experience American art and displays nearly quadruple the number of displays nearry quast operator number of artworks on view in the galleries. Though artworks on new mane goneties. Those the Luce Foundation Center contains the Luce roundation sense contains more than 3,300 artworks, its imaginative more than 3-200 accounts to magnative design and thoughtful organization allow design and mongment organization allow visitors to focus quickly on areas of inter-

visitors to tocus queesy or measurements or inter-est; from there they are free to browse or plore in deput. The Center features paintings densely explore in depth. hung on screens, sculptures, craft, and hung on screens many oren ranc and folk art objects arranged on shelves; and folk art objects actanged on success and portrait miniatures, bronze medals, and

portrait miniaures, bronze medals, and jewelry in drawers that slide open with the couch of a button. More than sixy rege sculptures are installed on the main floor. rege sculptures are installed on the main floor. Interactive computer kicels provide insightful information about every Interactive computer kicels artistic biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic biographic distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distance including a discussion of each artwork artist biographic distance distanc Thereactive computer kicks provide insightful information about every interactive computer kicks provide insightful information about every object on display, including a discussion of each arrow, arise biographics, and instancies, still images, and nearly second videos created especials of any informations, still images, and nearly second videos and any second videos any second videos and any second videos any second videos and any second videos and any second videos any second videos and any second videos and any second videos any second videos and any second videos any second videos and any second videos and any second videos and any second videos and any second videos any second videos any second videos and any second videos and any second videos and any second videos and any second videos a object on display including a discussion of each artwork, artist biographies, audio interviews, still images, and nearly seventy videos created especially for the Center. re Center. The Henry Luce Foundation gave \$10 million in 2001 to establish the The Henry Luce Foundation Gave \$10 million in 2001 to establish the Foundation Center for American Art at the Smithsonian American

The Henry Luce Foundation gave \$10 million in 2001 to establish the analysis of the Smithsonian American An Luce Foundation Center for American Art at the Smithsonian American Art Luce Foundation The Jace Henry Luce III was a longitude commissioner of the management of the second the s Lice Foundation Center for American Art at the Smithsonian American Art Lice Foundation Center for American Art at the Smithsonian American Art Museum. The late Henry Lice III was a longime commissioner of the museum. A culmination of Hank Line's dreams was the creation of a permanent center where the public the creation of a permanent treasures of American art and could interact with treasures of American art and could interact with the the

could interact with treasures of Amer there was no better partner than the Smithsonian American Art Museum. Above plato by Hugh Taman, opposite: plato by Carl Harvan.

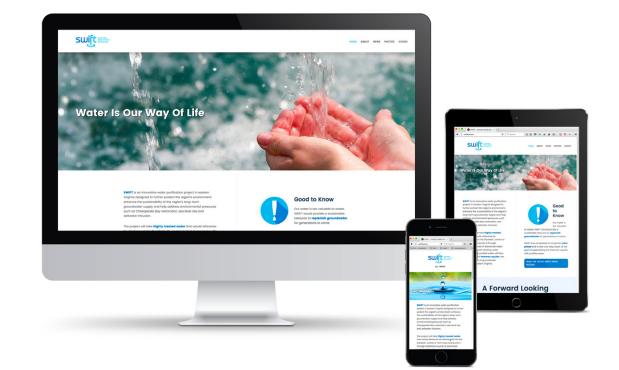
Smithsonian American Art Museum souvenir booklet inside spread



When we need cutting-edge design work done we know exactly where to go. Modern Media has helped us execute creative results – whether it's national advertisements, graphic design or branding work. Impact is what counts and Modern Media not only makes its clients look good, it makes them noticed and remembered.

Tad Segal

President Outreach Strategies, LLC



SWIFT sustainable water initiative branding, adaptive web site, rollout materials





The Johnson Foundation at Wingspread has used Modern Media's services for over four vears and their work is stellar! Not only are Lynne and Gil creative and timely, they are smart, thoughtful, and bring valuable insight to our production processes. Modern Media does a superb job of getting us to think about ways to incorporate creative design elements that help portray the messages we are trying to convey... and they speak volumes. Our work is stronger and more compelling to our audiences because of our relationship with Modern Media.

Wendy S. Butler Program Manager, The Johnson Foundation at Wingspread





The Johnson Foundation at Wingspread Charting New Waters coalition branding, report series





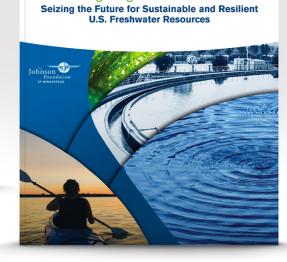
Optimizing the Structure and Scale of Urban Water Infrastructure: Integrating Distributed Systems





September 2014







Building Resilient Utilities

How Water and Electric Utilities Can Co-Create Their Futures



The Johnson Foundation at Wingspread Charting New Waters coalition branding, report series





I worked with Modern Media on several reports for The Johnson Foundation at Wingspread's Charting New Waters initiative. They brought great creativity to the design process, collaborated effectively with a multi-pronged team, and were timely in meeting (sometimes very tight) deadlines. I would definitely recommend working with Modern Media for your graphic design needs.

Brad Spangler Senior Program Manager, Meridian Institute





Charting New Waters event exhibits





Northeast Electric Vehicle Network car dealership brochure





Environmental Defense Fund Conservation Leadership Council report









Koshland Science Museum bus and subway signs





Wendy Tonsits Made Metal jewelry designer logo & branded materials











The in-house bar association.⁵⁴

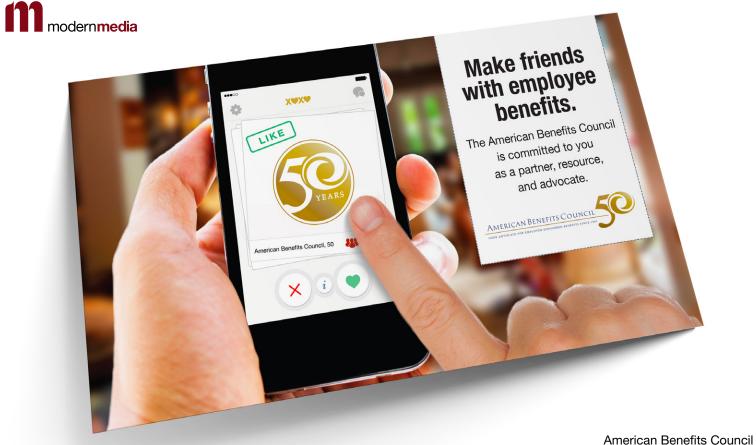












membership outreach mailer



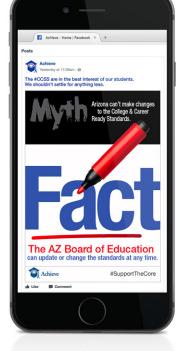


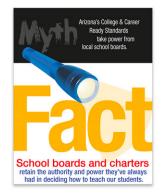


Online ads for American Benefits Council











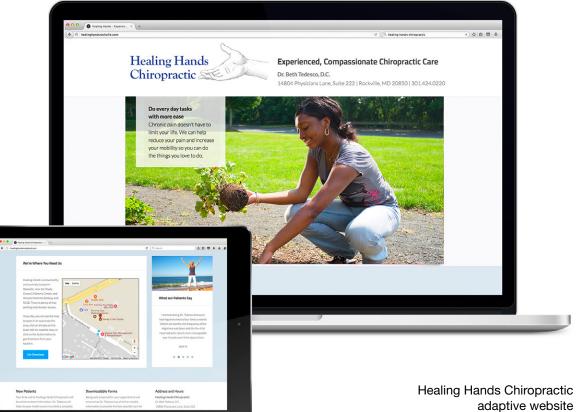






Website for singer-songwriter







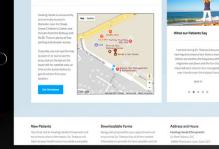


About Dr. Beth Tedesco

Dr. Beth Tedesco has been providing high quality chiropractic care in Rockville since 1993. Her experience, skill, and concern for her patients and their families has made Healing Hands an outstanding practice for over twenty years. Many patients have been with her since her doors first opened.

After graduating Magna Cum Laude in International Relations from Tulane University Beth Tedesco knew that her







The Living Wall is a symbol of rejuvenation and strength that all living things share.

A New Building to Deliver Extraordinary Care

In Fall 2010, we will open a \$130 million comprehensive cancer In Fall 2010, we will open a \$130 million comprehensive cancer facility that will enhance our ability to maintain multidisciplinary extraordinary care, provide best-in-class dinical quality, and conduct cuting-edge research. The facility will build on the tremendous care we deliver by providing any unconfidence and provide the strengthere.

patients with an unparalleled experience through innovative approaches in comfortable surroundings.

The new building will be a place of hope and rejuvenation that offers an oasis for patients and their loved ones. The lobby alone is a work of art that features a full menagerie of thing crystal birds and an incredible Living Wall.

menager This will be one of the first Living Walls in the United States. Custom-designed, the Living Wall is made This will be one of types of plants, all hydroponically growing without soil Net — Living Wall is made this will be one of the first Using Wates in the United States. Custom designed, the Living Wall is made this will be one of plants, all hydroponically growing without soil. Not only seetherically beautiful, of filter as wate down contaminates found in indoor air by entirely natural events. the me of more than 30 types of paints, an trytoponically growing without soil. Hoo areas were ward to make of more than 30 types of paints, an trytoponically growing without soil. Hoo areas were ward to be autout the more than 30 types of paints, and the second in indoor air by enturely natural processes, and releases pure, the more than 30 types of paints, and the second in the second seco

comment the one center will also harbure a cyber calle, a meditation room, and a full real. The ultimate goal of the builders by to och on the servicenter of all who work at the John Thruter Cancer Counter goal of the builders only the best care and to personalize treatment, and caus us in the particular addresses perferince. Providing Extraordinary Care

to provide any the pear care i the best possible experience.

John Theurer Cancer Center Cancer Method Com

John Theurer Cancer Center brochure to introduce new facility

John Theurer Cancer Center

cancer divisions.

States

One of America's parent Growing One of America's rational Conters montraiting and the part of the second second Contraction of the birth and the the birt Record and constants and and and the The alter the second se the spice of country is not any

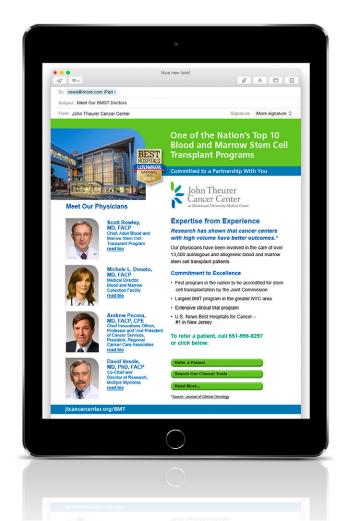
Physicals names and sciences to out a specialized the needs of our pairete for our a specialized

More than 20 JTCC doctors anore man et in caste comoly's

Guide to Top Doctors.

humccancer.org





John Theurer Cancer Center html emails







Partnership to Fight Chronic Disease print and digital ads for *Politico*



Imagine the possibilities

At Your Fingertips

Ratiology com brings the power of the laternet to the radiology community. It encycling 200 dil imagine and more. K's of Work all a place where we can communicate a place where we can communicate across the globe, share information and resources, and find whatever we need—directories, links and procid una;

naadologo con hornesses the sever and reach cornesses the deliver the facts medical imagins brockfinocytis and techniques. Br publishing RAD radiology A and patient power-weatened facility and reviewed by kinimionis around the world Walk on unprocedened world Walk on unprocedened

Print ads for Radiology.com

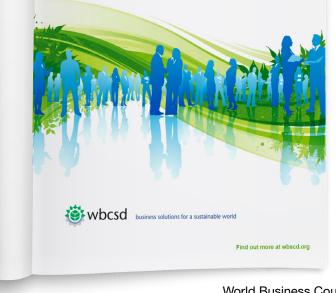
Everybody's Happy

Radiology con

modernmedia

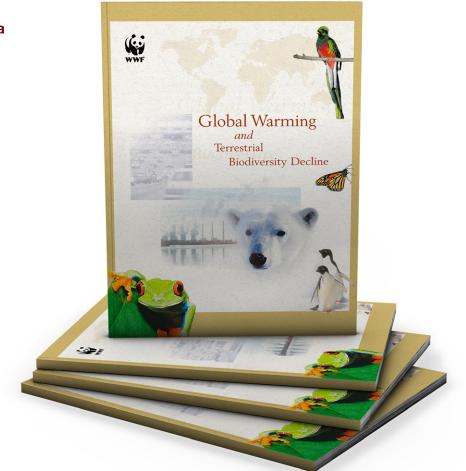
Meet the planet's business partners.

Sustainability is good for business and our planet. That's why the 200 member companies of the World Business Council for Sustainable Development are working to ensure that both are healthy. We believe business is a key partner in developing and scaling up solutions that will allow 9 billion people to live well and within the limits of our planet by 2050.



Print ad for World Business Council For Sustainable Development





World Wildlife Fund report on climate change

modern**media**

WWF

CLIMATE CHANGE

Speed Kills: Rates of Climate Change are Threatening Biodiversity

BY ADAM MARKHAM, CLEAN AIR-COOL PLANET AND JAY MALCOLM, UNIVERSITY OF TORONTO

Global warming represents a rapidly worsening threat to the world's wildlife and natural habitat. The increase of global temperatures seen in the late 20th century was unprecedented in the last 1000 years. Professor Tom Crowley of Texas A&M University predicts that in the 21st century "the warming will reach truly extraordinary levels" surpassing anything in the last 400,000 years.

New WWF research indicates that the speed with which global warming occurs is critically important for wildlife, and that the accelerating rates of warming we can expect in the coming decades are likely to put large numbers of species at risk. Climate change may lead to the disappearance or transformation of extensive areas of important wildlife habitat - many species will be unable to move fast enough to survive.

Species in the higher latitudes of the northern hemisphere, where the warming will be greatest, may have to migrate. Plants may need to move 10 times faster than they did at the end of the last ice-age. Very few plant species can move at rates faster than one kilometer per year, and yet this is what will be required in many parts of the world.

The worst affected countries are likely to be Canada and Russia. where the computer models suggest that, on average, migration rates in excess of one kilometer per year will be required in a third or more of terrestrial habitats. High migration rates will particularly threaten rare, isolated or slow-moving species but will favor weeds and pests that can move, reproduce or adapt fast. The kudzu vine and Japanese honeysuckle are examples of nuisance plants in the US that will likely benefit from global warming.



NEW WWF RESEARCH INDICATES THAT THE Speed with which GLOBAL WARMING OCCURS

IS CRITICALLY IMPORTANT FOR wildlife

gs and toads may be particularly vulnerable

to global

SYSTEM SHIFTS TO

A doubling of CO2 in the atmosphere has aned of the world's existing to spined by equally diverse or productive a h no certainty that they will be and the desider. Understanding on the provident of the providence of the constraints of t

sugges the Obg wat nee way second around pre-monostratal levels's during the 21st century, as may is that apple if action is not taken to rein in the inefficient take of forsial facels are

species LOSS Amongst the countries lakely to lose 45% or more of current lakely SPECIES LUDIO Antempto do managemento y so ante escreto de more est correcto habitati an Rana, Calada, Royazana, Norrayy, Stechen, Falandi, Latvia, Uruguay, Bhusan and ar Ramo, canno, and Moogolia in particular are havens for extrao Megha annae obage represents to a forming new threat. In Canada, collated forms a sikit removasi program a sama na sama sikit na imponent program sama na sama n sida ar newno per en anti-di sain Jahar cost neichly retice de availability of viral breeding habitat for mittee if have never some some many product on a community or visal breeding habits of prove and shoreholds. The red knot population of Russia's Taimyr Pengi (database the reasons) professional or manages a sample reasonable tradiport that next only in the Russian far cast may be under par gove base samply a de rate red breasted goose, emperor goose and toudra beat Local species loss may be as high as 20% in the most value a species non may reason the second second second second second and the second se annystana Prajentenen mantana na magary namin'n negation metadange northere para e ranen Sheria, Ratsia's Taimyr Peninsula, northere Alaska, northere per el canzo source, non-constante a source ante a source and source and



World Wildlife Fund factsheets on climate change





World Wildlife Fund dive shop posters







Photo collages for Ciena



