

BRIANA WICKHAM
GRAPHIC AND WEB DESIGNER



ALWAYS REACH FOR THE HIGHEST PEAK



Identity



COLORS

STONE GREY

[P 179-8U]
 HEX: #8B8D90
 c.0 m.0 y.0 k.54

CHARCOAL

[--]
 HEX: #373C3F
 c.72 m.62 y.58 k.49

APEX BLUE

[P 119-3U]
 HEX: #79BFD2
 c.48 m.39 y.37 k.3

TYPEFACES

DISPLAY

Apex Outfitters [Klinik Slab | MEDIUM - 16]

PRIMARY FACE

Mountaineering [Klinik Slab | BOOK - 14]
 & **Sports Apparel** [Klinik Slab | BOOK ITALIC - 14]

ALTERNATIVE

Established in Denver, Colorado [Glegoo | REGULAR - 9]

WEBFONT

www.apexoutfitters/mountain.com [News Gothic MT | REGULAR - 11]

NUMBERS & SYMBOLS

0 1 2 3 4 5 6 7 8 9 - \$ % [Glegoo | REGULAR - 11]

logo



wordmark



APEX OUTFITTERS

DO



DON'T

✗ Use colors not listed in the Style Guide



✗ Stack wordmark next to the logo



✗ Use wordmark without logo





EXTERIOR MATERIALS



volcanic stone

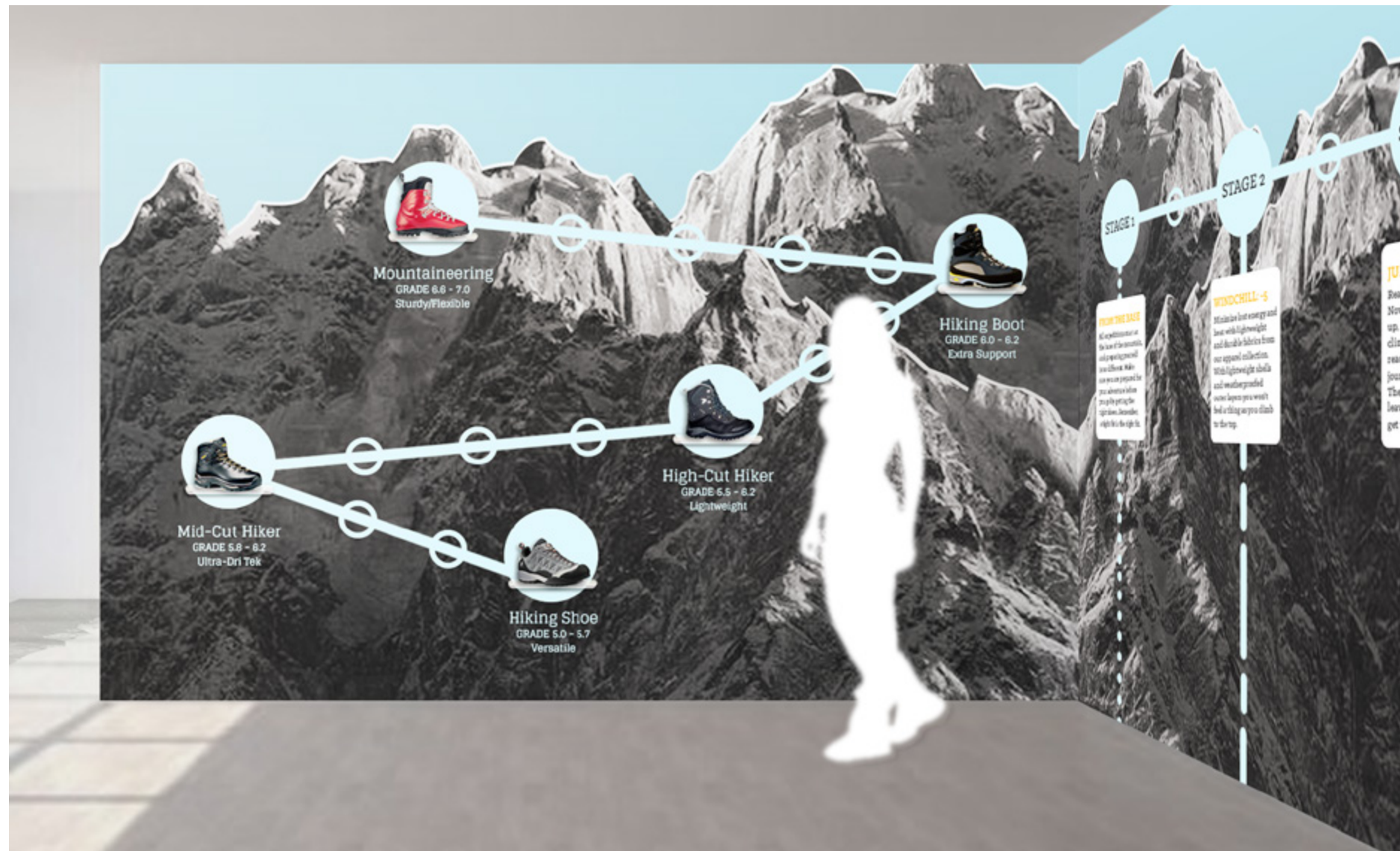


black slate

Exterior Design



Staff Apparel



Interior Design



Digital Advertising and Website

Go Global! Work & Study Abroad

NAME	
OCTOBER 16, 2013	
EVENT DATE	LOCATION
6 P.M.	X X X
TIME	SPONSORS
THIRD WEDNESDAY SERIES	DEAN'S ADVISORY COUNCIL
SPONSORED BY	FEATURING PROFESSORS
INTERNATIONAL BUSINESS ASSOCIATION PHI BETA LAMBDA	Al Pelham (Summer 2013) Andy Carver and student
WITH SUPPORT FROM	WITH ALUMNI
TCNJ AMERICAN MARKETING ASSOCIATION	Tyrone Eweve '91 (U...) Sonia Ratcliffe '17 Sascha Sysfann '11

*PIZZA & SODA WILL BE PROVIDED
-PASSPORT NOT REQUIRED-
Image from The Eye / CC Attribution License

THIRD WEDNESDAY SERIES

entrepreneur (an'tre pre nur')
n. [[Fr: see ENTERPRISE]] one who organizes a business undertaking, assuming the risk for the sake of the profit

ENTREPRENEUR PANEL
 & 2014 MAYO BUSINESS PLAN COMPETITION INFORMATION

- BUSINESS BUILDING LOUNGE -
WEDNESDAY, SEPTEMBER 18 AT 6:00 PM
 Sponsored by The Dean's Advisory Council and Delta Sigma Pi | With support from TCNJ American Marketing Association
 Pizzas & soda will be provided!

MODERATOR: Jennifer Semanchik '97, Professor of Management & Marketing Principles

PANELISTS:
 Shelby Weisner '88, Assistant Director of Career Services
 Gregg Hoffmann '83, Director & Supervisor of Business Services
 Chris Hendry '04, Chairperson & Professor of Entrepreneurship, The American College of Business
 Joe Scussella '11, Chairperson & Professor of Entrepreneurship, The American College of Business

Entrepreneur Panel

A THIRD WEDNESDAY PROGRAM

WHAT NOT TO WEAR
[TO A JOB INTERVIEW]

Wednesday, February 19th at 6:00 PM
 - BUSINESS BUILDING LOUNGE -

FASHION SHOW WITH HOST PROFESSOR PAM KRAVITZ
 Sponsored by the DEAN'S ADVISORY COUNCIL | Co-sponsored by DELTA SIGMA PI
 With support from the AMERICAN MARKETING ASSOCIATION
 * REFRESHMENTS WILL BE PROVIDED *

Personal Finance

A THIRD WEDNESDAY PROGRAM

COMMUNITY BENEFIT CHANGE
 CORPORATIONS SOCIAL AWARENESS
 ENTREPRENEURS EMPLOYEES VOLUNTEER
 GLOBAL PERSPECTIVE
 ATTITUDE FORWARD THINKING +
 NEW PERSPECTIVE SUSTAINABILITY
 HELP HUMAN POSITIVE CSR ETHICAL GIVE
 CORPORATE SOCIAL RESPONSIBILITY

Wednesday, April 16th at 6:00 PM IN BUSINESS BUILDING LOUNGE

MODERATOR: HEATHER SUDDOTH (SENIOR MARKETING CONSULTANT AT WITHSMITH+BROWN)

PANELISTS: CAROL CARROZZA, BI (VP ANSELL HEALTHCARE) | ALBE ZAKES (GLOBAL VP COMMUNICATIONS AT TERRACON)

Sponsored by the DEAN'S ADVISORY COUNCIL | Co-sponsored by Pi Sigma Epsilon and TCNJ The Impact | With support from AMA
 * REFRESHMENTS WILL BE PROVIDED * | Image from Adam Buller / CC Attribution License

Corporate Social Responsibility

LEFT Go Global



THE COLLEGE OF NEW JERSEY
 ANNUAL REPORT 2013-14

TABLE OF CONTENTS

- PG 4 SUMMARY OF GOALS
- PG 6 PROFESSIONAL DEVELOPMENT
- PG 9 COMMUNITY SERVICE
- PG 10 FUNDRAISING
- PG 11 COMMUNICATION
- PG 12 MEMBERSHIP
- PG 13 CHAPTER OPERATION
- PG 13 CHAPTER ORGANIZATION
- PG 14 BUDGET

OVERVIEW

TAKING ACTION, by all of us at the College of New Jersey, Chapter Meeting, represents a very important step in our strategy for the future of the organization. This report is intended to be a high-level overview of our goals, our achievements, and our plans for the future. It is a reflection of our collective efforts and a testament to our shared vision.

This year TCNJ AMA has experienced both great successes and significant challenges. Despite the difficult economic environment, the chapter continues to grow and thrive. We have achieved our goal of increasing membership and have successfully completed our fundraising efforts. We have also been able to provide valuable professional development opportunities for our members. However, we have also faced some challenges, particularly in the area of communication and membership retention. We have identified these areas as key focus points for the next year and have developed a strategic plan to address these issues. We are confident that with our continued efforts and the support of our members, we will be able to overcome these challenges and achieve our long-term goals.

Our primary focus for the next year will be on communication and membership retention. We will be implementing a variety of new initiatives, including a new website, a new newsletter, and a new social media strategy. We will also be launching a new membership drive and a new fundraising campaign. We are excited about these new initiatives and believe that they will help us to achieve our goals and to provide a better experience for our members.

Table of Contents & Overview

PROFESSIONAL DEVELOPMENT - HIGH LEVEL GOAL

Exceed the number of professional development events in prior years

TCNJ AMA far exceeded this goal - normally TCNJ hosted 2-3 panels a year and one bus trip. This year, we held (or are going to hold) a total of three workshops, four panels and one trip. We also attended the Pace Northeastern Regional Conference and are sending eight members to the International Collegiate Conference, as previously mentioned.

PROFESSIONAL DEVELOPMENT - MEDIUM LEVEL GOAL

Enter AMA International Competitions with a Director Leading these Initiatives

This year, we completed two AMA competitions and are going to enter additional competitions when we arrive in New Orleans. Each year we attend to build upon this number. We also entered the Website Competition and Recruitment Video Competition.

PROFESSIONAL DEVELOPMENT - LOW LEVEL GOAL

Launch TCNJ AMA Marketing Consulting

As mentioned in our Chapter Plan, TCNJ AMA launched its first ever marketing consulting wing, with three dedicated members. This goal is our most ambitious one to date and is still in progress. Our VP of Marketing Consulting and Director of Off-Campus Consulting has been to various eating establishments and entertainment venues in the local area. A bowling area in the alley is very interested in TCNJ AMA hosting a night there and offering a marketing plan with promotions (couponing) and social media (advertising) to hit their key demographic (local college students).

GOAL SUMMARY

The goal for 2014 was set in a Board Meeting. The goal was to exceed the number of professional development events in prior years. We have exceeded this goal by holding three workshops, four panels, and one trip. We also attended the Pace Northeastern Regional Conference and are sending eight members to the International Collegiate Conference. We have also entered two AMA competitions and are going to enter additional competitions when we arrive in New Orleans. We have also launched our marketing consulting wing and are currently working on our marketing plan.

PROFESSIONAL DEVELOPMENT

CHAPTER PLAN GOALS

- Continue to co-sponsor the "3rd" Wednesday Panel events put on by the Dean of the TCNJ School of Business. TCNJ AMA was successful. This helps both the School of Business and TCNJ AMA. Our organization creates large fliers with our name on it which helps our external communication and publicity.
- Plan a marketing-related bus trip towards the end of the semester. Possible opportunities this semester include Crayola Factory located in Easton, PA and L'Oreal located in New York, NY. TCNJ AMA was successful. We modified this event however to visit Johnson & Johnson in Skillman, NJ in March (see details on next page).
- Exceed the number of professional development events in prior years. TCNJ AMA far exceeded this goal - normally TCNJ hosted 2-3 panels a year and one bus trip. This year, we held (or are going to hold) a total of three workshops, four panels and one trip. We also attended the Pace Northeastern Regional Conference and are sending eight members to the International Collegiate Conference, as previously mentioned.
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- Launch TCNJ AMA Marketing Consulting. As mentioned in our Chapter Plan, TCNJ AMA launched its first ever marketing consulting wing, with three dedicated members. This goal is our most ambitious one to date and is still in progress. Our VP of Marketing Consulting and Director of Off-Campus Consulting has been to various eating establishments and entertainment venues in the local area. A bowling area in the alley is very interested in TCNJ AMA hosting a night there and offering a marketing plan with promotions (couponing) and social media (advertising) to hit their key demographic (local college students).

OVERVIEW: COMPETITIONS

Competition Name	Goal Status / Commentary
Website Competition	✓ Submitted
Recruitment Video	✓ Ready to Submit
T-Shirt Competition	✓ In New Orleans
Int'l AMA Conference Mini-Case	✓ TCNJ AMA will sign up in New Orleans
Marketing Week	✗ We decided that adding other workshops were more important for member retention than having a table in the Student Center for a week.

OVERVIEW: EVENTS

Event Name	Leader	In Chapter Plan	Goal Status / Commentary
Resume Workshop	E-Board	No	✓ Added in September
Internship Workshop	E-Board	No	✓ Added in September
News America Marketing Session	Speaker(s)	Yes	✓ October 23rd
TCNJ AMA Alumni Panel	Speakers	Yes	✓ November 19th
Pace Regional Conference	Conference	Yes	✓ November 23rd
Public Relations Speaker	Speaker(s)	Yes	✓ December 3rd
Navigating the Job Market	Speaker(s)	No	✓ February 25th
Leadership Development	Speaker(s)	Yes	✓ Scheduled for March 25th
AMA goes to Johnson & Johnson	Trip Speaker(s)	Modified	✓ Scheduled for March 26th
AMA International Conference	Conference Speaker(s)	Yes	✓ 8 Students have booked flights & hotels. Registration is completed for early pricing

FURTHER EXPLANATION OF EVENTS: SPEAKERS, TRIPS & CONFERENCES

News America Marketing Information Session - October 23rd
 Our AMA chapter has had the opportunity to establish great relationships with many companies through our networking efforts. We have had companies visit The College of New Jersey (TCNJ) as well as take bus trips to visit the companies in order to learn about the opportunities that are available to our AMA members. A company that we have planned many networking events with is News America Marketing (NAM), a firm specializing in sales and marketing, attended an AMA meeting to present the opportunities available to us during our attendance at TCNJ and after graduation. NAM enjoys attending our meetings and planning events with our AMA chapter. In fact, in the near future we will be planning another bus trip to their headquarters in New York City, New York. Our AMA chapter strives to implement many professional development events in order to provide networking opportunities for our members that can guide them in obtaining an internship or full time position.

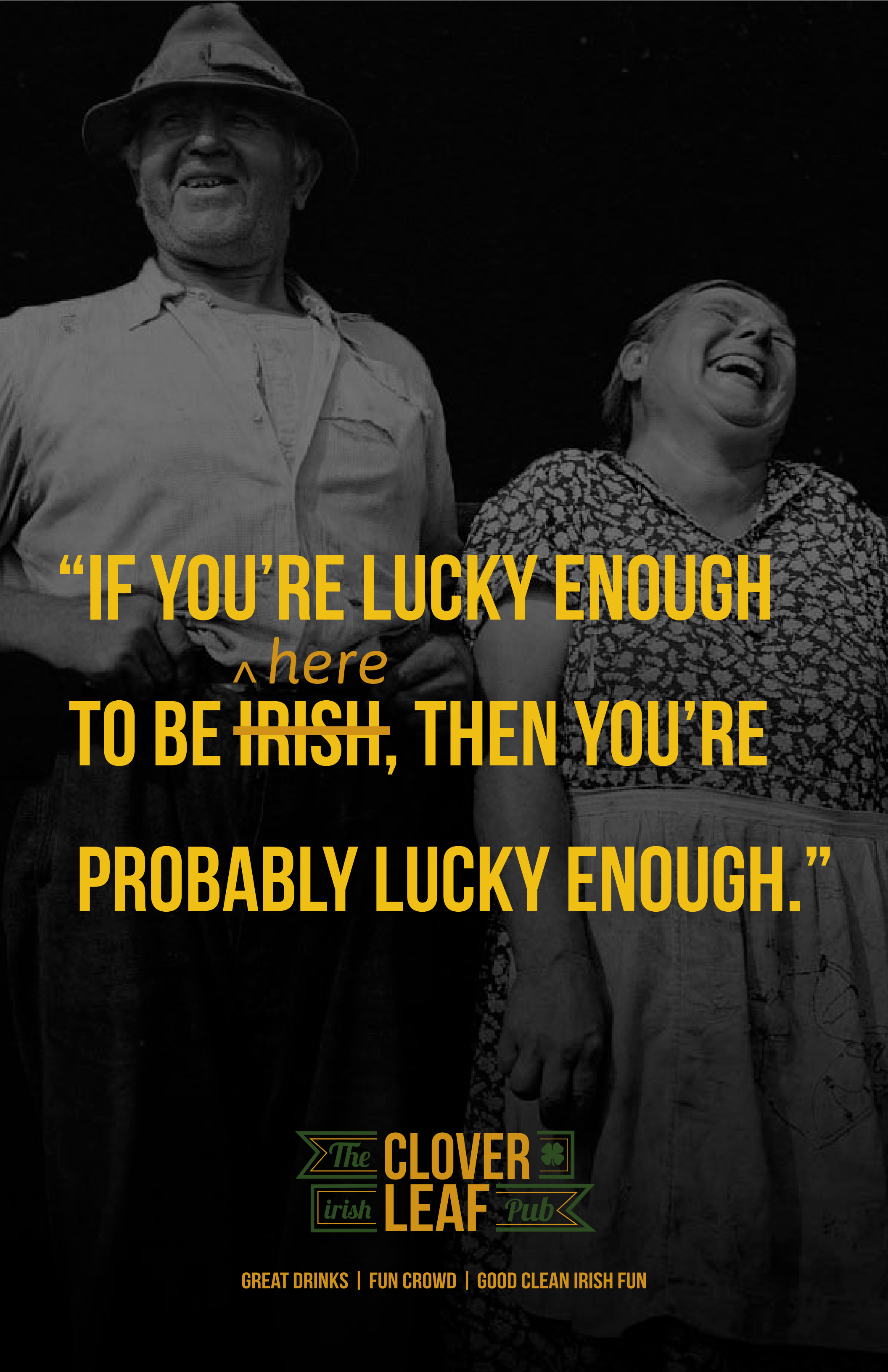
TCNJ Alumni Panel - November 19th
 On Tuesday November 19, 2013, alumni members, Chris Markulic, Emily Petras, and Caroline St. Angelo, of our AMA chapter visited TCNJ and shared on their experiences in post-graduation life. Each alumni provided general information of his/her current job and how they utilized skills and experience from AMA to help them achieve their first full-time role. Afterwards there was plenty of Q&A and networking time to ask about the current job market, the marketing industry as a whole and what it was like to be in the "real world."

Pace Conference - November 23rd
 A select group of AMA members from the TCNJ chapter ventured to Pace University on November 23, 2013 to attend the school's regional marketing conference. The day was full of networking opportunities and attendees participated in a case competition in which TCNJ came in first! We were able to practice our marketing skills to solve a problem in a specific country, both of which were randomly assigned. Throughout the day, our TCNJ representatives were able to network and build relationships with other attending chapters. Our attendees did a phenomenal job representing TCNJ AMA and exceeded our goals by winning the case competition!

PR Speaker - December 3rd
 On December 3, 2013, our AMA chapter had the pleasure of hearing from Jacob Farberman, an esteemed professor at The College of New Jersey and the head of public relations for New Jersey community colleges. Farberman shared with us the basics of working as a public relations professional as well as general resume and interview skills. This information session also provided our chapter with a great networking connection with the professor.

Inside Spread

Front Cover



“IF YOU’RE LUCKY ENOUGH
 ^ here
 TO BE IRISH, THEN YOU’RE
 PROBABLY LUCKY ENOUGH.”



GREAT DRINKS | FUN CROWD | GOOD CLEAN IRISH FUN

‘The Clover Leaf’ is a modern twist on the traditional Irish Pub. Located in Philly’s Center City, the identity reflects both the location and its playful attitude.



THIS PAGE Drinking Kit
 LEFT Poster



Menu



Mailer (front, back & envelope)



Advertisement




Billboard

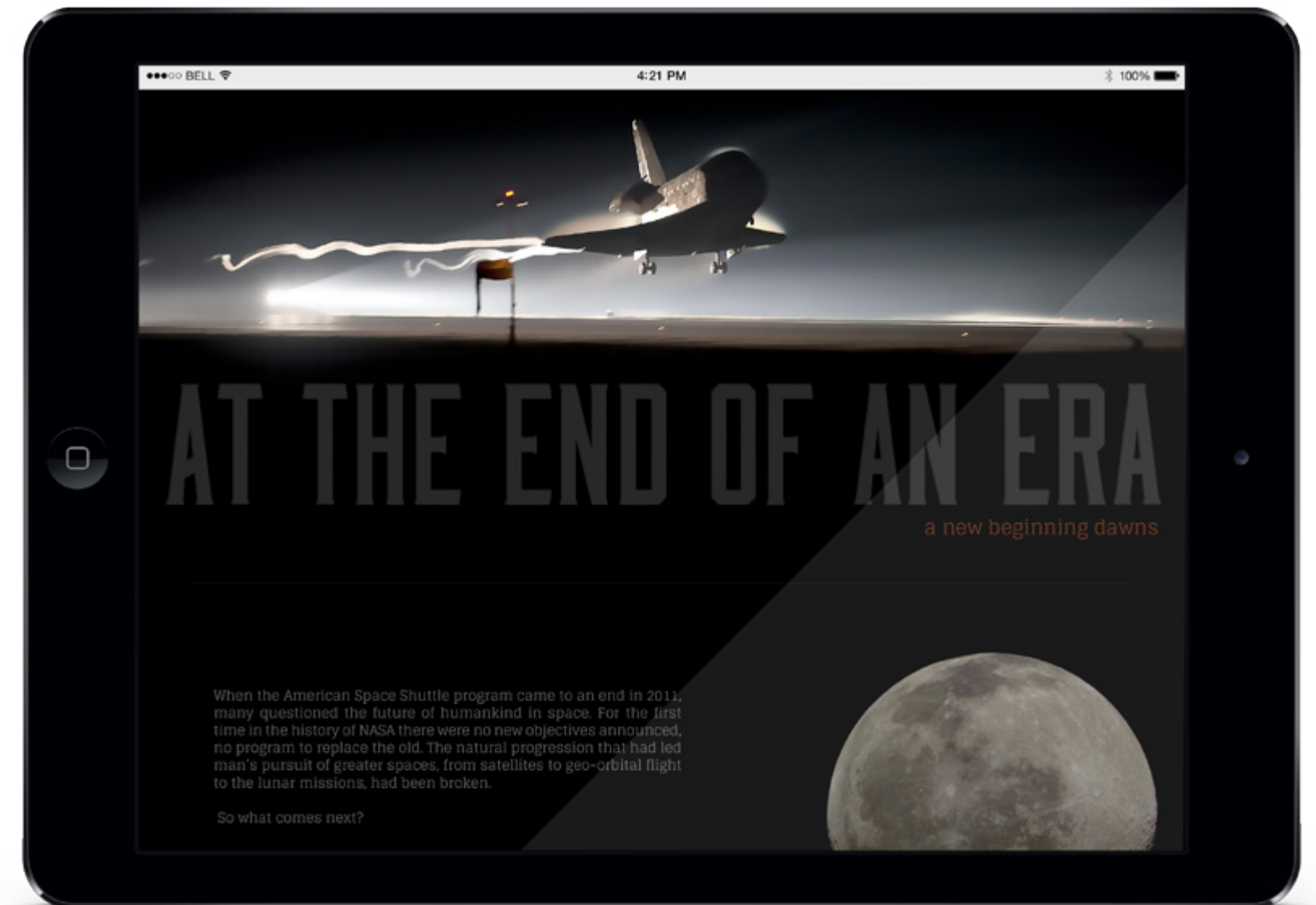


LOOKING BACK

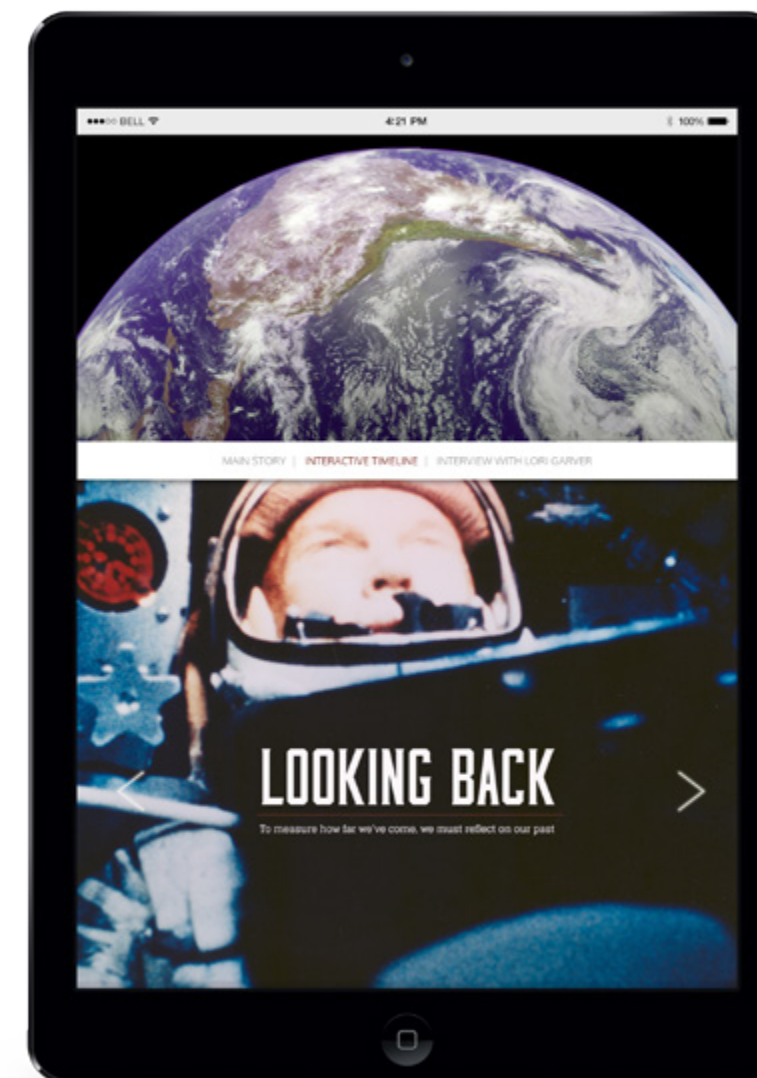
To measure how far we've come, we must reflect on our past

powered by  launch magazine

LAUNCH MAGAZINE | USER EXPERIENCE AND STORYTELLING
The primary goal of this project was to illustrate the space race through the interactive timeline element; which will engage the user in the story.



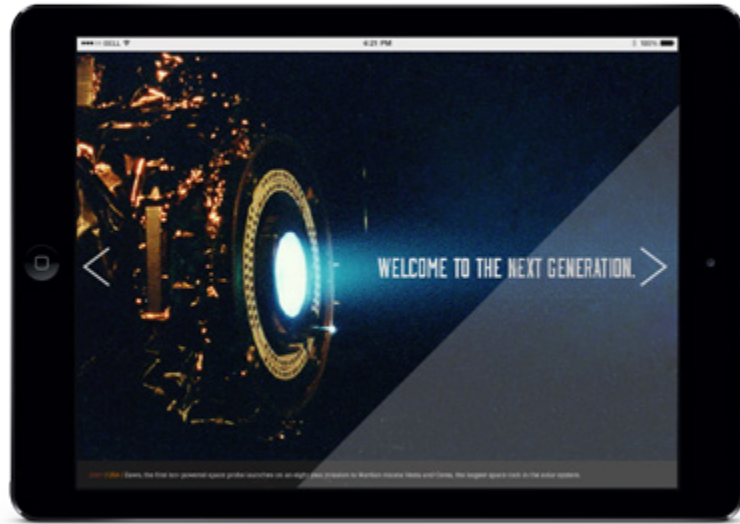
Story homepage



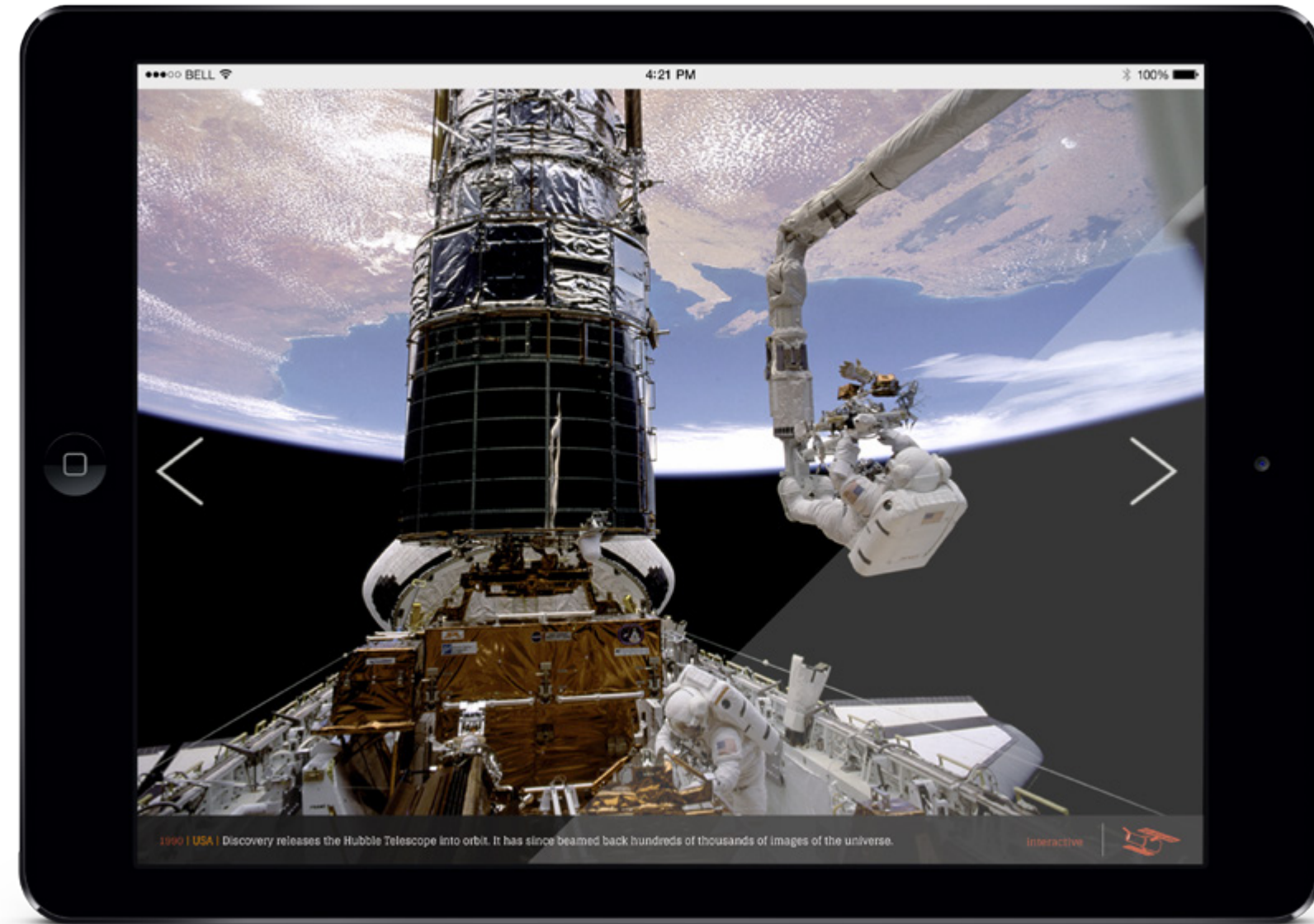
Sliders



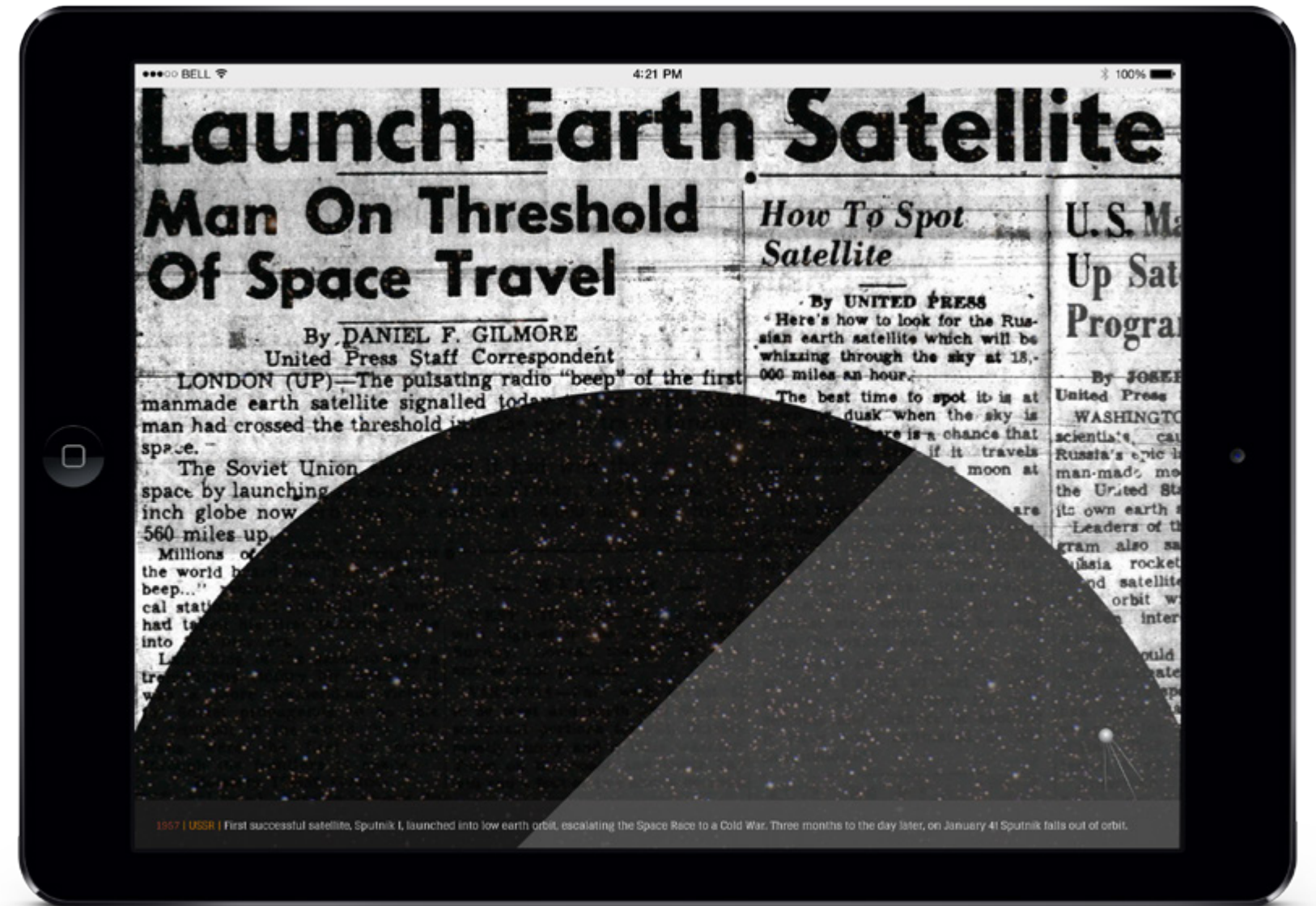
Timeline



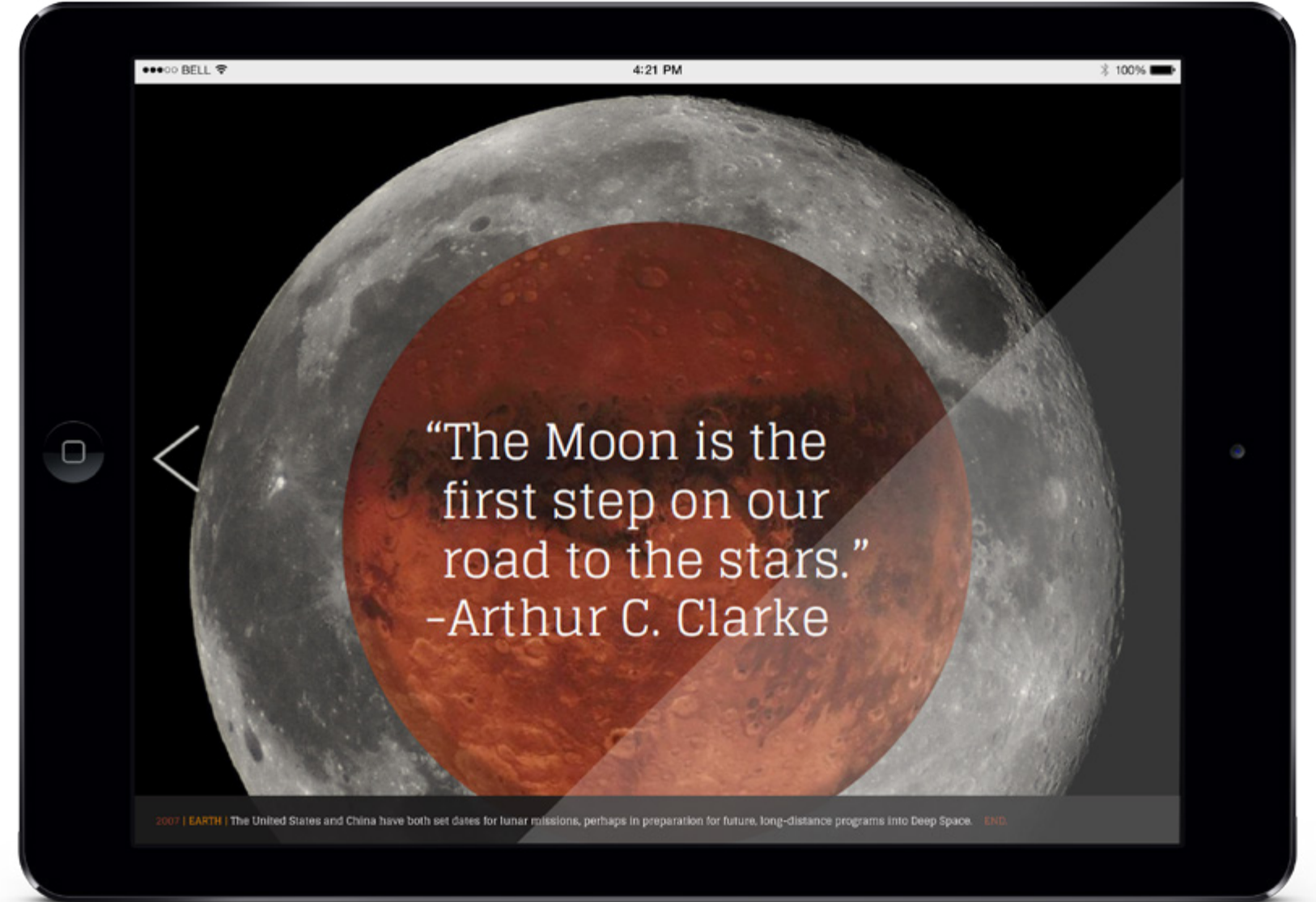
Timeline



Interactive Element:
Hubble Telescope Slider



Dynamic Element:
Sputnik animation



Dynamic Element:
Mars rotates on users touch



Magic Shop



Candy Boutique



Logo



To-Go cup (Front and Back)



Hardware Store



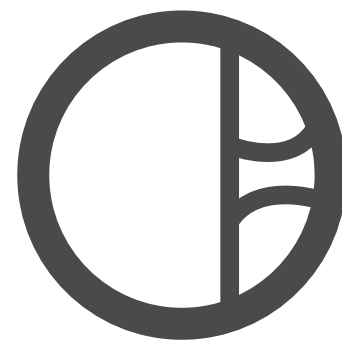
Wealth Management



Stationery set



Makeup



Orangeburg Library



T
REPOSITORY



ONE WEEKEND ONLY

AT LORDS THEATRE REPOSITORY

LORDS THEATRE REPOSITORY | 45 CASTLE ROAD | PIERMONT

NOVEMBER 8, 9, 10

PERFORMANCES START AT 8 PM

BOOK BY PHONE 845.365.4545 OR VISIT LORDSTHEATRE.COM



HAMLET

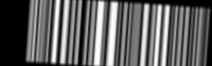
FRIDAY, NOVEMBER 08, 2013 | 8:00 PM | LORD'S THEATRE
45 Castle Road | Piermont, NY 10968 | 845.365.4545

SECTION
AAA

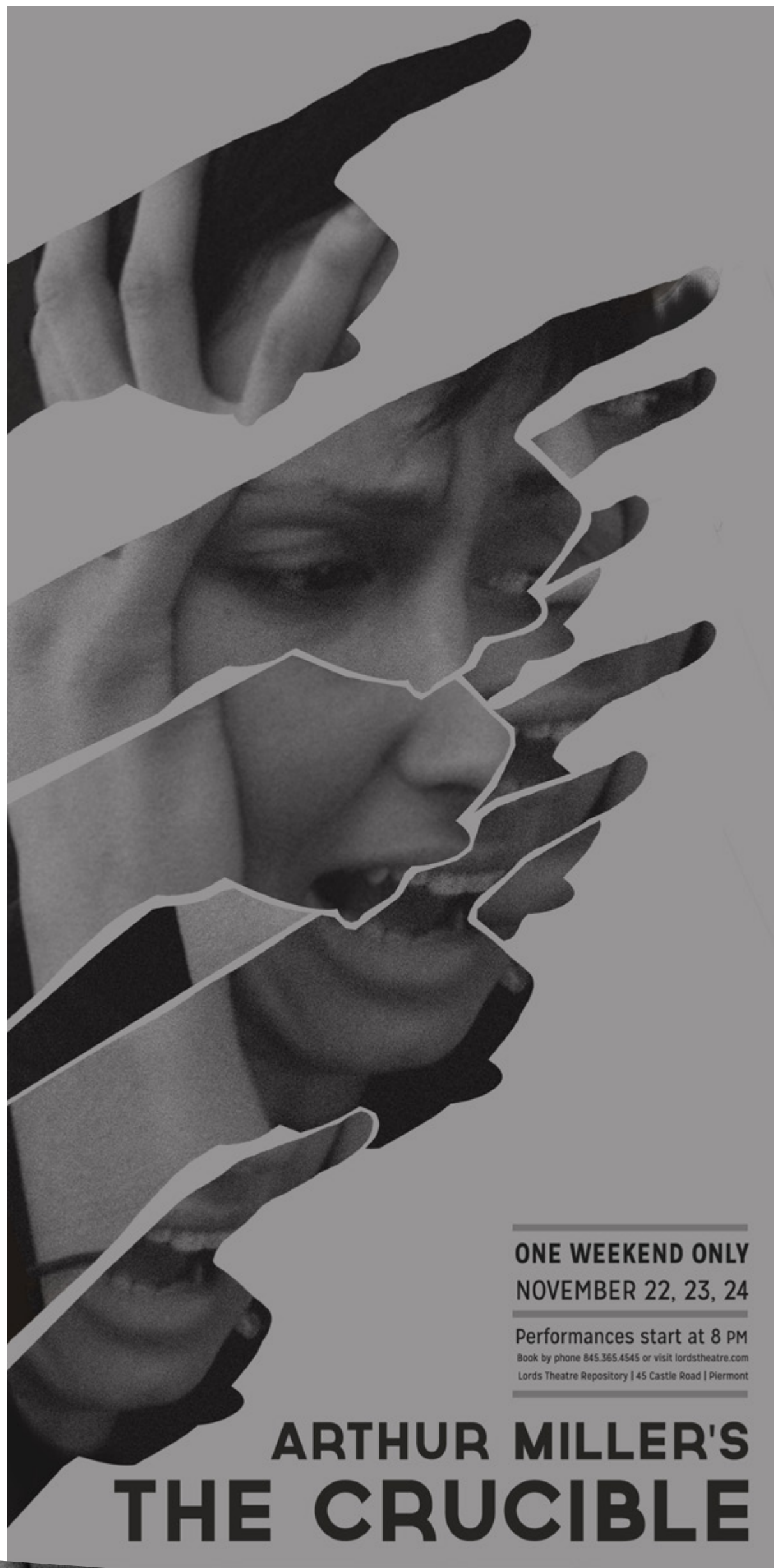
ROW
B12

SEAT
5

Gen. Admission



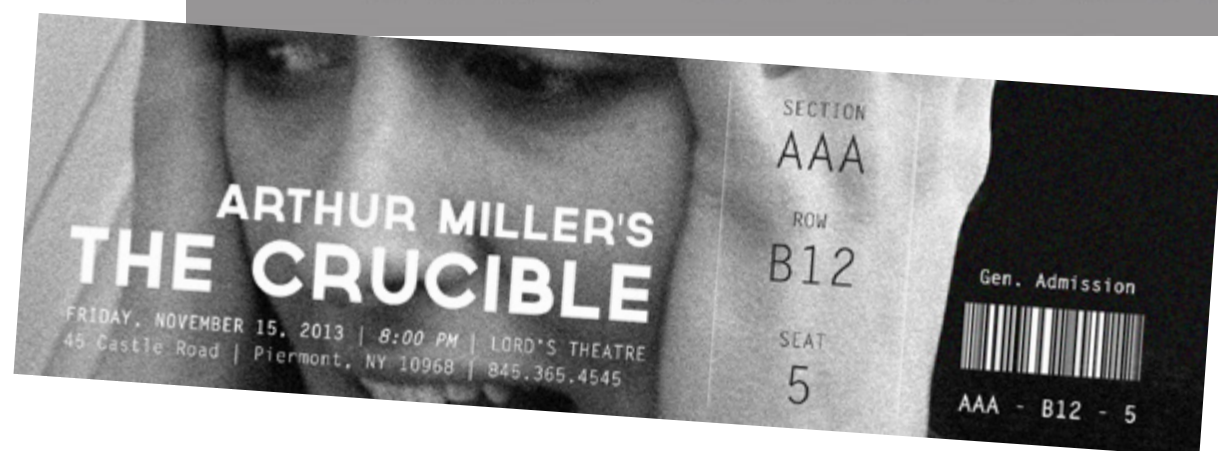
AAA - B12 - 5



ONE WEEKEND ONLY
NOVEMBER 22, 23, 24

Performances start at 8 PM
Book by phone 845.365.4545 or visit lordstheatre.com
Lords Theatre Repository | 45 Castle Road | Piermont

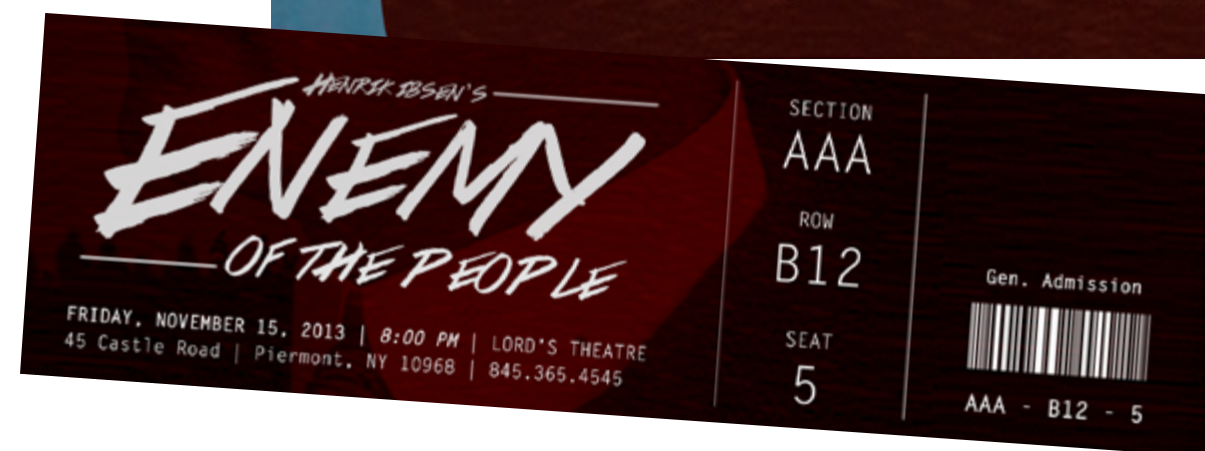
ARTHUR MILLER'S THE CRUCIBLE



HENRIK IBSEN'S
ENEMY
OF THE PEOPLE


ONE WEEKEND ONLY
NOVEMBER 15, 16, 17

Performances start at 8 PM
Book by phone 845.365.4545 or visit lordstheatre.com
Lords Theatre Repository | 45 Castle Road | Piermont





Outside of our 'Iron Jungle' lies 34,915,990 kilometers of mountains, lakes, woods, rivers, canyons, and scenic views waiting to be found. To the active New Yorker, "Upstate" has a new definition; adventure. Perfect for a weekend outing or a week long trip, New York State offers something for everyone. Whether you are looking for a scenic drive along the Hudson River or camping in the Adirondacks, this issue of Greater State has your dream vacation planned for you this fall. Travel north and discover why New York's motto is "Ever Upward."



The (adventurer's) Guide to:




GREATER
NEW YORK



FALL 2014 - TRAVEL JOURNAL - THE EMPIRE STATE

MAKE YOUR OWN WAY.
Design your own trip. Start wherever, and whenever.




ADIRONDACK VALLEY: Follow the Hudson River north from the Adirondack Park and enjoy scenic views and historic charm. Enjoy the views and enjoy the views. It is a scenic drive, but it is also a scenic drive. The Adirondack Park is a large area of land, and it is a scenic drive. The Adirondack Park is a large area of land, and it is a scenic drive.

ADIRONDACK PARK: The Adirondack Park is a large area of land, and it is a scenic drive. The Adirondack Park is a large area of land, and it is a scenic drive. The Adirondack Park is a large area of land, and it is a scenic drive.

GREATER STATE: The Greater State is a large area of land, and it is a scenic drive. The Greater State is a large area of land, and it is a scenic drive. The Greater State is a large area of land, and it is a scenic drive.

PLACES TO GO

- 1
- 2
- 3
- 4
- 5



GREATER NIAGRA


1 **Halloween Spectacular**
Celebrate the fall season with a variety of events and activities. The Greater State is a large area of land, and it is a scenic drive.

2 **Lenox State Park**
Enjoy the scenic views and enjoy the views. The Lenox State Park is a large area of land, and it is a scenic drive.

3 **State Park**
The State Park is a large area of land, and it is a scenic drive. The State Park is a large area of land, and it is a scenic drive.

4 **Great Pumpkin Festival**
Celebrate the fall season with a variety of events and activities. The Greater State is a large area of land, and it is a scenic drive.

5 **State Park**
The State Park is a large area of land, and it is a scenic drive. The State Park is a large area of land, and it is a scenic drive.



Front Cover

THIS PAGE Inside Spreads



Homepage



Shopping Platform



Wordmark & alternative



Group product shot



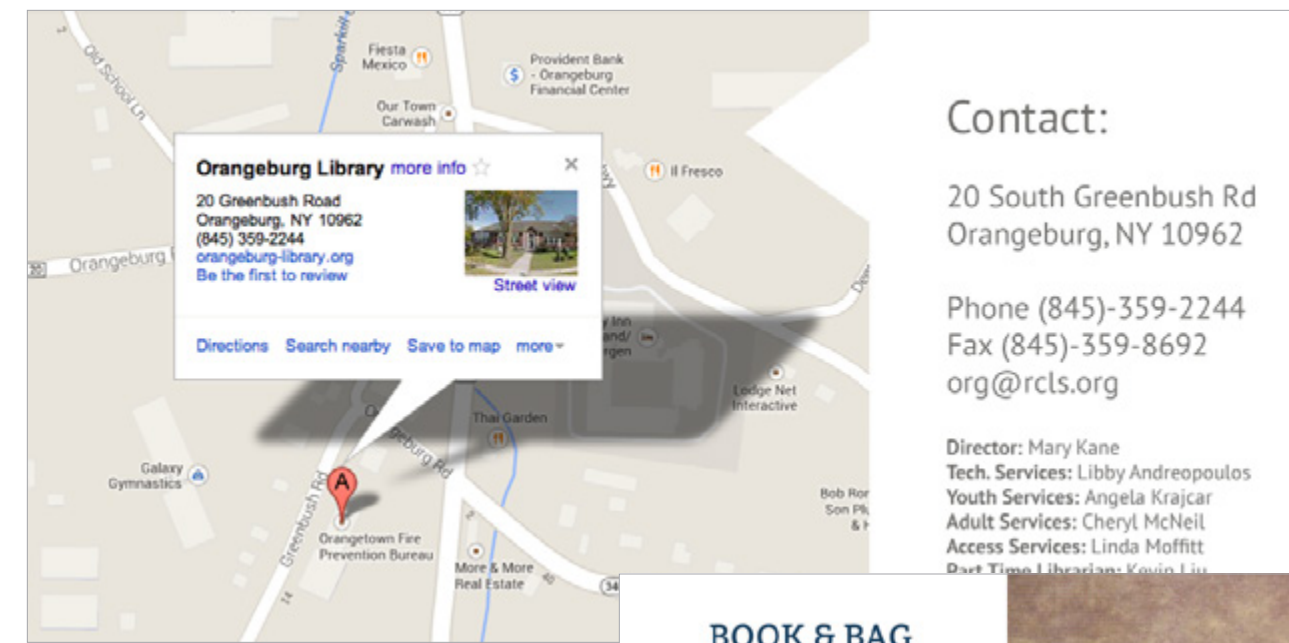
Orangeburg Library homepage



Orangeburg Library 'About' page



Icons



Contact:
 20 South Greenbush Rd
 Orangeburg, NY 10962
 Phone (845)-359-2244
 Fax (845)-359-8692
 org@rcls.org

Director: Mary Kane
 Tech. Services: Libby Andreopoulos
 Youth Services: Angela Krajcar
 Adult Services: Cheryl McNeil
 Access Services: Linda Moffitt
 Part-Time Librarian: Kevin Liu



Graphics



Apparel