

alissa
howard

alissa.c.howard@gmail.com

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GRAPHIC DESIGN

DAVIS VISION

EYECARE REFRAMEDSM

usa today ad + online contest

HOW MUCH ARE YOU *overpaying?*

BOTTLED WATER DIAMONDS EYEGLASSES COFFEE FURNITURE

find out now & enter for a chance to win
A \$500 VISA GIFT CARD AT DVTV.DAVISVISION.COM

Our end-to-end business model helps ensure that cost is never an obstacle to stylish eyewear and quality eye care.
That's Davis Vision, this is Eyecare Reframed.

DAVIS VISION
EYECARE REFRAMEDSM

#DAVISVISION

HOW MUCH ARE YOU *overpaying?*

BOTTLED WATER DIAMONDS EYEGLASSES COFFEE FURNITURE

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EYECARE REFRAMEDSM

Left and above: Back cover page ad for USA Today to promote brand and core messaging regarding mark-ups. Below: digital ads, social + web support components for campaign

HOME WORKPLACE WELLNESS EDUCATION AND CAREERS BUSINESS SOLUTIONS ONLINE AND MOBILE SAFETY ABOUT US

HOW MUCH ARE YOU *overpaying?* TAKE THE QUIZ FOR A CHANCE TO WIN

Future of Business and Tech

CLICK TO TAKE OUR QUIZ FOR A CHANCE TO WIN A \$500 VISA GIFT CARD!

DAVIS VISION
EYECARE REFRAMEDSM

SHARE THIS PAGE

ADVERTISING

HOW MUCH ARE YOU *overpaying?* CLICK HERE

DAVIS VISION
EYECARE REFRAMEDSM

Do you know

WHICH OF THESE ITEMS IS MARKED UP 4,000%?

Do you know

WHICH OF THESE ITEMS IS MARKED UP 1,000%?

TAKE OUR MARK UPS

quiz

HOW MUCH ARE YOU *overpaying?*

member welcome kit + i.d. cards

the benefits are clear.

WELCOME TO DAVIS VISION — WE'RE GLAD YOU'RE HERE.

Our goal is to provide you with benefits that are simple to understand and easy to use. See reverse for an overview of your plan coverage and log in to your member account for full details.

- Access your full benefit information & FAQs anytime online at [davisvision.com/member](#).
- Visit a nationwide network of independent providers and leading retailers.
- Save big with our Exclusive Collection of over 200 name-brand frames with values up to \$195.
- Call our friendly member services team at the number on the back of your I.D. card.
- All calls and claims are proudly administered in the U.S.

YOUR MEMBER ACCOUNT

Log in at [davisvision.com/member](#) to find a list of in-network providers near you, access your benefit information and check eligibility and claim status.

THE EXCLUSIVE COLLECTION

The Exclusive Collection of frames is available at close to 9,000 locations across the U.S. Log in to your account to browse frames and find a Collection near you.

FREE BREAKAGE WARRANTY

Your glasses are covered with our FREE one-year breakage warranty. Some limitations apply.

YOUR MEMBER CARDS ARE HERE.

Keep one in your wallet, or download our mobile app for digital access.

HI [FIRST NAME], HERE ARE YOUR IN-NETWORK BENEFITS.

Welcome to a better vision plan available to you through [ABC Company]. To get the most out of your Davis Vision benefits, use in-network providers and services. For full benefit details and additional discounts and options, log in to your member account at [davisvision.com/member](#).

Member Name Address Line 1 Address Line 2 City, State, Zip	FREQUENCY Exam: [12 mos.] Lenses & Lens Upgrades: [12 mos.] Frame: [24 mos.] Contacts, Eval. & Fitting: [12 mos.]
EXAMS & SERVICES Eye Exam copay: [\$10]	LENSES single-vision, lined bifocal, lined trifocal, or lenticular copay: [\$25]
FRAME The Exclusive Collection copay: [\$0] FASHION DESIGNER PREMIER [\$25] OR Allowance: VISIONWORKS [130] [180] [180] OTHER LOCATIONS VISIONWORKS [130] [180] [180] +ADDITIONAL [20%] OFF any coverage. ²	CONTACTS ¹ IN LIEU OF [GLASSES] The Exclusive Collection copay: [\$0] OR Allowance: CONVENTIONAL [130] VISIONALLY REQ.² [0] +ADDITIONAL [15%] OFF any coverage. ³
LENS OPTIONS (Polycarbonate) [50] (Transitions [®] Signature) [65] (Progressive) [80 - \$90] (Anti-Reflective Coating) [35 - \$60] (Scratch Resistant Coating) [40] (Ultraviolet Coating) [40] (Tinting) [40] (Polarized) [75] (High-Index) [55] (Scratch Protection Plan) [30 - \$40] [FRAMES] [2nd Pair Discount ²] [30% OFF] [CONTACTS] [Replacement Pairs ²] [30% OFF] [Evaluation, Fitting & Follow-Up Care] [25% copy] [LASER VISION CORRECTION] [25% OFF] [HEARING AID] [X]	

PROVIDERS NEAR YOU

Log in to your member account at [davisvision.com/member](#) to find a full listing of in-network providers.

Dr. Name Dr. Address Line 1 Dr. Address Line 2 Dr. Address Line 3	Dr. Name Dr. Address Line 1 Dr. Address Line 2 Dr. Address Line 3	Dr. Name Dr. Address Line 1 Dr. Address Line 2 Dr. Address Line 3	Dr. Name Dr. Address Line 1 Dr. Address Line 2 Dr. Address Line 3	Dr. Name Dr. Address Line 1 Dr. Address Line 2 Dr. Address Line 3
--	--	--	--	--

DAVIS VISION EYECARE REFRAMED SM ID #: Name: davisvision.com/member [1 (888) XXX-XXXX] <small>[*HMO or other footnotes needed?]</small>	DAVIS VISION EYECARE REFRAMED SM ID #: Name: davisvision.com/member [1 (888) XXX-XXXX] <small>[*HMO or other footnotes needed?]</small>
---	---

1. Contact lens coverage varies by product selection. 2. Visually Required contacts require prior approval. 3. Some limitations apply to additional discounts; discounts not applicable at all in-network providers. Davis Vision has done its best to accurately reflect plan coverage herein. If differences exist between this document and the plan contract, the contract will prevail.

Tasked with a full re-design of the Davis Vision Member Welcome Kit (which includes I.D. cards). Overall design needed to be reduced in size from previous version, better explain the vision benefit to the member, be visually appealing, better communicate core brand messaging and how to use the benefit.

advertisement (insert)

Back:

FOR FAMILIES YESTERDAY AND TODAY

Davis Vision members enjoy the lowest possible out-of-pocket cost because our integrated business model leverages wholly-owned labs.

We are the only managed vision care company built to decrease mark-ups and keep money where it belongs - in the pockets of our members.

This value-driven mentality we've championed since the beginning continues to resonate with hard-working Americans, and our first employer group is still with us today.

DAVIS VISION
VISION CARE. REDEFINED.

davisvision.com
1 (800) 283-9374

Front:

WELCOME TO A BETTER VISION PLAN.

DAVIS VISION
VISION CARE. REDEFINED.

davisvision.com
1 (800) 283-9374

Inside spread (bifold):

SEE THE DIFFERENCE

Providing great vision care benefits is simple when you place your customers first. Davis Vision members enjoy the lowest out-of-pocket cost with unparalleled choice and access to high quality eye care and eyewear. Our benefits are simple to understand and easy to use with plan options that give members more.

OUR NETWORK

You don't have to be the biggest to be the best, that's why we strategically built our network with our members in mind — it's the optimal balance between Independent Providers and Retail Stores. Our Network team recruits the best optometrists, ophthalmologists and retail partners to provide quality care to members across the country. With 4 of the 5 leading national retailers in-network and an enhanced allowance at our sister company, Visionworks, it's not hard to see why 97% of our members choose an in-network provider.

63% INDEPENDENT
37% RETAIL

OVER 50,000
POINTS OF ACCESS

9% AVG.
ANNUAL GROWTH

OUR HISTORY

1917

Davis Optical is founded as a family owned, New York based retailer.

1964

We begin to provide group benefits with dedicated lab services.

1981

The Exclusive Collection of frames is first introduced.

1987

Our first manufacturing facility opens in Plainville, New York.

1996

Highmark acquires Davis Vision and the integrated model is born.

2006

Highmark acquires Eye Care Centers of America.

2011

Headquarters moves to sunny San Antonio, Texas.

2013

Our 12,000 square ft., state-of-the-art lab opens in west San Antonio.

2015

Membership grows to over 22 million lives and more than 10,000 clients.

TODAY

Our sister company, Visionworks, has over 700 stores and growing.

spring look book

The Spring Look Book was a promotional tool designed to help the Davis Vision Sales team better position the brand and subsequent retail component better in the market.

The tool was also used by Client Management and distributed to current clients for their membership bases across the United States.

Both today, and at the time of publication, Davis Vision provides managed vision care benefits for over 22 million members nationwide.



member **EXPERIENCE**

RAYSHONE

"What an excellent and dedicated customer service experience. It wasn't just what was said, it was HOW it was said. It was an above and beyond effort. I will take full advantage of my Davis Vision benefits and let my friends and co-workers know to as well!"

ROSEMARIE

"I just had to tell someone about the wonderful knowledge, patience, friendliness, politeness, and willingness to help I experienced while speaking with Davis Vision customer service. It was unlike anything I've ever experienced elsewhere."

HELGA

"Customer service went way their way to resolve my issue were very helpful. I am very grateful for the Davis Vision customer service team."

WE WANT YOU to take your Davis Vision experience with us!
Share your feedback today by scanning this QR code or visit dvtv.davisvision.com

What's this?
This symbol means you've found one of the 222 frames available to you as part of our Davis Vision Exclusive Collection. These frames are available to you at an incredible value and extra low out-of-pocket cost at select providers.

HAVE YOU SEEN DVTV?

WATCH THIS SPACE TO EASILY FIND THE LATEST & GREATEST FEATURES ON DVTV

SELECT YOUR FACE SHAPE AND TRY ON NEW FRAME STYLES

FIND THE PROVIDER CLOSEST TO YOU

PROVIDER LOCATOR OUR NEWEST VISION SERVICE

societeyes with **DVTV**

We're tweeting, pinning, posting, and gramming away - won't you join us? Find a quick overview of our newest online presence below and follow us for exceptional access to your all of your eye care and eyewear needs.

@davisvisionline: We've joined this global conversation starter to better hear our plan members and stay up to date on breaking eye care news.

@DavisVisionline: We're sharing how we see the world. How are you seeing it? Use hashtags #MyDV and #DavisVision.

@DavisVisionline: From furry friends in frames to recipes focused on eye health, there's something for everyone on our boards.

Davis Vision's newest digital space for plan members and anyone hoping to learn more about eye care, eyewear, and Davis Vision's products and services is DVTV. Visit dvtv.davisvision.com or scan the QR code on the back cover to visit today!

STAY CONNECTED WITH US • DAVISVISION

AQUARIUS

A LIFE & STYLE SHOP

logo redesign

Original logo:



New logo:



Aquarius, a San Antonio women's life & style boutique, underwent a re-brand and logo redesign in early 2016 just before the store moved into a new space.

Above is the original logo (left) and the final and current logo (above right). To the immediate right is an illustration of the new store location.



instagram post design

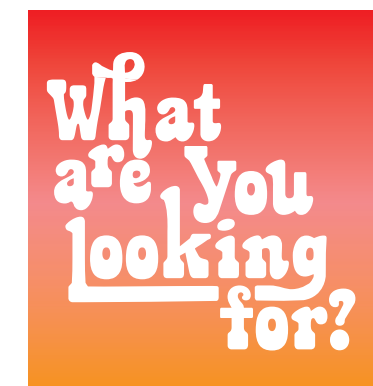
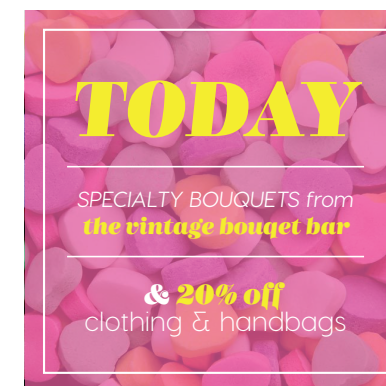


Instagram images for trunk shows with (left to right) Tuleste, Ampersand as Apostrophe, + Mirth

website redesign



We recently redesigned the website to be simpler, cleaner, and incorporate e-commerce.



Instagram images for (left to right) Valentine's sale, Natalie Martin trunk show, + customer feedback

promotional emails



Left: Aquarius and goop product launch + skincare event for Fiesta



Right: Aquarius wellness event



Left: Aquarius event with Houston-based line, Mirth

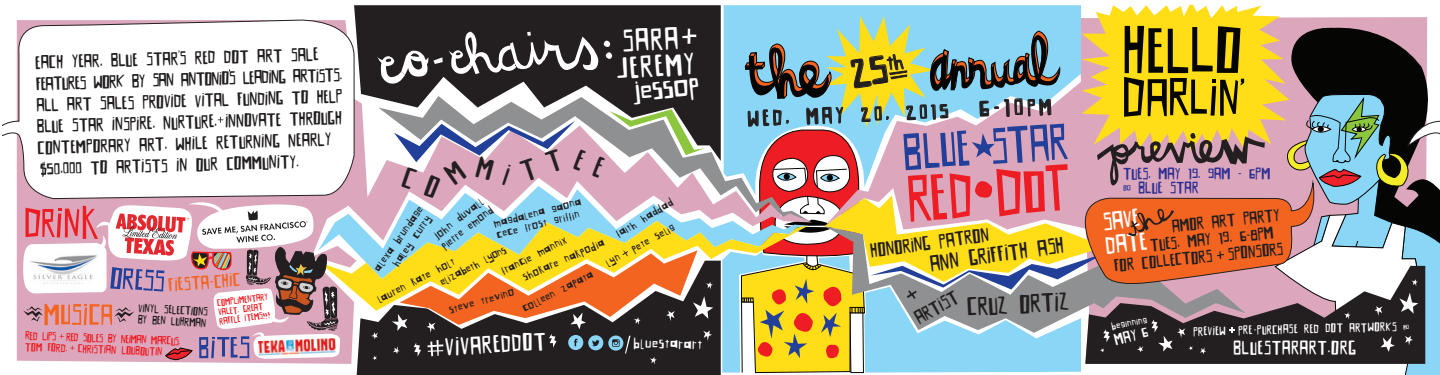


Right: Aquarius spring cleaning sale



red dot art sale

Below: front and back invitation (four-fold)



black tie bingo

Below: logo design, on wall



Below: materials suite for Black Tie Bingo



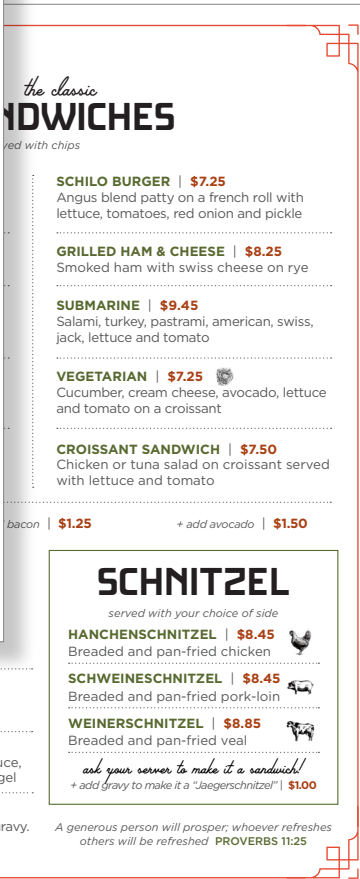
disco bingo



Below: front and back invitation (four-fold)

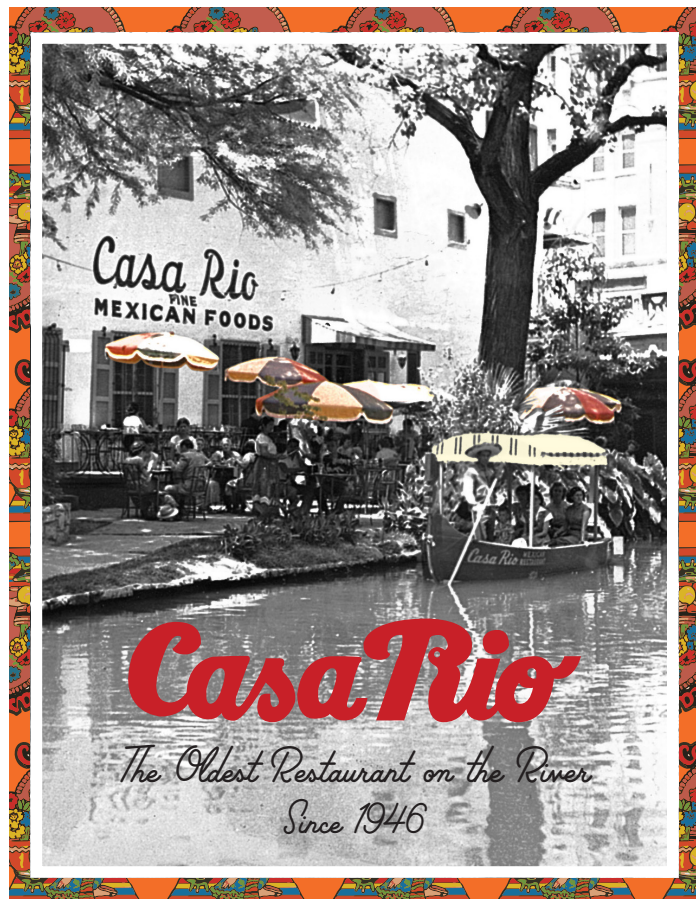


shining star	CAPITAL GROUP	
superfly	H-E-B Ricos Products Co., Inc. Silver Eagle Distributors	Wendy & Tom Wirth
dancing queen	C.H. Guenther & Son, Inc. Neiman Marcus	Reyes Automotive Group & Reyes Amtex Automotive
jungle boogie	Mike Casey Ryan Rue & Eric McCormick Penelope Speier & Sonny Collins	
stayin' alive	Alexa Brundage • Frost 321 • Frost Bank • Mayor Gizmo • Selsa & Omar Gonzalez • Caroleene & Bobby Dobson • Gemma Kennedy & Bradley Kayser • Sara & Jeremy Jessop • King William Realty/Yndo Urban • Francie Mannix • Paul Martin • Catriona Morrison • Luisa & Robert Price • Cameron Ryan Redding • Robey Architecture	
additional support	Alamo Plants & Petals Frost Bank Volunteers Christopher C. Hill Alissa Howard Lifshutz Family Mexcor Distributor Aquarius Frank LAST WORD Neiman Marcus SPIKE TEXAS PRIDE VODKA	



Casa Rio

menu design



melted cheese. Served with guacamole & sour cream.		
5	Grilled chicken fajita, or picadillo meat	\$10.75
5	Grilled shrimp or beef fajita	\$11.75
Monterey Jack cheese. Served with guacamole & sour cream.		
	Grilled chicken fajita, or picadillo meat	\$11.25
	Grilled shrimp or beef fajita	\$12.25
		\$8.95
with chicken and spices, and then rolled & fried. Served		
		\$11.50
	Large	\$7.95
	Large	\$9.25
		\$4.50
		\$4.50

LINDA'S ENSALADA DE COLORES

Fresh mixed greens with grapefruit, orange, bell peppers, avocado, and red onion. Served with lime vinaigrette or ranch dressing.

TACO SALAD

Lettuce, tomato, cheese, guacamole, rice, beans and sour cream. Served in a large taco shell with your choice of lime vinaigrette or ranch dressing.

SOUP AND SALAD COMBINATION

A bowl of Chicken Tortilla Soup served with a half-size Ensalada de Colores.

GRILLED CHICKEN	PICADILLO MEAT	\$2.25	A HALF ENSALADA DE COLORES	
GRILLED SHRIMP	BEEF FAJITA	\$2.75	TO ANY PLATE	\$4.25

to any salad!

Grilled beef or chicken fajitas with grilled peppers and onions. Served with mexican rice, borracho beans, sour cream, guacamole, pico de gallo, and fresh-pressed, handmade flour tortillas. Mixed grilled vegetables Chicken \$18.50 Grilled beef shrimp \$20.50

CARNE ASADA \$20.25
10 oz Angus choice grilled ribeye steak. Served with mixed grilled vegetables, mexican rice, and a choice of Santa Anna or tomatillo sauce.

POLLO ASADO \$12.50
Grilled boneless chicken breast served with mexican rice, borracho beans, and pico de gallo. Topped with a choice of Santa Anna or tomatillo sauce and Monterey Jack cheese.

GRILLED MAHI MAHI \$13.95
Grilled Mahi Mahi served on mexican rice and topped with our poblano sauce. Served with a half-size Ensalada de Colores and your choice of lime vinaigrette or ranch dressing.

TACOS & MORE

MR. BEYER'S BURGER \$8.50
A 6 oz. seasoned Angus brisket beef blend patty on a specialty bun with lettuce, tomato, and onion.

REFRIED BEANS, PICO DE GALLO, GRILLED PEPPERS & ONIONS, JALAPEÑOS, OR TOMATILLO SAUCE FOR \$1.50 EACH **BACON, GUACAMOLE, QUESO, CHEDDAR, OR HABANERO JACK FOR \$1.00 EACH** **FRENCH FRIES FOR \$1.00**

COMMERCE STREET TACOS \$9.95
3 Handmade corn tortillas filled with seasoned diced beef, grilled onions, cilantro, cheese, lime, and topped with poblano sauce. Served with borracho beans.

SOFT OR CRISPY TACO PLATE \$9.25
2 crispy corn 2 soft flour tortilla tacos served with mexican rice and refried beans, and accompanied by Santa Anna or tomatillo sauce. Filled with your choice

FISH OR SHRIMP TACOS
2 corn tortillas filled with pieces of grilled mahi mahi or grilled shrimp, topped with our special cabbage slaw or grilled corn slaw. Served with poblano sauce.

PLATOS PARA LOS NIÑOS

CHILD'S PLATE • 10 AND UNDER

Choose one: Chicken Strips, Cheese Enchilada, Small Cheese Quesadilla, or Small Beef or Chicken. Served with mexican rice and refried beans.

FRUIT SHOOT JUICE DRINKS • APPLE OR STRAWBERRY

POSTRES

TRES LECHES **FLAN**
Vanilla sponge cake soaked in a trio of milks, and iced with cinnamon. Our own recipe, made daily.

BEBIDAS

WATERMELON AGUA FRESCA \$3.50 **HOUSE LIQUORS**
COFFEE \$2.65 **MILKSHAKES**
SODAS \$2.65 **LIFES**
Pepsi, Diet Pepsi, Dr. Pepper, Lemonade, Big Red, Sierra Mist, Gatorade, O'Doul's, Sweet Pea, Rockstar, etc.

SPECIALTY DRINKS \$5.50
Piña Colada, Strawberry Peach Daquiri (non-alcoholic)

DON'T MISS OUR HANDMADE fresh pressed tortillas! IN FLOUR & CORN
(V) = VEGETARIAN ITEM

The good food here.
MAJ ACC

Cantina

MARGARITAS • try it with meaaaal!

TRADITIONAL MARGARITA \$7.00 **TOP SHELF MARGARITA** \$8.00
12 oz tequila, triple sec, sweet and sour
SKINNY MARGARITA \$8.00 **GHOST PEPPER MARGARITA** \$8.00
12 oz tres caballos, grand gala, fresh lime juice, agave nectar, and orange juice

PREMIUM MARGARITA \$10.50
Cazadores Reposado, Patron Silver, Don Julio Añejo, or Vago Elote Mezcal Joven

BEER

DOMESTIC BEER \$4.50 **CER**
Lone Star, Budweiser, Bud Light, Michelob Ultra, O'Doul's
TEXAS REGIONAL BEERS
Shiner Bock, Alamo Golden Ale, Alamo Amber Lager, Austin Eastciders Blood Orange Cider & Pineapple Cider

SEASONAL BEERS
See table tent or ask your server for current offerings

MIXED DRINKS

HOUSE LIQUORS
Jim Beam, Skol, Morales Gold, Ron Rio, Highland Mist, Mc
TOP SHELF LIQUORS
Jack Daniels, Tres Caballos, Tito's, Wild Turkey, Crown Ro
PREMIUM LIQUORS
Maker's Mark, Bombay Sapphire, Glenlivet, Grey Goose, TX Bl

WINE • proudly serving Texas wines!

SANGRIA • peach red
 HOUSE WINE
Sauvignon Blanc, Merlot, Cabernet Sauvignon, Chardonnay

The Oldest Restaurant on the River



OUR FOUNDER • AL BEYER

Alfred Beyer's appliance store was struggling. Desperate to make ends meet, he built steps down to the river beside his store. Al dug up the flood-deposited mud from the basement (an 18th century Spanish-era home) and landscaped both sides of the river at his own expense. After months of trying out recipes for San Antonio favorites on his family and friends, he opened Casa Rio Mexican Foods.

The River Walk had so far failed to live up to its promise as the "Venice of America." Engineering brought the San Antonio River a gentle flow and uniform depth of 3 1/2 feet - considered ideal for gondoliers' poles, but tourists and residents generally visited only a few times a year for river parades or art shows. Mr. Beyer tried gondolas, paddleboats, dinner boats and canoes to attract more customers, but it was not until HemisFair 1968 that the River Walk began to earn its place as the number one tourist destination in Texas.



SAN ANTONIO MEXICAN FOOD



The only certain thing about chili is that it did not originate in Mexico. Legend has it that the first recipe came from Spanish immigrants who brought it to San Antonio in the 17th century. In the mid-1800's women known as "Chili Queens" were already famous for the stew spiked with peppers (chiles) that they sold from open air stalls in the plazas of the city. Chili con carne was featured at the World's Fair in Chicago in 1893 at the San Antonio Chili Stand. Casa Rio still serves the authentic, savory recipe (seasoned with the pulp of the dark red ancho pepper) that made San Antonio famous nationwide.

Casa Rio is still owned and operated by Al's third and fourth generation descendants.

www.casa-rio.com | (210) 225-6718 |
visit our website to learn more about boat dinners, party & event rentals!



go texan restaurant campaign



Above: Go Texan promotional menu board for fast casual restaurant chain in Midland and Odessa, JumBurrito
Right: Go Texan email for JumBurrito



gift card artwork



Above: gift card artwork

table tent design



Table tent design for the Spring 2018 promotional marketing campaign.

Revolutionary Rewards members (their frequent customer rewards platform) could earn double points on purchases within a certain time period.

holiday restaurant campaign



Above & right: Holiday menu board and email promoting JumBurrito's partnership with the West Texas Food Bank



preact sales book



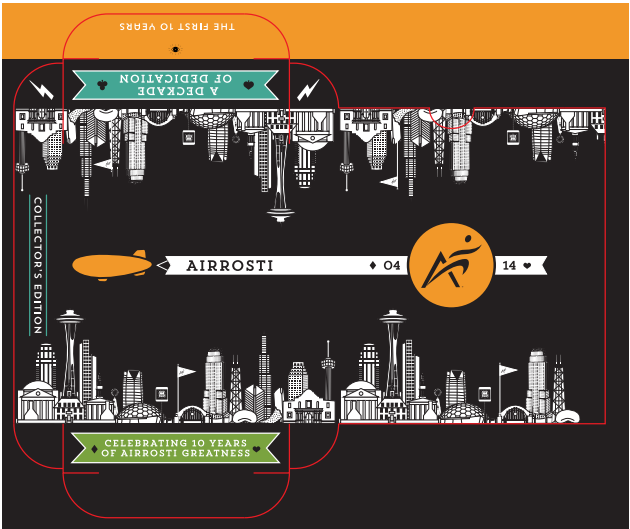
Prevention & Recovery	Airrosti Pilot	7
	Employee Communications	9
	Accountable Care Reminders	11
	Experience Airrosti Programs	13
	Musculoskeletal Injury Assessments	15
	Experience Airrosti Days	17
	Injury Specific Workshops	19
	Back Pain & Spine Surgery Prevention	21
	Tech Neck: Avoiding Upper Cross Syndrome	23
Education & Activity	Musculoskeletal Awareness Programs	27
	We've Got Your Back	29
	Health at Your Desk	31
	Mobile Engagement Tools	33

This sales book launched the PREAct campaign and allowed the sales team to provide their employer partners with a robust suite of tools and programs to engage and educate their health plan members. This is accomplished through the two subsections “Prevention & Recovery” and “Education & Activity”.

Within a month, markets testing the program acquired 35% more new patients.

>>> Won a GDUSA Health & Wellness Award for “Brochures/Collateral”

branded playing cards



what is airrosti presentation



AVERAGE TRADITIONAL CARE EXPERIENCE:

- Limited Patient Time
- Unnecessary Pharmaceuticals, Injections, MRIs, etc.
- Lack of Adherence to Clinical Guidelines
- Transaction Based Care
- Limited Outcome Measurement

COMMON MISSTEPS WITH BACK PAIN:

- Overprescribe steroids
- Order excessive X-rays, CT Scans
- Perform invasive surgery
- Failure to properly educate patients



ASSESS & TREAT

- One hour of patient one on one time
- Thorough evaluation & accurate diagnosis

ACTIVE REHAB & ACCOUNTABILITY

- Outcome measurement & episodic claims analysis
- Patient education with focus on self care & accountability



OUTCOMES PER INJURY

BACK/NECK	SHOULDER	HIP	KNEE PAIN	FOOT/ANKLE	HAND/WRIST
100% of patients return to work within 14 days	100% of patients return to work within 14 days	100% of patients return to work within 14 days	100% of patients return to work within 14 days	100% of patients return to work within 14 days	100% of patients return to work within 14 days

GET BACK TO WHAT YOU LOVE

200,000+ PATIENTS & COUNTING

CONDITIONS WE TREAT

99.8% OF PATIENTS WOULD RECOMMEND US TO FRIENDS & FAMILY

- Neck Pain
- Mid Back Pain
- Throat/Shoulder
- Low Back Pain
- Elbow Injury
- Wrist/Hand
- Hand Pain
- Hammering Forefingers
- Rotator Cuff Pain
- Elbow Pain
- Wrist Pain
- Hand Pain
- Neck Pain
- Mid Back Pain
- Throat/Shoulder
- Low Back Pain
- Elbow Injury
- Wrist/Hand
- Hand Pain
- Hammering Forefingers
- Rotator Cuff Pain
- Elbow Pain
- Wrist Pain
- Hand Pain

AIRROSTI ADVOCATES

Tony Parker Professional Basketball Player	Jimmy Walker Professional Golfer	Johnny Hendricks Professional MMA Fighter	Carl Osterman Olympic Softball Player	Jon Horton Olympic Gymnast	Clayton Kershaw Professional Baseball Player
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THE MY AIRROSTI APP


FROM OVER 145 LOCATIONS, FIND THE ONE NEAREST YOU.

ACCESS YOUR BENEFIT INFORMATION & SCHEDULE APPOINTMENTS

SUBMIT YOUR OWN VIDEO OR TEXT TESTIMONIALS STRAIGHT FROM YOUR PHONE.

The “What is Airrosti” Presentation is a multi-functional powerpoint that provides the initial introduction to Airrosti and explains treatment and outcomes in a concise and patient-friendly manner.

employer partner treatment voucher




A SPECIAL OPPORTUNITY FOR CAC MEMBERS


experience AIRROSTI

AT NO COST

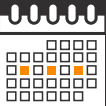
Airrosti's outcome focused care leads to rapid recoveries & lasting results—while helping patients avoid MRIs, pharmaceuticals, surgeries, and other costly procedures. Airrosti providers are experts at eliminating chronic pain & resolving most spine, joint, & soft-tissue conditions.

EMAIL  RSVP5@airrosti.com


or

CALL  (800) 404-6050
& mention this voucher


to schedule your
FIRST APPOINTMENT, ON US.



3.1
AVERAGE NUMBER OF VISITS TO
COMPLETE INJURY
RESOLUTION


4778


SURGERIES
PREVENTED
AS REPORTED BY PATIENTS


99.7%


OF PATIENTS
WOULD RECOMMEND
AIRROSTI
TO FRIENDS & FAMILY


COMMON CONDITIONS SUCCESSFULLY TREATED




HEADACHES




BACK PAIN




SHOULDER PAIN




ELBOW PAIN



KNEE PAIN




ANKLE SPRAIN



CARPAL TUNNEL

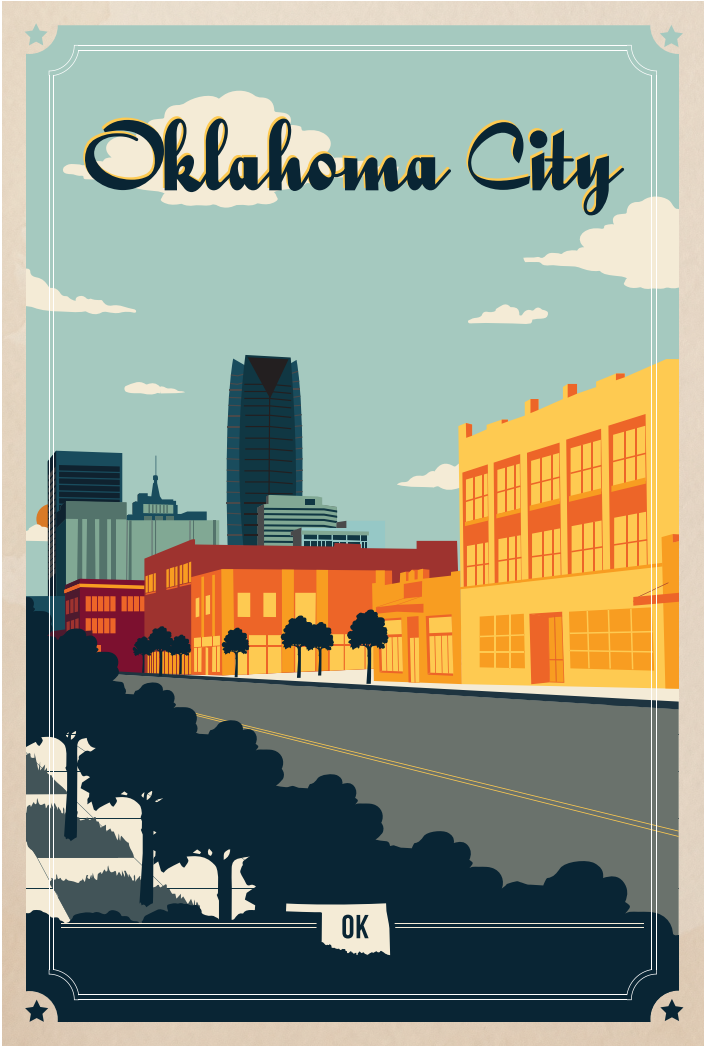
FOR OTHER
CONDITIONS,
CONTACT YOUR
AIRROSTI
PROVIDER

8 area locations, including 1 within the US Bank Building downtown!
FIND THE LOCATION NEAREST YOU & LEARN MORE AT [AIRROSTI.COM](https://airrosti.com)



>>> Won GDUSA Health & Wellness Award for “Direct Mail”

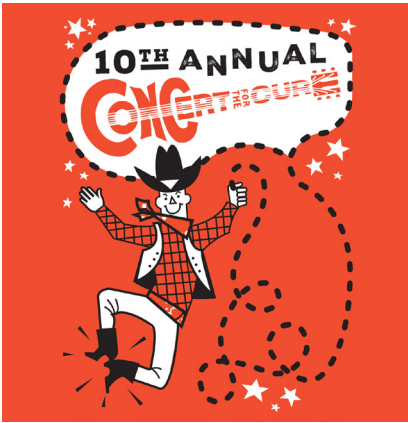
corporate event posters



>>> Each poster won a GDUSA Graphic Design Award for “Poster”

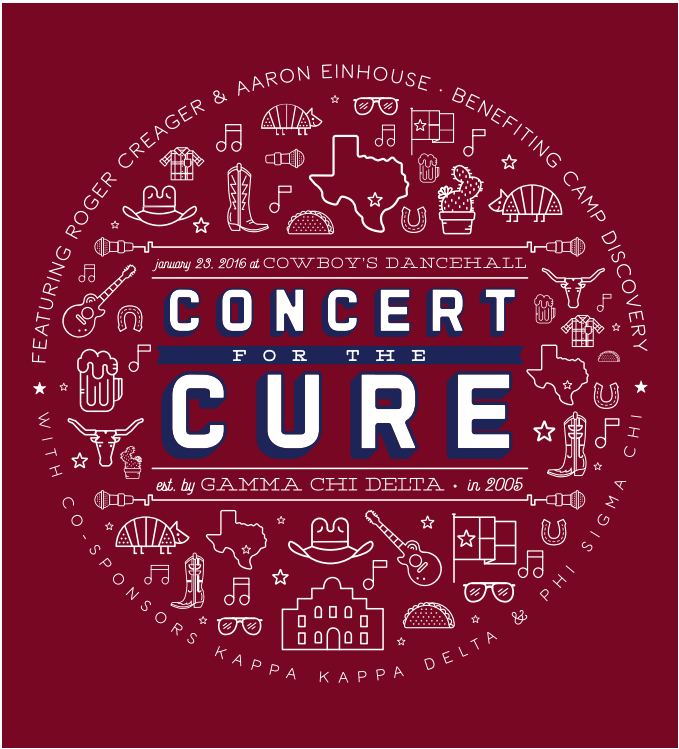


event + promotional items

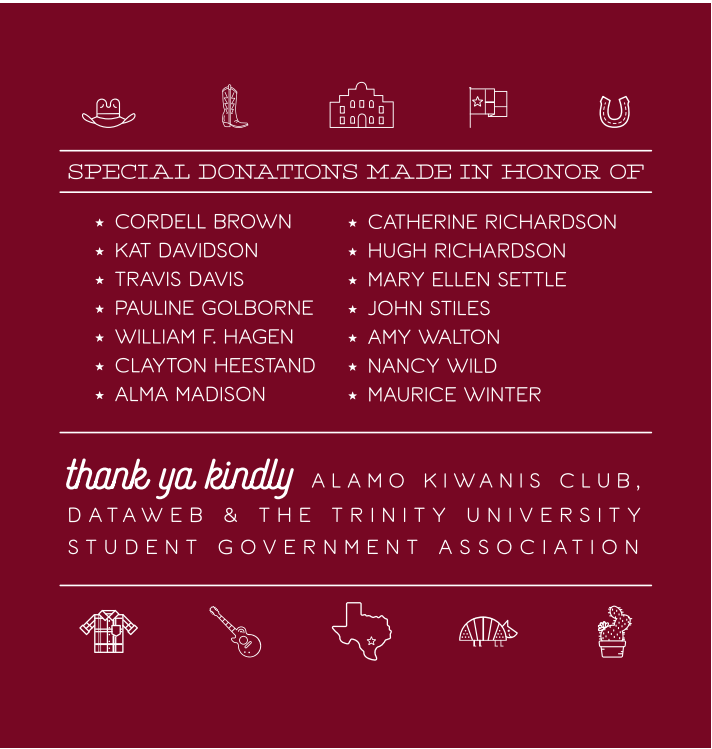


Concert for the Cure raised over \$180,000 for Camp Discovery, a summer camp for children affected by cancer.

Above are images of promotional materials for the 8th, 9th, and 10th annual concerts.



web design



Above: Promotional art / visual theme for the final concert in 2016 featuring Roger Creager.

Left: Concert for the Cure had three different websites from 2007 to 2016.

When transitioning and building this new site, we focused on using photography, a streamlined digital donation process, and integrating the social media accounts directly into the website.

PR + MEDIA

press release



FOR IMMEDIATE RELEASE
Oct. 14, 2011

Contact:
Vanessa Hurd
(210) 562-0151
Claudia Castillo
(210) 771-6780

Charles Butt donates \$20 million toward new San Antonio Children’s Museum

Children’s Museum acquires property on Broadway, planning to open new location in District 2, SAISD

SAN ANTONIO — Charles Butt, chairman and CEO of H-E-B and a longtime champion of education, committed a personal donation of \$20 million toward a new San Antonio Children’s Museum. Butt’s donation, the largest personal gift he has given, helped the 16-year-old Children’s Museum acquire property at the intersection of Broadway and Mulberry Avenues, where it plans to build a \$45 million master planned Children’s Museum. The museum’s rapid and consistent growth — admissions are up 36 percent and membership has tripled since 2008 — demonstrates the demand for its services and the support for a more significant institution.

“San Antonio children are tops and they deserve a first-class children’s museum,” said Butt. “When properly done, children’s museums contribute significantly to the creative development and education of our young people. Houston, Dallas and Indianapolis have particularly outstanding children’s museums, which serve as learning centers for the early childhood set. San Antonio is too large a city not to have one, and if we are committed to improving education, the time is now to create a newer, larger children’s museum of national caliber accessible to all children in San Antonio.”



The new 70,000-square-foot Children’s Museum will serve at least twice the number of children it currently serves at its downtown location, which is limited by both space and the cost and scarcity of parking. A relocation committee identified



a former car dealership in San Antonio’s District 2 and the San Antonio Independent School District as the preferred location of the new Children’s Museum. The City of San Antonio actively participated in the site selection process. The new location places the Children’s Museum in the same corridor as several other cultural institutions, including the San Antonio Museum of Art, Witte Museum, San Antonio Zoo and San Antonio Botanical Garden.

“To achieve our vision of becoming a premier educational resource, the Children’s Museum requires a newer, larger, exhibit-rich space that is widely accessible to children from all parts of the city and surrounding area,” said Vanessa Lacoss Hurd, executive director of the San Antonio Children’s Museum. “We are tremendously grateful for Mr. Butt’s generous donation, and we look forward to serving a critical role in the educational turnaround envisioned in SA 2020.”

“The Children’s Museum directly supports the educational goals of SA 2020 — San Antonio’s community-wide vision of the future — by offering a wide variety of early literacy, science, health and art programs to develop innovative thinkers capable of meeting the challenges of the 21st century,” said Joan Collins Wyatt, chair of the board of the San Antonio Children’s Museum. “The Children’s Museum also supports two other top priorities identified through SA 2020: family well-being and arts and culture.”

"I commend Charles Butt for his generous and steadfast support of education in San Antonio and the state of Texas," Mayor Julián Castro said. "By expanding the size and offerings of the Children's Museum, we can better leverage our creative assets in San Antonio to become one of the nation's most vibrant brainpower communities."

Design, construction and installation of the new Children’s Museum will take approximately three-and-a-half years. The conceptual design of the Children’s Museum calls for outdoor exhibits, green space, ample parking and a cafe with outdoor seating.

“Starting this fall, we will seek community-wide input into the exhibits and amenities at the new Children’s Museum,” Hurd said. “This is a wonderful opportunity for parents, children, educational providers and the community at large to help develop a shared vision for a resource that will benefit generations of children.”

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About the San Antonio Children’s Museum

*The San Antonio Children's Museum (SACM) was founded by a group of dedicated volunteers who were committed to building a community space devoted to early childhood development. Since its founding in 1995, SACM has worked to carry out its mission of **growing minds, connecting families and transforming communities through joyful learning and discovery**. As a premier educational resource, we develop innovative thinkers capable of meeting the challenges of the 21st century.*

press release



FOR IMMEDIATE RELEASE

Airrosti Invited to Join Onsite Medical Staff at 2012 Reebok CrossFit Games

SAN ANTONIO, TX – JULY 9, 2012 – Airrosti Rehab Centers (Airrosti), a leading healthcare group that employs and trains skilled providers who specialize in delivering outcome-based musculoskeletal care, is proud to announce that it will be part of the onsite medical staff during the 2012 Reebok CrossFit Games, an annual fitness competition created and operated by CrossFit, Inc. where elite athletes compete for the crown of the Fittest on Earth™. The CrossFit Games, now in their sixth year, will be held July 13-15 at The Home Depot Center in Carson, California and will broadcast worldwide on the ESPN network.

Open to competitors from around the world, the CrossFit Games have been named “one of the fastest growing sports in America,” by Forbes. The season kicked off with the Open, with nearly 70,000 competitors participating online and at CrossFit affiliated gyms worldwide. The top athletes and teams in each region from the Open moved onto the 17 worldwide Regionals. The best athletes and teams at Regionals will compete at the finals of the 2012 Reebok CrossFit Games, where a male and female champion are named and awarded \$250,000 each.

Airrosti was the lead medical team at the South Central Regional Games held in San Antonio, Texas, and also helped lead and organize the logistical details of the event—resulting in an invitation from Reebok CrossFit to join the onsite medical staff at the 2012 Reebok CrossFit Games. Additionally, Airrosti employees and CrossFit athletes Jamie Kimball and Shawn Dinsmore were appointed as Co-Chair of Athlete Services and Regional Event Director respectively. Kimball and Dinsmore are in place to work closely with headquarters throughout the weekend to ensure operational efficiency and the success of this year’s CrossFit Games. “Airrosti has been a proud supporter of the CrossFit community for several years, and we are honored to be asked by Reebok CrossFit to participate at this level,” said Jamie Kimball, Managing VP of Business Development at Airrosti. “From rope climbs to hundreds of wall ball shots to heavy Olympic lifts, CrossFitters need to be prepared for anything—including injuries and pain that come with the physicality of the sport. That’s where Airrosti comes in. Our providers’ commitment to delivering high quality care and consistent outcomes for musculoskeletal injuries makes us the perfect solution for CrossFitters in pain.” For several years, CrossFit and Airrosti have forged a strong alliance, as Airrosti has been the “go to” health care leader at local CrossFit boxes and competitions. Airrosti providers have been the first to show support for the sport and volunteer their services to ensure the competitors maintained optimal performance. Expect to see the Airrosti brand kinesio-tape live during the televised broadcast of the games on ESPN3. “CrossFit is truly a part of Airrosti’s DNA, and we are excited to have this global stage to showcase our ability to positively and more efficiently impact soft-tissue injuries,” said Shawn Dinsmore, Vice President of Finance and Operations at Airrosti. “We look forward to supporting top competitors from around the world, including Airrosti’s very own Bryan Diaz, who took first place in the 2012 South Central Regional CrossFit Games.”

— MORE —
About Airrosti – Airrosti Rehab Centers (Airrosti), headquartered in San Antonio, TX, is a healthcare group that employs and trains skilled providers who specialize in delivering high quality, outcome-based musculoskeletal care. The company’s strict adherence to quality care standards across their provider network significantly reduces costs and recovery times for patients and prevents unnecessary MRIs, pharmaceuticals, and surgeries. Many patients experience significant improvement in range of motion and a return to normal activity, often within only 3 visits (based on patient-reported outcomes).

As of July 2012, Airrosti has nearly 100 current locations across Texas, Oklahoma, Virginia, and Ohio—and new expansion scheduled for Oregon and Washington.
Web: Airrosti.com | Twitter: @Airrosti | Facebook: facebook.com/Airrosti

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media advisory



MEDIA ADVISORY Jan. 8, 2013

Contact:
Alissa Howard
817.909.0590
alissa.c.howard@gmail.com

Local Nonprofit hosts 8th Annual Fundraiser Concert at Cowboys Dancehall
Jack Ingram Headlines Annual Pediatric Cancer Fundraiser Concert for the Cure

- WHAT:** Cowboys Dancehall will host annual concert for Trinity University student-led nonprofit, Concert for the Cure Foundation. The Aaron Einhouse Band will return as opener for headliner Jack Ingram. All proceeds from the concert will go toward the American Cancer Society’s Camp Discovery.
- Tickets:** \$12 for advance tickets, all ages
\$15 at the door ages 21+ / \$20 ages 18-20
\$20 reserved seating
- WHO:**
- Jack Ingram
 - Aaron Einhouse Band
 - Gamma Chi Delta Alumni
 - Trinity University students
 - San Antonio community
- WHEN:** Saturday, Jan. 26, 2013
8p.m. – 2 a.m.
- WHERE:** Cowboys Dancehall
3030 NE Loop 410
San Antonio 78218
- WHY:** Support the American Cancer Society and students’ passion for philanthropy while enjoying a great Texas country concert.

About Concert for the Cure:
The [Concert for the Cure Foundation](#) was started in 2005 by cancer survivor and Gamma Chi Delta sorority member Amy Walton. The mission of the 501(c)(3) nonprofit is to plan and execute an annual country music concert to benefit the American Cancer Society, specifically the Camp Discovery program. Camp Discovery is for children 7-16 with a cancer diagnosis who are unable to attend traditional summer camps. The first event took place seven years ago on campus and raised \$7,000. Since then, the nonprofit raised over \$100,000 for the American Cancer Society and is an established tradition for both the Trinity and San Antonio communities.

SOCIAL MEDIA

social media stats



· Facebook followers increased 301%



· Twitter followers doubled



· Launched the Pinterest account



· Facebook followers increase by more than 1,000 in less than 8 months.



· Twitter followers increased 32%



· Launched the Pinterest account



· Facebook followers double in 6 months with total extended reach of 3,285,000
· Negative feedback decreases 70%



· Twitter followers increase over 980%



· Obtained 549 followers in 6 months
· Saw over 1900 user generated photos with the #SATalons hashtag

social media campaign



To kick off this campaign, the Papouli's Greek Grill Restaurant's Facebook page was “purpled out” and a series of posts (both suitable for the parameters of Facebook and Instagram) were designed within a developed sub-brand. The Facebook and Instagram posts served to visually represent statistics to convey the prevalence and severity of the disease. The recurring blurred, or difficult to recognize image, used as a design element is a Papouli family photo altered to represent the effects of dementia.

