



CareerSource Florida ITN

ORGANIZATION



AGENCY BACKGROUND & BUSINESS PROFILE

FAST FACTS

Starmark has excelled in full-service integrated marketing communications. Starmark is one of only three companies ever named seven times to *Inc.* Magazine's list of the 500 Fastest Growing Private Companies in America.



Our full-service capabilities include branding, advertising, interactive, public relations, direct, mobile and social marketing, analytics and optimization, channel marketing, sales promotions, media planning and buying and program analytics.

Starmark is comprised of 45 full-time employees. The majority of our employees are headquartered in Fort Lauderdale, Florida. Additionally, Starmark has offices in Orlando and San Juan, PR.

For more information on Starmark International, visit starmark.com

For more information about this ITN submission, contact Jacqui Hartnett, President at 954-874-9008 or email jhartnett@starmark.com

COMPANY INFORMATION: FE ID 65-081-7208

Starmark	Starmark Orlando	Starmark San Juan
210 S. Andrews Avenue	615 Celebration Avenue	Corporate Office Park
Fort Lauderdale, FL 33301	Celebration, FL 34747	Cortec Building
P: 954-874-9000	P: 863-588-4600	36 Hwy #20, Suite 304-B
F: 954-874-9010		Guaynabo, PR 00966
		P: 787-342-2977

OWNERSHIP

Starmark is a privately held, Woman-Owned Small Business that has been in Florida for the last 16 years. It was named one of the top 10 Diversity-Owned Businesses in Florida, June 2008. In 2013, Starmark's CEO Peggy Nordeen was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.



AGENCY BACKGROUND & BUSINESS PROFILE

(continued)



Our StarBar Networking Center is host to board meetings for local business and charity organizations, fundraising events and Starmark employee and client functions.

Founded in Chicago in 1978, Starmark is a privately held, solutions-based communications company whose only obligation is to our clients — not to a parent company, public stockholders or other investors. The decisions we make on your behalf are made solely to generate revenue for your business, build awareness and achieve top-of-mind positioning of your unique brand. We are in the practice of creating compelling ideas that elicit emotional and rational responses. Still, we never forget that the entire reason for the communication is always to answer a business need. Even the most inventive communication is completely self-serving if its creators lose sight of the fact that its entire reason for being is to create a result.

Woven into this business philosophy is also a deep passion for our work — a dynamism and commitment that provides a fresh take on marketing that consistently produces results. But what is work without a passion for imagination and innovation? We have that, too.



CAPACITY



CAPACITY | Team Bios

LEADERSHIP TEAM



PEGGY NORDEEN, Chief Executive Officer

A graduate of the University of Iowa, School of Communications, Peggy is the co-founder of Starmark, originally launching the company in Chicago in 1978. She helped re-launch the company in South Florida in 1998, and as of 2013, the company has been on the Inc. 500 list of fastest growing privately held companies seven times. In 2013, Peggy was recognized as one of the top five Women-Led Businesses in Florida by the Commonwealth Institute of South Florida and PNC Bank.

Peggy is known as an integrated marketing communications strategist, creative writer, speaker and author. Her column *Competitive Edge* appears regularly in the *South Florida Business Journal*. As Starmark CEO, she strives to connect the agency's talented professionals with companies and organizations that have challenging marketing and public relations needs.



JACQUI HARTNETT, President

A Chicago native, Jacqui attended the University of San Diego, where she earned a BA in Political Science. She is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. Jacqui manages the agency's operations and leads the Account Service team. Her eye for detail as well as her management skills are valuable assets in planning and galvanizing success of client programs.

Prior to rejoining Starmark in 2005, Jacqui served as Executive Vice President and partner with GFX International in Chicago, an Inc. 500-ranked national graphics solutions company. She began her career as an account coordinator at Starmark Chicago, where, within two years of joining the agency, she became Director of Operations.



BRETT CIRCE, Chief Interactive Officer

An innovative and forward-thinking web designer for e-commerce and database applications, Brett is an acclaimed Internet pioneer who won his first eCommerce website award from Yahoo in 1995. Today, he heads Starmark's Interactive Services group, providing comprehensive technology-driven marketing services and business solutions for Starmark's clients.

Brett and his team expertly handle everything from re-wiring web storefronts to creating highly charged direct marketing e-campaigns featuring proprietary interactive marketing tools that increase awareness and sales. Brett's signature flair for technology and artist's eye can be seen in the wide range of technology-driven marketing services and business solutions he and his team provide — solutions that make a real difference in increasing awareness, sales and ROI.

Brett holds a BFA in Graphic Design from the Ringling School of Art and Design and an Advanced Mobile Marketing Certificate from the University of San Francisco.



CAPACITY | Team Bios

ACCOUNT SERVICE



DIEGO NARANJO, VP, Planning & Strategy

Diego arrived at Starmark with a distinguished background working on some of the world's most recognized brands such as Disney, Johnson & Johnson and General Motors. His clients benefit not only from his cross-discipline experience and his expertise in the US Hispanic market, but also from his uncanny ability to extract strategic insights from metrics and analytics.

Diego infuses his strategic thinking into all client marketing and media plans. In addition to managing the media team, Diego oversees a group of accounts that includes Starmark's Latin American, Caribbean business and NSU.

Diego is an alumnus of Florida International University where he worked for the Foundation Office while he pursued his degree.



DIANA WRIGHT, Account Manager

Diana is an account manager with a background in media and public relations. Previously she was the communications specialist for the official tourism marketing organization for The Palm Beaches-America's first resort destination. She has worked on projects such as: Rock the Vote concert and screening of the final Presidential Debate of 2012 an US Travel Association's National Travel & Tourism Week. She is the Account Manager with American Welding Society on their education and career planning initiatives. She is a graduate of the University of Miami.



CAPACITY | Team Bios

ACCOUNT SERVICE



JEFF TITELIUS, Interactive Account Manager

Jeff brings 13 years of Disney Marketing and sales experience and magic to Starmark, where he supports all things digital. As manager of Internet Strategy and Business Management for Walt Disney Parks and Resorts Online, he managed content strategy and led development of several award-winning websites. Using this experience, he now leads projects for clients such as Riverwalk Arts & Entertainment and SeaWorld Parks & Entertainment. Jeff attended Ramapo College of New Jersey, where he earned a B.S. degree in Business Administration.



Sherene Irani, Media Director

Sherene brings to Starmark over 25 years experience in media buying. Her work on travel and luxury accounts includes Atlantis Paradise Island and the Greater Fort Lauderdale Convention and Visitors Bureau. As media buying supervisor on the Atlantis account, she was responsible for issuance of planned and projected broadcast planning estimates, supervision of the buying team for quarterly and annual estimates, and negotiation and execution of television and radio buys for Hispanic and general market audiences. On behalf of the Greater Fort Lauderdale Convention and Visitors Bureau, she has negotiated and purchased media in several television markets. In addition, Sherene has deployed social media marketing strategies on behalf of Starmark Vacation Homes, creating consumer awareness that resulted in increased bookings. Sherene is a graduate of Queens College New York City.



CAPACITY | Team Bios

CREATIVE



DALE BARON, VP, Executive Creative Director

Dale is the creative force behind Starmark’s integrated consumer and business-to-business programs. Using digital, broadcast, social media, print, direct mail and out of home, Dale has been instrumental in developing some of the agency’s most successful campaign work. He helps cultivate the vision, voice and identity of each brand, and has served as creative director for clients such as Greater Fort Lauderdale Convention and Visitors Bureau, Fort Lauderdale-Hollywood International Airport, Port Everglades, University of Miami School of Business, and SeaWorld Parks & Entertainment. Dale’s work is behind an impressive list of industry accolades, including ADDY Awards, Flagler Awards, Webby Awards and Magellan Awards.



MARLO RUSSOM, Associate Creative Director

Marlo has been writing copy for 20 years. Her words have sold many a product in industries such as travel and tourism, hospitality, healthcare, technology, automotive, real estate and just about anything else you can think of. She’s worked at both boutique shops and worldwide agencies. This University of Florida advertising grad is also a multiple award winner in print, broadcast, out of home and interactive — taking home several ADDYs, Flaglers and Tellys, including four “Bests of Show” during her career. For Starmark, Marlo dreams up big ideas for clients such as Greater Fort Lauderdale CVB, SeaWorld Parks & Entertainment, Port Everglades, Kaplan University, Broward Center for the Performing Arts and the Museum of Art|Fort Lauderdale, among others.



WILLIAM LUKACH, Senior Art Director

William is a strategic visual design professional with 12+ years working within the New York advertising community. His experience includes working with brands such as Starwood Hotels, Darden Restaurants and Diageo Spirits. He has conceptualized, designed and managed client projects involving brand identity, ecommerce, interactive and mobile. He has a unique background for a digital creative in that he also has a bachelor’s degree in business administration from Aurora University as well as an associate’s in fashion design from the International Academy of Merchandising and Design.



CAPACITY | Team Bios

CREATIVE



NOAH SCHEINER, Art Director

Noah's professional expertise lies in the ever-changing world of graphic design and advertising. He has worked on global brands such as Travelers Insurance, Coca-Cola, Citibank and Sony. He has been a leader on teams from the design and production of print collateral, to the concept and development of international campaigns in the online/offline arena. He has also developed creative for national broadcast commercials on both radio and TV.

Noah's work has been awarded Gold and Silver Addys for Original Illustration and Best Web-Site Design. He possesses a bachelor's in Fine Arts from the Maryland Institute College of Art.



DANIELLE D'ACHILLE, Art Director

Danielle is Starmark's valued art director, gifted designer, thinker, and conceptualist. She has developed full creative executions on new campaign and brand work that has proved successful for Starmark clients. Danielle is responsible for designing a wide variety of interactive and web initiatives including desktop websites, mobile sites, email templates, social media brand pages and campaigns, apps, and specialty web advertising.

Danielle's work has received numerous honors including Gold and Silver ADDY Awards and a Best In Show, Mark of Excellence Awards from the American Marketing Association. Danielle is a graduate of the Art Institute of Fort Lauderdale.



SHERI HARRIS, Senior Copywriter

Sheri brings to Starmark 20 years of corporate marketing and agency experience. She excels at messaging strategy, training writers and developing sales-generating copy for companies of all sizes. She specializes in both B2B and B2C direct marketing, brand positioning and marketing communications. Her industry experience includes, technology, insurance, education, healthcare, travel and finance. Sheri is a graduate from Florida Atlantic University.



EXPERIENCE



EXPERIENCE | Client Roster

A Child Is Missing
 Alpha Staff
 Auberge Beach Residences and Spa Fort Lauderdale
 American Welding Society
 Broward Partnership for the Homeless, Inc.
 Broward Center for the Performing Arts
 Broward County Convention Center
 Copa Airlines
 Columbus Monument LLC
 Cross Country Home Services
 Discovery Cove Florida
 EDGE Physicians
 Florida International University
 Fort Lauderdale-Hollywood International Airport
 Greater Fort Lauderdale Alliance
 Greater Fort Lauderdale Convention & Visitor's Bureau
 Hilton Bonnet Creek
 HMS National
 Hope South Florida
 Integrated Marketing Services

Kaplan University
 Loews Miami Beach Hotel
 Marina Industries Association of South Florida
 Merritt Boat & Engine Works
 Memorial Healthcare System
 Mount Washington College
 Museum of Art | Fort Lauderdale
 Northern Palm Beach County Chamber of Commerce
 Nova Southeastern University
 Paladin Global Partners
 Port Everglades
 Resorts World Bimini
 SeaWorld Orlando
 SeaWorld Parks & Entertainment
 Sistema Universitario Ana G. Mendez
 The Forbes Company
 Tiva Healthcare, Inc
 Tribay, Inc.
 uVu Technologies
 City of West Palm Beach



EXPERIENCE | Public Relations

EDUCATE. INNOVATE. INTEGRATE.

At Starmark we're experts in harnessing the power of PR in its many different incarnations. Our PR pros know how to craft a message that it is sure to get picked up by the media, create a special event that draws crowds and grabs headlines, build corporate goodwill, and deliver crisis management solutions to handle the toughest of circumstances.

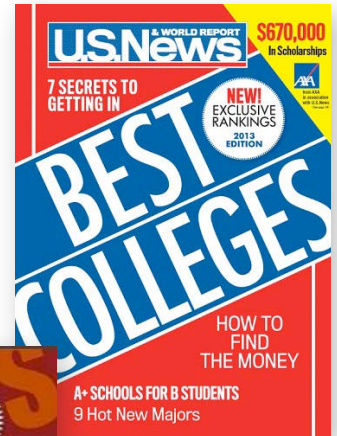
So whether you want to launch a new product or build a thought leadership campaign (or are not sure what your public relations program should encompass), we are your go-to source. Our team has earned a reputation for delivering strategic programs that reach your target audience in unique ways.

OUR SPECIALTIES INCLUDE:

- Consumer media relations
- Social media and interactive public relations
- Fund raising events
- Education marketing
- New product launches
- Local, national and trade media relations
- Crisis communications
- Media training
- Cause marketing and community relations
- Business media relations
- Personality, celebrity and author media relations
- Corporate and employee communications
- Grassroots campaigns

RELATIONSHIP BUILDING

Relationship building is central to our success and we make it central to yours also. We leverage our rapport with the media to make you a trusted resource. This helps to guard your reputation and propel you as market leaders. In addition to retail, we have established relationships with editors and reporters within the travel and hospitality industry, government, education, healthcare, consumer brands, business, transportation, marine, entertainment, non-profit and sport sectors, among others.



EXPERIENCE | Interactive Services

WEBSITE DEVELOPMENT AND E-COMMERCE CAPABILITIES

Starmark's state-of-the-art website development and e-commerce capabilities are comprehensive and cost-effective. Our in-house Interactive studio is not just renowned for developing, building and implementing innovative and effective websites, but also for overseeing and coordinating daily maintenance and functionality, including adding or removing dynamic content like contests, photography and messaging. Our built-in monitoring systems enable us to remain constantly vigilant about any server or maintenance issues, and our **technical team is available 24/7** so that they can immediately respond to any unforeseen problems. Upon website launch, clients are provided with a priority support document with detailed information on how to reach Starmark's 24/7 support and website monitoring services.

Furthermore, we respond to client requests immediately, outlining any appropriate actions that will be taken and the timeframe in which they will be accomplished.

And because Starmark's web-application software development team is located in-house, all necessary IT setup, monitoring and maintenance services are available whenever they are needed. From strategic development and planning through production and reporting, we have it all.



EXPERIENCE | Interactive Services

STARMARK'S TECHNICAL SERVICES INCLUDE:

- Planning and Consultation.
- Creative Design and Development.
- Starmark sets up and configures dedicated web and database servers for our clients websites at world-class Tier 1 facilities.
- Rich Media including HTML 5, Flash, Video, Games, and more
- We have the ability to integrate with a variety of databases including MySQL, Microsoft SQL, Oracle, PostgreSQL, and many more.
- Starmark is an authorized domain registrar allowing us to register, manage and renew client domain names with ease.
- We contract with an outside firm to run quarterly security audits of our entire network and alert us to new vulnerabilities.
- Our Help Desk team not only assists clients with their IT needs, but are also utilized by clients as a "Private Label" help desk team, interfacing directly with end site visitors under the client's brand.
- Our database developers and web application developers are fluent in a number of languages. We perform custom development from scratch on larger projects, and we maintain systems and add features when necessary, all in-house.
- Our Interactive Project Production Manager routes all our work to proofreaders that are specially trained in proofing online work.
- And, as an advertising agency at our core, we track and monitor all advertising and marketing efforts that drive traffic to the site. Not just web traffic analytics, but also the effectiveness of online and offline campaigns with many reporting options. From executive reporting widgets at your fingertips to detailed monthly closed-loop analysis, we do it all at Starmark.

Some of the content management systems (CMS) we have used include Vignette, Mambo, Drupal, Joomla, NewMediaGateway, Magento, Edgil, HSphere, PHP Nuke, and WordPress. In addition, we have worked with custom CMS built in-house by Atlantis and iVillage, as well as our own proprietary CMS called QuickwebPro.



EXPERIENCE | Interactive Services

THE RISE OF SOCIAL MEDIA

Everyone is talking about social media. And for good reason – social media has simply exploded on the Web. In the past it was primarily a one-way medium, whereby organizations used it as an opportunity to keep and acquire new customers by pushing out a message.

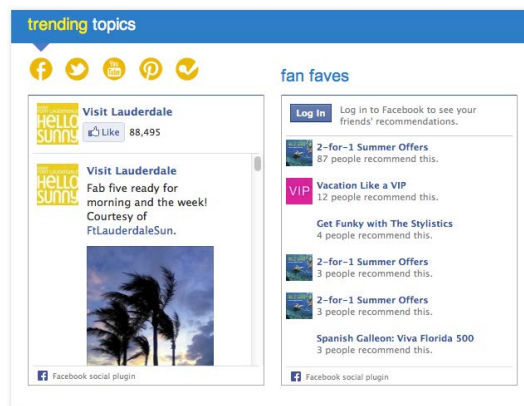
Now, with the proliferation of blogs and sites such as Facebook, YouTube and Twitter, the Web has become a conversational medium, and the user or customer is in charge. Add to this the ability to interact via non-computer platforms (mobile), and constituents are now expecting to not only get information, but also to be active participants, pushing information back, becoming part of a community and truly interacting from anywhere. This expectation has become true across all lines of business, education, politics and government.

Most would agree that every interactive or Web project should have some social interaction built into it, if not a full-blown social media marketing program. But, as in all marketing programs, just creating that presence is not enough. In fact, even if a given organization has no social media presence, it is likely that a conversation about it is happening right now. Companies can either proactively join in and help gently guide the conversation, or be potentially devastated by unfavorable messaging, such as in a negative YouTube video that goes viral, giving the victim no means to engage the audience.

Conversely, by incorporating social media platforms, tools and techniques into a marketing program from inception, companies have the opportunity to increase the effectiveness of their marketing, spreading their message and turning users into advocates for their organizations.

SOCIAL INTEGRATION:

We believe that social integration goes beyond the common social icons on a site. In this example for the Greater Fort Lauderdale CVB, we created a section called “Fan Faves” which shows the most liked pages on our site. In addition, if a visitor to the site has friends that have liked certain pages, those friends suggestions would appear as higher priority for that specific visitor!



EXPERIENCE | Interactive Services

STARMARK'S SOCIAL MEDIA EXPERTISE

Starmark is establishing itself as a leader in the emerging field of social media. While this rapidly growing field is generally associated with individuals sharing their common interests for social or self-promotional reasons, we believe that the corporate institutionalization of social networking makes it a very powerful marketing tool. The challenges of communicating through these channels include fully understanding the nuances of each site, identifying its primary and secondary visitors and establishing appropriate tone and content. To some extent, leveraging this medium is very much like utilizing any other media buy, in terms of reaching the target audience. The inclusion of calls-to-action and/or calls for information can also make social networking a measurable, no-cost marketing source, dovetailing and enhancing traditional advertising and public relations initiatives.

Starmark is well suited to the challenges of establishing a client's unique identity within the realm of social networking. We understand the need to have a measure of control over a medium, which, by its nature, can be used to help — as well as harm — an institution, whether it is virtual, brick-and-mortar, or both. This means it is crucial to research the sites and contact the sponsors to ensure the brand is respected among their users.

USING SOCIAL MARKETING TO CHANGE AUDIENCE BEHAVIOR

In addition, we understand how to use integrated social marketing techniques to communicate with our target audiences and motivate behavior change. We accomplish our social marketing goals by developing integrated campaigns that combine strategic branded advertising with targeted campaigns, designed to reach our target audiences at a variety of touch points.

Our approach is to combine a firm understanding of current marketplace conditions with a firm understanding of clients' goals and strategies, and then create social media programs to build on that understanding.



EXPERIENCE | Interactive Services

From texting to tagging to custom applications, there are numerous options for businesses to communicate to consumers with personalized messages, location-based promotions and discounts, and mobile barcodes for instant access to related content — to name a few.

Perhaps it's time for you to trade your email list for an SMS list. But before you start ramping up your mobile efforts, it helps to understand the different technologies that are available.

SMS/TXT MESSAGING

This allows users in your SMS database to get a TXT message for more information, discounts and specials, event reminders, news and alerts. You built your mailing list, you built your email list, now it's time to build your SMS list! Perfect for users who want instant gratification while on the go. If you don't have an SMS database, it's time to start building one.



Sunny.org Mobile Site



2012 Award Winner



EXPERIENCE | Interactive Services

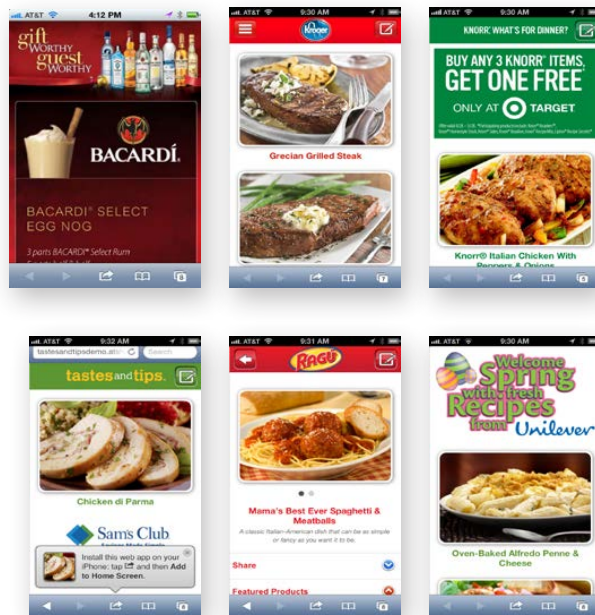
.MOBI (MOBILE WEBSITES)

This is a website designed specifically for a mobile device. Typically, it includes designing for a smaller screen with larger type for easy reading. That means eliminating large file sizes for quicker load time, along with “hover” mouse states, Flash and navigation bars. It may also mean enabling mobile specific functionality when possible (such as tap to dial, and device location information). All of these optimizations allow for a better user experience.

Today, more and more websites are designed with a “responsive” layout. This allows a website to naturally adapt to the size of the device a visitor is using — from desktop, to tablet, to mobile — the same content simply “responds” to the size of the viewing area. Done in combination with a robust CMS and it’s “update once, update all,” eliminating double entry or mismatched content.

WEBSITE OBJECTIVES: MOBILE SITES

Starmark has a great deal of **meal planning & recipe** experience when it comes to mobile sites too including nutritional information and healthy alternatives. Here are some examples for Bacardi, Kroger, Target, Sam’s Club, Ragu, TRESemmé and Unilever.



EXPERIENCE | Interactive Services

PROXIMITY MARKETING

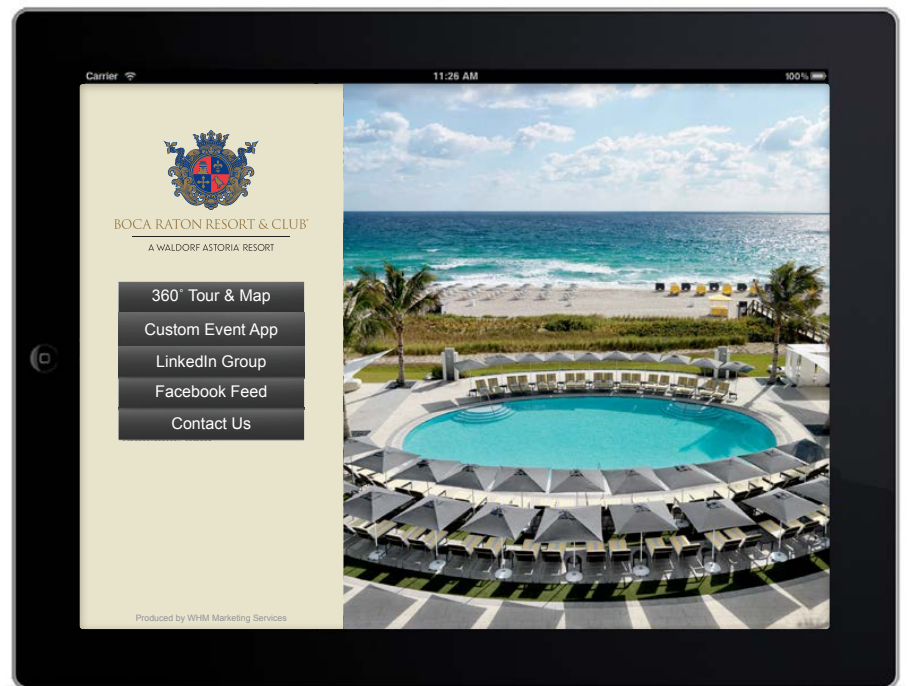
This is the wireless distribution of advertising content associated with a particular place. Transmissions can be received by individuals in that location who wish to receive them and have the necessary equipment to do so. This category includes mobile applications like Gowalla, Loopt, Whrrl, BrightKite, Layar and Foursquare. These apps can be used to offer specials, tips and rewards, and are great for loyalty programs (people always have their mobile phone on them, but they may not always have your loyalty card on them). Plus, the reporting and metrics can be fantastic. Other large networks that are adding proximity to their offerings include Yelp, Urban Spoon, Twitter, Facebook, and Google.

MOBILE ADVERTISING

Mobile advertising is another medium to add to your arsenal to target the right consumers. Mobile ads can appear on mobile websites, in mobile applications (on all platforms), in mobile games and more. And, there are mobile ad networks that make buying mobile ads just like any other online buy. The IAB has released ad standards for mobile ads (July 2010) making the process even easier for advertisers. We have seen click thru rates on our mobile ads exceed five times the click thru rates of standard website banner ads!

CUSTOM APPLICATIONS

These are specific applications developed for the iPhone, Android, Blackberry (and other) devices. With a dedicated application, you can provide a much richer mobile experience for a user. You get access to the entire mobile device, the user's location, motion detection, the camera and everything else. You can include larger, media-rich files in the application, a database of information, custom interface options, etc. But it will cost more, as you have to develop and support each platform.



EXPERIENCE | Interactive Services

We believe segmentation strategies lie in using more than demographic data alone. The term segmentation means different things to different people, but Starmark believes that segmentation is about understanding the unique motivations of each of your guests and prospects as far as their needs, attitudes and behaviors to their lifestyle and your brand. What do they think about your brand? How do they want to interact? Segmentation drives creative and offers, and goes beyond the traditional demographic profiling and targeting, to a more specific model that brings dramatic response.

Lastly, our team expertise includes targeting and segmentation strategies utilized while managing multimillion record customer files for multiple corporations in Fortune 1000 companies, using dynamic messaging and segmentation of the house file to cross sell and up sell products and services based on knowledge of existing purchases.

Starmark's philosophy for any marketing plan is that it must be trackable, measurable, and actionable. We align these metrics and actions with each client's business and marketing goals and objectives.

Starmark will work with you to develop metrics programs and look for ways to match the responses to your marketing efforts to determine which channel and program each was a result of.

WEBSITE OBJECTIVES: USER TRACKING AND REPORTING

As an agency focused on ROI, we have an analytics expert on staff. We create custom reporting dashboards within Google Analytics (GA) for our clients, working backwards from their goals and objectives, and creating "actionable analytics" to move marketing plans forward. In addition to GA, we also use supplemental reports for iterative site updates and landing pages such as a HeatMap report and a Confetti report. These reports show details not visible in GA, such as what "word" within a phrase users are clicking on, and more importantly, what items are people clicking on that are not clickable (and, should they be?).



EXPERIENCE | Mobile Technology

MOBILE LANDSCAPE

Mobile phones have reached higher penetrations than the Internet. There are currently more than 2.7 billion devices and this number is estimated to grow at 15% per annum. This is more than three times the number of PC's, and twice the number of credit cards on a global basis. Current estimates are that over 84% of the US population use their mobile phones. Increasing functionality in smartphones and improvements in wireless networks make Mobile Marketing an essential element to your marketing mix.

STARMARK'S APPROACH TO MOBILE

In the current "State of Mobile Marketing," our team has the advantage of 30+ years of experience in Direct Marketing methodologies and technologies. We view mobile marketing as an exciting medium which enables a brand to turn its "offline world" into an "interactive" relationship based experience. As with the beginning of the Internet, there are many fragmented technology players aggressively entering the market and positioning themselves as marketing companies. Our stance is that mobile is a part of your "tool kit" which will enhance and optimize the revenue which can be generated from your entire marketing campaign. Our mobile solutions division will work to create and design the following world class initiatives:

- SMS Opt-in Messaging Campaigns; Polls, Voting, Contests, Alerts and more
- Mobile Web Campaigns
- Mobile Sites – To bring your web experience to the "3rd Screen"
- Mobile "Apps" – To allow visitors to interact with your brand

Of course, we always work to ensure that all of your campaigns are up to MMA (Mobile Marketing Association) standard/best practices, as well as CTIA Standards. Our partners are experts in Compliance and Carrier relationships, which will expedite the integration of your campaigns.



*Brett Circe,
Starmark's Chief Interactive Officer
earned his Advanced Mobile Marketing
Certificate from the University of
San Francisco.*



EXPERIENCE | Mobile Technology

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WORK FORCE



WORK FORCE | Economic Development Experience

Starmark has 14 years of membership in Broward County's economic development organization - the Greater Fort Lauderdale Alliance and as such has had the privilege of also working with Mason Jackson who heads up CareerResourceBroward.org. In fact, our CEO, Peggy Nordeen chaired the Greater Fort Lauderdale Alliance in 2009-10 and lead the hiring team for Bob Swindell, its current award-winning President & CEO. Starmark had the pleasure of linking up the Marine Industry Association of South Florida (MIASF) with CareerResourceBroward.org and is in the process of supporting marine industry job creation under MIASF CEO Phil Purcell.

Because of our relationship with the MIASF, Greater Fort Lauderdale Alliance, Greater Fort Lauderdale Convention & Visitors Bureau, Port Everglades and the Fort Lauderdale-Hollywood International Airport, Starmark was able to help spearhead the first ever International Marine Hub Luncheon featuring the 28 countries with organizations exhibiting at the Fort Lauderdale International Boat Show (FLIBS) and the first ever destination pavilion at FLIBS for Greater Fort Lauderdale Alliance & Greater Fort Lauderdale Convention and Visitors Bureau.

For Broward County's Strategic Plan, Starmark has co-chaired the Six Pillars program Innovation & Economic Development Pillar, which is in its third year of successful projects for the region.

In addition to MIASF, other private sector workforce organization that have benefited from Starmark's experience is the American Welders Society, with over 80,000 members nationwide, supplying both website and education series experience; and Teva health care staffing organization division of Sheraton Healthcare.

Branding for North Palm Beach County is an example of additional work the company had done in the Florida Market.



APPROACH



APPROACH | Brand Development Process

STARMARK BRANDTRACK™ PROCESS

Starmark's Proven Process and Philosophy Will Successfully Evolve the Quick Response Training Brand and CareerSource.

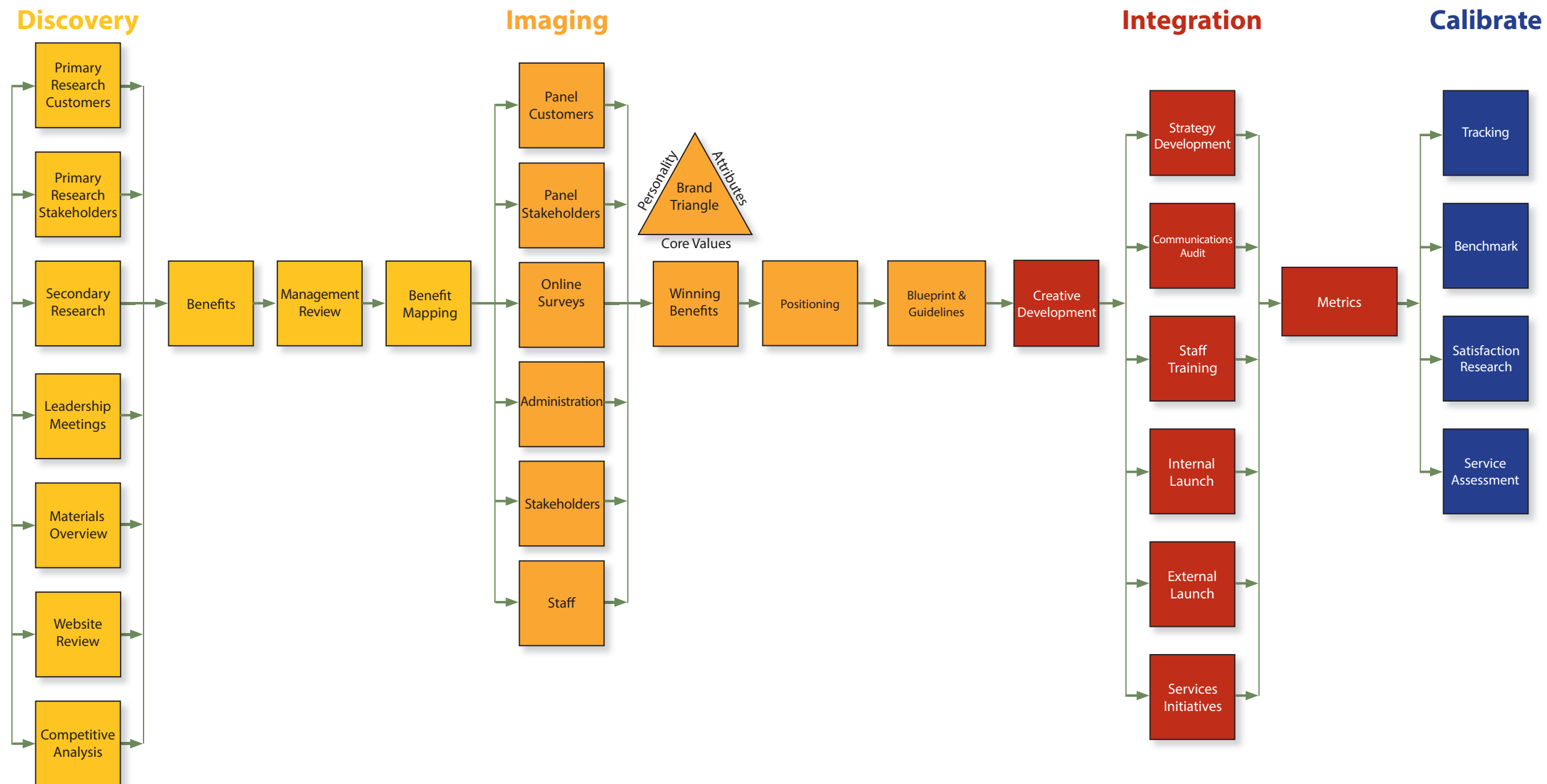
"If it doesn't move the needle, it isn't creative" is the mantra of our organization that works on several levels. For us, successful creative starts with creative that can generate results. That's why Starmark's BrandTrack starts with thoroughly understand the goals of a growing and evolving organization, its brand, its target audiences, its challenges, the future vision and ultimately how that success will be measured.

The Starmark team uses this process either formally with the client as a required or internally (in our brand and creative brief process) on an ongoing basis.

It is a proven process that has been used by many major multi-national brands in the industry to clearly define and build consensus around brand direction. Its original author a 30-year advertising veteran, Stuart Sanders, serves as a member of Starmark's Board of Directors, and Starmark has adapted the process for its own client over the past 10 years.

The process incorporates the powerful research and testing that drives consensus accurately and positions the brand against competition.

The graph below is a summarized representation of this effort.



APPROACH | Strategy Development Process

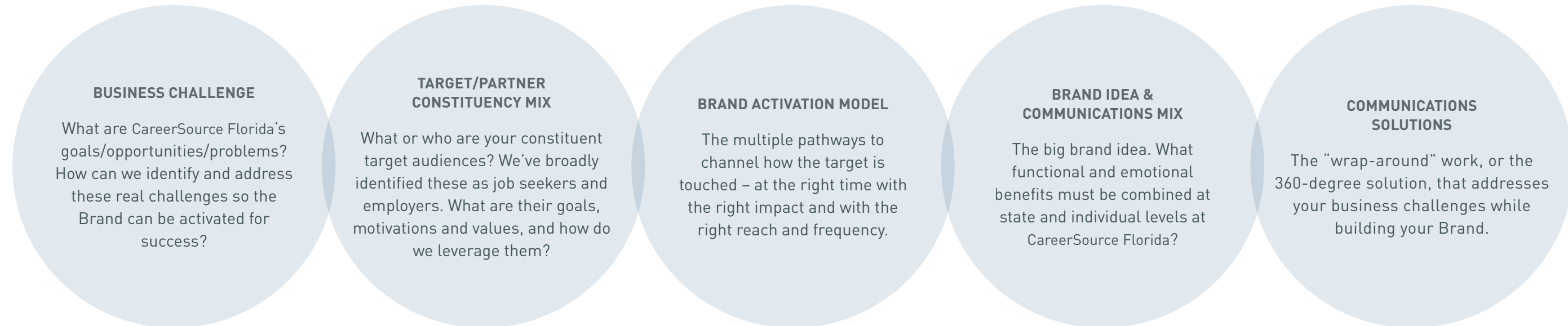
EXPERIENCE. IDEAS. RESULTS

Starmark's Process for Developing Successful Strategies and Campaigns

The first step of Starmark's process is to thoroughly understand where your brand is going as well as where your brand has been. Understanding your future opportunities as well as how they relate to your target audiences is key to success.

The graphic below is a greatly abbreviated expression of the thorough Marketing Communications blueprint we would document for CareerSource Florida that charts our course together to ensure success. At your direction, Starmark will work with you and your stakeholders to shape a strategy, ensuring that it works to meet and manage the expectations of your program. This exchange and consensus can and will take a variety of forms, including individual interview, small group session and online surveys, depending on the availability of target audience research.

MARKETING COMMUNICATIONS BLUEPRINT:



Creative and Media are aligned to achieve the greatest results. The work on the Marketing Communications Blueprint result in a “Brand Brief” developed for CareerSource Florida. The brand brief considers each of the target audiences and is reviewed, approved and adopted by our clients for their use as well as ours. All of Starmark's creative, public relations and media experts will use this Brand brief to align ideas and concepts for integrated success.



APPROACH | Project Flow at Starmark

STARMARK'S PROCESS FOR SUCCESSFUL PROGRAM IMPLEMENTATION AND MANAGEMENT

From initial market research to final production, printing or web programming, our turnkey marketing solutions and expertise ensure that your company's message connects with its target audience to meet your goals.

Collaboration:

More brains. Better results. We believe this is the key. We collaborate with our clients using their expertise about the product to inspire ideas together. The secret of creating brand-building ideas is the combination of the right research with intuition, experience and insightful analysis. We believe good ideas come from everyone. We are also very good listeners.

Integration:

Understanding what each tactical approach can accomplish best and the synergy multiple tactics can provide in the same program comes from experience and from having carefully measured programs over the last decade. Should an email be sent before or after a direct mail piece is dropped? Should a microsite carry the "rest of the story" started in a print publication? Personalization works, but when can it become intrusive? Answers come from measuring response. Starmark's CampaignTrack™ is a proprietary software that measures both online and traditional tactics in real time.

Execution:

Flawless execution is a given when you present a website to the world or when you print and mail millions of pieces every month. So not only must the work be beautiful, it must be produced perfectly. The quality of the production and delivery of every tactic is paramount. Starmark has a track record with our clients of producing only the best quality pieces and meeting the expectations of our clients and their consumers.

■ **STRATEGY DEVELOPMENT**

Working with CareerSource Florida, Starmark analyzes your marketing goals to develop a results-focused integrated strategy that is measurable at various steps in the process.

■ **PROJECT MANAGEMENT**

We build a team that is committed to CareerSource Florida for the life of the relationship. Consider our team an extension of yours. This team understands your goals, and works to make your tactics as cost-effective as possible. Our team has experience in the economic development and career advancement, and includes account managers, designers, interactive programmers, writers and production professionals to ensure a streamlined effort and full accountability.

■ **CONTENT DEVELOPMENT**

Our writers and editors tailor a plan to achieve objectives and goals as defined by the vision of CareerSource Florida.

■ **DESIGN**

Starmark can present a variety of design solutions encompassing the complete range of your marketing communications materials. We will work very closely with you to ensure that all creative works in concert with brand elements we develop.

PLANNING

■ **RESEARCH**

An integral part of building your strategy is to gain a competitive edge through consumer insight. Starmark's cross-disciplinary team conducts editor interviews, focus groups and/or telephone surveys, and performs industry-specific research to gather and evaluate data regarding customer preferences.

IMPLEMENTATION

■ **PUBLIC RELATIONS**

Our goal is to customize a PR program that works hand-in-hand with your other integrated marketing programs and impacts your bottom line. We will develop an annual public relations plan with your approval, including a detailed activity calendar reflecting all activities from press releases to promotions, and from speaking opportunities to media relations campaigns.

MANAGEMENT

■ **MEASUREMENT**

Through the strategy, development and design of your marketing and public relations programs, Starmark will incorporate appropriate ways of gathering and measuring data in order to continually refine our approach and learn more about your target audiences. Measurement is at the heart of each program to ensure that we are achieving the desired return on investment.



APPROACH | Stakeholder Management

As part of our Discovery process, Starmark conducts in-depth stakeholder interviews so that all key participants, who have a vote or a vested stake in the final product, are heard at the beginning of the campaign development process. Starmark finds that bringing all stakeholders along on the full journey makes for the best results.

We also believe in establishing key checkpoints in our milestone schedule that allow for alignment, optimization and equilibration of the marketing plan throughout the life of the campaign. These can be in the form of status

calls or brand summits where key decision-makers are brought in as part of the strategy, creative and media plan development and validation steps.

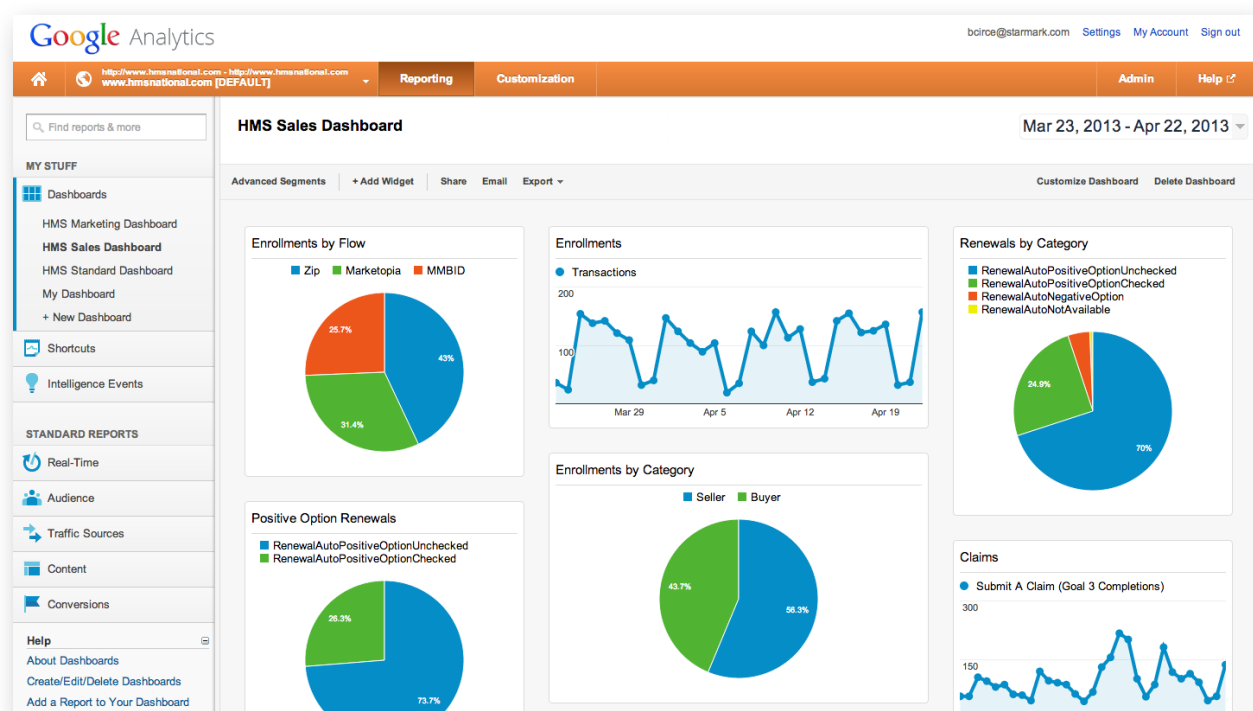
Starmark also deploys the use of digital collaborative tools such as the asset management system Basecamp. This allows for the group use of project calendars, management of key project assets, project approvals and overall team communication and management of the project whether they be digital or analog in nature.



APPROACH | Actionable Analytics

DATA IS THE LIFELINE OF DIRECT MARKETING

At Starmark, we believe that solving marketing challenges requires not only accurate data, but also powerful marketing analytics and sophisticated database technology. Together, these elements provide the energy to drive new customer acquisition, improve the engagement of existing customers and help companies retain and develop qualified employees over time. Furthermore, in economic conditions like these, it is especially critical to have data analytics that support campaign metrics and measurement objectives in order to justify investments.



Sample Reporting

REPORTING

As an agency focused on ROI, we have an analytics expert on staff. We create custom reporting dashboards within Google Analytics (GA) for our clients, working backwards from their goals and objectives, and creating “actionable analytics” to move marketing plans forward. In addition to GA, we also use supplemental reports for iterative site updates and landing pages such as a HeatMap report and a Confetti report. These reports show details not visible in GA, such as what “word” within a phrase users are clicking on, and more importantly, what items are people clicking on that are not clickable (and, should they be?).



APPROACH | Actionable Analytics

The real power of data is in utilizing cutting-edge customer profiling, modeling and segmentation tools, as well as using social networking to monitor customer trends and brand awareness.

Today, the data we glean from online tracking and measurement allows us to profile, analyze, and target better than ever. The end result? Actionable insights to drive ROI.

Starmark has at our disposal an arsenal of powerful demographic and psychographic analytics tools, as well as state-of-the-art core segmentation strategies that evaluate consumer needs, attitudes and behaviors. We use these tools to gain valuable insights into virtually all guest lists and prospect lists available, including direct, web, email, media, custom publishing and public relations. Collecting, maintaining and using the valuable data critical to your business will provide us with the results we need to drive relevant creative and messaging.

We believe segmentation strategies lie in using more than demographic data alone. The term segmentation means different things to different people, but Starmark believes that segmentation is about understanding the unique motivations of each of your target audiences as far as their needs, attitudes and behaviors to their lifestyle and your brand. What do they think about your brand? How do they want to interact? Segmentation drives creative and offers, and goes beyond the traditional demographic profiling and targeting, to a more specific model that brings dramatic response.

Lastly, our team expertise includes targeting and segmentation strategies utilized while managing multimillion record customer files for multiple corporations in Fortune 1000 companies, using dynamic messaging and segmentation of the house file to cross sell and up sell products and services based on knowledge of existing purchases.

Starmark's philosophy for any marketing plan is that it must be trackable, measurable, and actionable. We align these metrics and actions with each client's business and marketing goals and objectives.

Starmark will work with you to develop metrics programs and look for ways to match the responses to your marketing efforts to determine which channel and program each was a result of.



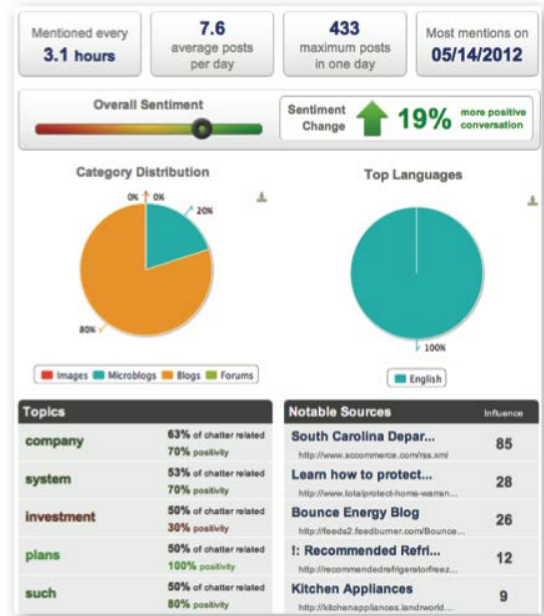
EXPERIENCE | Measuring Success

PROJECT MANAGEMENT

We build a team that is committed to the life of the relationship. Consider our team an extension of yours. This team understands your goals, and works to execute tasks in as efficient a process as possible. Our highly skilled team includes: communications professionals, account managers, interactive specialists and content strategists to ensure a streamlined effort and full accountability.

MEASUREMENT

Starmark measures the impact of our public relations efforts through a number of metrics. First, impressions are an important benchmark to understand the success of public relations outreach. The next step is to measure awareness, which can be analyzed by polling target audiences and customers. Finally, Starmark can develop reporting mechanisms that focus on specific goals, such as change in the number of customers in target markets, website traffic, and customer sentiment – online and offline.



This is an overview report that shows overall sentiment, category distribution, top topics and sources.



EXPERIENCE | Measuring Success

REPUTATION MANAGEMENT

Starmark's sentiment and reputation management tools include an automated process for monitoring blogs, forums, social and news sites to create reports. An alert system is triggered if there are quick, dramatic percent or volume changes. Our system provides scoring and ranking of the sources, trend tracking over time, and more. These features allow for more in-depth reputation monitoring and the opportunity for faster response.



Topic Categories	% of Posts	Adjectives	% of Posts
Price	47 %	like	44 %
Expectations	38 %	lights	28 %
Quality	34 %	first	25 %
		Limited	19 %
		long	19 %
		assistance	19 %
		normally	19 %
		levels	19 %
		better	19 %
		colds	19 %

Positive Words	% of Posts	Negative Words	% of Posts
best	31 %	problem	34 %
great	28 %	concern	13 %
benefit	22 %	doubt	9 %
clean	16 %	kills	9 %
fresh	6 %	foul	9 %
precious	3 %	irritation	9 %
		bad	6 %
		lack	6 %
		defect	3 %
		sluggish	3 %

This report shows the topics of discussion about the brand, as well as associated adjectives, and the most often associated positive and negative words in the post.



APPROACH | Roadmap & Timeline

DISCOVERY & UNDERSTANDING

In order to provide a well-informed marketing roadmap Starmark will audit all of the current communications for CareerSource Florida as well as the QRT program. We will then present these findings/suggestions to the team and spend a planning day reviewing and determining next steps. Based on our discussions, we will recommend a plan of action and strategy for QRT for 2015 and beyond.

ASSESSMENT & IMMERSION

Starmark will facilitate discovery meetings with stakeholders and encourage input throughout the process. These meetings are to provide Starmark with an understanding of the offerings as well as the current marketing materials and activities by segment.

INDUSTRY COMPARISON

This industry comparison is intended to gain insight into the successes and challenges of the brands while identifying strengths & opportunities that are unique to Florida's programs.

MARKETING CHANNELS

Starmark will create a plan for how to leverage existing marketing channels to effectively promote QRT. We will evaluate and make recommendations in the following areas and others as needed.

DATABASE MARKETING

Starmark will assess CareerSource Florida database(s). We will recommend strategies for one-on-one marketing utilizing the database in the future. This is an opportunity to have a stronger dialogue with our job seekers & employees.

PUBLIC RELATIONS – COMMUNICATION

Starmark will evaluate and recommend opportunities to increase awareness and online activity that will help with positioning. From an external communications perspective, Starmark will evaluate the sources of any negative messaging about QRT and identify channels and opportunities to change perceptions about CareerSource Florida's strength and offerings. With respect to internal communications, Starmark will determine which channels are most effective in reaching our core consumers and the best ways to present this information.



APPROACH | Roadmap & Timeline

SOCIAL MEDIA

Starmark will suggest strategies to increase social media activity across appropriate social media platforms.

TRADITIONAL AND ONLINE MEDIA

Starmark will recommend opportunities within paid media that can improve reach and lead generation for each target audience. Starmark will help determine where the greatest ROI exists within paid media.

WEBSITE COMMUNICATIONS

Starmark will make recommendations for the existing campaign content to better promote QRT. We will also make suggestions to positively affect search engine optimization. (SEO)

DIRECT MAIL/COLLATERAL

Starmark will take stock of current DM pieces and collateral and make suggestions on formatting brand communications through the execution of a message map for all identified target audiences and influences.

MEASUREMENT PLAN

Starmark strongly believes in continuously measuring to assess and optimize our messaging and media, we will recommend a measurement plan and appropriate benchmarks within the campaign for the effectiveness of the current communications.

CREATE A ROADMAP

Starmark creates a Marketing Communications plan. We will present a draft to the stakeholders, and based on their feedback, present a final tactical plan, media recommendations and budget for balance of the year.

As CareerSource Florida and Starmark continue working together, we will update and optimize accordingly.

Starmark recommends setting up a marketing plan to assist CareerSource Florida find, develop and keep qualified candidates for companies in Florida.



APPROACH | Roadmap & Timeline

This plan will contain the necessary elements and tactics needed to generate awareness and demand for Quick Response Training among job seekers and Florida employers.

EXPLORATION

Starmark team will review the successes & challenges from the past efforts before creating the brand strategy and Communication Guideline for QRT. The guidelines will include a message map for all audiences that defines desired actions and tonality as discussed before.

Starmark will work with CareerSource Florida to define the project plan roadmap and the support needed to launch efforts for QRT. This includes:

- Develop training efforts that help internal audiences communicate this program's value proposition to prospects. (job seekers & employers);
- Position QRT as a customized training program that is unique to Florida's diverse economic development needs;
- Develop a tactics toolbox that can be leveraged by internal audiences that appeal to both targets and help communicate the opportunity;
- An aligned call to action (CTA) that speaks to the opportunity for both groups as well as influencers;
- Develop internal & external communication guidelines for ongoing outreach efforts.

CAMPAIGN IMPLEMENTATION

See the Project Plan for key deliverables that support the Strategy and Marketing Communication Plan for each stage of the campaign. Starmark strongly believes in campaign measurement, optimization and *Actionable Analytics* to achieve the greatest ROI for the program.



APPROACH | Roadmap & Timeline

	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015
I. Discovery							
Stakeholder Interviews	Yellow	Grey	Grey	Grey	Grey	Grey	Grey
Industry Analysis and Benchmarking	Grey	Yellow	Grey	Grey	Grey	Grey	Grey
Media Marketplace Assessment	Grey	Yellow	Grey	Grey	Grey	Grey	Grey
Client Marketing Asset Review	Grey	Yellow	Grey	Grey	Grey	Grey	Grey
Proprietary and Third Party Research Review	Grey	Yellow	Grey	Grey	Grey	Grey	Grey
II. Marketing Roadmap Development – Owned, Earned, Paid Medias	Grey	Grey	Yellow	Grey	Grey	Grey	Grey
III. Metrics, Analytics and Reporting Infrastructure Development (including executive dashboard)	Grey	Grey	Yellow	Grey	Grey	Grey	Grey
IV. Creative Development and Testing (including multicultural concept and message testing and internal audience insight gathering)	Grey	Grey	Grey	Yellow	Grey	Grey	Grey
V. Internal Audience Rollout and Training	Grey	Grey	Grey	Yellow	Grey	Grey	Grey
VI. External Partner/Stakeholder Rollout and Training	Grey	Grey	Grey	Yellow	Grey	Grey	Grey
VII. Tactical Plan Rollout to External Audiences by Target (collateral, website, social media)	Grey	Grey	Grey	Yellow	Yellow	Yellow	Yellow
VIII. Monthly Reporting and Optimization	Grey	Grey	Grey	Yellow	Yellow	Yellow	Yellow
IX. Year 2 Planning and Alignment	Grey	Grey	Grey	Grey	Grey	Yellow	Grey



OUR WORK



OUR WORK | Greater Fort Lauderdale Alliance

The Greater Fort Lauderdale Alliance is the economic development agency for Broward County with a focus on attracting, expanding and retaining jobs to improve the quality of life for residents.

In an effort to enhance the Alliance's outreach, Starmark has developed messaging to include a number of advertisements. These marketing communications feature the organization's involvement with global trade, new member initiatives and recent developments that were announced at the Alliance's annual meeting.



New Brand

ALLIANCE ANNUAL MEETING

Sunny Skies. Soaring Successes.

Did You Know...
Broward County is turning its attention to transportation for the future. Trains, planes, buses, boats, cars and bikes are expected to generate over \$25 billion in economic activity as we transport 1.8 million residents and 13 million visitors.

Thank You To Our Sponsors

PRESENTING

PLATINUM

Signature Grand
ELEGANT WEDDINGS AND GRAND SOCIAL OCCASIONS

BROWARD COLLEGE
jetBlue
IM FAMILY ENTERPRISES, INC.

Lifestyle
South Florida BUSINESS JOURNAL
Zimmerman

GOLD

Autonabon
FPL

SILVER

BB&T
Keoli's
EMERSON
Florida Blue
NOVA UNIVERSITY
STARMARK
TRIPP SCOTT ATTORNEYS AT LAW

RESERVE TODAY!
Alliance Annual Meeting - October 17, 2013 at 5:30 pm
Signature Grand | 6900 W. State Road 84, Davie, FL 33317

Annual Meeting Announcement

JOIN THE WORLD-CLASS BUSINESS CLIMATE OF GREATER FORT LAUDERDALE

—Bob Swindell
President & CEO, Greater Fort Lauderdale Alliance

—John P. "Jack" Seiler
Mayor, City of Fort Lauderdale

—Steven Cernak
Chief Executive & Port Director, Port Everglades

TAX FRIENDLY FORT LAUDERDALE: WESTERN HEMISPHERE GATEWAY

In today's global economy, Greater Fort Lauderdale provides a highly favorable strategic location for U.S. and international businesses. Exceptional transportation infrastructure provides a solid foundation for business success as passengers and cargo easily flow through the region, bringing area companies closer to their regional, national and international markets.

With its central position in the Western Hemisphere and Eastern Time Zone, Greater Fort Lauderdale provides an inviting platform for companies seeking to serve North and South American markets, as well as Europe and Africa.

FOREIGN-TRADE ZONE
The area is also closely tied to the development of international trade and trade gateways. "By taking advantage of the benefits offered by our Foreign-Trade Zone, businesses operate on a more level playing field with their international competitors to increase their profitability," said City of Fort Lauderdale Mayor John P. "Jack" Seiler.

For example, Fort Lauderdale's foreign-trade zone offers numerous benefits to businesses, including duty deferral or elimination and increased efficiency, as well as several location options. Zone designation can be assigned to existing or new businesses located within Broward County, or to those that relocate to Fort Lauderdale Executive Airport's 200-acre Industrial Park.

NON-STOP AIR SERVICE
Centrally located halfway between Miami and West Palm Beach, Fort Lauderdale-Hollywood International Airport (FLL) is a major passenger and cargo hub offering a low-cost structure to airlines, tenants and passengers. With more than 600 flights a day, FLL offers affordable, nonstop service to more than 100 U.S. and international destinations.

Additionally, centrally located just minutes from downtown, Fort Lauderdale Executive Airport (FTE) offers easy access to I-95 and Florida's Turnpike. Six full-service, fixed base operators provide fueling, maintenance, management and professional services to Fortune 500 companies and small businesses alike.

Located in the heart of Greater Fort Lauderdale, Port Everglades is the leading container port in Florida and the region's main seaport for receiving petroleum products, including gasoline and jet fuel. A foreign-trade zone and available office space make

Port Everglades a highly desirable business center for world trade.

"Port Everglades has embarked on several cargo-related expansion projects in recent months, making us even stronger as a location for global trade," said Port Director Steven Cernak. "A new Intermodal Container Transfer Facility is making it possible for cargo containers to be directly transferred between ships and railcars, and our port is working with the U.S. Army Corps of Engineers to deepen and widen our navigational channels to accommodate larger ships."

MULTI-CULTURAL WORKFORCE
Bob Swindell, President and CEO of the Greater Fort Lauderdale Alliance, the area's public-private partnership for economic development said, "A large pool of talented workers, an inviting quality of life and one of the most competitive tax climates in America make Greater Fort Lauderdale one of the world's most attractive business locations for companies of all sizes. It's a warm and welcoming region where life is less taxing — for many reasons."

"U.S. and international companies will appreciate Greater Fort Lauderdale's strategic location and convenient access to global markets, a multilingual and multicultural professional workforce, and numerous educational and workforce training programs," he added.

For information or office/site location assistance, contact Pierre Taschereau at 954.627.0128 or ptaschereau@greaterfortlauderdale.com




OUR WORK | Greater Fort Lauderdale Alliance

By highlighting the Greater Fort Lauderdale Alliance's strides of bringing new corporations to the county, this area has become known as a business-friendly community and achieved attracting or retaining 44,600 jobs during the past seven years.

Get to Know...

Hugh Courtenay - One of Florida's Emerging Leaders



Hugh Courtenay, Founder & Chief Executive, Private Jet Charter, on the allure of this vibrant, superior service, and Alliance success.

Successful leaders take a decidedly passionate view of their lives and world. Discover what drives the soaring success of Hugh Courtenay.

South Florida pleasures: "The abundance of good eating houses! I especially like the stone ovens when it rains, the weather, the waterways and in particular the people who are generally always friendly and helpful."

Why aviation hooked me: "Every day is different. We face the challenge that brings, in terms of ensuring the professional attitude and unbeatable service that lets us win clients from our competitors."

What keeps us on our toes: "It's all about being smarter than the competition: it's become a real cultural marketplace and that makes us win more determined to win."

What fuels our leadership success: "To have an idea as most business owners, failure is not an option. I want to succeed."

The rewards of my Alliance membership: "Apart from the weather, the food, the people, the great-looking girls? Seriously though, there are quite a few successful people who reside in Florida, many of whom are our clients. From a business perspective, there are also tax advantages too."

London-based Private Jet Charter is one of the world's largest independent private jet charter brokers and consultants, providing VIP aircraft, executive jets, helicopter charter, corporate affairs and dedicated medical evacuation aircraft. Its North American regional headquarters and charter fleet are located in downtown Fort Lauderdale.

Get to Know...

Vasti Amaro - One of Florida's Emerging Leaders



Vasti Amaro, Senior Vice President of Business Development, Koala Transit America on the allure of her time, transit and Alliance success...

Successful leaders take a decidedly passionate view of their lives and world. Discover what moves Vasti Amaro.

South Florida pleasures: "In three words, sports, golf and the beach. I'm a native of Las Olas Boulevard and spend a great deal of time shopping and dining there."

Why transit hooked me: "I was raised using the transit system. In college, I found my way around Tampa using transit and became an employee of the Hillsborough Area Regional Transit Authority. I took the job because I understood its value as a transit user."

My climb up the career ladder: "I came up the ranks through the industry association called Advancing Women in Transportation (AWT), which is all about transferring the transit system through the advancement of women. I graduated from their leadership program and became a national board member. It formed my future."

My couldn't-miss opportunity: "I was hired by a 20-year-old Fort Lauderdale company called Limousines of South Florida, who asked me to help structure the company according to my experience in the business, so that it could be acquired. Koala Transit, based in France, chose us to make its first foray into the U.S. market in 2011 and the rest is history."

The rewards of my Alliance membership: "I can honestly say that my relationship with the Alliance transformed the organization."

Koala Transit: A multi-modal, intermodal and local transit through the Greater Fort Lauderdale significant impact Broward company the rewarding company www.gftalliance.org

Get to Know...

Michelle Nason - One of Florida's Emerging Leaders



Michelle Nason, IT Director, on 21 years of working hard and playing hard at global technology giant Citrix.

Successful leaders take a decidedly passionate view of their lives and the world. Learn how Michelle successfully integrates her work and family life.

South Florida pleasures: "There is no shortage of options. Golfing in South Florida is great. My husband and I just started to teach the kids too. And going to the beach when friends are in town for the weekend beats like vacation."

At the core of her "IT" job: "My job is all about relationships. I work with my internal Citrix partners on their strategies to interact with other employees, partners and customers. Finding solutions for them is all about understanding who they are and what they want from."

Being a leader in the Citrix "work anywhere" culture: "To me, being a leader is all about setting expectations and building trust with your team. At Citrix, we have the freedom to manage our own time as we work towards a common goal. Successfully completing that goal creates trust. A culture like that makes it easy to get secure from the many colleges and universities we have in the area."

Her perspective as part of the "Citrix family": "Citrix grew to a global company, but it was founded here in Florida. The founders had their families here and their kids grew up here. And, yes, it feels like family. I even met my husband here."

On the rewards of Alliance Membership: "Citrix has a long history of partnering with the Greater Fort Lauderdale Alliance to help grow the technology industry in South Florida. The Tech Gateway initiative is a good example of what the Alliance can do and we're excited to be part of it."

Citrix is the cloud computing company that enables mobile workstyles - empowering people to work and collaborate from anywhere, accessing apps and data on any of the latest devices, as easily as they would in their own office—simply and securely.

greater fort lauderdale alliance
Life. For living.

The Greater Fort Lauderdale Alliance cultivates emerging leaders who drive significant impact in our community's economy and quality of life. We invite Broward companies and individuals to be part of our success story. Discover the rewarding connections and business benefits of Alliance membership by visiting gftalliance.org or contacting Gail Bullfin at 954-627-0127.

Member Spotlight Series

You already know us for our sun, now get to know our stars.

More Broward leaders join the Alliance.

 Barbara P. Carballo Senior VP/ Relationship Manager Citibank	 Guy Desautels VP, Real Estate & Facilities Citrix	 Penny S. Shaffer Market President, South Florida, Florida Blue	 Robert S. Powell Regional VP Broward TD Bank	 Heiko Dobrzkow General Manager Riverside Hotel
 Bob O'Malley President VP Florida CSX Transportation	 Dr. Wazir Ishmael Assistant City Manager City of Miramar	 J. David Armstrong, Jr. President, Broward College	 Bernie Friedman Shareholder Becker & Pollakoff	 William Seefeldt VP, Product Engineering Research in Motion



There are growing numbers of leaders joining the economic development effort at the Alliance to create more jobs in Broward County and South Florida. That's because our numbers are growing even in these tough economic times. Nearly 5,500 jobs have been created in Broward County alone in recent years and nearly 2,000 companies have been assisted with efforts to do business here. Join us and become part of this dynamic team that is making a difference for business and our community. For more information, contact Gail Bullfin at 954-627-0127 or visit www.gftalliance.org

greater fort lauderdale alliance
broward county
Life. For living.

New Members

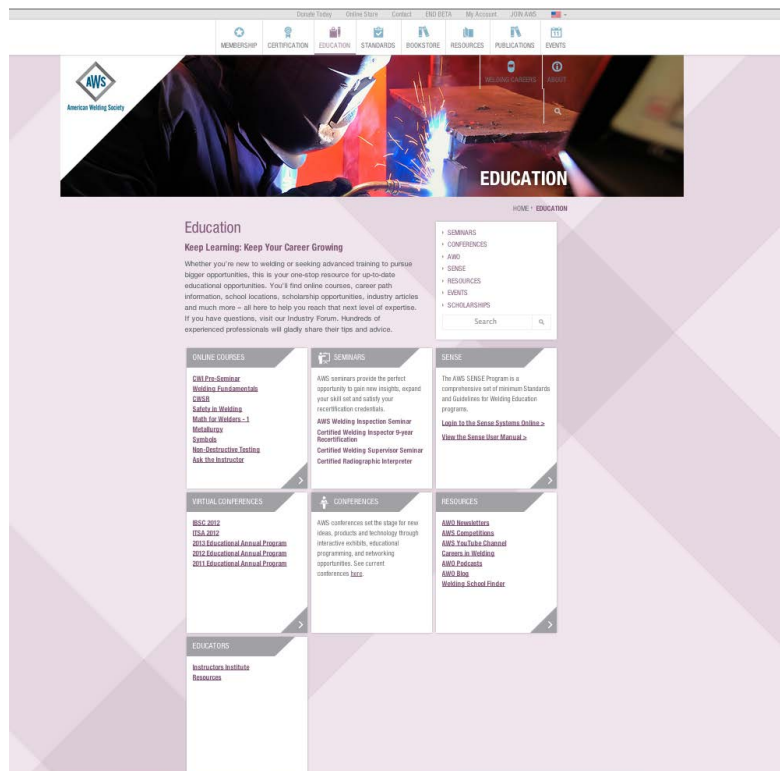
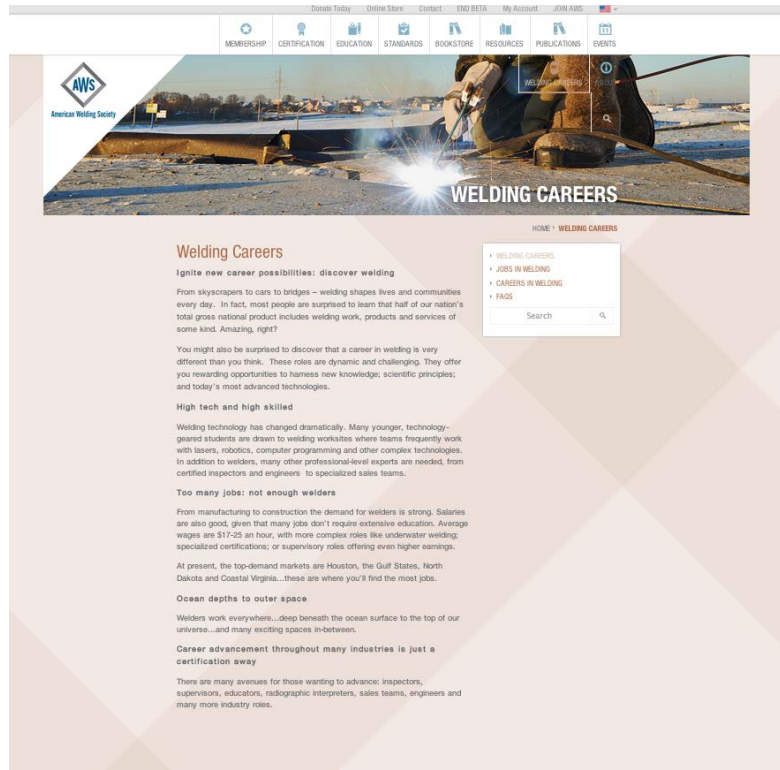


OUR WORK | AWS

AWS EDUCATION PROGRAM & CAMPAIGN

The American Welding Society (AWS), America's leading authority on welding and manufacturing for over 95 years, has become a global force in welding standards and education. With growing U.S. demand of over 111,000 welders in the next 5 years, attracting millennials and women have become keys to succeeding as a manufacturing super-power.

In an effort to prepare its workforce for this demand, AWS has created a world-class educational product that allows members to take courses, sign up for exams and buy necessary course materials and manuals online. They tapped Starmark to help evolve their brand to speak to these new audiences and to re-design their online presence to better attract, retain and advance their welding workforce.



AWS Website



OUR WORK | AWS

So Starmark took AWS's education product to the next level starting with the creation of a refreshed brandmark for the nearly century old organization. This then led to the creation of WeldLink, a portal which members of the welding community can use to engage AWS and all the educational content produced by the society.

The result is a fresh, new AWS brand presence, a new brand name with the creation of the WeldLink product as well as a supporting campaign designed to generate awareness and engagement among new and existing audiences for the education product.



CERTIFICATIONS PROMOTING WELDING INDUSTRY PERFORMANCE AND ADVANCING CAREERS

One of the most effective ways for welding professionals to advance is through specialized certification. This often leads to higher salaries, better job stability and greater leadership opportunities.

Likewise, companies or institutions that demonstrate their ability to meet the top-quality standards necessary to qualify as an approved testing facility or certified welding fabricator frequently reap greater industry recognition and additional business opportunities as a result.

AWS can help you in assuring that your subcontractors and manufacturing supply chain providers have the resources, procedures, and personnel to apply a quality management system to your welding and inspection projects.

AWS is the worldwide leader in certification programs for the welding industry:

- Since the Certified Welding Inspector (CWI) program launched in 1976, AWS has certified 85,000+ inspectors, plus thousands more welding professionals across other programs.
- Once certified as a CWI, several endorsements can be attained to code and specialized fields such as drawing, reading and tooling.
- AWS exams are held in locations world-wide: 550 sites throughout the U.S. and 40 countries each year.

AWS certification categories include eight individual and three facility programs:

- Certified Welding Inspector (multiple certification levels)
- Certified Welding Educator
- Certified Radiographic Interpreter
- Certified Welding Supervisor
- Certified Welding Sales Representative
- Certified Welding Engineer
- Certified Welder
- Certified Robotic Arc Welding (Operator or Technician)
- Accredited Test Facility (company or institution)
- Certified Robotic Arc Welding Approved Testing Center (company or institution)
- Certified Welding Fabricator (company)

Look through our AWS Education products to see how AWS can also help you prepare for AWS certification exams.

ONLINE LEARNING

AWS offers 24/7 learning from home, office or on the road. Take our engaging, easy-to-use online courses to prepare for certification and have into our blogs, podcasts and virtual conferences for the latest developments in welding technology and education. The online course content is developed and updated by senior AWS instructors and staff, with instructors available periodically to answer student questions. These online resources are used by many audiences, including students, teachers and experienced welders.

SEMINARS AND CONFERENCES

AWS seminars and conferences provide the perfect opportunity to gain expertise, prepare for certification and satisfy recertification credentials. Our intensive, in-depth seminars are taught by experienced industry instructors at different locations across the U.S. and the world.

AWS conferences provide a forum for academic and industry leaders to present the latest developments in welding.

WeldLink Brand Guide

<p>BRAND GUIDELINES: AWS WELDLINK</p> <p>It is essential that the AWS WELDLINK logo is consistently applied across all of our communications. To the extent able and recognizable content of the company's identity. The document contains the rules and guidelines for using the trademarks across different touchpoints.</p> <p>THE LOGO</p> <p>Main logo with AWS badge lockup</p> <p>Alternate logo without badge</p> <p>There are two approved WELDLINK logo types available for communications use based upon the guidelines below:</p> <ol style="list-style-type: none"> Master WELDLINK logo: This logo should always be used in the majority of AWS signage applications due to its proportional nature or communications. It ensures that WELDLINK is clearly identifiable as an AWS initiative. Simple AWS WELDLINK logo: This logo may be used if the main AWS logo has already been included within and WELDLINK is a new topic or point of contact. 	<p>COLORS</p> <p>Both WELDLINK logos utilize the standard AWS color palette:</p> <p>For a palette of appropriate secondary colors, see your AWS Brand Guidelines book.</p> <p>VARIATIONS</p> <p>Both WELDLINK logos are available in the following color variations:</p> <p>Full color (CMYK or RGB) for light backgrounds</p> <p>White (CMYK or RGB) for dark backgrounds</p> <p>Black Only for black and white applications on light backgrounds</p> <p>High contrast for dark backgrounds where colors are contrasted to an extent.</p>	<p>MINIMUM SIZE</p> <p>To ensure legibility, please adhere to these minimum size standards:</p> <p>1.1314" (2.8675")</p> <p>MINIMUM CLEAR SPACE</p> <p>This is the space around the logo. It is important to make sure there is that space around the logo to ensure legibility.</p> <p>In both instances, "X" is equal to the width of the "W" in WELDLINK.</p> <p>OTHER CONSIDERATIONS</p> <p>For information on font selection, imagery, icons, copy tone and messaging, see your AWS Brand Guidelines book.</p>	<p>DO NOT CHANGE ANY COLORS WITHIN THE LOGOS</p> <p>DO NOT DISTORT OR DEFORM THE LOGOS</p> <p>DO NOT ADD ANY EFFECTS OR FILTERS TO THE LOGOS</p> <p>TO ENSURE MAXIMUM LEGIBILITY, DO NOT PLACE LOGOS OVER COMPLEX IMAGES OR BACKGROUND</p>
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Brochure



OUR WORK | Marine Industries

The Marine Industries Association of South Florida is the largest trade organization in the Southeast United States dedicated to promoting and growing 107,000 marine jobs and an economic output of \$8.9 billion in the region.

Jobs

With 90,000 middle class jobs in Broward County and 107,000 regionally in the marine industry in the Southeast Florida Region, member businesses are looking for qualified applicants at all skill levels with high aptitude and ethics.

MARINAS & YARDS

- General Manager
- Yacht Marine Mechanic & Assistants
- Engine Technician
- Yacht Painter & Assistants
- Yacht Detailer
- Yard Manager, Assistants & Yard Help
- Yard Detailer/Painter
- Marina Yard Worker
- Outboard Technician
- Lift Operator
- Dockmaster
- Assistant Dockmaster
- Boat Hauler / General Yard Worker

BOAT DEALERSHIPS

- General Manager
- Boat Sales Manager
- Service Manager
- Service Writer / Advisor
- Licensed Yacht Brokers
- Customer Service
- Boat detailer and technician
- Marine Technician
- Marine Mechanic
- Marina Service Office Help
- Painter & Varnisher
- Marine Fiberglass Repairer
- Truck Driver/Boat Hauler

RETAIL STORES

- General Manager & Assistant Manager
- Cashier
- Inventory Specialist
- Operations Manager
- Sales Associate
- Sales Expert
- Sales Manager
- Stock Associate
- Store Manager
- Team Leader
- Truck Crew

CREW & CHARTER

- Captain

Video

The Marine Industry

Marine Industry Day 2014

Marine Industry Day is a celebration of the Builders, Marinas, Sales, Service, and Support Businesses in Fort Lauderdale and the surrounding area that generate in excess of \$7 billion for Broward County and provide employment for 90,000 skilled workers!

Blog

Marine Industry Job Fair Set for Fort Lauderdale International Boat Show

October 2, 2014

Wildlife Foundation of Florida Wants to Sell More Fishing Licenses to Support Conservation

September 16, 2014

MIASE News

Stay connected with South Florida's marine community. Subscribe today >

Membership

Keep your business flowing with industry benefits of association membership. Join today >

55TH ANNUAL FORT LAUDERDALE INTERNATIONAL BOAT SHOW

OCTOBER 30- NOVEMBER 3, 2014

Events

- Nov 15** Fort Yachtie Da Film Festival Fort Lauderdale Go To Event >
- Nov 15** Winterfest White Party (Media Party) Go To Event >
- Nov 15 - Nov 19** 2014 Marine Dealer Conference & Expo Go To Event >

News

Comments Sought on Passenger Rail Plan

October 27, 2014

By Michael Turnbull, Sun Sentinel

Harboring some worthy thoughts on train travel? Here's your chance to share. Residents will have opportunity to sound off on All Aboard Florida's plans for passenger rail service in a series of eight public meetings...

News

Hosting Global Trade Partners & Business Leaders

October 14, 2014

Our inaugural FLIBS luncheon hosting international trading partners takes place this year. For starters, it's a formal way to thank the trading facilitators for helping generate business beyond our respective boundaries. A dozen general consults from some of our top marine...

Event

Fort Yachtie Da Film Festival

Nov 15

The Fort Yachtie Da International Film Festival is a video competition produced by Crew Unlimited - Professional Yacht Crew Placement Agency - for luxury yacht crew to exercise their creative talents in the medium of video shorts in 7 categories...

Video

Marine Industry Day 2014

Marine Industry Day is a celebration of the Builders, Marinas, Sales, Service, and Support Businesses in Fort Lauderdale and the surrounding area that generate in excess of \$7 billion for Broward County and provide employment for 90,000 skilled workers!

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Marine Industries of South Florida 2312 South Andrews Avenue Fort Lauderdale, FL 33316 Phone: 954.524.2733

Website



OUR WORK | Marine Industries

With the recent success of the marine industry in the tri-county area, there has been increased interest both nationally and internationally towards this lucrative market. Starmark has been tasked to showcase the services and marine developments in the region by providing industry updates for their website and advertisements. These developments include highlighting key economic data that has been communicated to key audiences including residents; boating enthusiasts; elected and regulatory officials at the local, state and federal levels along with news media outlets.

The results of Starmark's efforts have included a 6 percent increase in attendance for the 2014 International Boat Show from 2013 numbers, along with a 22 percent increase in marine related sales from 2010. Today, the marine industry economic impact in Broward County is \$1.5 billion with continued growth on the horizon.



Print Ad


MIASF.ORG

Marine Industries Association
of South Florida

MIASF News

OCT 2014

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From the Captain's Chair

HOSTING GLOBAL TRADE PARTNERS & BUSINESS LEADERS

Our inaugural FLIBS luncheon hosting international trading partners takes place this year. For starters, it's a formal way to thank the trading facilitators for helping generate business beyond our respective boundaries. A dozen general consuls from some of our top marine export destinations will be there including: Brazil, Canada, Chile, Columbia, Costa Rica, France, Italy, Japan, Mexico, The Netherlands, Norway, Panama, Germany, Turkey, Holland and the United Kingdom. In addition to these trading partners, other global companies present at the boat show hail from Australia, The Bahamas, Belize, Belgium, British Virgin Islands, Cayman Islands, China, Hong Kong, Monaco, New Zealand, South Africa, St. Maarten, Sweden, Taiwan.

Earlier this year, a trade agreement was enacted between the MIAF and the Barcelona Nautical Cluster to promote and enhance marine-related businesses, including trade, events and boating lifestyles. Of note, Spain's top import from Florida is yachts and pleasure craft.

Italy is a good example of the power of trade between our respective marine industries. The U.S. represents Italy's primary marine trading partner outside of the EU both in terms of exports and imports. The U.S. Department of Commerce's Pleasure Boat International Resource Guide points to exports

of new and used motorboats, sailboats, inflatable boats and motors, plus safety devices and electronics as prime export categories. Over 100 U.S. motorboat manufacturers are present in the Italian market.

In terms of Italian exports, the country is known for production of recreational craft, accessories and motors, and for quality and craftsmanship. According to the International Resource Guide, some of the larger and well-known boat brands include Benetti-Azimut, Fincantieri, Nuvolari Lenard (yacht designer), and Cantieri Mariotti (yacht production). Ferretti Group alone controls seven companies specializing in vessels from 8-90 meters in length.

The lunch gathering on the show's first day, which will include regional business leaders, entrepreneurs and Broward County and City of Fort Lauderdale elected officials, is to remind that Southeast Florida is the premiere International Marine Hub to the World. Our location makes us an excellent place to visit plus a fine setting to establish a satellite facility, and a resource to help offshore businesses succeed on our soil, their home soil or export destinations they want to reach by passing through our back yard. Partners in this effort are the Greater Fort Lauderdale Convention & Visitors Bureau and Greater Fort Lauderdale Alliance.

continued on next page...

Newsletter




OUR WORK | CASE STUDY


Kissimmee Convention and Visitors Bureau

THE CHALLENGE


The Kissimmee Convention and Visitors Bureau (KCVB) was looking to re-establish its positioning, upgrade its brandmark and ultimately elevate its brand identification in this highly competitive marketplace. The KCVB selected Starmark as the Agency of Record, charged with undertaking a complete re-branding of this Central Florida destination.



Kissimmee offers me a variety of experiences in one destination, so no matter how many times I stay there, each vacation in Kissimmee is unique.



You can do it all from here, because Kissimmee is just minutes from the big attractions, close to the airport and down the road from all the nightspots.



What I really like about Kissimmee is all the options.



A savvy vacation planner knows Kissimmee is a smart choice.

Sample Benefit Testing boards describe brand characteristics and allow testing participants to rank statements according to desired travel experiences.



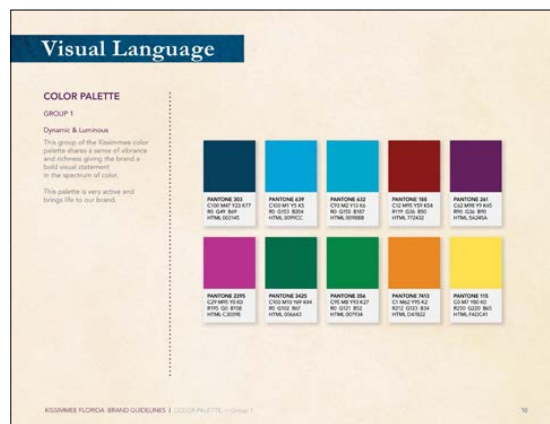
OUR WORK | CASE STUDY

Kissimmee Convention and Visitors Bureau

THE SOLUTION

Starmark understood that before undergoing the physical re-branding of the Kissimmee destinations, we had to first identify not only currently held perceptions of the destination, but aspirational desires that motivated visitation. The Starmark team utilized our trademarked Starmark BrandTrack Process, a multistage program that guides brand identification from Discovery through Implementation. Part of this BrandTrack process included benefits testing groups, an elevated form of focus groups that actively engages participants, to better understand trade and consumer markets. Visuals and experiential statements were crafted to qualify attributes, benefits and the personality of Kissimmee as a destination, as well as identify what consumers and meeting planners were looking for in a positive Kissimmee experience.

A brand standards guideline was developed to communicate the brand values for internal staff and Industry Partners. The artistic style, personality and voice of the Kissimmee brand were documented in an easy to understand format. The Kissimmee signature, color palette, font options and photo technique and treatments are available for reference online to all stakeholders.



Sample pages from the online Brand Guidelines



OUR WORK | CASE STUDY

Kissimmee Convention and Visitors Bureau

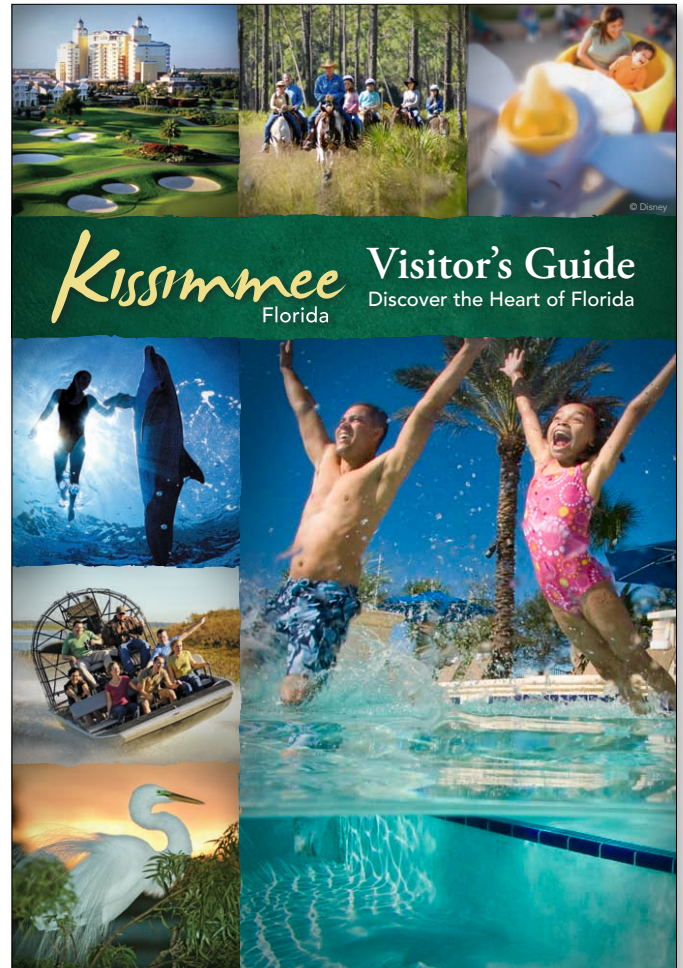
THE RESULTS

The information gleaned from our Brand Track™ Process allowed Starmark to identify a definitive brand essence statement, or what we call our Starmark BrandTrack Brand Triangle. From this, Starmark and KCVB were able to define the benefits/attributes, personality and core value of the Kissimmee brand.

The central Florida location, variety of offerings, proximity, and the identified core value of “Freedom to Enjoy... Your Way” led to a new energy line: “The Heart of Florida.” With this as our launching point, Starmark set out to create a visual brand identity that incorporated a fresh, modern design and an engaging copy style. A new landmark was developed that included this new tagline. With this re-establishment of the core physical brand, we moved forward with redesigning all of the KCVB’s communications materials.

The next biggest redesign began with the annual Visitor’s Guide and extends to a complete redevelopment and redesign of the KCVB’s web presence. Subsequently, instead of one website for all of the KCVB audiences, Starmark is creating separate targeted websites for four distinct lines of business: leisure travelers, meeting planners, groups, and Industry Partners. Each site speaks to its core target but supports the overall brand essence.

Even in an economic downturn, the Kissimmee Convention and Visitors Bureau recognized the value — and importance — of developing a new brand identity, knowing its investment would lead to increased visibility in a competitive tourism market. It continues to hold its own during a period of travel decline and is seeing less negative impact on visitation than competing destinations.



Visitor's Guide



Starmark’s BrandTrack process elevated the existing “theme park” style brand to reflect the current core value of the destination — “Freedom to Enjoy... Your Way.”



**AWARDS &
ACCOMPLISHMENTS**



AWARDS & ACCOMPLISHMENTS



30 FLAGGLERS



23 ADDYS



2 MARCOMS



5 COMMUNICATORS



3 HSMAIS



3 HERMES



AWARDS & ACCOMPLISHMENTS

There is the list of household brand names, world-class institutions and globally recognized destinations that call Starmark a partner. There are the measurable results of millions of digital impressions, surging web traffic and elevated levels of brand awareness that are exceeding objectives and expectations. And there is the recognition by our peers and industry experts.

On the heels of winning the “Best of Show” Flagler Awards two years in a row for Florida tourism advertising, Starmark was named “Best of Show” ADDY Award winner for all categories by the American Advertising Federation in its 4th District (Florida and the Caribbean) for 2013/2014. The Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB) “Hello Sunny” campaign won “Best of Show.” Starmark won two Gold ADDYs for work on behalf of SeaWorld Orlando for its Antarctica: Empire of Penguin Exhibition.

Earlier this year, Starmark was recognized at the American Advertising Federation of Greater Fort Lauderdale’s ADDY Awards. Starmark won a Gold ADDY for the Non-Traditional Advertising campaign “Goodbye Chilly, Hello Sunny – Chicago” as well as a Silver ADDY for the “Goodbye Chilly, Hello Sunny – Chicago” Newspaper Spadea. Starmark took home three Gold ADDYs for SeaWorld Orlando’s “Epic Voyage” experiential tour, which won in the Non-Traditional Advertising campaign category. SeaWorld social media topped the chart in the Single Platform, Consumer – Digital Advertising category with “IceQuest.” Additionally, the “Antarctica Grand Opening Invitation” took home a Gold ADDY in the Campaign – Collateral Material category. uVu Technologies’ trade show booth was honored with a Silver ADDY in the Trade Show Exhibit – Sales Promotion category.

In September 2013, Starmark and the GFLCVB won “Best of Show” at Florida’s most prestigious tourism conference - for the second year in a row – for our “Hello Sunny” integrated marketing campaign. The campaign also received a platinum Hermes Creative Award and platinum MarCom Award.

In March 2013, Starmark received more than a dozen honors at the Advertising Federation of Greater Fort Lauderdale’s ADDY Awards. For GFLCVB, Starmark won Gold ADDYs for the New York Times interstitial banners, the “Defrost App” in the mobile category, “Fork Lauderdale Dine Out App” for GPS & location, and “Defrost Taxi Wrap” vehicle graphic. Starmark’s efforts on behalf of the Broward Center for Performing Arts won the agency Silver ADDY awards for the categories of integrated campaign and single medium campaign. Starmark was honored for its work for client Museum of Art | Fort Lauderdale with Silver ADDY awards for the category of website, interface & navigation and for SHARK single medium campaign.

The Web Marketing Association honored Starmark with three Internet Advertising Competition Awards: “Goodbye Chilly, Hello Sunny,” created for GFLCVB – Best Government Integrated ad campaign; the “Fork Lauderdale Dining App,” created for GFLCVB – Best Travel Mobile application; and Museum Website Redesign, created for client Museum of Art | Fort Lauderdale – Best Arts Website.

At Starmark, we are committed to developing fresh ideas that are engaging and relevant, knowing that the ability to respond immediately in today’s ever-changing landscape makes all the difference. Everything we do is researched, weighed and measured to gauge return.

The results are proven and our mantra is simple: Big ideas. Bottom line.





Branding | Advertising | Interactive
PR | Direct | Mobile | Social | Analytics

STARMARK.COM

Fort Lauderdale, FL
Orlando, FL
San Juan, PR