



City of
Isle of Palms
South Carolina



HEALTH | WORK | DISCIPLINE | SAFETY

PREPARED FOR:
CITY OF ISLE OF PALMS

DOUGLAS KERR

CITY ADMINISTRATOR
CITY OF ISLE OF PALMS
1207 PALM BOULEVARD
POST OFFICE BOX 508, ISLE OF
PALMS, SOUTH CAROLINA 29451

MAY 6, 2026





EXECUTIVE SUMMARY

City of Isle of Palms Team,

Studio Named Bermudez is delighted to share our work with you, and to discuss all of your branding needs and the task at hand, the 2026 Over all planning and implementing of your new branding needs. With over 20+ years experience in the Design Industry, we are confident that we can deliver a Branding Package that will represent your city's heart beat and true passion through images and words. Thank you for giving us the opportunity to work with everyone involved in this endeavor.

We are experienced in the art of image and word combinations. We can bring your story to life in an artistic way, making the visitor and community feel welcomed. Whether on a small intimate experience or on a larger family experience, this is what we do. We make a connection between your organization (city) and your audience.

Project management. This is the second value which can make or break the delivery of great ideas. In today's market most businesses are trying to do a lot more with a lot less. Staff are reduced and employees are expected to do the job of 2 or more persons. We can help manage the day to day process, developing content, using the content that is given to us, and migrating the two. We will provide a reasonable schedule that does not involve rush charges, to maintain a budget that both parties will agree to. We will manage the creative process: the deliverables in terms of ideas and presentations, the production as it relates to printing, and any digital media if desired or signage fabrication. We deliver on time and on budget. Everyone wants to proclaim that they can do it, but we have the track record to prove it. References will be provided upon request.

The Team. The conductor on this route will be Donald Bermudez. He will facilitate first contact with your team and move from concept to execution and production. Isha Lee (copy-writing perspective) will concept with Donald to present the first round of creative. We are a multidisciplinary design firm that will subcontract the printing for your project. Isha Lee is contracted through our firm as consultant and we have worked on various projects together through the years.

Donald Bermudez
Studio Named Bermudez
Chief Dezinologist



STUDIO NAMED BERMUDEZ

Founded in 2000, Studio Named Bermudez is a multi-disciplinary design firm dedicated to helping organizations bring their ideas to life through impactful visual experiences. With expertise spanning Event Branding, Exhibit Design, Digital Marketing and Custom Award Design, we offer a unique blend of creativity, strategy, and production know-how to deliver solutions that resonate with audiences and achieve business goals.

From concept development to final production, our team ensures every project is executed with precision — on time, on budget, and with uncompromising attention to detail. We collaborate closely with our clients to understand their vision, then enhance it with innovative design thinking and proven industry expertise. Whether we're crafting a memorable event identity, building a dynamic exhibit, designing a recognition piece that inspires, or creating a digital campaign that engages, our work is guided by the belief that great design tells a story and makes a lasting impact.

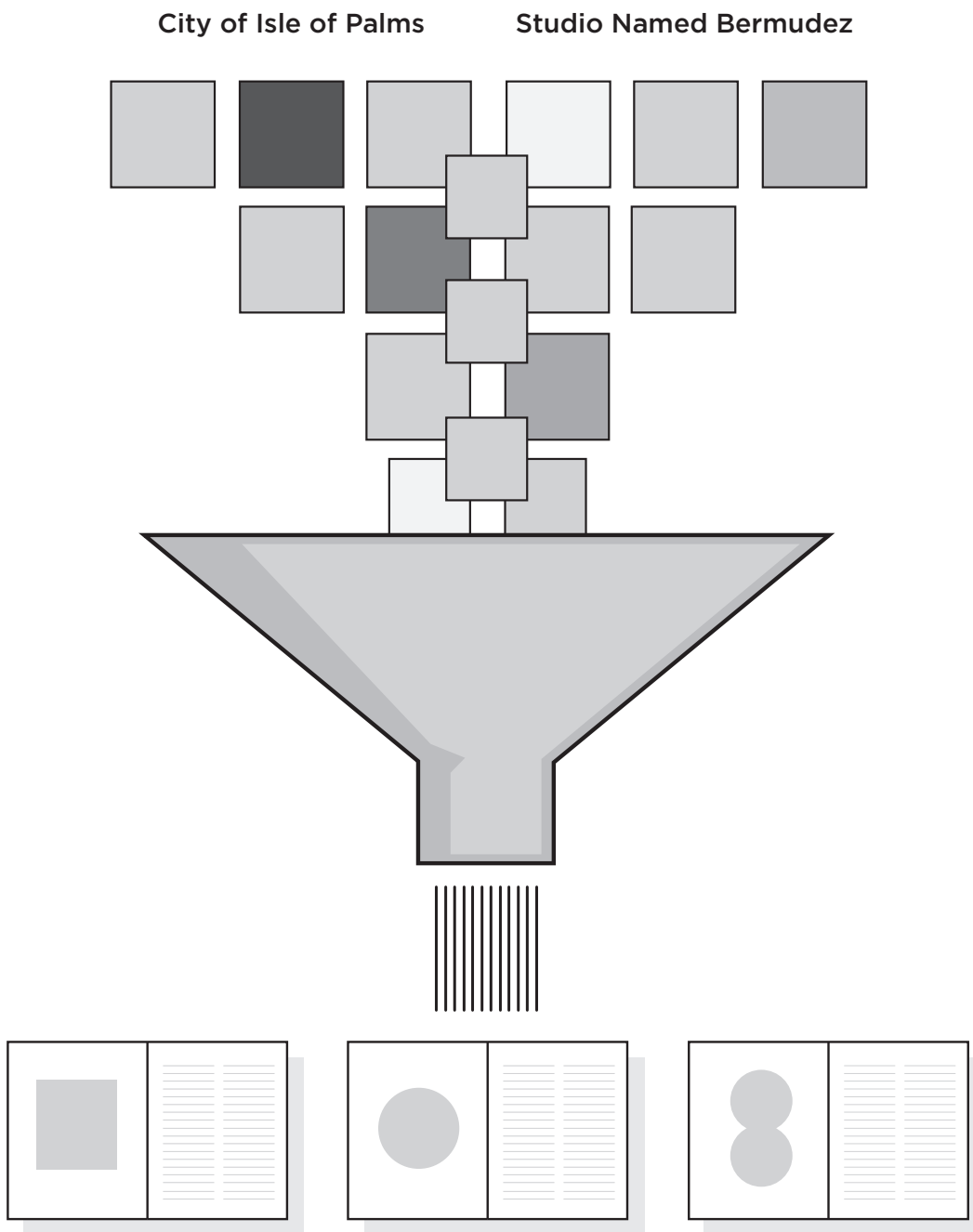
For over two decades, Studio Named Bermudez has partnered with corporations, nonprofits, and institutions to create experiences that not only look exceptional but also serve as strategic tools for communication, engagement, and growth. Our mission is simple: to provide design solutions that are both imaginative and practical — helping you connect with your audience, celebrate achievement, and strengthen your brand.

1. We consider it a privilege to be your communications partner. We respect the relationship by listening carefully, doing our homework and delivering only those solutions that achieve your objectives.
2. We go far beyond “standard” design solutions. For us, the first idea is seldom good enough.
3. We pride ourselves on our exceptional design capabilities, but we never allow artistry to come before strategy. Sound thinking is the foundation for everything we create.
4. We get things done with no surprises. From project management to budget control to ongoing communication, we have processes in place to ensure your expectations are not only met, but also exceeded.
5. Ethics is everything. We love what we do, but we never compromise our integrity just to get ahead.



DESIGN APPROACH

Our design theory is based on the Bauhaus movement (theory) which highlights the hierarchy of messaging either through a verbal or a visual. So your dominant message is first, then your secondary message, and your ancillary message, whether through visuals or text. With this being said, there is always balance in your presentation. The whole piece functions as a piece of art balanced with the technical aspect of graphic design. Our collaborative approach allows for an input meeting to share ideas and concerns which is then filtered through our creative process. The process is fluid and agile with a little give and take. Then we present 3 concepts based on your input and our knowledge base.





A) PROJECT MANAGEMENT

This is a critical area for us. We know details matter and how they get communicated are very important. We can set up 40 minute meetings twice a week to discuss deliverables based on a pre-approved agenda via Zoom. In person (once a week) phone call discussion as needed. Donald Bermudez will be your point of contact. 770-856-0628 (cell) snbermudez@comcast.net

B) BRAND, VISION & MESSAGE

Once information is gathered, and we have received our creative input document, we start out with 10 ideas in sketch form and since we have 2 elements the seal and a word mark (type driven solution) we will treat as 2 different marks. However there will be options when the brands are together. So you would have a total of 20 sketches. We would present these as ideas. Once the team select 3 out of the 10 we will generate them as a computer generated option in black and white ideas. Once a final direction has been selected we would then generate color options. Once final selection has been approved we will generate all file types and the Design Style Guide.

Vision statement and message will coincide with the graphic process.

Logo, Stationary, Business Cards, Website graphics, Power Point Backgrounds, and other branded elements Social Media Support: X, TikTok, LinkedIn, Instagram and other platforms. PMS color pallet, Web Colors and RGB Breakdown.

Branding Style Guide

File Types vector file, SVG files and all pixel files once brand is finalized.

C) RESEARCH

Defining the design problem of the brand (Word Mark) and the crest.

- Brand brief input from City of Isle of Palms
 - Explore options that relate to your target audience.
 - Solidify the research that we have uncovered.
 - Observative Ethnography an informal review or observation of the fun your island offers
 - Literature at hand with the history of the island
 - Qualitative research, Correlational research will be in final report
- All measurement will occur months after the brand is in the market place.



D) DELIVERABLES

- A. An executive summary report with findings. 3 weeks within the award date.
- B. All editable files and templates for common needs, such as signage, brochures, web page layout, PowerPoint presentations, social media, report covers, letterheads, business cards, email signatures, etc.
- C. Create branding guidelines to ensure consistency in all communications and promotional efforts.

E) STRATEGIC BRAND IMPLEMENTATION AND ENGAGEMENT

Our general approach would be to meet with all the stakeholders and send a digital package with the introduction of the branding package. All files and elements that each group would need to use for their specific departments or job use.

F) PROJECT BUDGET

- \$ 8,000 Research and report 3 weeks from award date after input meeting with team.
- \$ 12,000 Concept stage 10 ideas in sketch form on each brand a total of 20 narrowing it down to 3 each which would be 6 ideas.
2 to 3 weeks depending on your feed back
- \$ 5,000 Ads, mood boards, 2 to 3 weeks depending on your feed back
- \$ 15,000 Final concept built out on Social Media Letterhead, BC, Power point backgrounds, Signage Email signatures, Report covers (would have to determine how much signage)
Does not include fabrication and install cost.
2 weeks depending on your feed back
- \$ 5,000 Web page graphic support 1 week depending on your feed back.
- \$ 5,000 Maintain Brand over the next 3 years (would need more details to consider if this number is accurate with deliverables expected)

SCHEDULE

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

City of Isle of Palms Action Item
 Studio Named Bermudez Action Item
 SNB out of the office

May 6 RFP Deadline		
June 1		Awarded the Branding project
June 3		In person meeting to discuss time frame and deliverables
June 5		Start research project
June 16		Present reasearch project
June 22		Feedback/moving forward in the design process
July 8		Present concepts select 3 of each
July 14		Present computer renderd ideas 3 of each
July 15		Select the final ideas (2)
August 1		Outlay of all elements delivered
August 3		Release the rest of the elements
August 10		Release the rest of the elements

 City of Isle of Palms Action Item
  Studio Named Bermudez Action Item
  SNB out of the office

Branding Logos



Branding Logos



Branding Logos



Branding Logos



Exhibit Design



Office Space



Exhibit Design





A.N.G.E.L. Award
The King Center



Women to Women Award
Events



Andrew Young Foundation Award



Salute to Greatness Award
The King Center



PROMOTION SUMMARY

PROMOTION DATES:
OCTOBER 11TH - DECEMBER 18TH

PARTICIPANTS:
AM 1-2-3's, BDM 1-2-3's,
DSMs, SCs, NAMs, RSDs,
CALL CENTER CSRs,
OUTBOUND OSRs

STRATEGIC VENDORS:
3M, AVERY, BROTHER,
BUSH, HCN, LEXMARK,
OFFICE DEPOT PRIVATE
LABEL, SANFORD, SMEAD,
TOPS

PROMOTED PRODUCTS:
AVG. 20-25 PRODUCTS
FROM EACH VENDOR
TOTALING JUST OVER
200 ITEMS


SUPPORT MATERIALS:
KICKOFF VIDEO,
PRGMO REFERENCE GUIDE,
CUSTOMER OFFERS, DESK FLAG
AND PRGMO SOUVENIR FOR ONE.



INDIVIDUAL LAUNCH KIT

OVERVIEW

- Promotion Dates: October 11th - December 18th
- Participants: AM 1-2-3's, BDM 1-2-3's, DSMs, SCs, NAMs, RSDs, Call Center CSRs, Outbound OSRs
- Promoted Products: 20-30 products from each vendor totaling just over 200 items



OVERVIEW PARTICIPATING VENDORS PROGRAM STRUCTURE INCENTIVES SUPPORT TOOLS END USER OFFERS

INDIVIDUAL POWER PACKET



CHALLENGE I'M THE ONE

Office DEPOT

Office Depot



The Andrew J. Young Foundation, Inc. works to transform the way we understand our people, our global community and our possibilities through two major program areas:

COMMUNICATING POSSIBILITIES
DEVELOPING LEADERS



... is the best hope for Africa to attack ... in this generation. Money from tourists ... directly into the hands of artisans, servers ... workers throughout a country's hospitality ... vel industry.

— Andrew Young



Andrea I. Young, Esq.
Executive Director

Andrew J. Young Foundation, Inc.
260 14th St. NW
Atlanta, GA 30318

Phone: (404) 685-2786
Fax: (404) 685-2774
Email: andreyoung@andrewyoungfoundation.org

www.andrewyoungfoundation.org

COMMUNICATING POSSIBILITIES
DEVELOPING LEADERS

Foundation, Inc. • 260 14th St., N.W. Atlanta, Georgia 30318
685-2786 Fax: (404) 685-2774 • www.andrewyoung.org

"Even representing the most powerful and rich nation on the earth, Andy's voice was focused on those who were not powerful and were not rich, and he spoke on behalf of our country."
— Former President Jimmy Carter



"The more quickly you pass on your blessings, the more you receive. I have tried to live by the Spirit, give by the Spirit and I have been blessed by the Spirit."
— Andrew Young

About Andrew Young

- Top Aide to Dr. Martin Luther King, Jr.
- First African-American from the Deep South elected to Congress since Reconstruction
- First African-American to serve as U.S. Ambassador to the United Nations, appointed by President Jimmy Carter
- Mayor of Atlanta, established Atlanta as an international city.
- Co-Chair of the 1996 Centennial Olympic Games in Atlanta
- Co-Founder Goodworks, International Global Development firm to promote public purpose capitalism
- Founding Chair, Southern African Enterprise Development Fund, appointed by President William J. Clinton
- Author, *A Way Out of No Way*, a Spiritual Memoir and *An Easy Burden, Civil Rights and the Transformation of America*
- Honorary degree awarded by more than 60 universities and colleges
- Founder, Andrew J. Young Foundation, Inc



Communicating Possibilities

- A** tiny country where survivors of genocide are proving that miracles happen every day
- A** look at the real Africa;
- A** gorilla who taught us how to be human;
- A** famous hip hop artist coming to term with his troubled past,
- A** look at the civil rights movement
- A** Following Dr. Martin Luther King on a pilgrimage to non-violence —

These are all inspiring stories told in *Andrew Young Presents*. In its second year, *Andrew Young Presents* is a syndicated series of quarterly television specials and longer documentary length films that explore Andrew Young's vision of our world, document signs of hope and lift our possibilities. The film that launched the series, *Rwanda Rising*, reveals the extraordinary transformation of Rwanda following the genocide. Other titles include: *Africa: A Continent of Opportunity: The Willie B. Story*; *Walking with Guns*; *How We Got Over* and *In the Footsteps of Gandhi*.

The series includes little known footage of Andrew Young and Dr. Martin Luther King and interviews with Presidents Jimmy Carter and William J. Clinton. Celebrities Quincy Jones, Chris Tucker and Clifford "TJ" Harris are also featured.

Africa is a special emphasis of the series. Ambassador Young's experience as Mayor of Atlanta convinced him that tourism can provide immediate employment in the hospitality industry and that people who come to like a country and its people have long term potential as investors.

Developing Leaders with a Public Purpose

Andrew Young credits his development as a global leader to the influence of educational, religious and community organizations and gives back to comparable institutions through the Foundation. For example, Ambassador Young was nurtured in the Dryades Street YMCA in New Orleans and provides support and leadership to the Andrew and Walter Young Family YMCA in Atlanta. The Andrew J. Young Foundation has focused significant resources on nurturing organizations that build on his legacy of service and public purpose leadership. The Foundation's engagement places a priority on programs that include international students and young people from under-resourced communities or with unrealized potential. In that spirit, the Andrew Young School for Policy Studies serves students from more than 40 countries. In 12 years, it has become one of the nation's top graduate schools in public policy.

The Foundation supports scholarships in the name of Andrew Young and Carolyn McClain Young, mentoring and leadership development for the emerging hip-hop generation, and development initiatives for educational and youth-serving institutions. Andrew and Carolyn Young are personally engaged in governance, program direction and working directly with students and youth and emerging leaders. Programs and institutions include:

- The Andrew Young School for Policy Studies, Georgia State University
- Andrew Young Center for International Affairs, Morehouse College
- The Pass on the Blessings Mentoring Initiative
- Clark Atlanta University
- Andrew and Walter Young Family YMCA
- Jean Childs Young Institute for Youth Leadership

Highlights of the Work of the Andrew Young Foundation

- Andrew Young Presents produced six (6) one hour documentaries for television
- Television series syndicated in 87 television markets reaching 75% of all U.S. households, such as the ABC affiliate in WSB-TV in Atlanta.
- Television series shown on the American Forces Network in 176 countries and the WORD Network reaching 70 countries
- Rwandan tourism tripled following the success of *Rwanda Rising*. The Department of Tourism was able to increase fees to visit the gorillas in the wild.
- The Andrew Young Foundation sponsored four successful and highly acclaimed public screenings with panel discussions and audience participation
- Mandela Scholars and Carolyn McClain Young Scholars from the Andrew Young School are working in finance ministries in South Africa, Botswana and the United States
- Satellite World Press Conference with students at Morehouse, University of Florida, South Africa and Kenya
- Fundraiser for the Maya Angelou Teen Center at the Andrew and Walter Young YMCA, featuring a tribute to Maya Angelou
- Ribbon-cutting ceremony for the newly renovated YMCA
- Special programs were facilitated by the Foundation at the Andrew Young School for Policy Studies, featuring Heads of State, and civic, political and business leaders



Andrew Young



75TH

BIRTHDAY CELEBRATION



THINK YOUNG

Andrew Young for Congress.



ANDREW JACKSON YOUNG JR
75 YEARS OF CELEBRATION



Andrew Young has been at the forefront of the struggle for non-violent social change, human rights, peace and economic opportunity for more than half a century.

DOWNTOWN NEW ORLEANS
Circa 1930s

1930 — 1940s

Andrew Jackson Young, Jr. was born to Andrew Jackson Young, Senior and Daisy Fuller Young in 1932 in New Orleans, Louisiana. His parents were beneficiaries of the American Missionary Association's effort to establish schools and colleges for blacks across the South. Andrew Senior attended what is now Dillard University and Howard University School of Dentistry. He married another Dillard graduate—a teacher named Daisy Fuller.

Andrew Junior and his brother, Walter were brought up in a Christian home, where service to others was as expected as Sunday School and regular church attendance.

Andrew and Walter's father spent several years in an ambulatory dental clinic, bringing dentistry services to areas of rural Louisiana that had never seen a dentist. It was a lesson in the potential of effective government that Andrew never forgot.

As a teenager attending the Methodist Gilbert Academy, Andrew worked for a photographer performing odd jobs and errands. He learned that a young black boy daring through downtown New Orleans fared much better in a shirt and tie, than more casual attire. Nevertheless, Doc and Daisy purchased a car for their boys as soon as Andrew could drive. Andrew and Walter had a tendency to flaunt and take down the "colored" signs on the street cars.

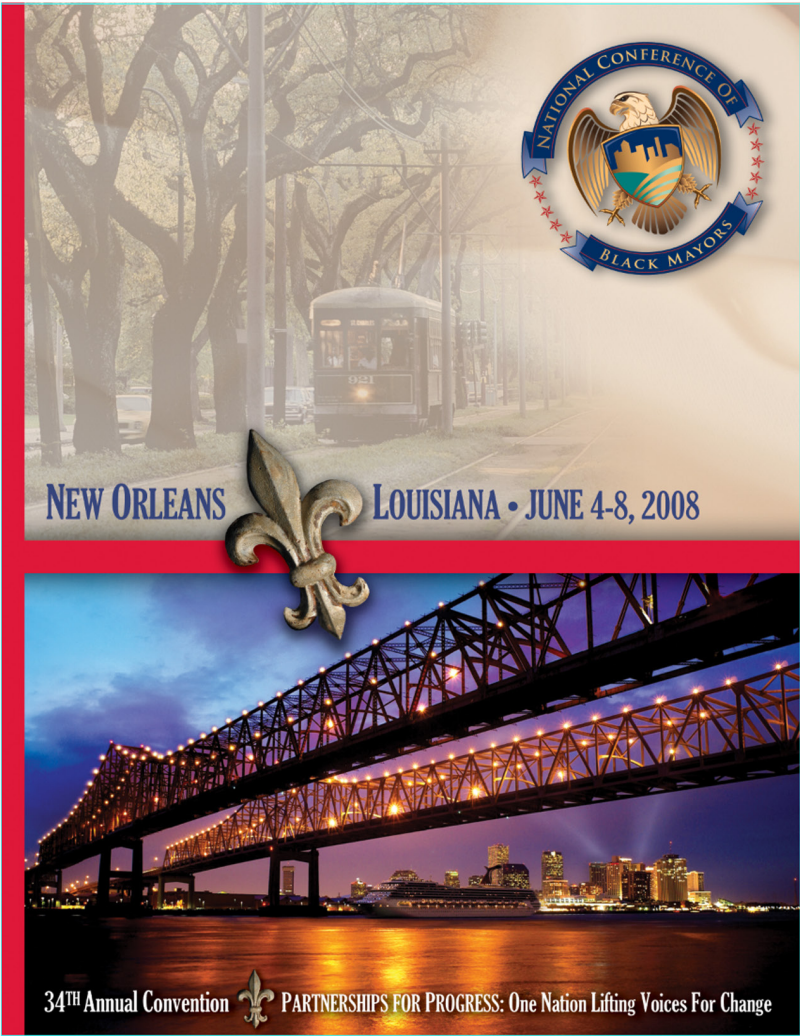
Andrew and Walter found recreation, swimming lessons and role models at the Dryades Street YMCA. It was a lasting influence in both their lives.

Andrew graduated from Gilbert Academy in 1947 and spent a year at Dillard University before heading to Washington, DC to attend Howard University.

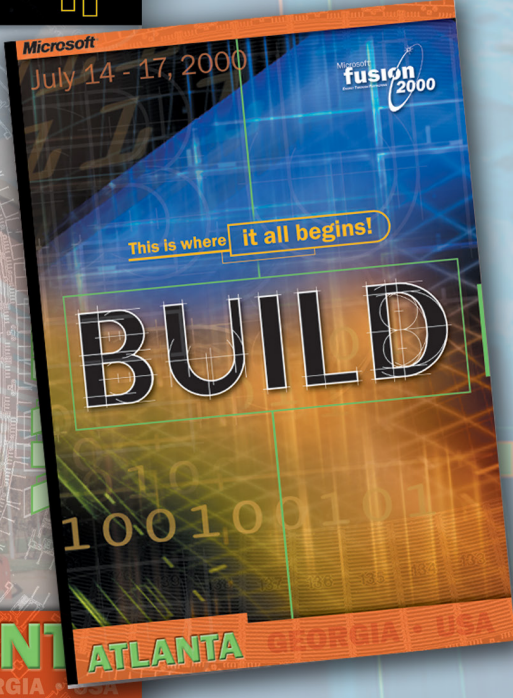
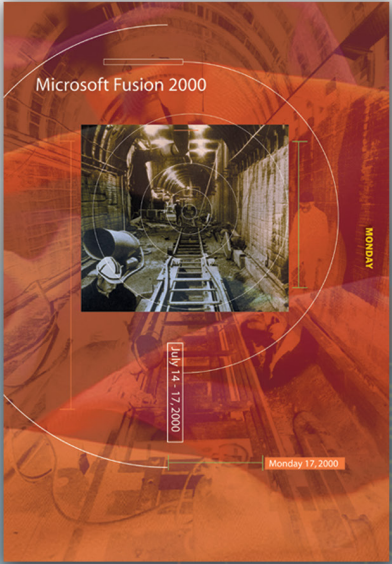


Microsoft Fusion Event

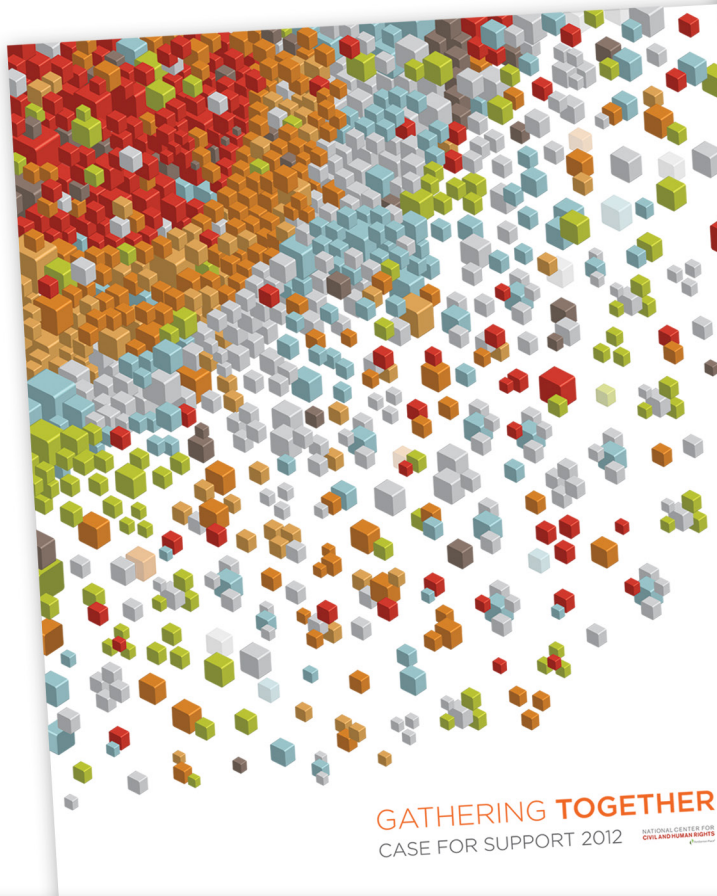




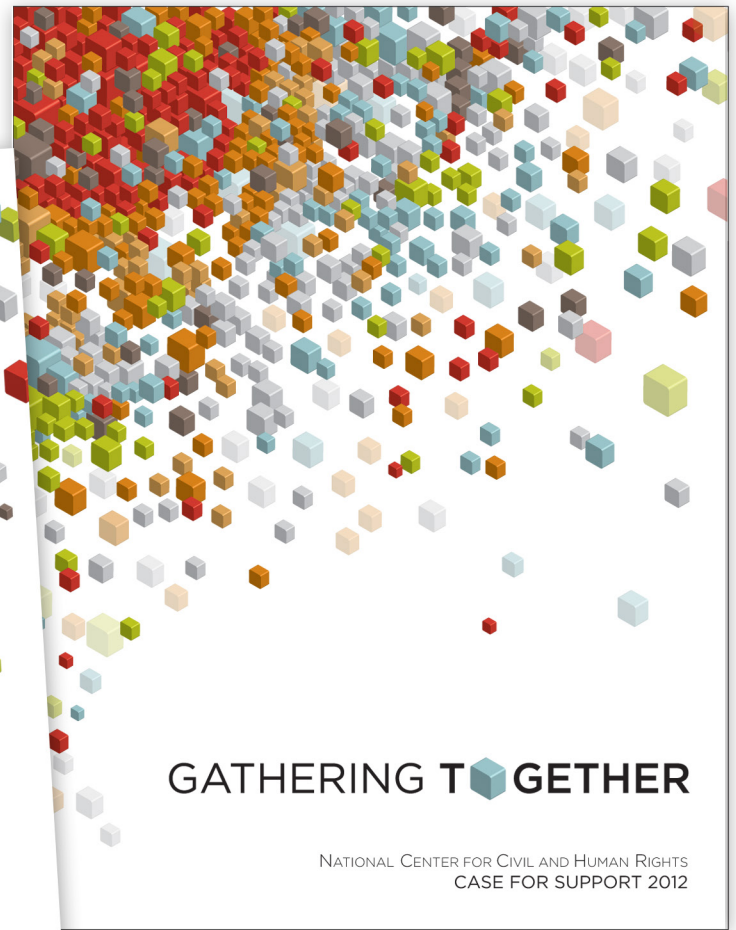
National Conference of Black Mayors
Microsoft Fusion Event



Civil & Human Rights Case For Support



GATHERING TOGETHER
CASE FOR SUPPORT 2012



GATHERING TOGETHER

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
CASE FOR SUPPORT 2012



Feasibility Study
Shirley Franklin commissioned a benchmarking and feasibility study from Central Atlanta Progress and The Boston

BLUE RIBBON GROUP

Working Group Convenes
Blue Ribbon Working Group convened. The group is tasked with laying the groundwork for a nonprofit organization to support the idea and gather the necessary support.

First Board Meeting

CCHR Partnership
Mayor Franklin announces Center for Civil and Human Rights Partnership, the independent 501(c)3 organization that will raise funds and conduct programming for the planned Center.



Architects & Designers
Architecture designs narrowed to five for community input in a series of open, town-hall style meetings. Feenon/HOK announced as building architects.



Acquisition
Morehouse College Martin Luther King, Jr. Papers Exhibition rights paid in full. Morehouse College retains ownership of the 50,000 item collection, and the Center retains exclusive rights to display the items.



Human Rights Exhibitions
Jill Savitt announced as Human Rights Exhibition Coordinator designing the human rights exhibitions. Savitt brings genocide prevention expertise to the Center, as well as work with the US Holocaust Memorial Museum, Dreams for Darfur and has extensive experience with strategic communications for human rights issues.



Groundbreaking
June 27, 2012



Invest Atlanta
approves Tax Allocation District funding for Phase I.



2005

2006

2007

2008

2009

2010

2011

2012

Benchmarking
Benchmarking and feasibility study shared with a broad audience of community members. The study included visitation and financial data from other cultural institutions and museums, Atlanta tourism information and resulted in recommendations for sustainable fundraising

Content Council
Content Council convened. The group is tasked with creating lists of key movements and moments in history that must be captured in the exhibitions. The Council includes representation from historians, Civil Rights Movement veterans, human rights activists and educators.



A Major Gift
Turner Broadcasting System, Inc. provides \$1 million gift for pre-development activities. This is the first million dollar gift for the Center effort.



Land Donated
The Coca-Cola Company announced a 2.5 acre land parcel donation at Pemberton Place in Downtown Atlanta, the site of the National Center for Civil and Human Rights.



Pemberton Place®

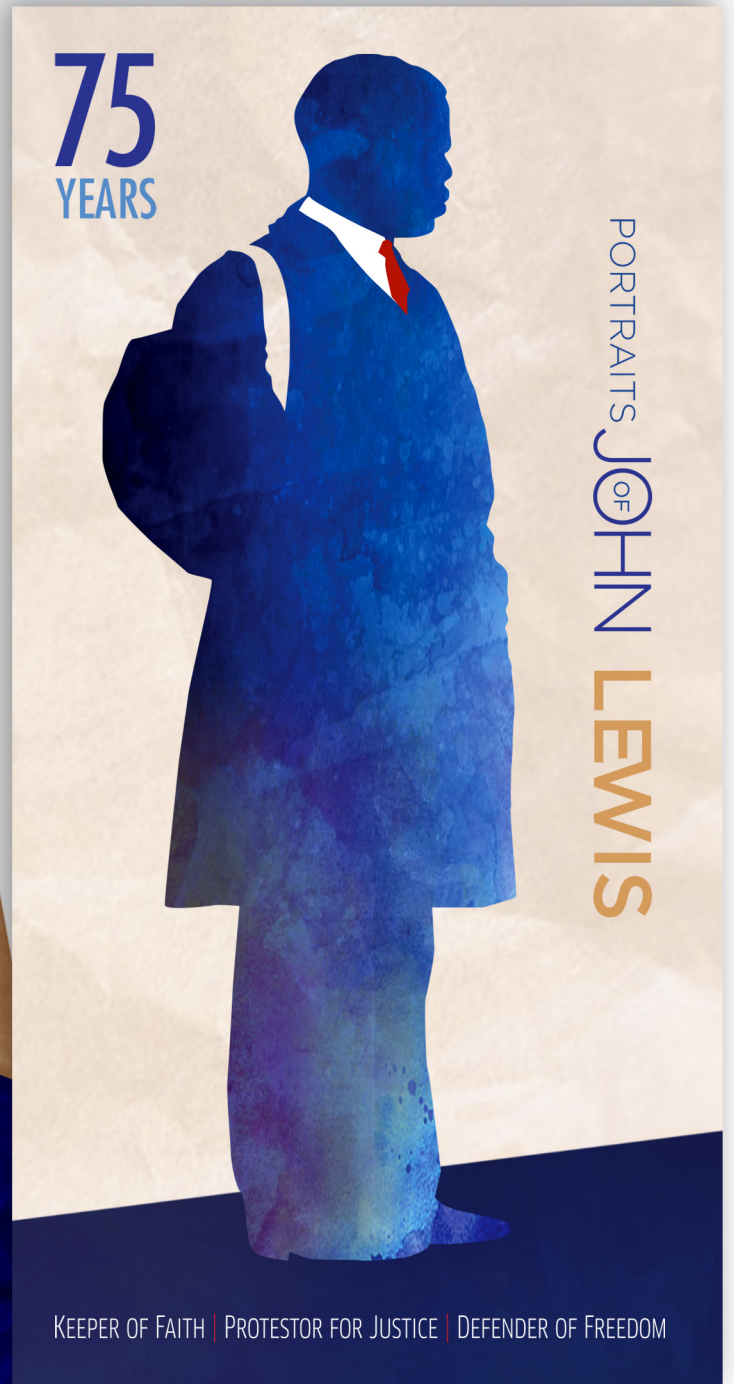
Chief Creative Officer
George C. Wolfe announced as Chief Creative Officer designing the civil rights exhibitions. In this role he is responsible for creating an interactive, multi-sensory visitor experience. Wolfe conceptualizes Center permanent exhibitions and installations that will bring civil and human rights to life using a storytelling approach.



Construction Firm
Russell, Moody, Holder Joint Venture announced as construction management firm. The Russell, Moody, Holder Joint Venture is charged with executing the visionary architectural design of the Feenon /HOK architectural Design Team.



Today:
Major funders show their support and fundraising continues for Phases II and III.



Congressman John Lewis
75th Birthday Celebration

National Association for Securities Professionals

DETROIT, MI • JUNE 20-23, 2006



LETTER FROM THE CHAIR



As Chair of the National Association of Securities Professionals (NASP), it is my pleasure to invite you to join us in New York City for our 18th Annual Pension and Financial Services Conference - **Going Global: Expanding our Vision for the Future** - June 27-29, 2007 at the Sheraton New York Hotel and Towers.

The premier professional organization for women and people of color on Wall Street, the National Association of Securities Professionals helps people of color and women achieve full inclusion in the financial securities industry, from investment management firms to law firms to investment banks. For the past 22 years, we have connected members to industry leaders and business opportunities, advocated for policies that create equal representation and inclusion, provided educational opportunities and worked to build awareness about the value of ensuring that people of color and women are included in all aspects of the financial securities industry.

As an organization, our long-term goal is to grow the membership and strengthen the NASP brand through strategic programming that addresses the needs of our entire membership base. This annual conference features educational workshops for professionals in all sectors of the investment arena including pension public and corporate, finance and wealth management. Past sponsors, money managers, fund managers, bond buyers, investment bankers, corporate and service lawyers, underwriters, and other financial services professionals will not want to miss this unique event.

Further, the 2007 conference will be noteworthy because of the significant involvement of pension fund trustees and corporate executives. We are delighted to have the distinguished group of Honorary Co-Chairs listed below. Our honorary chairs will work closely with the conference planning committee to create a program featuring educational workshops for professionals in all sectors of the investment arena. Additionally, our conference co-chairs - Doug Anderson of Goldman Sachs, James Franks of Paraglyph Asset Management Co., James Hadden of Citigroup, Christopher Williams of Williams Capital and Donna Beth Wilson of M&B Bank - are heading a dynamic team that is enthusiastically preparing a robust program of keynote sessions, educational workshops and networking events.

For the past 17 years this annual gathering has involved an impressive group of investment professionals including corporate treasurers, key public trustees, asset allocation experts and world-renowned economists. Our 2007 conference promises not to disappoint. We intend to honor our legacy by placing a premium on the issues of inclusion, financial literacy and the development of strategic alliances. Your participation is critical to the success of this conference and I encourage you to register today.

Cheryl Marrow
Chair, NASP Board of Directors

HONORARY CO-CHAIRS



SCHEDULE OF EVENTS

Please All individuals listed with an asterisk (*) are nominees as of the time of printing. The inclusion of their name represents that an invitation has been extended. The program will be updated regularly on the NASP website: www.nasps.org/forforum2007

TUESDAY, JUNE 26, 2007
6:00 am - 7:00 am NASP BOARD MEETING

WEDNESDAY, JUNE 27, 2007
7:00 am - 6:00 pm EARLY REGISTRATION

8:00 am - 10:00 am **PRE-CONFERENCE EDUCATIONAL PROGRAM**

Capital Markets Update
(Exclusively for Investment Firm Sponsors)

This session will provide trustees/plan sponsors with a global market update on hot investment topics including situations on current issues and projected trends within private equity, real estate and hedge funds. Experts will also discuss non-traditional investments within the equity and fixed income markets.

Speakers: Dan St. Claire, President, Williams Capital Liquid Assets Fund; Managing Director, EHI Williams Capital Management, LLC; **Terence Mahon**, Senior Investment Officer, New York City Retirement Systems; **Scott Hawk**, CFA, North American Equity Strategist, Executive Director, UBS Global Asset Management; **S. Mark Eremenko**, President, GCO Pension Asset Management, LLC; **Andy Shuman**, Managing Director and Portfolio Manager, Fixed Income, Lehman Brothers Asset Management; **Paul Rice**, Senior Managing Director, Fidelity Europe, Merrow Financial

12:00 pm - 6:00 pm **GOLF OUTING**
Mansion Ridge Golf Club
(Buses depart Sheraton at 10:30am)

12:00 pm - 1:30 pm **LADIES POWER LUNCHEON**
Mansion Ridge Golf Club
(Buses depart Sheraton at 10:30am)

The Game of Politics: Knowing the Rules and Playing to Win!
The game of politics whether in government or in the corporate boardroom. This interactive session features a panel of today's most powerful women discussing how to skillfully negotiate the political machine, the importance of sponsors and mentors, how to forge strategic alliances, and maintaining integrity and balance in your life.

Speakers: Brenda Wright, Trustee, San Francisco Retirement System; S&P Regional Manager, Wells Fargo; **The Honorable Melinda R. Katz**, Council Member - District 29, New York City; **The Honorable Stephanie D. Neely**, Treasurer, City of Chicago; **The Honorable Jean M. Patel**, CPA, Controller, City of Baltimore

1:30 pm - 6:00 pm **SHOPPING EXCURSION**
Woodbury Common Premium Outlet

8:00 pm **DINNER ON YOUR OWN**

8:00 pm - 12:00 am **NASP HOSPITALITY LOUNGE**
Sheraton Presidential Suite

THURSDAY, JUNE 28, 2007

7:00 am - 8:30 am **REGISTRATION**

8:30 am - 9:30 am **OPENING**
Highlighting the theme of the opportunities and challenges of global financial markets. How will worldwide economic recovery affect US financial services?

Speakers: Cheryl Marrow, Chair, NASP Board of Directors; **The Honorable William S. Kohn**, Speaker Introduction; **Suzanne Hawk**, President, Citi, LLC; **Featured Speakers:** Charles "Chuck" Patel, President, Retirement; **Jan Heaton**, Managing Director, Sun Life of Canada; **The Honorable Alan S. Blumenthal**, Speaker Introduction; **Sandra Johnson**, Bank Treasury

9:45 am - 11:45 am **Workshop 1A: Is the season of deficit benefits plans with for asset allocation?**

Speakers: **Mark H. Kim**, Director, Investment Management; **Workshop 1B: This interactive session will discuss how to succeed in all markets, the issues before the measure. Seasoned and equally experienced speakers will discuss the measure.**

Speakers: **Gail Perry**, President and CEO, PwC; **Patricia A. Thompson**, Treasurer, City of Chicago; **Workshop 1C: This panel will discuss the latest trends in the NASP industry and the challenges ahead. Moderated by:**

Speakers: **David A. Polston**, New York City Governor; **Robert J. Ruff**, President, Ruffalo; **Workshop 1D: This panel will discuss the latest trends in the NASP industry and the challenges ahead. Moderated by:**

Speakers: **Frank Strupp**, CEO, Strategic Holdings, LLC; **Ernest G. Green**, Managing Director, Lehman Brothers; **James B. Lewis**, New Mexico State Treasurer



NEW YORK CITY • June 27-29, 2007



About the Trumpet Awards



Black men and women are a valuable resource to this country. Their contributions and accomplishments, including the part they play to ensure the continued vitality of the nation's economy, have become increasingly evident.

Originally presented by Turner Broadcasting in 1993 and now presented by the Trumpet Awards Foundation, Inc., the Trumpet Awards were created to herald the accomplishments of Black Americans who have succeeded against immense odds. Special recognition is given to the few, who symbolize the many, who have overcome the ills of racism and poverty and achieved special greatness.

The past award presentations have been very successful and the future productions will continue to enhance the level of excellence created by the first Trumpet Awards.

The Purpose

The annual Trumpet Awards acknowledges the accomplishments of men and women who have significantly contributed to enhancing the quality of life for all... Individuals and/or groups who augment the richness of this great global society by partnering with the cause of justice and equality of all.

The Mission

To inspire, educate, stimulate, and enlighten human minds to the reality that success, achievement and respect are void of color and gender.

The Criteria

Men and women who, through consistency and longevity, have achieved success in a chosen profession or career are eligible for consideration. Potential honorees are those persons who are viewed not only for what they have individually achieved but also for the achievement they inspire in others.



Xermona Clayton *Creator and Executive Producer*



Trumpet Awards

"Those who have no record of what their forebearers have accomplished lose the inspiration which comes from reading biography"
- Carter G. Woodson

Welcome to the 17th Annual Trumpet Awards celebration. It has been our pleasure to present many deserving men and women who have inspired us through their accomplishments and their exemplary lives. They have proven that success, through courage, tenacity, perseverance, skill and ability, are void of color, race and gender. Their lives reflect the struggles of so many brave warriors of freedom who preceded them.

We have been vigilant in our pursuit to present the African American story with dignity and respect and obviously, from your communication, you share the story of our mission.

We are deeply indebted to Mr. Ted Turner, founder of Turner Broadcasting, for embracing this project from its inception and most appreciative to Mr. Phil Kent, CEO of Turner Broadcasting, for continuing the project. Mr. Kent's strong financial support enabled us to continue "filling the missing pages of history."

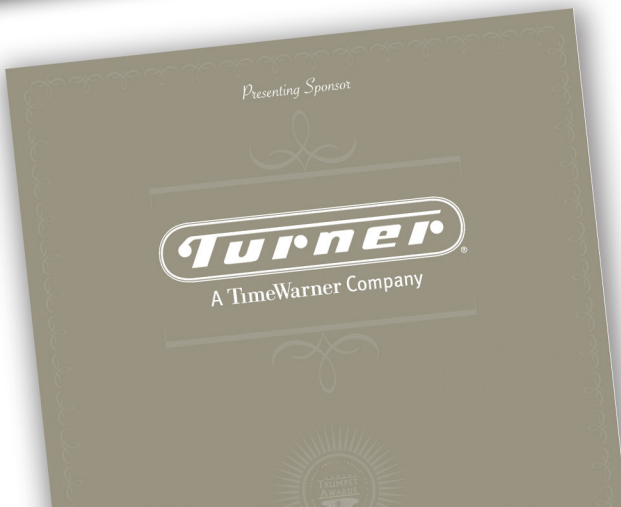
Our corporate supporters have been wonderful and we value the partnership immensely. We thank each of our sponsors and individuals for your stewardship and, of course, the value of our volunteers is inestimable.

We thank tonight's Honorees for allowing us the pleasure of heralding their accomplishments and we are grateful to the entertainers, presenters and other program participants who help us make the moment memorable.

Together, we are educating and inspiring the "next generation".

Welcome to the 17th year and thanks for joining us!

Xermona Clayton

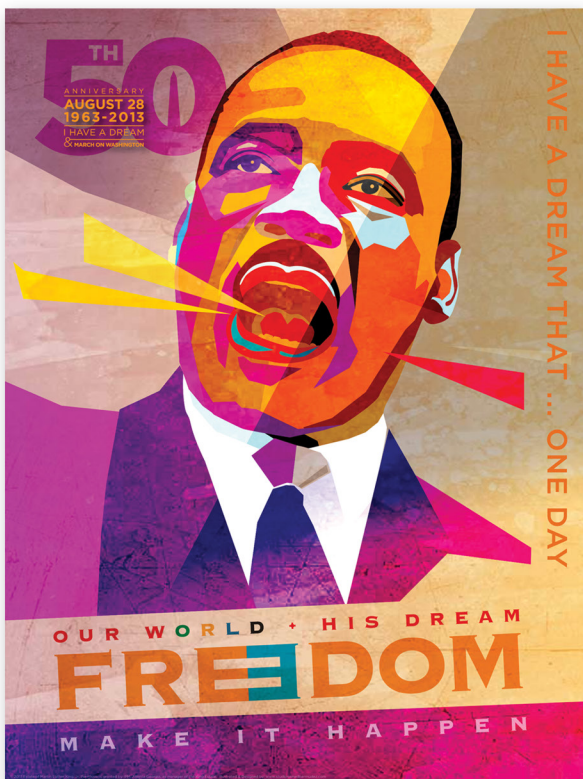
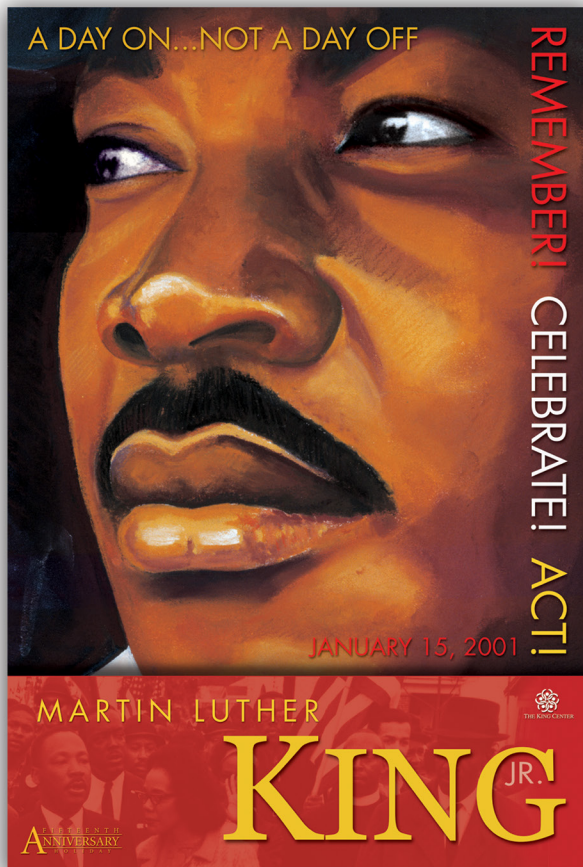


Atlanta, Georgia • January 30, 2010



Atlanta, Georgia • January 30

King Holiday Branding





TEAM'S BACKGROUND

DONALD EDWARD BERMUDEZ

Is a multifaceted artist with more than 20+ years as a designer and creative strategist. Natural artistic talent and innate curiosity inspired Donald Bermudez to pursue a career in graphic design and later, creative marketing communications. He received his formal training at the Columbus College of Art and Design in Columbus, Ohio, where he earned a B.F.A. in industrial design with a minor in graphic design.

During a tour of military duty in Europe, Donald worked for a German marketing and advertising firm. When he returned to the states, he continued to hone his graphic design and technical skills at Dittler Brothers, Primerica Financial Services (Travelers Group) and Esprit Creative in Atlanta, Georgia. While at Esprit, Donald was promoted to creative director, where he directed multimedia campaigns for national clients including Microsoft, Diebold, GE Lighting, IBM and The King Center.

His resume includes 20 years researching and bringing to life visual stories about the human and civil rights struggle. Donald worked directly with civil rights icon Coretta Scott King, Congressman John Lewis, Rev. C.T. Vivian, and continues to work with Ambassador Andrew Young, and Ms. Xernona Clayton to name a few. Working with these leaders and hearing their firsthand accounts of historic events inspired Donald to create the rich tapestry of life experiences that his work represents.

In 2008, Congressman John Lewis selected Donald to design and submit the annual White House Christmas Ornament for Georgia's 5th Congressional District. The ornament was displayed in the Blue Room at the White House. In 2016, Donald's "I Have a Dream" poster of Martin Luther King, Jr., received an award of merit in the HOW International Design Awards competition.

Donald brings a unique perspective, a wealth of experience and a passion for excellence to every project. A native of New Orleans, he lives in the Atlanta area with his wife and three children.

ISHA LEE

Isha's role includes external communications, copy writing, social media, collateral materials and marketing the Center's special events and programs. She brings extensive nonprofit fundraising and communications experience to Studio Named Bermudez. Prior to this role Isha worked as Director of Development and Communications for VOX Teen Communications and was Associate Director of Philanthropy for The Atlanta Women's Foundation. She has also worked as a consultant on board development, strategic planning and fundraising strategy as well as copy writing, editing and grant writing for nonprofits and foundations.

Born and raised in North Carolina, Lee is a Davidson College alumna where she majored in political science and completed the Bonner Scholars community service program. She was a 2008 Southeastern Council of Foundations Hull Fellow and completed the Emory University/GA State University Executive Leadership Program for Nonprofit Organizations, and will complete a Masters in Sustainable Business in Community from Goddard College in 2012.

REFERENCES

Andrew Young Foundation
Sr. Executive Assistant to the Chairman |
Office Administrator
Patra Marden
pmarsden@andrewyoung.org
404-685-2786

Drummond Printing
Director of Sales
Mark Stanko
Mark.Stanko@drummond.com
404-944-4065

Frierson Media
President
Tony Frierson
Tony@friersonmedia.com
678-949-3027

Carmen Holman
Assistant to the canon to the Ordinary Office of
the Bishop The Episcopal Diocese of Atlanta
Carmenholman@comcast.net
404-849-5436

National Association of Black Journalist
Director of Operations
Angela Robinson
arobinson@nabj.org

The King Center
Barbara Harrison
Bharrison@thekingcenter.org
404-786-5265

Charles Kelley
Vice President/Business Development
Perfect Image Printing
ckelley @perfectimageprinting.com
404-395-2398

Mack II
Travis Jones
tjones@mackii.com
678-612-6372

Donald Edward Bermudez
2380 Brownstone Ct | Marietta, Georgia 30062
snbermudez@comcast.net
770-856-0628 Cell | 770-321-1853 Office