

## ROBERT (Bert) TAYLOR | Design

### CREATIVE SERVICES PROFESSIONAL

#### Graphic Design / Branding / Creative Leadership

Diverse industry experience and tireless work ethic. Innovative and intuitive leader with a track record of consistently achieving client objectives.

I currently own and operate Bert Taylor Design LLC. (BTD)

BTD is a small business/vendor that in 2018 was contracted to provide project management and production of core collateral for Hitachi Vantara using Workfront to deliver completed assets to the internal web ops team for placement on Hitachivantara.com.

Over time BTD has expanded it's initial service to include writing and editorial services, as well as video and video editing.

The following pages are a collection of samples of my own graphic design from my former years as a in-house corporate graphic designer, and some contract projects.

Contact: [bert.taylor.design@gmail.com](mailto:bert.taylor.design@gmail.com)



## JDS UNIPHASE/ACTERNA/TTC

Currently Viavi Solutions

### 1999-2009

For 10 years I worked in-house for a company that experienced; merger with another company, re-brand and IPO, chapter 11, profitable reemergence, and finally acquisition. I learned a great deal about branding, global organizations, and corporate graphic design.

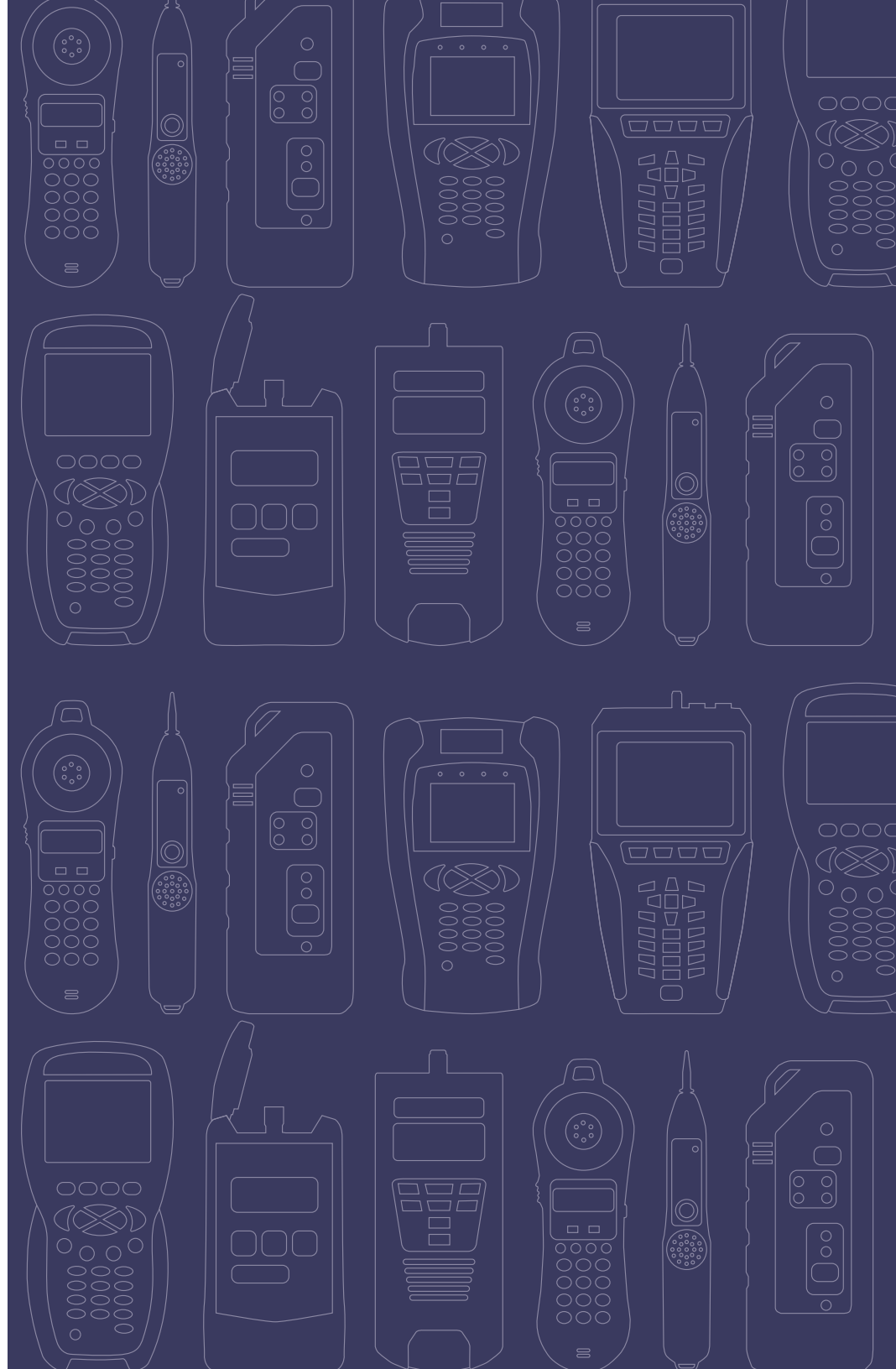


Recording voiceover audio in a test and measurement chamber.

My favorite part of working behind the firewall was the opportunity to learn new things. I started as a graphic designer. Soon I managed designers and vendors. I created workflow processes and print efficiencies. I helped build brand guidelines and develop collateral templates. I became the internal consultant that helped business groups apply our brand to products and GUIs. I art directed photography and developed the photographic style for products and advertising for a company with hundreds of physical devices, testers, and services. A corporate creative wears a lot of hats. All these responsibilities aid to present a consistent outward face for a company that continually acquired smaller companies with unique products and services, and piles of supporting collateral to be brought into the fold.

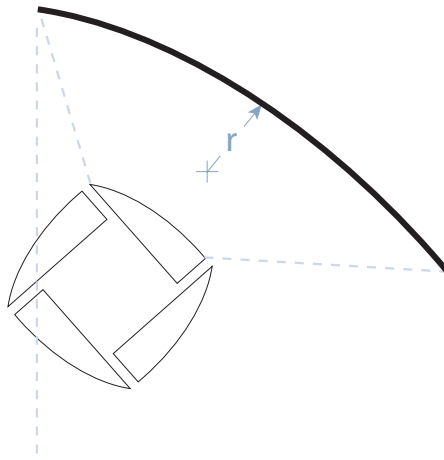
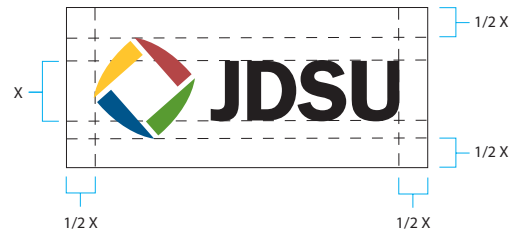
In addition to product, software and service support, I also help support sales by creating sales tools, presentations and trade show graphics. I lead a team that created a web based interactive sales resource. I pooled skills for design, project planning, and vendor management and formed a virtual work group which collaborated to produce a deliverable that yielded an innovative, brand compliant tool to rapidly produce animated product demonstrations. First useful as a sales tool that in addition to being effective, saved sales travel dollars. Later it was used to develop an on-line training platform that saved a multi million dollar deal.

Vector drawings used to create a pattern made from Acterna test and measurement devices.





Corporate and product collateral, templates, guidelines and style guides.



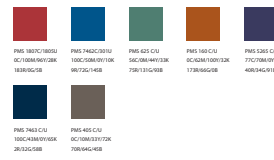
### Color Palette Corporate, Primary, and Secondary

**JDSU Colors**  
The extended color scheme for JDSU should balance the vivid primary colors of the logo. The muted and neutral tones of the primary and secondary palettes will provide sophisticated color backdrops and accent hues that enhance and complement the primary logo colors.

#### Corporate (Logo) Color Palette



#### Primary Color Palette



#### Secondary Color Palette / Accent



Project lead: web presentation framework built in Flash to interactively showcase the network tools of the company.

Interactive Product Module

## DSAM Triple-Play Service Meter

Four softkeys to make selections in display

Navigation Keys

Enter and Exit

Four Mode Keys:  
AUTOTEST  
MEASURE  
ACCESS  
CONFIGURE

Alpha-numeric Telephony-style Keypad

Power Key

Shift Key

"D" Rings on Four Corners

Replaceable Snap-in Lens Covers

Adjustable Hand Straps on Both Sides

Microphone

**DSAM Triple-Play Service Meter**

Installer/Contractor | Service Tech | Maintenance Tech | Supervisor

AUDIO 2/28

Complete Troubleshooting and Testing

### DOCSIS IP Tests over both RF and Ethernet

Test over RF using single connector (75 ohm DOCSIS)

IP connectivity testing over ethernet (DOCSIS)

**DSAM Triple-Play Service Meter**

Installer/Contractor | Service Tech | Maintenance Tech | Supervisor

Next Generation Meter for Network Technicians

### Forward and Reverse Sweep in One Instrument

- Provides non-interfering forward and reverse sweep operation
- Continuously updates headend and field units
- Sweeps analog, digital and DOCSIS carriers
- Covers entire frequency band
- References active carriers without degrading service quality

**DSAM Triple-Play Service Meter**

Installer/Contractor | Service Tech | Maintenance Tech | Supervisor

Next Generation Meter for Network Technicians

### Network Forward Sweep Identifies Issues

Make Reference Signal

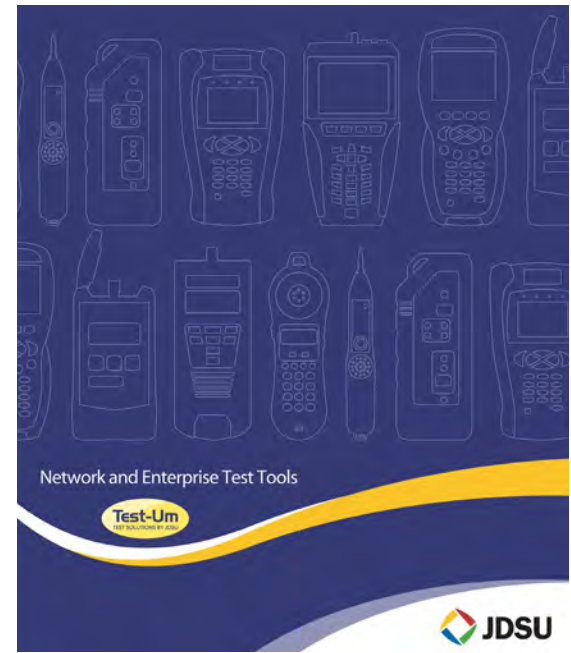
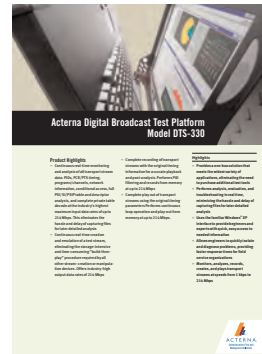
Sweep response with a "touchback"

Sweep response with standing waves

**DSAM Triple-Play Service Meter**

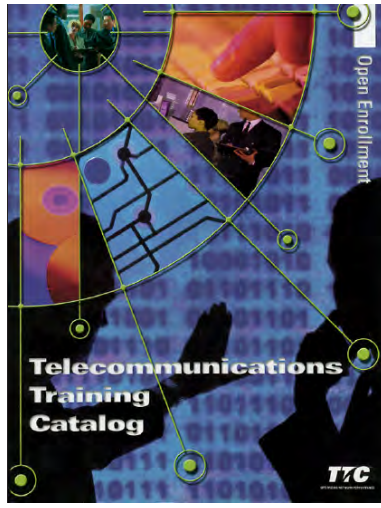
Installer/Contractor | Service Tech | Maintenance Tech | Supervisor

Data sheets, brochures, white papers, sales tool kits and presentations. Trade-show graphics, marketing materials, info graphics, network diagrams, icons and posters.

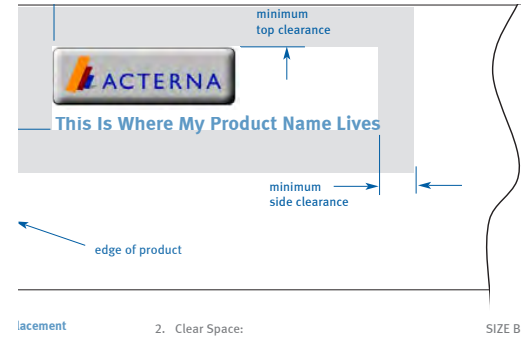
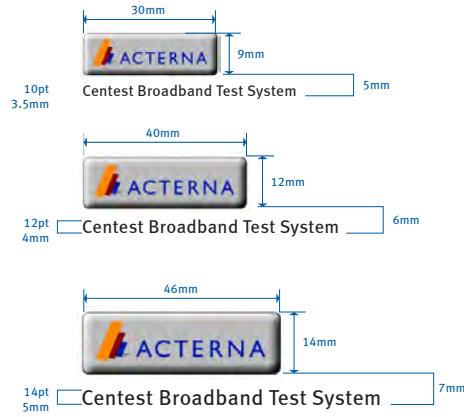


**Smarter. Stronger. Faster.**

Commtest Sales Meeting 2008



Consulted with product groups to make hundreds of new and legacy products brand compliant. Routinely found unique solutions that saved production time and money while bringing products, GUIs, and software into the family.



#### 7.2 Product and Graphic Palette Implementation





Developed and implemented new product photo styles. Art directed all new product and location photography. Coordinated and directed photography of products from new company acquisitions globally. Consulted with product groups for chassis brand and color specifications. Managed company wide product photography inventory consisting of hundreds of products and thousands of images.



**Network & Enterprise Test Tools**




**Task-Ready Tools from JDSU Help Keep Your Game On**

Whether you're working in a data center, on a construction site, or in a remote location, JDSU's handheld test tools are designed to help you get the job done. Our rugged, reliable tools are built to last and are easy to use. They're the perfect solution for anyone who needs a reliable, portable test tool that can handle the toughest conditions.

**JDSU**  
 Know/In/Network  
 WWW.JDSU.COM/ENR  
 TEL: 800.353.1100  
 FAX: 408.353.1100




**Task-Ready Tools from JDSU Help You Build It Right**

JDSU's handheld test tools are designed to help you get the job done. Our rugged, reliable tools are built to last and are easy to use. They're the perfect solution for anyone who needs a reliable, portable test tool that can handle the toughest conditions.

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**Task-Ready Tools from JDSU Help You Bring It Home**

JDSU's handheld test tools are designed to help you get the job done. Our rugged, reliable tools are built to last and are easy to use. They're the perfect solution for anyone who needs a reliable, portable test tool that can handle the toughest conditions.

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› See digital in a whole new light.



**Breakthrough digital test and monitoring solutions from JDSU allow you to see more!**

Take the DSAM-6000 all-in-one triple-play field meter—it provides the most accurate measurements available and offers exclusive features you'll find only from JDSU. These include:

- Digital Quality Index™ (DQI)** – Qualifies hard-to-capture, intermittent digital impairments with a simple measurement display.
- QAM Ingress™** – Enables in-service viewing of live anomalies—beneath the QAM digital haystack—that may not be visible to a spectrum analyzer.
- VoIPCheck™** – Integrates with the largest suite of DOCSIS® tests available to display segmented packet statistics—including packet loss, jitter, and delay—as well as call-quality results such as R-value and MOS.
- Stealth Sweep™** – Provides proven, non-interfering forward and reverse sweep. Because the DSAM-6000 is compatible with all existing SDA sweep equipment, there's no need to buy new headend gear.

And, using JDSU's workforce efficiency solutions is like having X-ray vision! TechComplete™ TPP and Home Certification can boost efficiency up to 30% via remote data access from the field to help isolate issues and ensure installations, while PathTrak™ Field View compares local spectrum measurements to those from PathTrak for quick resolution of return path ingress problems.

See more. Visit [www.jdsu.com/seedigital](http://www.jdsu.com/seedigital) to explore the full spectrum of advanced digital test capabilities from JDSU.

OTDRs | Field Meters | Systems & Software



WWW.JDSU.COM

NORTH AMERICA 1 866 228-3762

LATIN AMERICA +55 11 5503 3800

ASIA PACIFIC +852 2892 0990

EMEA +49 7121 86 2222

› See digital in a whole new light.



**Breakthrough digital test and monitoring solutions from JDSU allow you to see more!**

The digital transformation is sweeping cable networks. New optical technologies—WDM, 10GbE, and OTN—are coming online to meet the needs of bandwidth intensive services while SONET/SDH and ATM continue to provide network connectivity. The JDSU portfolio of test equipment, software and systems is at the core of the transformation, enabling manufacturers and operators to deploy metro networks with the confidence that services will perform as promised.

The JDSU T-BERD® 8000 Scalable Optical Test Platform enables easy migration to new network technologies and provides cost control on existing infrastructure management. The T-BERD 8000 is the ideal tool for service provider installation, maintenance, and support teams as well as system vendor field services groups for network turn-up, AON developments and trials.

See more. Visit [www.jdsu.com/seedigital](http://www.jdsu.com/seedigital) to explore the full spectrum of advanced digital test capabilities from JDSU.

OTDRs | Field Meters | Systems & Software



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## Can customers look to you for reliable VoIP service?



### Not without Acterna's VoIP Test and Management Portfolio.

Acterna's bundled sets of instruments, systems, and software let operators quickly detect, find, fix, and even prevent problems. From sending, receiving, and analyzing live VoIP test calls to resolving call quality problems in real time to detecting RF problems, noise, and ingress on DOCSIS/EuroDOCSIS networks, Acterna's VoIP Test and Management Portfolio is the key to fast, efficient VoIP service rollouts. And with customer revenues on the line, you want your message to come through loud and clear. Your VoIP service offers carrier-class quality and reliability.

All Acterna products are backed by the same market-leading service, support, and expertise you experienced from Wavelex. It's The Acterna Advantage. To learn more, call 1-866-ACTERNA or e-mail [info@acterna.com](mailto:info@acterna.com). For all the details, please visit [acterna.com/VoIP](http://acterna.com/VoIP).



## Will your Metro Ethernet make the grade?



### Not without Acterna's Metro Ethernet Test and Management Portfolio.

Acterna's bundled set of instruments, systems, and software is at the core of making carrier-grade Ethernet a reality. From testing CWDM/DWDM technology in the access network to verifying physical layer connectivity, throughput, and latency to analyzing electrical 10/100/1000 and optical 1G interfaces, service providers and cable operators achieve smooth hand-offs between all network elements. And with components that identify the root cause of network and customer application problems and measure, trend, and forecast QoS and traffic usage statistics, you gain the control you need to deliver flawless triple-play services. For all the details, please visit [www.acterna.com/Metro](http://www.acterna.com/Metro).



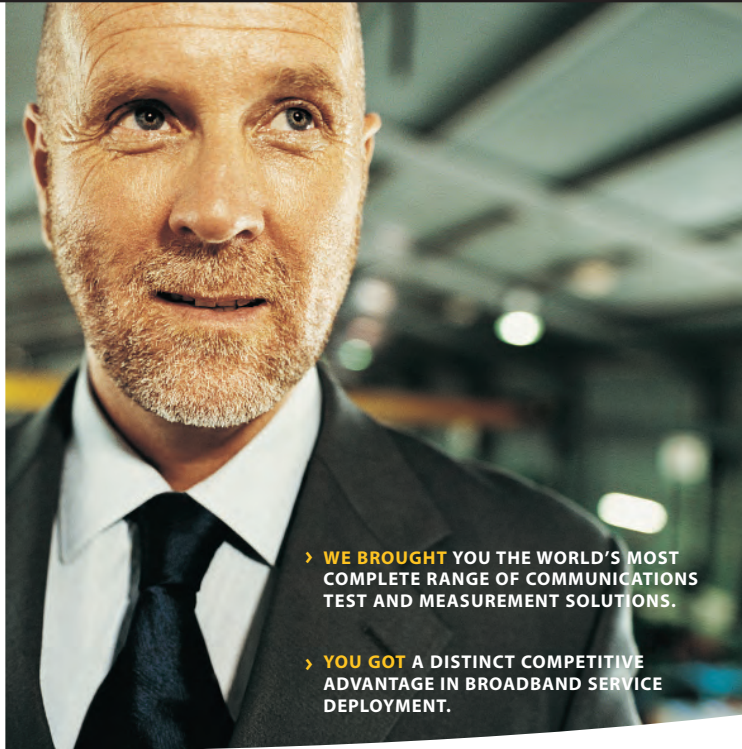
## Will your triple-play service go the distance?



### Not without Acterna's FTTx Test and Management Portfolio.

Acterna's bundled sets of instruments, systems, and software close the loop on delivering flawless IP and RF video, voice, and data over FTTx networks. From installation and qualification of fiber optic and copper cable in the physical plant to provisioning Ethernet, DSL, and IP-based services in the access network to on-going service assurance, nothing gets lost in transition. For all the details, please visit [www.acterna.com/FTTx](http://www.acterna.com/FTTx).





› **WE BROUGHT YOU THE WORLD'S MOST COMPLETE RANGE OF COMMUNICATIONS TEST AND MEASUREMENT SOLUTIONS.**

› **YOU GOT A DISTINCT COMPETITIVE ADVANTAGE IN BROADBAND SERVICE DEPLOYMENT.**



Enabling Broadband & Optical Innovation

[WWW.JDSU.COM/ACTERNA](http://WWW.JDSU.COM/ACTERNA)

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**NOW THAT ACTERNA IS PART OF JDSU, YOU GET MORE.**

How much more? You get the only partner able to provide end-to-end total test solutions across technologies, networks, protocols, and more.

We have brought together an unmatched combination of broadband and optical communication products, instrumentation, and test solutions. You get, as a result, a broadband and optical technology partner who can enable you to deliver the triple play of voice, video and data services.

Contact us and learn more about how we are enabling today's technologies – FTTx, IPTV, ADSL2+, VoIP, 10 GigE, DWDM – and tomorrow's innovations. All to help you gain a competitive advantage.



› **WE BROUGHT YOU POWERFUL STEALTH SWEEP™ TECHNOLOGY WITH THE SDA.**

› **NOW, YOU GET THE COMBINED POWER OF TRIPLE-PLAY SERVICES TESTING AND STEALTH SWEEP IN THE DSAM-6000.**



Enabling Broadband & Optical Innovation

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**WITH ACTERNA TEST AND MEASUREMENT SOLUTIONS, NOW PART OF JDSU, YOU GET MORE.**

As the only handheld field meter that can measure QAM MER/BER to 1 GHz, the DSAM-6000 sweeps the field with Stealth Sweep™ technology, VoIPCheck™, forward and reverse path digital services testing, and DOCSIS®/EuroDOCSIS® verification. The meter's embedded PacketCable™ MTA lets technicians make and listen to live VoIP calls while TechComplete™ software automates home and plant certification reports for reliable proactive maintenance.

Covering all the HFC network's critical points from the headend to the subscriber and measuring both analog and digital services, a single DSAM-6000 eliminates the need to carry multiple instruments. The result is an efficient use of technicians' time for the most labor-intensive maintenance and troubleshooting assignments. And, because the DSAM-6000 is compatible with all existing SDA installed equipment, there is no need to buy new headend gear.

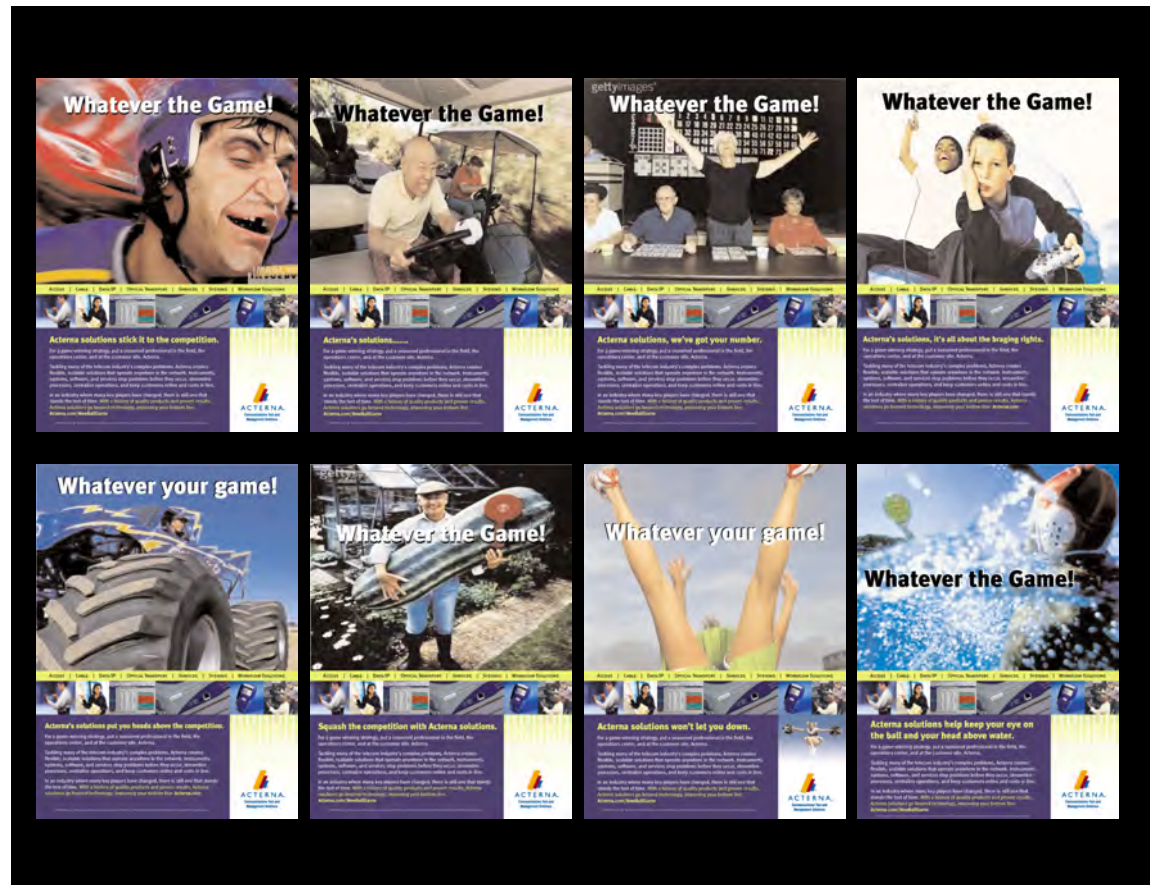
For more information, visit [www.jdsu.com/DSAMsweep](http://www.jdsu.com/DSAMsweep).





Solutions web and print campaign.  
 Images from a brain storm session: **Whatever the game!**

stick it to the competition, drive your business, got your number, all about the bragging rights, heads above the competition, squash the competition, won't let you down, keep your head above water



Direct mail campaign.

Mailed to a list of Verizon Engineers, this postcard mailer was designed to mimic the recently released FIOS Channel Menu. Variable copy created a personalized URL where recipients could provide more detailed contact info in exchange for a free flash drive that was preloaded with a sought-after technology guide typically given away to clients as an expensive printed deliverable by the sales team.

**JDSU TESTS IP VIDEO**

**HST-3000 Handheld Services Tester**  
The HST-3000 you rely on for advanced copper and fiber testing is the ideal IP Video test tool, too. It performs STB emulation and comprehensive video analysis including QoS and Video MOS measurement, Video Stream Data Rate, IP Packet, and PID analysis. The HST-3000 also provides summary statistics and error event logging.

**T-BERD® 8000 Scalable Optical Test Platform**  
The T-BERD 8000 is the ultimate tool for fiber network installation, acceptance testing, and maintenance with DS-1 to 10G SONET/Ethernet BER testing. It offers connection-checker functionality with on-board VFL, power meter, LTS, and video inspection scope options as well as a built-in optical talk set option for communicating along the fiber.

**Free Triple-Play Guide**  
Get this free, comprehensive guide to test, measurement, and service assurance—an authoritative resource that gives in-depth guidance on testing FTTH networks and ensuring reliable triple-play service delivery. It features a thorough presentation of IP video test and analysis considerations and technique.

**DTS-330 Digital Test Platform**  
The DST-330 offers six combinations of MPEG-2 (DVB and ATSC) transport stream generation, capture, creation, and analysis with simultaneous play and analyze for simulation and examination in real time. And the easy-to-use Windows® interface means beginners and experts alike can isolate and diagnose service problems quickly.

**JDSU**

**\*First Name\***  
Explore Headend through Home IP-Video Test and Service Assurance Solutions from JDSU and get a **FREE 1 Gig Flash Drive!**

**JDSU TESTS IP VIDEO**

- 27 IP VIDEO ◀ Increase ARPU
- 28 IP VIDEO ◀ Shorten MTTR
- 29 IP VIDEO ◀ Speed Turn-up
- 30 IP VIDEO ◀ Reduce OpEx

**Free Triple-Play Guide and 1 Gig Flash Drive!** NOW

**\*Firstname\*, please log on to:**  
**\*www.firstname.lastname@nrefiosURL.com\***

**GO JDSU**

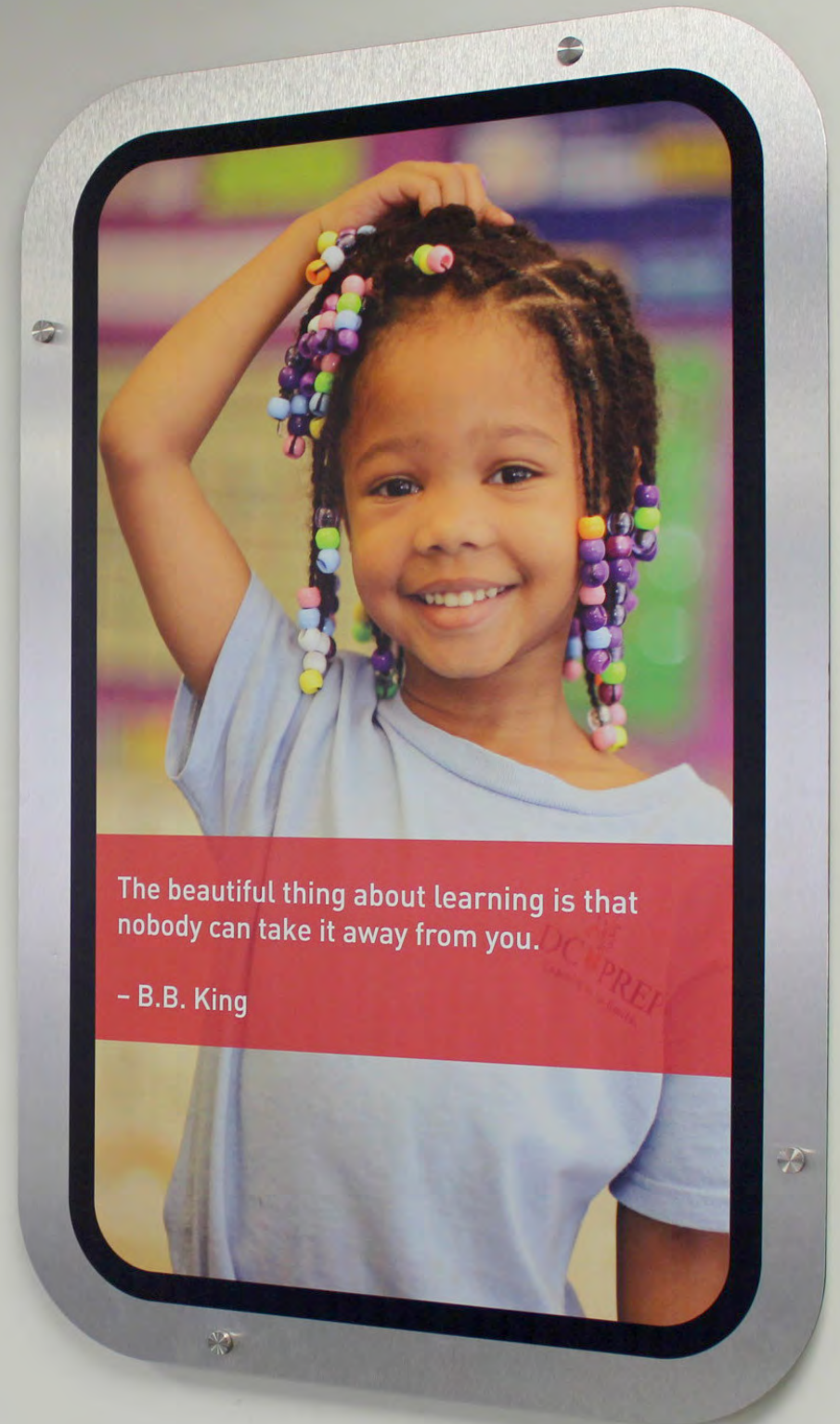
**\*Firstname\*  
Tune in to picture perfect  
Video Service Delivery  
with JDSU.**



# CONTRACT

OSSE - Office of the State Superintendent of Education

The Office of the State Superintendent of Education (OSSE) plays many roles in the lives of children, teens, and adults seeking an education in the District of Columbia. The agency sets statewide policies, provides resources and support, and exercises accountability for all public education in DC. OSSE also ensures that children and families receive year round access to well balanced meals by providing federal reimbursements, training and nutrition education to program participants. It also provides transportation to school for District children with special needs.



Contracted by the OSSE Communications Director to help give the agency a consistent look and feel. New solution replaced 3 legacy brands in use. New solution gives a nod to all three in addition to maintaining a strong tie to the District of Columbia flag.

Developed brand guidelines and department sub-brand treatments, built templates for literature and presentations as well as tools to help departments generate content in a manner that greatly streamlines production.

As the only in-house creative resource, also managed special projects, web design, event themes, newsletters, interior design and vendor relationships.



Legacy OSSE brands



New OSSE brand



Brand guidelines and department sub-brand treatments



## SIX PANEL TRI-FOLD BROCHURE



A 6-panel tri-fold template has been created for OSSE brochures. This template utilizes an image on the cover that is relevant to the audience or purpose, but can be left plain as well.

The colors used on OSSE brochures must follow the OSSE color palette guidelines included in this document.

To request a brochure created in this template, please complete and provide a MS Word content template to the Director of Communications, that contains

final content and suggested graphics or photography. The MS Word content template can be downloaded from the OSSE deliverables portal on the intranet.

### MULTIPLE LOGO LOCK-UP CLEAR SPACE



The program standards list minimum amount of space that is required to surround the OSSE logo when locked-up with other logos.

To ensure consistency, space is calculated in "X" spaces to represent regular increments and length of the "X" is the OSSE Logo.

When locking up multiple logos, maintain the required "X" space between each logo, and place the logo on the center line (see also).

### WAVE FORM



Incorporate the wave graphic in the 'Signature with Text' Layout of the Wave Form in an additional design element provided to designers as a design to add visual interest and flow to OSSE communications. The rough cut is used to read the OSSE Logo in the format used for all OSSE communications. Designers are encouraged to explore new and innovative ways to display the wave element in their designs.

A strong visual link formed from the OSSE logo symbol, the rounded corners of the logo act as a visual link for all OSSE communications. It is highly encouraged to use this link throughout OSSE communications.

All shown in the example, the rounded corners that be used in all OSSE communications. The rounded corners can be used as part of a visual link with a color or logo.

### ROUNDED CORNER ELEMENT



Designers are encouraged to explore new and innovative ways to display the wave element in their designs.

### COLOR PALETTE- SECONDARY

OSSE Dark Red	OSSE Orange	OSSE Dark Blue	OSSE Light Green	OSSE Dark Grey	OSSE Light Grey
PMS 2845 C	PMS 718 C	PMS 289 C	PMS 568 C	PMS 634 C	PMS 691 C
PMS Uncoated	PMS 118 U	PMS 289 U	PMS 568 U	PMS 634 U	PMS 691 U
CMYK 0,100,140,54	0,54,100,0	100,47,0,28	0,75,100,0	0,89,41	0,5,11,23
RGB 130,51	229,127,28	0,75,141	122,195,47	126,128,131	254,191,142

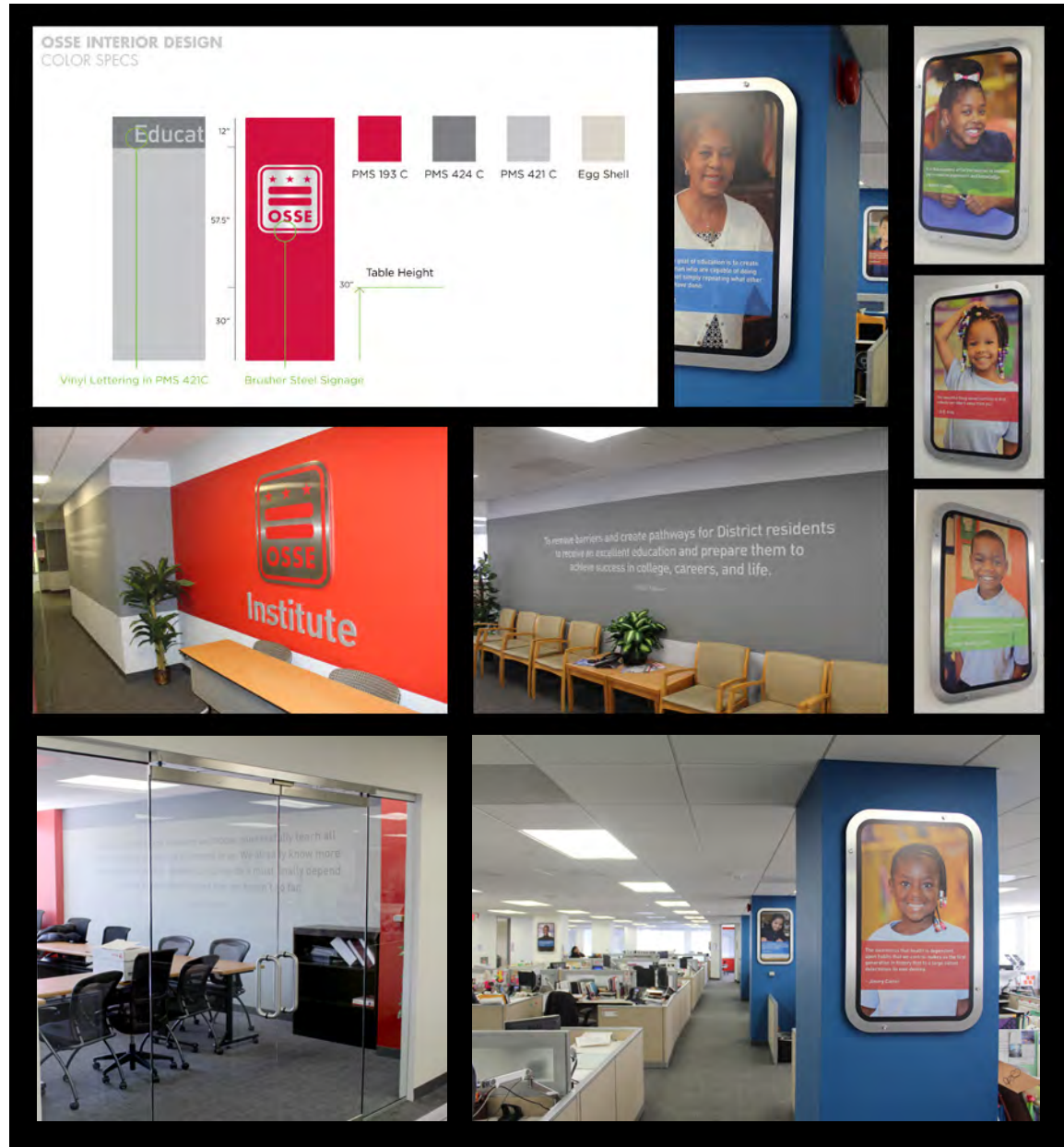
OSSE Dark Red, OSSE Orange, OSSE Dark Blue, OSSE Green, OSSE Light Green and OSSE Egg Shell comprise the Secondary Color Palette.

In line with the OSSE color palette, designers are encouraged to use the OSSE Color Palette in their designs. The OSSE Color Palette is located in the OSSE Design Guidelines.

The process color printing job may use the CMYK values shown on this page.

Special project. Researched hundreds of inspirational quotes about education. Created guidelines and oversaw vendor installation in learning center, class spaces, offices, conference rooms building wide.

Created brushed steel signage. Created brushed steel graphic applications that paired quotes with images of DC school children and professionals.



Special projects often included creating logos and themes for special events. Deliverables including web and print banners, presentation templates, programs and invitations, posters, give-aways and meeting signage.



#### POSTERS



#### POWER POINT TEMPLATE





Applying Brand, Sub-brand, design elements and literature templates to a department. Provided with design templates were content templates created in MS Word for content providers. Content elements and word counts greatly improve turnaround time for production.

**Services**

**Mediation**  
An Alternative Dispute Resolution

Mediation is a voluntary, confidential, confidential process. It is available to parents, school districts, and agencies involved in education programs and services for children with special needs from birth to age 22. Typically, the parties involved in a special education conflict are the parents and the school district. When they agree to discuss their concerns, the Office for Dispute Resolution (ODR) assigns a mediator trained in special education law and conflict resolution techniques to facilitate the mediation session. Mediation is free of charge for both parents and local education agencies in the District of Columbia.

**Due Process Hearing**  
Individuals with Disabilities Education Act (IDEA)

A Due Process Hearing is a dispute resolution option under the Individuals with Disabilities Education Act (IDEA). Parents or schools may choose this option when they have been unsuccessful in settlement. In resolve special educational disputes. The Due Process Hearing is normally held at the Office of Dispute Resolution and consists of the parties, usually the parent, the parent's representative, and a representative from the school. ODR provides a neutral, trained hearing officer to hear the evidence and issue a hearing decision. During a Due Process Hearing, each party has the opportunity to present their views in a formal legal setting, using witnesses, testimony, documents, and legal arguments that each believes is important for the hearing officer to consider in order to decide the issues of the hearing. Since the due process hearing is a legal proceeding, parties will often choose to be represented by an attorney. However the law does not require that the parties be represented by attorneys.

**Facilitated Resolution Meeting**  
An Alternative Dispute Resolution

Resolution meetings are conducted by the individuals with Disabilities Education Act (IDEA), for due process complaints initiated by parties until the parties agree to resolve the meeting. The purpose of the resolution meeting is for the parent to discuss the basis of the due process complaint and to explore options for resolution. It provides an opportunity to resolve the dispute prior to hearing. When a due process complaint is filed, a dispute already exists and the parties may voluntarily resolve the dispute through a facilitated resolution meeting. A Facilitated Resolution Meeting (FRM) is a voluntary session where the parties agree to use an impartial third party to facilitate the resolution meeting. Having a facilitator present may increase the potential for settlement at the meeting.

**Contact ODR**  
Office of the State Superintendent of Education  
Office of Dispute Resolution  
810 First Street, NE, 2nd Floor, Washington, DC 20002  
(202) 698-3819 • www.osse.dc.gov

**Mission**

The mission of the Office of Dispute Resolution (ODR) within the Office of the State Superintendent of Education (OSSE) is to ensure District of Columbia children and families who have special education needs have the ability to engage and exercise their rights under the law.

**Ensuring District of Columbia children and families who have special education needs have the ability to engage and exercise their rights under the law.**

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**OSSE** **ODR** **Mediation**  
Office of Dispute Resolution  
An Alternative Dispute Resolution

Office of the State Superintendent of Education • Office of Dispute Resolution  
810 First Street, NE, 2nd Floor, Washington, D.C. 20002 • (202) 698-3819 • www.osse.dc.gov

**Introduction**

Under the Individuals with Disabilities Education Act (IDEA), specifically §§300.506 and 303.431, each public agency must ensure that procedures are established and implemented to allow parents of children with disabilities (Part B of the IDEA) or infants and toddlers with disabilities (Part C of the IDEA) to resolve disputes through a Mediation process. In the District of Columbia, the Office of the State Superintendent of Education (OSSE) through the Office of Dispute Resolution (ODR) administers the IDEA Mediation system for individuals who are interested in resolving their disputes in this manner.

**What is Mediation?**

Mediation is a confidential voluntary process where the focus is on collaboration and communication to resolve conflicts or disagreements between parents and schools, with emphasis on the student's needs. During Mediation, parties in the future if the settlement of the dispute is by mutual agreement. Mutual agreements generally result in greater satisfaction for all parties because the parties decide the outcome. Other benefits of Mediation are that it is less formal, less time consuming than other processes. Mediation allows together in a neutral way to disagreement. An independent Mediator uses his/her training to help parties in explaining themselves and in an open way, to hear and understand each other; talk about finding solutions to the problem; and is for addressing the areas in communication and establish trust between the parent/ school district continues.

**Mediation**  
- An Alternative Dispute Resolution

**Cost of Mediation**  
There is no cost to parents and schools for mediation as the Office of the State Superintendent of Education (OSSE) covers cost of the mediation system.

**Requesting a Mediation**  
The Office of Dispute Resolution (ODR) within the Office of the State Superintendent of Education (OSSE) offers mediation. To request a mediation, please fill out the mediation request form located on our website at osse.dc.gov. You may also pick up a paper copy at our office, and return it by mail, hand-deliver, email, or fax to:  
Office of the State Superintendent of Education  
Office of Dispute Resolution  
810 First Street, NE, 2nd Floor, Washington, DC 20002  
Main: (202) 698-3819  
Fax: (202) 479-2958  
Email: osse.mediation@dc.gov

**Outcome of Mediation**  
If agreement is reached, a written, legally-binding mediation agreement is prepared which is enforceable in any state court of competent jurisdiction or in a district court of the United States. If no agreement is reached in mediation, and the participants agree that additional sessions will not be helpful, the mediation case is closed. By law, the option of an impartial hearing still remains. Even if no mediation agreement is reached, the mediation may help to clarify and narrow the issues that need to be resolved at a hearing.

**Main:** (202) 698-3819  
**Fax:** (202) 479-2958  
**Email:** osse.mediation@dc.gov

**Office of Dispute Resolution (ODR)**  
The Office of Dispute Resolution (ODR) coordinates and manages District of Columbia's special education dispute resolution options. ODR is committed to seek out and offer ongoing alternative dispute resolution activities and options for parents and schools. ODR understands the importance of due process; however there are steps that can be taken prior to filing a due process complaint in an attempt to reach resolution. ODR offers Facilitated Resolution Meetings, Mediation, and Due Process Hearings for all children with Special Education needs in the District of Columbia.

is time consuming than other processes. Mediation allows together in a neutral way to disagreement. An independent Mediator uses his/her training to help parties in explaining themselves and in an open way, to hear and understand each other; talk about finding solutions to the problem; and is for addressing the areas in communication and establish trust between the parent/ school district continues.

**declined?**  
voluntary on the part of both parties do not have to participate, it can be a very successful dispute and is offered to parties - so it is highly recommended.

**Due Process Hearing**

**FACTS:**

- More than 10,000 children receive special education and related services in the District of Columbia.
- Parents and schools do not always agree about a child's special education identification, evaluation, eligibility, program, or placement.
- Children are best served when parents and educators work together.
- Federal special education law affords children, their parents, and educational systems certain legal rights when disputes arise, including the right to a due process hearing.

**Office of the State Superintendent of Education  
Office of Dispute Resolution  
810 First Street, NE, 2nd Floor, Washington, DC 20002  
(202) 698-3819 • www.osse.dc.gov**

**Facilitated Resolution Meeting**

**- An Alternative Dispute Resolution**

**OSSE** **ODR**  
Office of Dispute Resolution

Office of the State Superintendent of Education  
Resolution  
Washington, DC 20002  
www.osse.dc.gov

**OSSE** **ODR**  
Office of Dispute Resolution

Web banners for department initiatives, and events created for OSSE on a daily basis.

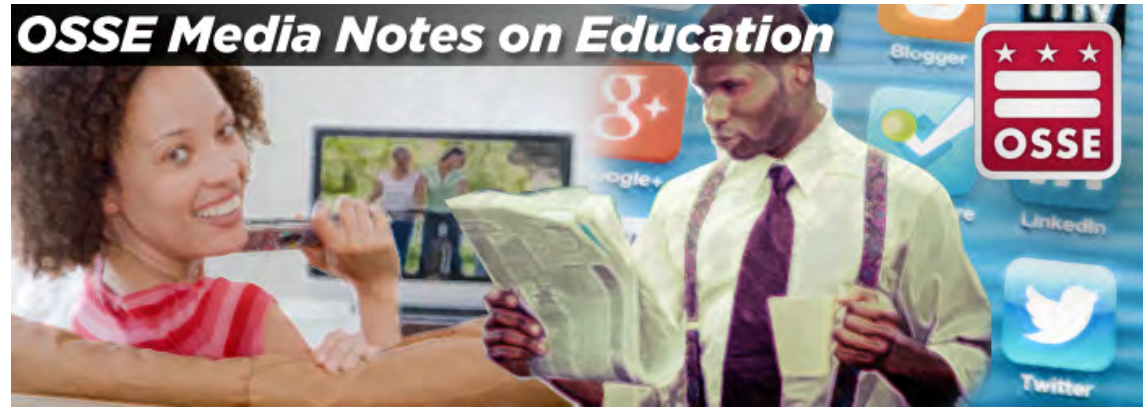


THE DISTRICT OF COLUMBIA  
"One City, One Future"

Office of the State Superintendent of Education

DC PARENT & FAMILY ENGAGEMENT SUMMIT  
YOUR PASSPORT TO EXCELLENCE  
September 7, 2013

Follow Us on Twitter: @OSSEDC  
Like Us on Facebook  
Upcoming Events: Aug. DCSAA Coach Credentialing Program



THE DISTRICT OF COLUMBIA  
"One City, One Future"

Office of the State Superintendent of Education

Programs

- Adult and Family Education
- Assessment and Accountability
- Career and Technical Education
- State
- Division of Special Education
- Early Learning
- Education Licensure and Accreditation
- General Education Development Tests (GED)
- Education Licensure Commission
- Elementary & Secondary Ed
- Grant Management
- Higher Education Financial Services
- Public Charter School Financing
- Race-to-the-Top
- Special Education Transportation
- STED
- Student Hearing Office
- Test Integrity and Investigations
- Communicating Test Security Violations
- DC State Test Investigations
- District of Columbia State Test Security Sublines and Test Integrity Forms
- LEA Investigations of Test

28 DCYS RESOURCES ONLINE

DC PARENT & FAMILY ENGAGEMENT SUMMIT  
September 7, 2013 @ 8:00 AM

Washington Convention Center | 601 Mount Vernon Place Northwest | Washington, DC 20001

Register Now! Tweet This Event!

**DC Free Summer Meals Program**

**KIDS & TEENS EAT FREE**

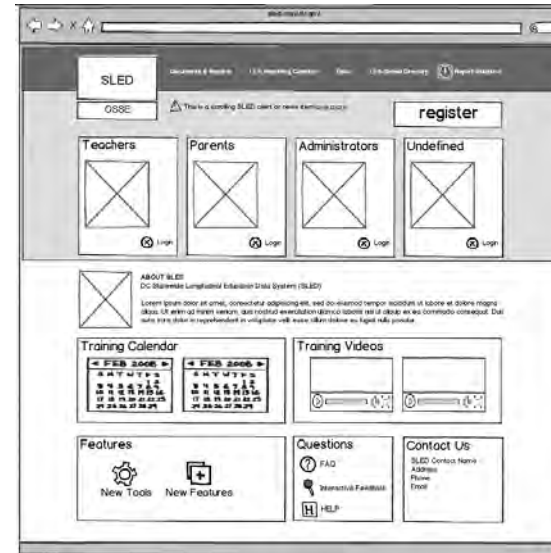
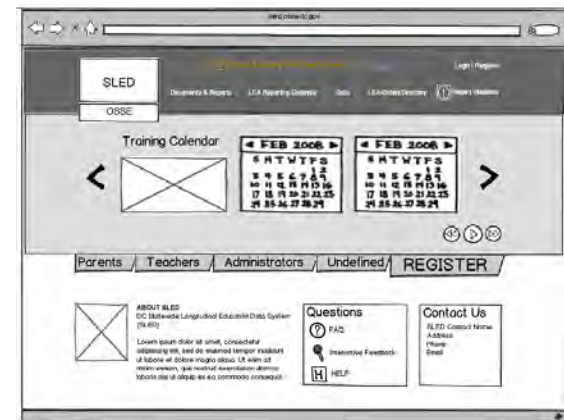
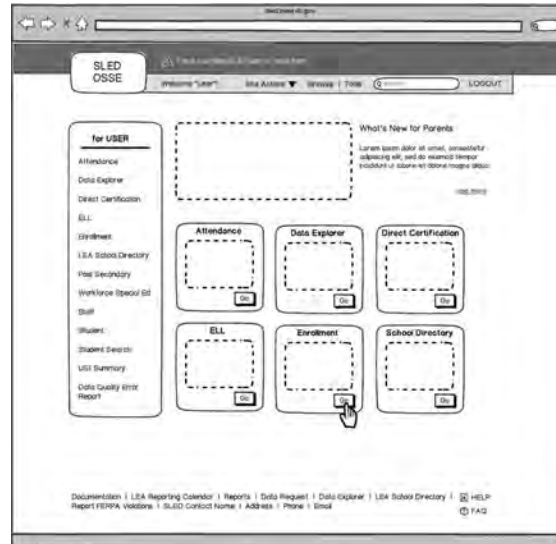
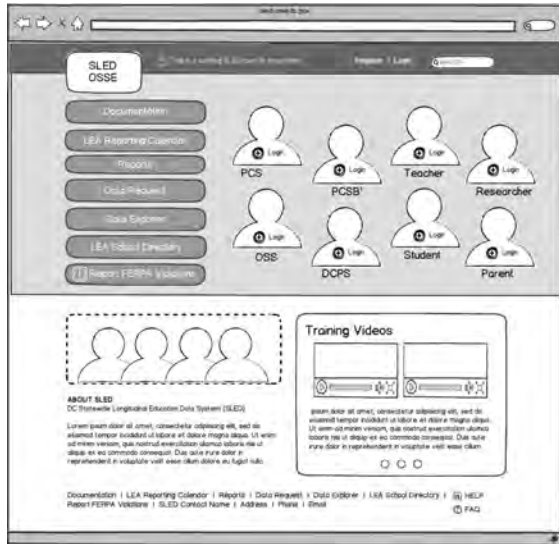
OSSE

DC ONE CITY

USDA

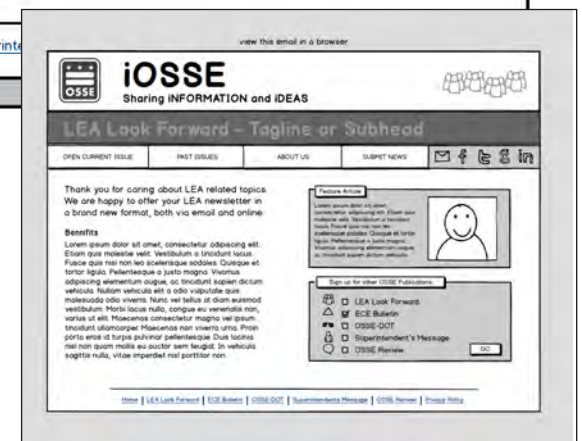
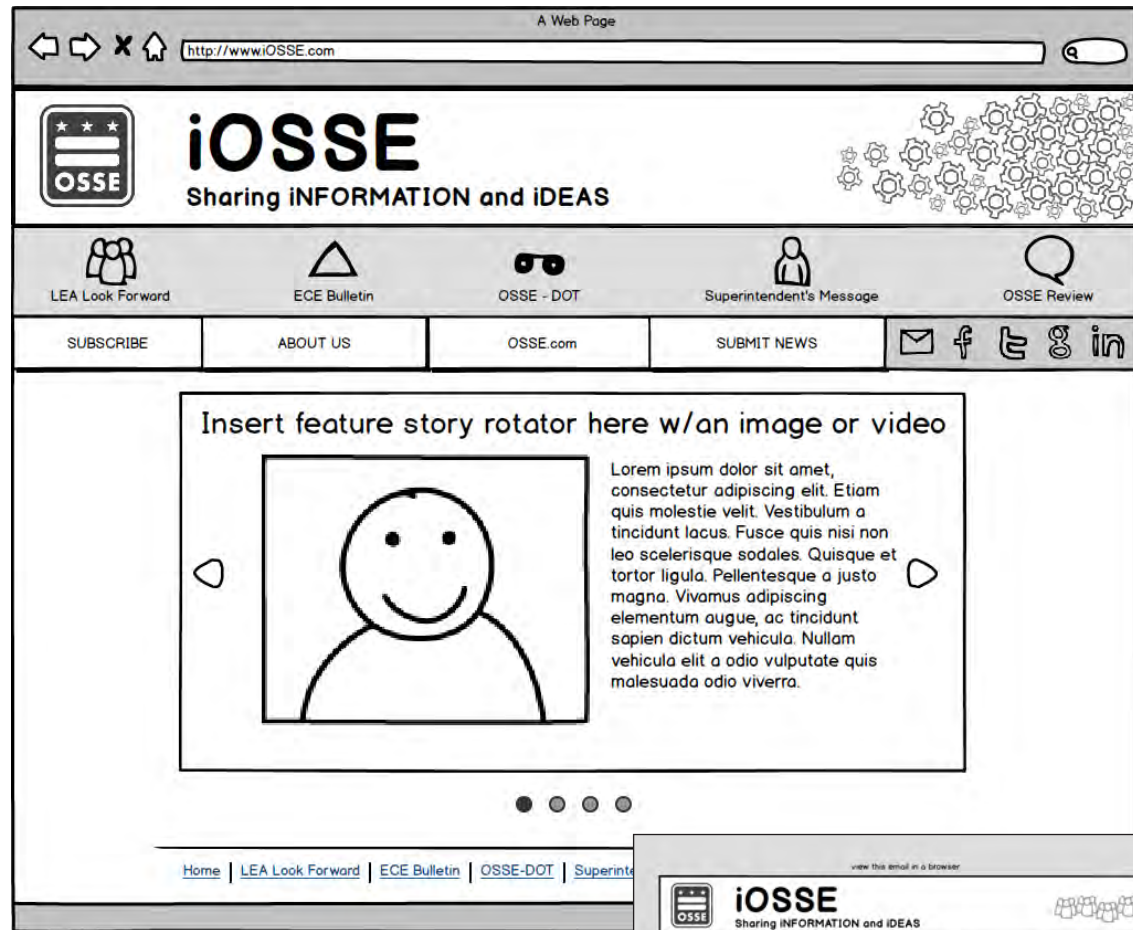
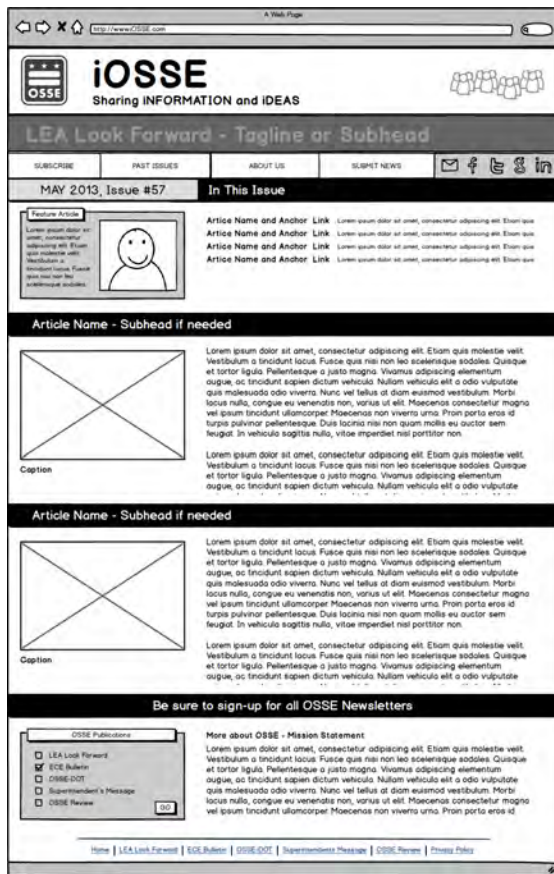


Wireframes built in Balsamiq for OSSE SLED project developers.





Additional samples of wireframes built in Balsamiq for OSSE developers.



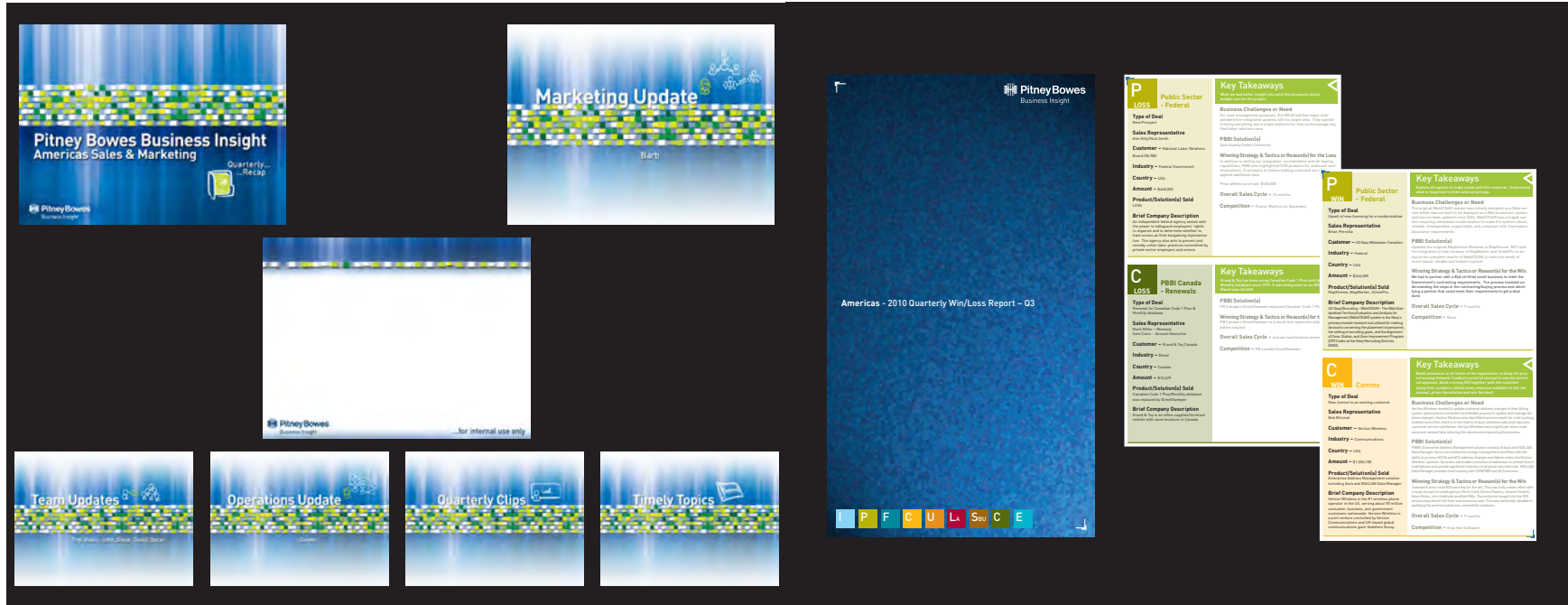
# FREELANCE

Pitney Bowes Insight

Created Global Sales Meeting theme, templates and deliverables



Created Power Point and report templates.





Production design for brochures, datasheets, white papers and case studies.

**The Devastating Financial Impact of Return Mail**

**YOUR DATA COMMUNICATION INTELLIGENCE**

**MARK OVER**  
Senior Vice President, Strategic Process Management, Pitney Bowes Business Insight

**PRODUCTION INTELLIGENCE**

**Financial Impact of Return Mail**

Return mail is the most common cause of lost revenue for e-commerce retailers. In fact, it costs the average e-commerce retailer \$1.5 billion annually in lost revenue. This is because of the high volume of return mail and the high cost of processing it. Return mail also impacts customer satisfaction and loyalty. Customers who receive return mail are more likely to leave negative reviews and return to the retailer less often. This is because return mail is often a sign of a poor customer experience. Return mail also impacts the bottom line. The cost of processing return mail is high, and it can result in lost revenue. Return mail also impacts the customer experience. Customers who receive return mail are more likely to leave negative reviews and return to the retailer less often. This is because return mail is often a sign of a poor customer experience. Return mail also impacts the bottom line. The cost of processing return mail is high, and it can result in lost revenue. Return mail also impacts the customer experience. Customers who receive return mail are more likely to leave negative reviews and return to the retailer less often. This is because return mail is often a sign of a poor customer experience.

Type of Return Mail	Mail Range at Retailer	Impact at Distribution Center
Label	\$1.00 - \$1.50	\$1.00 - \$1.50
Box	\$1.50 - \$2.00	\$1.50 - \$2.00
Envelope	\$0.50 - \$1.00	\$0.50 - \$1.00

**Denny's**

**"PITNEY BOWES BUSINESS INSIGHT PROVIDES THE SOPHISTICATED PREDICTIVE ANALYTICS AND SITE MODELING CAPABILITIES WE NEED TO MAKE SMARTER DECISIONS AND AVOID POTENTIALLY COSTLY MISTAKES."**

Mark Burpines, senior director of development, Denny's

**Challenge**

**SOLUTION**

**RESULT**

**"THE INFORMATION PROVIDED THROUGH OUR SITE EVALUATOR MODEL ENABLES US TO MORE CONSCIENTLY BAGGIE INVESTMENT DECISIONS BASED ON SOUND DATA AND ANALYSIS."**

Mark Burpines, senior director of development, Denny's

**THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE**

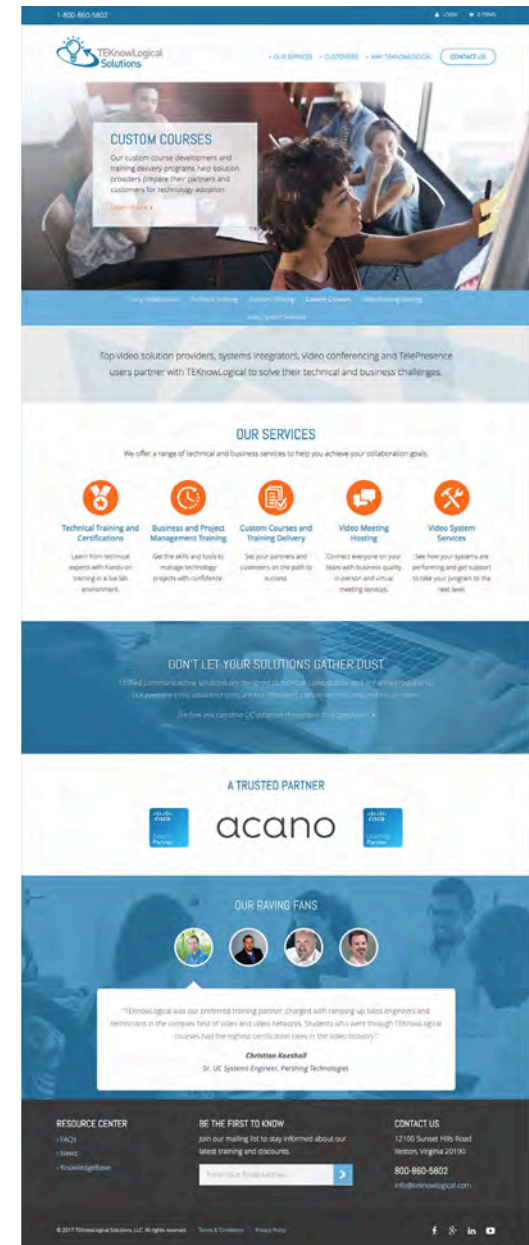
As Denny's, one of the largest, full-service, family-style dining chains in the U.S., expands to brand through new restaurant acquisitions, new management environments and new markets, Pitney Bowes Business Insight supports the chain's growth efforts by providing timely, accurate, data-driven insights and actionable intelligence. Working with Pitney Bowes Business Insight, Denny's gains valuable insight when facing the challenges of new market entry, business decisions, and the complexities of Pitney Bowes Business Insight's data-driven insights and analytics capabilities. Pitney Bowes Business Insight provides a comprehensive suite of data-driven insights and analytics capabilities that enable Denny's to make more informed decisions and avoid costly mistakes. Pitney Bowes Business Insight's predictive analytics and site modeling capabilities enable Denny's to identify high-potential markets and optimize their investment decisions. Pitney Bowes Business Insight's data-driven insights and analytics capabilities enable Denny's to make more informed decisions and avoid costly mistakes. Pitney Bowes Business Insight's predictive analytics and site modeling capabilities enable Denny's to identify high-potential markets and optimize their investment decisions.



# FREELANCE

## Teknowlogical Solutions

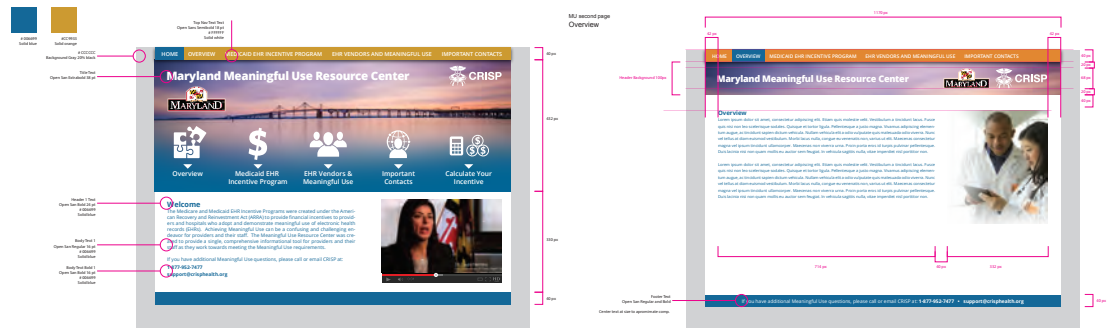
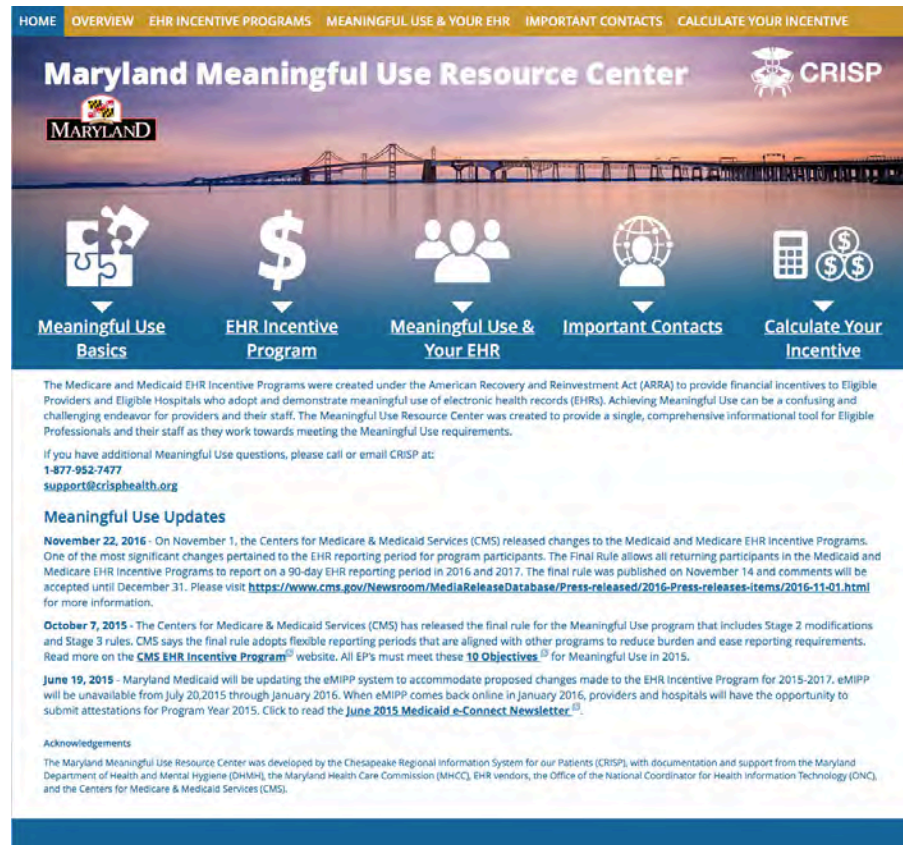
ID client with web presence. Color palette, graphics, flow.



# FREELANCE

Seamons

Designed CRISP portal while contracting with Seamons. Created site design & wireframes. Working with in-house programmer created elements for responsive website.





# Contract

## SignatureMD

Direct mail. Over sized poster mailer traveled in a generic brown craft 9"-12" OSE.

### Are you taking better care of your practice than of yourself?

Physicians are spending too many hours, seeing too many patients, jumping through too many hoops. SignatureMD tailors customized concierge medical programs to suit your unique needs.

Give us 20 minutes to change the way you feel about your practice.

And get back to the personal satisfaction of practicing your way. Call 800-416-6295 or visit [SignatureMD.com/xxxxx](http://SignatureMD.com/xxxxx) to verify eligibility and schedule your FREE 15-minute webinar. And because we understand how valuable your time is, we'll give you a \$100 gift card as our thanks.



signature MD

Too many patients,  
not enough time?

Remember when patients  
were your focus, not  
billing codes?

WE DO.

Take charge of your life.  
Love practicing medicine again.

*I do not get concierge medicine for the money. I do it because my time as a physician is precious. I wanted to bring some joy to practice, and have quality of life again.*

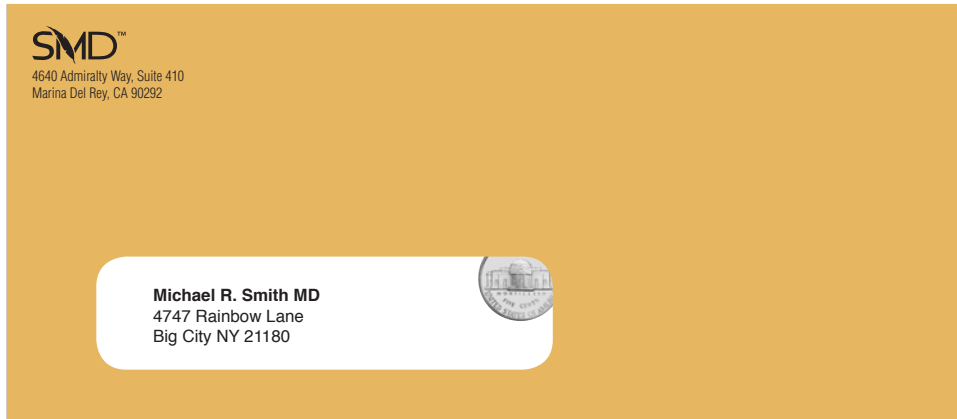
— John Verhul, MD, Midstream, WI

SignatureMD enables you to boost your income, restore work-life balance, and preserve your independence—so you can better serve your patients, your practice, and your life.

As a SignatureMD-affiliated physician, you'll deliver thoughtful, unrushed care to 8-15 members per day. Affiliates typically increase annual practice revenue by \$250,000 without having to terminate patients from their practice. You'll have the time to care for members and to consult on complex medical issues for non-member patients.

signature MD

Multi-fold info graphic mailer with \$100 gift card call to action give away. Number 10 brown craft OSE with window reveals affixed nickel.



**If you had a nickel...**

**Michael R. Smith MD**  
4747 Rainbow Lane  
Big City NY 21180

**...Every time you felt you were losing control of:**

- How you practice medicine.
- How you schedule patients.
- Where life is taking you.

The SignatureMD concierge care program enables you to be **INDEPENDENT** both personally and financially.

**Flexibility**  
Each practice is unique. SignatureMD customizes concierge care programs to fit the individual needs of patients and physicians. We take the time to listen to your objectives and develop a concierge care program that provides the best possible service to your members.

**We Handle The Details**  
During program integration, our team is on site for up to 12 weeks, educating patients and training staff. Once implemented, we handle membership billing, marketing, and regulatory support—you remain independent, profitable and happy.

**Bring Balance Back To Your Life & Practice**  
The SignatureMD concierge care program creates time for you to be thoughtful and thorough in your professional and personal lives.

**Be the doctor you always wanted to be**  
We understand that most doctors became doctors to help people. SignatureMD helps you spend quality time with fewer patients, while boosting your income.

**Financial Security & Independence**  
By affiliating with SignatureMD, physicians typically increase net income by \$250,000 annually. The financial security ensures that your practice remains independent.

**No Patient Abandonment**  
Our concierge care program does not require physicians to terminate patients, but rather provides patients options that best fit their personal goals and objectives. Patients who do not join your concierge care program stay with your practice under the care of a physician outside that you oversee.

Give us **20 minutes** to change the way you feel about your practice.

**WORLD**  
PREPAID GIFT CARD  
\$100  
2016 0801 0002 0415  
PREPAID GIFT CARD

And get back to the personal satisfaction of practicing your way. Call **800-419-4625** to verify eligibility and schedule your FREE 20-minute webinar. And, because we understand how valuable your time is, we'll give you a **\$100 gift card** as our thanks.

Multi-fold post card mailer.

*Congratulations, You Have Been Identified  
As One Of The Top Independent Physicians  
In Your Community.*



signature MD

signature MD

4640 Admiralty Way, Suite 410  
Marina Del Rey, CA 90292

US POSTAGE  
PAID

**We get it.**  
You became a doctor to help people.  
But that's become increasingly difficult as you race from patient to patient, one eye always on the clock.  
**You—and your patients—deserve more.**



**Primary Care  
the way you imagined**

The traditional primary care model is clearly broken. Concierge medicine frees you to practice medicine the way it was meant to be practiced. The SignatureMD approach improves service to patients, boosts your income, preserves your independence, increases your intellectual satisfaction, and restores your work-life balance.

*"I'm finishing my fourth year with SignatureMD. Everybody's happy. My staff is happy. My patients are happy. I'm happy."*  
— Cathy Grelet, MD, Los Gatos, Calif.



**Learn More**

SignatureMD invites you to a private consultation to discuss the benefits of concierge medicine. We value your time and will provide a **\$100** gift-card in exchange for **20 minutes** of your day.



**Please call 800-601-7642**

To verify eligibility and RSVP for a phone conference appointment, our team of business consultants looks forward to sharing with you how SignatureMD enables physicians to thrive independently and deliver the highest quality service to their patients.

- Thrive as an Independent Physician, while delivering the highest quality service to patients
- Enjoy practicing medicine again

*"I wanted to bring back some joy in practice, and here quality of life again. That's exactly what concierge medicine has given me."*  
— John Verreoni, MD, Middletown, Va.



- Increase annual revenue by **\$250,000** (avg.)
- Reduce patient encounters by **50%** without terminating any patients



# Assorted logo work



**RJB WALZAK**  
CONSULTING





# Just a favorite

From my days of raising money for non-profits. Soft uncoated stock OSE printed with unidentifiable stains and wrinkles and converted to give the appearance of an old air-mail letter that had traveled around the world to find you. While I forget the stats, this design preformed well and stayed in the rotation for quite a while.

