

WRITING SAMPLES

Table of Contents (Click to jump directly to example)

Email Campaign: Chivas Regal Father's Day Promotion

Email Campaign: Jameson Tailgate Toss

Email: The Glenlivet Guardians

Email: Pernod Ricard Evite Promotion

Print: NYSERDA Ad – Trade Publication

Print: NYSERDA FSI – Multifamily Performance Program

Event Theme: NYSERDA Conference “Save the Date”

Integrated Campaign: NYSERDA Lead Generation Campaign

Catalog Copy: Lebanon Seaboard 2012 Product Catalog

Brochure: Ferris Hills Senior Living

Product Name, Tagline, Positioning and Messaging: Black & Decker Energy Saver Series

Package Copy Re-Work: Black & Decker Smart Select Drill/Driver

Broadcast Commercial Script & Storyboard: Frontier Value

Documentary (Long Format) Script: SAE 100-Year Anniversary

Updated 9/26/2011

Email Campaign: Chivas Regal Father's Day Promotion

A national email campaign offering an opportunity to personalize a bottle of Chivas Regal for the fathers in your life.



From:
Date:
To:
Subject: Chivas Regal in the Name of Your Father

View [Webpage](#) | View [Mobile](#)

CHIVAS®

LIVE WITH CHIVALRY

Private Label

A Father's Day Gift of Personalized Scotch

Endless games of catch. Imparting the wisdom of the grill. A small fortune in field trip money.

Your father has done a lot for you, and for all his paternal greatness, we think there's a bottle of scotch somewhere with his name on it.

Quite literally, that is.

Introducing the personalized bottle of Chivas Regal, a fine 18-year blend for an even finer gentleman, available now for Father's Day bestowing.

Your path to gifting immortality: visit the [Chivas Regal Gift Labels](#) site and choose which bottle you want to give. Then, you'll choose a message: something along the lines of "Sorry about the car" might be appropriate. Or maybe just "Thanks, Dad." It's all up to you.

It should complement his monogrammed ice cubes and lithographed scotch glasses nicely.



Personalize Your
Chivas Regal Now,

<http://www.yourgiftlabel.com/chivas/>

Please Enjoy Chivas Responsibly

CHIVAS REGAL® 12 Year Old Blended Scotch Whisky. 40% Alc./Vol. (80 Proof). ©2011 Imported by Chivas Bros. Import Co., Purchase, NY

You have received this email because you requested to be updated on Chivas promotions.
To unsubscribe, please click here: [unsubscribe](#).

Terms and Conditions: <http://www.chivas.com/en/US/Terms-And-Conditions/>

Privacy Policy: <http://www.chivas.com/en/US/Privacy-Policy/>

Social Responsibility: <http://www.chivas.com/en/US/Social-Responsibility/>

Disclaimer: <http://www.chivas.com/en/US/Disclaimer/>

Contact Us: <http://www.pernod-ricard.com/en/pages/202/pernod/Contacts.html?id=10777>

Email Campaign: Jameson Tailgate Toss

A national email campaign for Fall 2011 to launch Jameson's new phone app (also to be available on Facebook).

From: Jameson Irish Whiskey
Subject: **Just in time for the season, a mobile app from Jameson!**
Date: August 31, 2011 10:45:00 AM EDT
To: John Smith

If you have trouble reading this email, go to the [online](#) version.

JAMESON®
IRISH WHISKEY

GAME ON!

JAMESON TAILGATE TOSS

This football season, you don't have to be tailgating to enjoy some bag-tossing tailgate fun with Jameson Irish Whiskey. Set yourself up for some serious in-the-hole action wherever you go with the new Jameson Tailgate Toss mobile app for iPhone and Android.

Download the phone app for free at jamesontailgate.com, or start playing right away on [Facebook](#). Either way, get in on the action and get your name on the leader board. The world is your tailgate, so count yourself in for fun wherever and whenever you want.

Sláinte!

DOWNLOAD

THIS MATERIAL IS INTENDED FOR CONSUMERS
21 YEARS AND OLDER. PLEASE DO NOT FORWARD
TO UNDERAGE CONSUMERS.



TASTE RESPONSIBLY.

JAMESON® Irish Whiskey. 40% Alc./Vol. (80 Proof). Product of Ireland.
©2011 Imported by John Jameson Import Company, Purchase, NY
jamesonwhiskey.com

Unsubscribe. You have received this email because you requested to be updated on news about Jameson and/or Pernod Ricard USA promotions. To unsubscribe from Jameson promotions, [click here](#).

[Privacy Policy](#) | [Terms and Conditions](#) | For Customer Care: jameson@qualitycustomercare.com

Email: The Glenlivet Guardians

A solicitation to current fans of The Glenlivet to upgrade to a new loyalty program.

From: The Glenlivet Guardians
Subject: **The Glenlivet Wants You**
Date: August 31, 2011 10:45:00 AM EDT
To: John Smith

If you have trouble reading this email, go to the [online](#) version.



THE
GLENLIVET.
—GUARDIANS—



THERE’S A NEW WAY TO SERVE
THE GLENLIVET

Dear [first name]:

As a member of the Glenlivet Society, you’ve expressed your loyalty to The Glenlivet. It’s been awhile since we’ve communicated about it, but we are writing to tell you about a unique opportunity to take your interest in The Glenlivet to the next level.

This is your invitation to answer a higher calling, to become a Glenlivet Guardian, entering the highest echelon in our global network of fans and lovers of “The single malt that started it all.”

Along with opportunities to share your discerning taste with other Guardians, you’ll have privileges worthy of your station, including access to an international website specially created for Guardians, inside news and information, a monthly newsletter, invitations to events and exclusive access to the Library at the Glenlivet Distillery.

It’s easy to make the transition from Society member to Guardian. Register for free at [theglenlivet.com](#), and earn an instant status upgrade just by creating a profile.

Thank you for your loyalty.

SHARE THIS EMAIL WITH OTHER DISCERNING LOVERS OF THE GLENLIVET,
PROVIDED THEY ARE ABOVE LEGAL DRINKING AGE.



PLEASE DRINK RESPONSIBLY.

©2011 The Glenlivet Distilling Company

Terms and Conditions | Privacy Policy | Social Responsibility | Disclaimer | Contact Us

Email: Pernod Ricard Evite Promotion

A follow-up email to Evite users who responded to an earlier promotion featuring Pernod Ricard brands.

From: eVite
Subject: **Your party's just started!**
Date: September 21, 2011 10:45:00 AM EDT
To: John Smith

If you have trouble reading this email, go to the [online](#) version.

Party On!

Successful parties start with your favorite party-making brands.

Dear [first name]:

Thank you for using Evite to plan and promote your party, and for opting in to receive special offers, promotions and rebates from your favorite party-making brands like Absolut, Jameson, Beefeater, Malibu, Kahlua, Hiram Walker and Plymouth Gin.

Use the included rebate to make your next party the hit of the season, and watch for even more opportunities to party and save in the future, along with theme and drink ideas, product news and more.

Until then, raise your glass to a party experience enhanced by Evite and the Pernod Ricard family of brands!



Plan A Party

PARTY RESPONSIBLY.

Unsubscribe. You have received this email because you requested to be updated on news about eVite and/or Pernod Ricard USA promotions. To unsubscribe from eVite and Pernod Ricard promotions, [click here](#).

Print: NYSERDA Ad – Trade Publication

New York State Energy Research and Development Authority sought to direct traffic to its booth at an industry conference.

Knowledge is power.

Let's get charged up together.

MPP-AEA-conf-ad-1-v1

POWERFUL RESULTS

NYSERDA's multifamily programs have impacted more than 4,200 new and existing buildings since 2006:



80 million
electric kWhs saved



455,557
MMBtus gas saved



270,514
MMBtus oil saved



145,821
MMBtus steam saved



447 million
gal/yr water saved



\$28.5 million
energy bill reduction

What's your biggest multifamily challenge? We'd like to know.

Nothing is more powerful than passionate and dedicated professionals coming together to address a challenge and drive progress. Regardless of scale, we all face the same realities—because ultimately, market transformation is about changing human behavior. We'd like to share some of our successes, in the hope that they might plug and play for you...just as we'd like to hear about your unique challenges and solutions.

Stop by the New York State Energy Research and Development Authority **booth #XXX** to learn about the full range of funded programs for multifamily buildings in New York State, and to share your thoughts and insights. Get to know us even better by attending one of our conference presentations. See conference program for details.

Call **1-877-NY-SMART** or go to **nyserda.org/multifamily**

nyserda
Energy. Innovation. Solutions.

Print: NYSERDA FSI – Multifamily Performance Program

An insert for New York State newspapers describing NYSERDA's programs for multifamily properties.



Get thousands.

Act now, and get thousands of dollars in NYSERDA incentives to help fund important energy upgrades.

Save thousands more.

With those upgrades, your multifamily building will save thousands in energy costs every year.

The New York State Energy Research and Development Authority (NYSERDA) offers incentives to encourage New York multifamily building owners and managers like you to upgrade your building's energy efficiency. While funding is available, you have access to potentially **hundreds of thousands of dollars** in the form of incentive cash payments and low-interest financing. The results can be dramatic—substantially lower utility bills, and a building that's safer, healthier, and easier to maintain.

Stop losing money today. Call 1-877-NY-SMART or go to nyserdera.org/multifamily for more information.

nyserdera
Energy. Innovation. Solutions.

MAKE YOUR MULTIFAMILY BUILDING A **LEAN, MEAN, ENERGY-OPTIMIZING MACHINE**

Improve building performance and boost your bottom line with NYSERDA's portfolio of programs for New York's multifamily buildings with five or more units.

A critical connection to expertise and funding

In addition to financial incentives, NYSERDA provides the expertise you'll need through a network of professional Multifamily Performance Partners who can help you from the application process all the way through to project completion.

Which programs work for you?

NYSERDA offers several programs to meet your energy needs.

► **Multifamily Performance Program (MPP)**

Performance pays when you approach your building as a complete system for big energy savings. Begin with an initial whole-building assessment and creation of an approved Energy Reduction Plan with steps to boost your energy efficiency by 15 percent or more. Incentives include a flat payment ranging from \$2,500 to \$20,000 plus an additional \$600 per unit (or \$1.50/sq. ft. on new construction) toward the implementation of your Energy Reduction Plan.

► **FlexTech Benchmarking Pilot**

How does your building measure up? Available to multifamily properties at least four stories high with five or more residential units, the FlexTech Benchmarking Pilot is the streamlined, affordable way to conduct an operational review of your building's energy usage and waste (a \$3,000 value, provided to you at no cost), and to get expert advice and customized recommendations for upgrades and energy savings.

► **Electric Reduction in Master-Metered Buildings Program (ERMM)**

Knowledge is power to save. Advanced submetering technology gives residents the data they need to increase energy efficiency and save

money. Attractive financial incentives include \$250 per submeter and \$1,500 per master meter. NYSERDA also offers incentives for ENERGY STAR® appliances and efficient lighting installation in residential and common areas.

► **Multifamily Geothermal Program**

Geothermal systems that use stable temperatures deep underground to provide more efficient heating and cooling are an exciting new option for some buildings. NYSERDA offers an incentive of \$950 per ton of capacity for market-rate buildings, and \$1,200 per ton of capacity for affordable housing.

► **Low-Interest Financing through Green Jobs–Green New York**

Any NYS multifamily building with five or more units can be considered for low-interest financing through Green Jobs–Green NY. The loans encourage the installation of energy-saving equipment, and can be used to supplement other NYSERDA financial incentives. To qualify, your project must be a component of an MPP Energy Reduction Plan. You work with a participating lender of your choosing and Green Jobs–Green NY provides up to 50 percent of the principal (up to \$500,000 per project) at 0% interest for an overall below-market rate.

Get started today. Call 1-877-NY-SMART or go to nyserdera.org/multifamily for more information.

About NYSERDA's Programs for Multifamily Buildings

NYSERDA offers a portfolio of programs and incentives for owners, facility managers, developers and condo/co-op boards of multifamily buildings with five or more units. Our initiatives make it easier to assess, fund, implement and measure energy efficiency upgrades that improve building performance and your bottom line.



MPP-ins-ad-1-v1
9-11



Event Theme: NYSERDA Conference “Save the Date”

Developed theme and other materials for NYSERDA's annual Partner Conference.



From: EStar <EStar@tresolutions.com>
Date: Monday, August 1, 2011 2:33 PM
To: Kokie Warner <Kokie.Warner@brandcool.com>
Subject: 2011 MPP Partner Summit – Save the Dates



Save the dates!

Power up your passion for the Multifamily Performance Program and join us as we re-imagine and refresh NYSERDA's most powerful program for multifamily buildings...

BUILDING POWER

2011 MPP Partner Summit



Registration and Welcome—October 23, 2011
Sessions—October 24 and 25
Honor's Haven Resort, Ellenville, NY

Add these dates to your calendar now!

Join MPP partners, potential partners and program stakeholders to discuss trends and topics in multifamily energy efficiency, collaborate on how NYSERDA's multifamily programs can address them, learn how you can become a partner, and network with peers and others in the industry.

- Working groups
- Educational opportunities
- Round tables
- Networking
- Breakout sessions

Honor's Haven is Ulster County's premiere resort destination, nestled between the picturesque Catskill & Shawangunk Mountains on 250 pristine acres. Book an extra day before or after the conference to enjoy the surroundings, golf and recreational activities.

HonorsHaven.com

More information and registration information to come.

► Multifamily Performance Portfolio | New York State Energy Research and Development Authority
nyserda.org/multifamily

Integrated Campaign: NYSERDA Lead Generation Campaign

An integrated campaign consisting of direct mail, mass media, email, online banners, radio and web landing pages to generate leads for NYSERDA's Multifamily Performance Program.

[Sal]. [First] [Last]
[Title]
[Company]
[Address 1]
[Address 2]
[City], [State] [Zip]

Dear [Sal]. [Last]:

Over the past five years, more than **4,200 of New York's multifamily buildings** have taken the bold steps to stop wasting energy and start saving money. They did this by taking advantage of funding and expertise from the New York State Energy Research and Development Authority (NYSERDA) and our Multifamily Performance Program (MPP). But that's just a drop in the bucket. There are **thousands more** buildings in need of upgrades – and one or more of them might be yours.

Savvy building owners are turning to energy efficiency because it makes economic sense, delivering substantial benefits in operational savings and improved property value. And NYSERDA makes the process easy for you. NYSERDA offers incentives to encourage building owners and managers like you to make upgrades to improve your building's energy efficiency. While funding is available, you have access to potentially hundreds of thousands of dollars in the form of incentive cash payments and low-cost financing.

In addition to funding, we'll provide the expertise you'll need to succeed by connecting you to our network of professional Multifamily Performance Partners, who have extensive experience working within NYSERDA guidelines. Your partner is your advocate, expert and guide, from application to project completion. Eligible projects include:

- ▶ Operational reviews and whole-building energy assessments, and the implementation of recommended efficiency upgrades
- ▶ Advanced submetering for master-metered buildings, giving residents the power to see, control and reduce their day-to-day energy usage
- ▶ Programs to help earn your building the coveted New York Energy Smart designation that will appeal to a growing number of environmentally-minded tenants

VISIT nyserdampp.org/owners to schedule a FREE operational review with customized energy savings recommendations (a \$3,000 value) at no cost to you!

The results can be dramatic: substantially lower utility bills, plus a building that's safer, healthier, and easier to maintain. For an in-depth example, check out the 27 percent in overall energy savings described in the enclosed case study for 135 Broadway in Saranac Lake. Regardless of where your building is located, most upgraded properties will see an annual savings of 15 percent or more in their overall energy costs.

Act now while funding is still available, and stop wasting energy now. To find out more about the NYSERDA programs for multifamily buildings, go to nyserdampp.org/owners. And while you're there, take the first step by requesting a FREE operational review of your building.

Sincerely,
Michael Colgrove
Director of Energy Programs

Be an energy champion: lead the charge to make your building more energy efficient

Save energy costs while reducing impact on the environment. NYSERDA is here to help fund and implement your projects.

If your building or condo has you concerned about its environmental impact, skyrocketing energy costs, or health and safety, the New York State Energy Research and Development Authority (NYSERDA) can help. NYSERDA provides both the financial incentives and the expertise you need to stop wasting energy and save money.

NYSERDA's Multifamily Performance Program (MPP) can have a dramatic impact on the operating costs of your condo or co-op building—resulting in savings for the association and for individual residents.

Benefits of NYSERDA's Multifamily Performance Program:

- Incentives:** Cash payments of up to \$20,000, plus \$600 per unit, as well as low-cost financing for energy efficiency upgrades.
- Expertise:** NYSERDA programs for multifamily properties are administered through an approved network of Multifamily Performance Partners with extensive experience working within NYSERDA guidelines. Your partner is your advocate, expert and guide, from application to project completion.

Which programs work for you?

Building owners and developers in New York State have many NYSERDA programs to choose from. [Explore our offerings.](#)

Program Highlight:
Advanced Submetering

Is your building master-metered? If so, you can save upwards of 15 to 18 percent on your energy costs simply by converting to advanced submetering. When you give residents the power to see and control their day-to-day energy use with high-tech, in-unit meters, they become more aware of waste, and are more likely to adopt energy-efficient habits.

NYSERDA's Energy Reduction in Master-Metered Buildings (ERMM) Program provides up to 50 percent of the cost to switch, along with the expertise you'll need, and additional incentives to upgrade to more energy-efficient lighting and appliances.

About NYSERDA's Programs for Multifamily Buildings

NYSERDA offers a portfolio of programs and incentives for owners, facility managers, developers and condo/co-op boards of multifamily buildings with five or more units. Our initiatives make it easier to assess, fund, implement and measure energy efficiency upgrades that improve building performance and your bottom line.



Participate in NYSERDA's Multifamily Performance Program and take advantage of funding for whole-building energy assessments and low-cost financing for energy upgrades through Green Jobs–Green NY. Green Jobs–Green NY is a statewide effort to strengthen our communities through energy efficiency. It enables New Yorkers to make a significant difference in our homes, businesses and neighborhoods—making them more comfortable, more sustainable, and more economically sound. Green Jobs–Green NY is administered by NYSERDA and made available by the Green Jobs – Green New York Act of 2009.

Lead the charge—Schedule a presentation by a knowledgeable NYSERDA partner

It's time to get your board together and “on board” with energy efficiency upgrades to your multifamily building. NYSERDA can work with your co-op or condo board to determine the best programs for you, and then to lead you through the application and implementation process. To get started today, just fill out the form to the left and check “Yes” to schedule a presentation by a Multifamily Performance Partner to your board.

You can also join our mailing list to receive regular updates about current and upcoming NYSERDA programs, as well as free, informative webinars.

- ☐ YES, I am interested in scheduling a presentation by a NYSERDA Multifamily Performance Partner to find out how NYSERDA can provide the funding and expertise we need to make our condo/co-op building more energy efficient
- ☐ ADD me to your mailing list for informative e-newsletters, webinar invitations and more

* required fields

* First Name

* Last Name

* Email

* Company or Building Name

The more information you can share with us, the better we can serve you. Thanks for taking the time to fill this out:

Street Address 1

Street Address 2

City

State

Zip

Phone

My role is:

(check all that apply)

☐ Building developer

☐ Building owner

☐ Coop or condo board member

☐ Other

Total # of units in my building or buildings:

Submit

**NY MULTIFAMILY BUILDING
OWNERS & DEVELOPERS**

**NEED CASH
FOR BUILDING
UPGRADES?**

**GET
THOUSANDS
TO RAISE YOUR
BUILDING'S ENERGY
EFFICIENCY**



**\$AVE
THOUSANDS
BY LOWERING
ANNUAL ENERGY
BILLS**

FIND OUT HOW

nyserda
Energy. Innovation. Solutions.

Catalog Copy: Lebanon Seaboard 2012 Product Catalog

Complete catalog copy (including CEO message, all section intros and updated product description for three major brands – Lyric Bird Food, Preen Grass Seed and GreenView with GreenSmart Fertilizers.

GREENVIEW®



Preen®



Lyric®
Wild Bird Food



2012

PRODUCT CATALOG



**LEBANON SEABOARD
CORPORATION**



SPRING 2012: FERTILE GROUND AND GROWING EXCITEMENT

Spring is always an exciting time for us at Lebanon Seaboard. But this spring, there's something special in the air with more new products than ever before. We're seeing, in full bloom, the results of decades of category focus and research-driven innovation.

To start, we've seen a terrific response to our new GreenSmart bionutrient technologies, and we're proud of the greener lawns and healthier plants

homeowners are achieving with them working with the environment. Many of our new products this year focus on incorporating these new technologies alongside the traditional, for ever more effective and eco-conscious results.

And this year, along with new products, we're introducing several packaging and display innovations that consumers will love for their convenience and ease of use – and you will love for their standout appeal to shoppers.

Our excitement is growing, and I hope as you explore our Spring 2012 catalog, yours will too.

A handwritten signature in dark ink, appearing to read "Bill Kelso".

Bill Kelso

Executive Director Sales and Marketing
Consumer Products Division



NEW IN 2012

From advanced bionutrient technologies to innovative packaging, we've freshened our 2012 product line across all three brands. Along with groundbreaking, trend-driven new items, look for colorful and engaging in-store sales aids and display concepts, all designed to make it easy for you to sell and your shoppers to buy with confidence.

PREEN PRODUCTS

Weed prevention is the top concern of gardeners, and Preen dominates the market as the number one brand. Our weed control products give homeowners the power to cultivate their joy of gardening without the drudgery and aggravation of constant weeding, because with the Preen routine, weeds never have a chance to grow. Ongoing category innovation and expanded marketing means our trusted yellow bottle will remain a consumer favorite this year, just as it has year after year.

GREENVIEW PRODUCTS

GreenView fertilization and grass seed products are backed by 60 years of innovation and leadership. From new eco-friendly, zero phosphate options for greener, healthier lawns and gardens, to plant-specific formulations guaranteed to provide spectacular, professional results – our insight and attention to consumer needs and new technologies is the power behind our long term success.

LYRIC PRODUCTS

More than 55 million Americans feed the birds, and they all want the same thing – to attract the widest variety while providing nutrition and sustenance. Lyric Wild Bird Food is hand-crafted for nutrition and appeal, with premium products designed to provide a more entertaining bird-feeding experience by attracting more birds, more species, and to keep them coming back all season long. It's a difference customers can see and appreciate.



NEW in 2012

Preen

GREENVIEW

Lyric



www.lebsea.com

NEW in 2012

NEW in 2012



NEW GreenView with GreenSmart Specialty Fertilizer products

A WORLD OF GROWTH.

All Lebanon Seaboard products are backed by decades of category leadership, but to grow and thrive takes a deep-



rooted understanding of consumer needs.

Like our specialty products with GreenSmart,

a unique fertilizer blend that sets the stage

for exceptional performance by providing

nutrients your customers' plants need to thrive.

A GARDEN OF POSSIBILITY.

Growing customers takes care and cultivation. That extends

to reimagining what's possible for packaging and in-store

delivery. Look for attractive, portable displays and innovative

new consumer-driven ideas in product

delivery – like our new Preen

container with the built-in

battery-powered spreader

cap!

*NEW Preen Battery-Powered
Spreader Cap – for weed prevention
that's faster, more precise and easier*



NEW mobile,
GreenView product
display cart, made
from recycled
materials



www.lebsea.com

Brochure: Ferris Hills Senior Living

Following is a simple brochure for Ferris Hills, an upscale senior living facility located near Canandaigua Lake.

The writing is based on research that shows even potential residents in the desired demographic do not want to feel they are compromising their lifestyle by choosing this type of facility. Further, the brochure is purposely geared toward a slightly younger and more able-bodied demographic than the actual resident demographic.



FUN

FREEDOM



SENIOR LIVING
ON YOUR TERMS

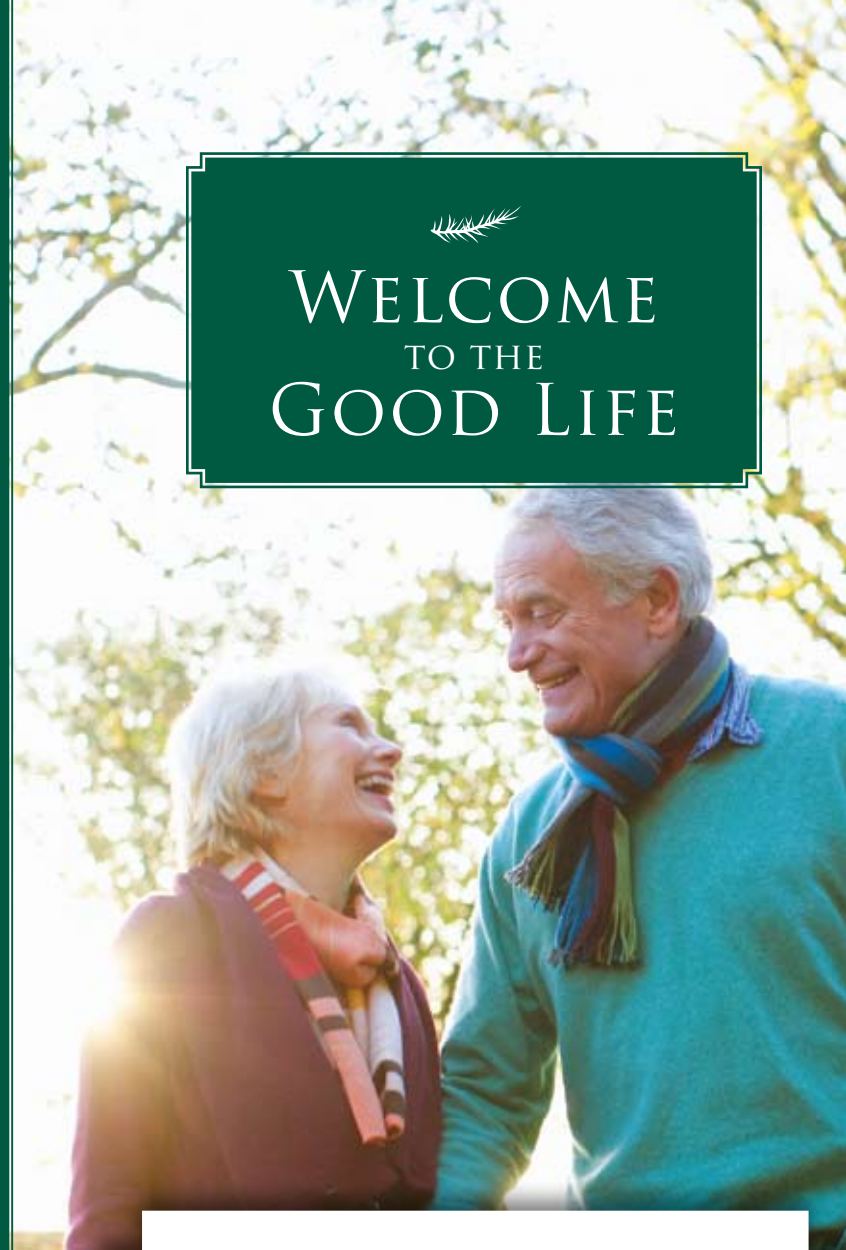
Call us today at
585.393.0410

Ferris Hills at West Lake
One Ferris Hills
Canandaigua, NY

www.FerrisHills.com

FERRIS HILLS
AT WEST LAKE
Canandaigua, NY

WELCOME
TO THE
GOOD LIFE



FERRIS HILLS
AT WEST LAKE



FERRIS HILLS

AT WEST LAKE

Here you'll find the freedom to do
what you want, when you want.

Life at Ferris Hills—it's the good life,
where luxurious apartment homes,
plentiful amenities and picture-perfect
surroundings come together to provide
the independent, carefree lifestyle
of your dreams.

You've earned it.

Independence is one of life's most precious commodities, and at Ferris Hills, you'll have it and keep it. You'll have time to spend on the things that are important to you and access to just as much assistance as you need to comfortably manage a stress-free lifestyle.

Amenities:

- Housekeeping and linen services
- Interior and exterior home maintenance
- 24-hour monitoring service
- Concierge and transportation services
- Paid utilities, including electric, heat, air conditioning, water and basic cable
- Elegant dining room with fresh, seasonal specialties prepared by our chef and served with the option of ordering from our wine list
- Private dining room for social functions
- Charming Bistro featuring sandwiches, wraps, soups and salads

Live life without limits.

We provide a rich environment that includes cultural, social and recreational activities designed to stimulate, educate and invigorate, while promoting an active, healthy, engaged lifestyle.

Activities:

- Gorgeous vistas and hiking trails overlooking Canandaigua Lake
- On-site fitness center
- Greenhouse and gardens, for those with a green thumb!
- Art gallery, library, game and card room, and computer center
- Bridge and book clubs, and other special interest groups of like-minded individuals
- Health and wellness programs provided by Ferris Hills' parent corporation, Thompson Health
- On- and off-site recreational and social activities
- On-site beauty salon
- Marketplace store for greeting cards, snacks and essentials
- A variety of musical entertainment, including an outdoor summer concert series

Make Ferris Hills your home.

Ferris Hills offers 6 spacious floor plans, each filled with unparalleled quality and the ultimate in modern conveniences.

Included:

- Country club-style living with heated, underground parking options
- Full-size kitchen appliances, perfect for entertaining
- Large closets, extra storage and washer/dryer in every home
- Individually controlled heating and air conditioning
- Large balcony or patio overlooking lake or courtyard
- Relocation and move-in assistance
- Emergency back-up power system
- 1-, 2- and 3-bedroom apartments available, with floor plans ranging from 600–1,300 sq.ft.



Come home to Ferris Hills.

Call us today at **585.393.0410**
www.FerrisHills.com

ELEGANCE

Product Name, Tagline, Positioning and Messaging: Black & Decker Energy Saver Series

A complete naming, tagline, positioning and messaging document for Black & Decker's Energy Saver Series – which at the time of completion was a brand new product line for Black & Decker. The name, tagline and much of the messaging was used.

Product Family Name

Proposed Name:

"Energy Saver Series"

Alternate Name Suggestion

"Power Smarts"

Personifies the tools as the "smart ones" while suggesting that B&D is giving the consumer the "smarts" they need to cut down on power consumption.

Taglines:

Black & Decker Energy Saver Series
The more you know, the more you save.

Black & Decker Energy Saver Series
For a power-smart home

Black & Decker Energy Saver Series
Power-smart and Planet-friendly

Or, for a little more edge, consider:

Black & Decker PowerSmarts
Know more. Use less.

Messaging -- Family of Products:

1. Information and control are key to saving energy.
2. Decreasing energy consumption can be easy.
3. You can get immediate, measurable results.

Overall Positioning/TEASE PHASE -- Family of Products:

Black & Decker Energy Saver Series is a family of products that will change the way consumers think about reducing power spend. Whether it's providing the information you need to make smart decisions, or providing real time feedback on costs vs. savings, every product has a revolutionary aspect to it that makes it easier than ever before to track and control energy expenditure in your home.

Overall Positioning/LAUNCH PHASE -- Family of Products:

Black & Decker Energy Saver Series is a family of products that make it easier than ever before to track and control energy expenditure in your home. By providing both the information and the means needed to reduce power consumption, Black & Decker can change the national dialogue around energy savings by giving control to the consumer. They will make cutting power consumption an immediately achievable, measurable reality.

MESSAGING/POSITIONING BY PRODUCT		
PRODUCT	MESSAGING	POSITIONING
Power Monitor	<ol style="list-style-type: none"> 1. Now you can have real time information in the palm of your hand. 2. Once you have the information you need, it is easy to make changes. 3. Making change means saving money. 	The Power Monitor is the gateway product to a revolutionary new way to control and save energy. The real time feedback allows you to see the differences, large and small, that even the simplest actions can have on you energy bills and, implicitly, on the environment.
Heat Seeker	<ol style="list-style-type: none"> 1. There are invisible forces at work to thwart your efforts to conserve energy. 2. The Power Scout seeks out and zeros in on the hidden "soft spots" in your energy defenses. 3. Once you've identified where you are losing heat (or cool) you can take immediate action to block the loss. 	The Heat Seeker searches out and identifies problem areas in your home's insulation, and gives you the information you need to make your home as power-tight as possible.
Smart Switch	<ol style="list-style-type: none"> 1. Turning off lights when you're not in the room is one of the simplest ways to cut back on power consumption. 2. YOU might remember, but nobody else can – and automating your house is a luxury not everyone can afford. 3. The Smart Switch is easy to install and cost effective – it brings the benefits of automation without the cost and specialized knowledge. 	The Smart Switch is the fast, easy, and cost effective way to automate your power conservation efforts. With nothing more complicated than an ordinary screwdriver, you can add a sophisticated level of control to the amount of energy you consume.

DESCRIPTIVE COPY			
TOOL/DEVICE	Long Version (Web, Media, PR)	Shortened Version (Packaging)	Shorthand Version (TV, Radio)
Energy Saver Series	Black & Decker makes saving energy easy and effortless with products that help you monitor and control your family's power consumption.	Black & Decker makes it easy and effortless to monitor, control and save energy.	Monitor, control and save energy with Black & Decker's Energy saving products.
Power Monitor	The Black & Decker Power Monitor puts up-to-the-second information about your home power usage right in the palm of your hand, so you can see and save.	Get real time information about your home power usage, so you can see and save.	See and save power in real time with Black & Decker's Power Monitor.
Heat Seeker	The Black & Decker Heat Seeker helps reduce energy costs by tracking power-draining drafts to their sources, and helps find hidden breaks in your home's insulation.	Keep energy costs in check by tracking drafts to their sources and finding hidden breaks in your home's insulation.	Save energy by tracking drafts and finding hidden insulation breaks.
Smart Switch	Black & Decker's Smart Switch is the easy, one-step way to add energy-saving automation to your home's lighting -- one switch at a time -- without the need for wiring or special skills.	Add energy-saving automation to your home lighting -- one switch at a time without the need for wiring or special skills.	Now anyone can add energy-saving automation to their home lighting in one easy step.

Package Copy Re-Work: Black & Decker Smart Select Drill/Driver

Alternative package copy was provided for the Black & Decker Smart Select Drill/Driver, which lead to copy exploration for more than a dozen Black & Decker products.



BLACK & DECKER SMART SELECT CORDLESS DRILL/DRIVER

PACKAGE COPY EXPLORATION

CURRENT	VARIATION 1	VARIATION 2	VARIATION 3
ROTATE DIAL TO SELECT APPLICATION	MATCH DIAL IMAGE TO JOB TYPE		
Drill adjusts settings automatically	Power settings adjust automatically	Power settings are optimized	Auto-settings are activated
2 SPEEDS	THE SPEED YOU NEED		
To handle high torque and high speed applications	High or low – whatever's best for the job	Fast and strong	Surface type determines power
HIGH TORQUE MOTOR	DRILL OR DRIVE		
To handle tough jobs	Get tough with high torque	High torque and tough	High torque for tough jobs
SLIDE PACK BATTERY	QUICK SWAP BATTERY PACK		
Quick and easy battery removal	Change batteries on the fly	Load and lock in power	For no-hassle battery changes
GET MORE RUN TIME	POWER TO SPARE		
With (2) 18V batteries included	(2) Long-lasting batteries included	Extra 18V battery included	Bonus 18V battery included
Battery charge indicator light shows battery run-time (or shows state of charge)	Indicator light shows battery charge	Battery light indicates state of charge	Take the guesswork out of battery charge life

Optimally calibrated drilling and screw driving settings to tackle all your toughest projects	Optimally calibrated for drilling or screw driving – get speed and accuracy	Calibrated for both speed and accuracy, whether drilling or screw driving	Get speed and accuracy whether drilling or screw driving
SMART SELECT TECHNOLOGY:	DIAL IN PROJECT SUCCESS WITH SMARTSELECT™ TECHNOLOGY!		
1. Rotate dial to select application	1. Match image on dial to job type	1. Dial in job type	1. Turn dial to job type
2. Drill automatically adjusts torque and speed	2. Drill adjusts speed and torque automatically	2. Speed and torque automatically selected	3. Drill adjusts for correct speed and torque
3. Optimal results every time	3. Get the best results every time	3. Eliminate guesswork for better results	3. Experience better results with less guesswork

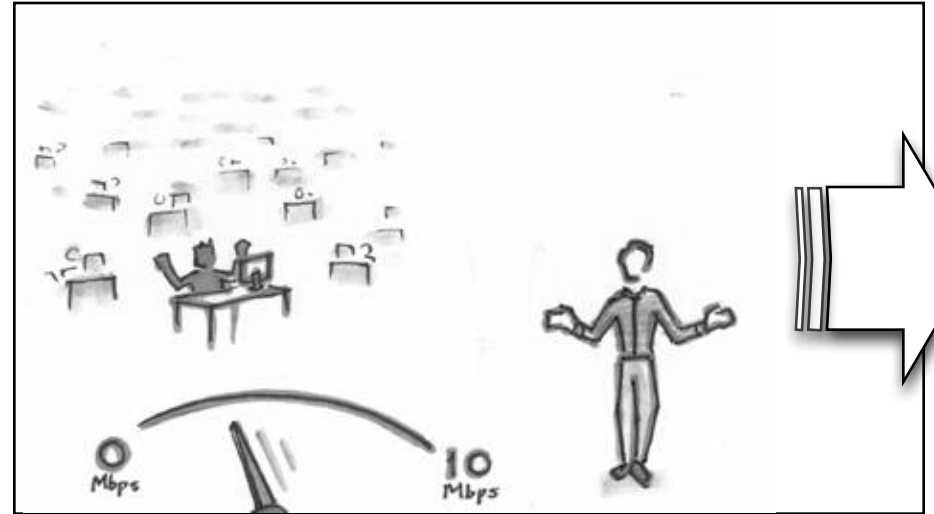
Broadcast Commercial Script & Storyboard: Frontier Value

Script and storyboard for a 30-second TV spot which ran nationally in Frontier markets. The intent of the spot was to call attention to the cable company's shared internet connections, without necessarily making outward accusations.



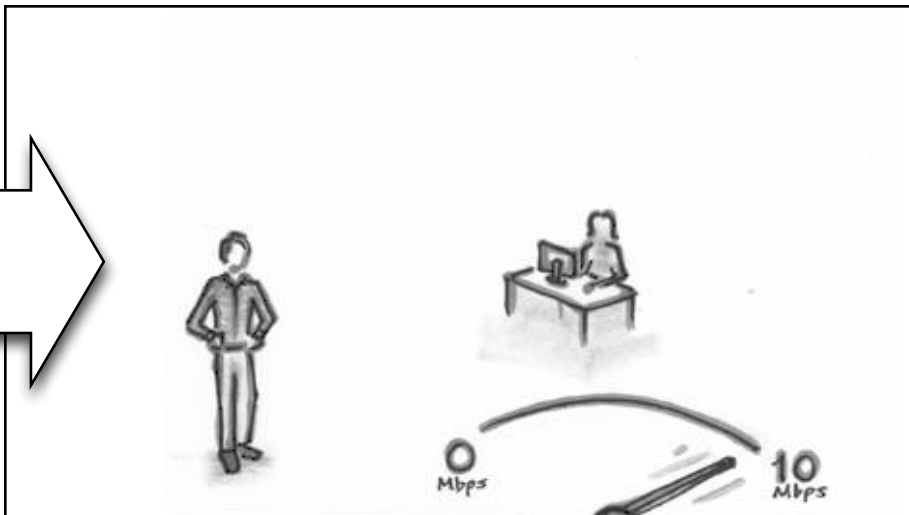
VO: Worried about your Internet connection slowing (draw out) to a crawl?

Video: Speedometer needle dropping.



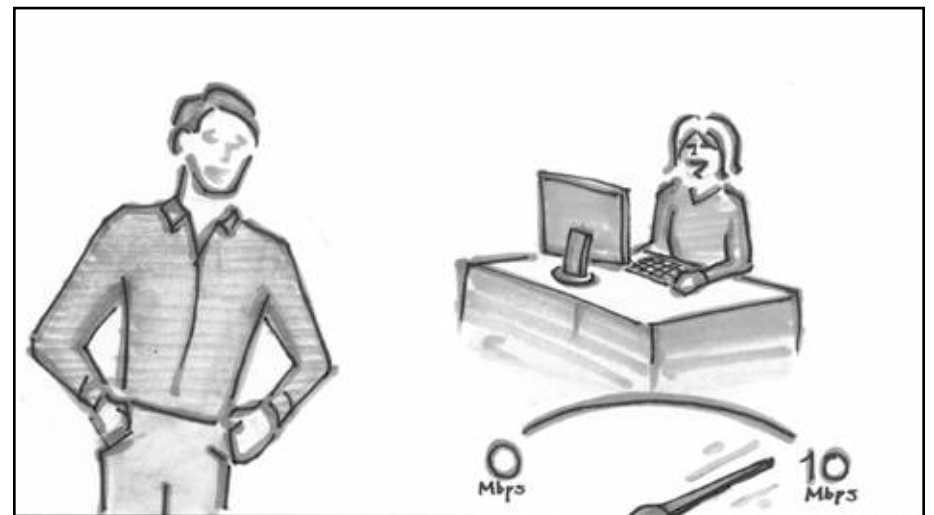
VO: That won't happen with Frontier Fast Internet – because you get a dedicated connection...

Video: Other agitated users pop up as camera pulls back, pans to the right.



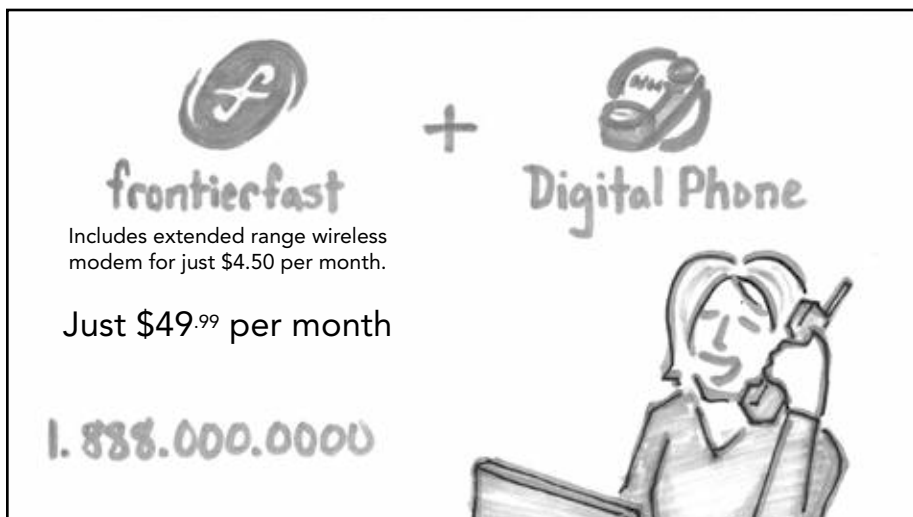
VO: ...it's like having your own HOTLINE to the web...

Video: Camera pans in from left, pulls in closer. Speedometer at a steady 10.



VO: ...with consistent speeds up to 10 Megabits per second!

Video: Camera continues to pull in closer. Disclaimer on screen.



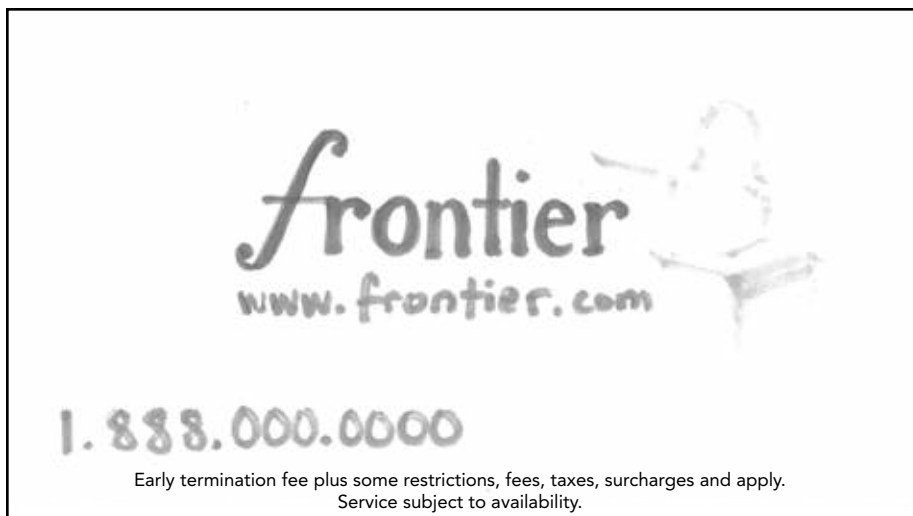
VO: Order today and get Frontier FAST Internet service plus REAL, reliable digital phone service for just 49-99 a month!

Video: Cut to Frontier user on the computer, picks up phone and chats happily. Offer graphics appear on screen.



VO: And Frontier's Price Protection guarantees your rates for one, two or three years! Try that with Cable!

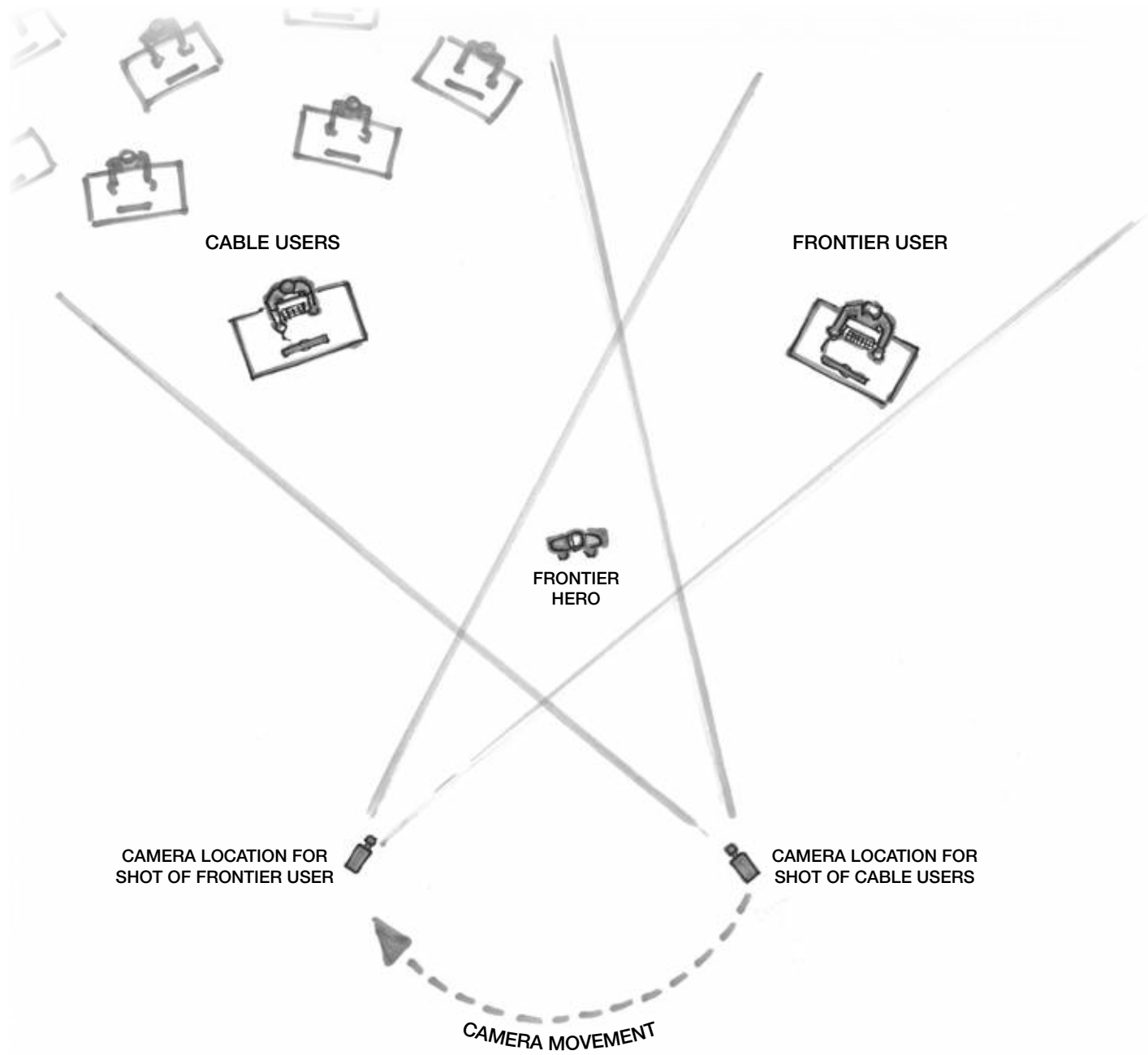
Video: Cut to Frontier hero. Offer graphics appear.



VO: It's time to save... with Frontier value!

Video: Cut to Frontier logo, contact info with Frontier computer user blurred out in background. Disclaimer on screen. Fade to black.

Top view of (virtual) studio and camera setup.



Documentary (Long Format) Script: SAE 100-Year Anniversary

As a way of celebrating their 100-year anniversary, the Society of Automotive Engineers sponsored a 40-minute documentary about the development of mass transportation in the United States, with subtle references to the role played by SAE over the years. The documentary was produced and distributed to SAE chapters nationwide, and was sold at SAE events throughout the year-long anniversary celebration.

	Narration/Script
	<p data-bbox="272 289 893 321">PROLOGUE: REINVENTING THE WHEEL</p> <p data-bbox="272 401 1146 432">From the beginning, we've longed to <u>go</u> places... to explore...</p> <p data-bbox="272 512 1382 653">We've always wondered, what's around the bend, or just over the hilltop? And over time, that primal drive would take us to distant horizons, to new lands and new adventures – in a never-ending quest for knowledge.</p> <p data-bbox="272 732 1382 926">But like Icarus, the mythic figure who flew too close to the sun, our ambitions sometimes got the better of us... And civilizations would rise and fall before we were able to move beyond the simple cart and wheel to a more sophisticated means of getting around.</p> <p data-bbox="272 1005 1357 1199">It was the Romans who first took transportation to a higher level, when they created an Empire-wide system of roads to efficiently move troops and traders. Throughout history, those same two motivations have often resulted in forward momentum.</p> <p data-bbox="272 1278 1370 1587">Over the centuries, as we sought to improve the human condition, transportation would become increasingly important, enabling widespread trade and cultural exchange. We began to conquer land and sea, and to tame the Earth's natural resources... and as we became more mobile, our dreams of motion influenced the very definition of what it means to be free and unencumbered...</p> <p data-bbox="272 1667 1382 1860">The story of powered motion is a story of human ingenuity. It's a story that goes back to the farthest reaches of time, and yet continues today. Every century has its DaVincis and its dreamers... and without them, there can be no progress.</p>

As the Society of Automotive Engineers celebrates its first 100 years, we invite you to join us, as we salute the dreamers, and the doers, whose efforts have brought us to where we are today.

PART 1: THE STANDARD BEARERS

In the late 19th Century, the world was a melting pot of ideas, innovative drive and entrepreneurial enthusiasm.

Steam and rail transportation had existed for decades, and had opened a new era in trade and travel... but it was the worldwide bicycle craze later in the century that really started the wheels turning.

This two- or three-wheeled phenomenon brought knowledge of basic mechanical principles to the common man... and woman... and a taste for personal freedom. Throughout the late 19th and early 20th Centuries, this new knowledge and desire for increased mobility would work their combined magic on the minds of countless tinkerers and experimenters on both sides of the Atlantic.

It was a creative flashpoint, and just before the turn of the century, almost simultaneously in different parts of the globe, motor and machine were first combined in the very first automobiles....

At first, these “horseless carriages,” were spurned by most – but the idea of “personal mobility” was too compelling not to catch on.

Henry Ford brought the automobile to the masses, but who invented it?

The answer to this question will most likely always be debated, but credit is usually given to Gottlieb Daimler, a German inventor, who first combined Nicholas Otto's combustion engine with a stagecoach to create the very first horseless carriage in 1886 – and the first automobile from the ground up – just three years later. It was the beginning of a revolution.

Driven by such enormous potential, creative minds in Europe and America started companies large and small to add their own spin to the new invention.

The Duryea Company was the first dedicated automobile manufacturer in the US – it produced 13 vehicles in 1896 ...

By the turn of the century, one in 95-hundred Americans owned an automobile... and then, between 1904 and 1908, over 240 car companies went into production. By 1910, there were half a million cars in the U.S., and Ford alone had sold nearly 30 thousand Model T's in just two years.

Meanwhile, another groundbreaking mode of transportation was in its infancy.

December 1903: In Kitty Hawk, North Carolina, two brothers – bicycle mechanics by trade – picked up on the aeronautic foundations of German engineer Otto Lilienthal, and made the first controlled, power-driven flight in an airplane.

The stage was set for the largest mobility boom in history – a phenomenon unbound by continents, gravity or imagination.

But with so much diversity, the “machinery of motion” was apt to break down... it might run... but how far, and how long, was anyone’s guess.

Nowhere was this more apparent than in the U.S.

Dozens of inventors – many whose names would follow their vehicles into history – worked in overlapping areas of the new technology... and their efforts, for the most part, worked. So, although the price and popularity of Henry Ford’s Model T would make it the car of choice for many – it was not the only choice.

In the horse and buggy days, almost any local craftsman or mechanic could handle a breakdown of the relatively simple equipment.

But the new automobiles were different. They were complex... and although the basic mechanical principles employed by each manufacturer remained the same, the specific parts did not.

And because most manufacturers lacked the necessary infrastructure for a reliable distribution network, getting the right part, in the right place, at the right time, was problematic, at best.

Fortunately, the first automobile proponents recognized this. Early in the century, a new organization called the Association of Licensed Automobile Manufacturers set up a Mechanical Section to reach a consensus on uniform materials... better knowledge of lubricants... and parts-related mechanical issues, like standards for screw-threads and other components.

These early standardization efforts set the stage for what would eventually become an industry-wide effort to exchange information and ideas in non-

competitive areas, and to find ways to avoid “reinventing the wheel” at every turn. For the consumer, this would mean readily available parts and supplies... interchangeable, reliable... and because they eliminated the need for a custom solution... affordable.

Publishers of early trade journals put their voices behind the standardization effort, along with energetic young engineers like Edward Tracy Birdsall. A consulting engineer from Rochester, New York, Birdsall was inspired by an article in Peter Heldt’s Horseless Age that advocated widespread establishment of standards for automotive parts and production.

Birdsall worked tirelessly to sell the concept of an engineering society, enlisting the support of important industry leaders, including New York’s Allan Whiting... Hiram Maxim and Herbert Alden of Hartford, Connecticut... Henry Ford of Detroit... and others who would make a significant mark on the new industry. Through Birdsall’s efforts, the stage was set for the formation of Society of Automobile Engineers... SAE. For now, the emphasis was on “automobile” – though that would eventually change.

The founding date was January 20th, 1905. And with its first 30 members enrolling for a 15 dollar initiation fee, and putting down 10 dollars for the first year’s dues, the Society was off and... rolling.

Andrew L. Riker of Locomobile was its first president, and 42-year old Henry Ford its first vice president.

From its first meeting at the Hotel Asher in New York, the Society of Automobile Engineers began establishing key standards for a rapidly growing industry. The group was successful in its recruitment of engineers and in gaining recognition of its cause throughout the U.S and Europe. By limiting

membership to individuals, rather than companies, SAE eliminated competitive barriers to the benefit of all.

Riker managed the day-to-day and business operations of the organization during its first three years... until turning over the organization's financial assets of 1,200 dollars to a newly elected secretary/treasurer.

More significantly, in 1906, Riker hired Charles Hayward, associate editor of a publication called THE AUTOMOBILE, to produce and publish "SAE Transactions," an annual collection of the year's best technical presentations. Also that year, the general membership of SAE gathered for its first face-to-face networking and knowledge exchange.

In 1909, the Mechanical Section of the Association of Licensed Automobile Manufacturers was dissolved, and in 1910 its membership, resources -- and extensive records of automotive standards -- were merged with the Society of Automobile Engineers.

By now, the Society had outgrown its ability to survive solely on volunteer support, and Coker F. Clarkson became the organization's Secretary and General Manager -- the first of only five chiefs of staff in a century of SAE.

The heady, early years of the automotive industry were marked by incredible diversity in automobile and aviation concepts. People began to view these new, faster forms of transportation less like curiosities, and more as something that could positively transform the world. And everyone wanted in on the action.

SAE's early success at uniting its diverse membership to a common purpose

was based on four key elements:

They fostered the exchange of ideas through the presentation of papers... the development of engineering standards... conducting research to provide the data necessary to develop those standards... and the dissemination of knowledge, which it accomplished through its publications and educational outreach.

For more than a century, SAE has remained true to these key functions, and this clarity of vision has served the organization well, from the “horseless carriage” era, to the new frontiers and challenges of today.

From the beginning, the Society has served as a catalyst for change, accelerating the problem solving efforts that without them might have slowed to a crawl.

SAE founders would have been in awe of what their industry has achieved – and at the role that they, through SAE, would play in its success.

For example, Charles Kettering of General Motors and Henry Leland of Cadillac strived to assure cooperation between the automobile and allied industries on matters like parts standardization and petroleum formulations.

And SAE members worked with the United States government on gasoline formulations to address vapor lock and other early challenges.

SAE’s contribution to the professions of its members extended beyond standards and technical data. Publications and educational activities helped create a nationwide forum for those interested in engineering. And even in the early years, SAE had begun to play a role in formal education, working with

colleges and universities to form chapters and clubs.

SEGUE

The powerful engines of today -- along with huge manufacturing capacities, and innovative responses to energy and safety considerations -- were then, things of the future... but SAE's early founders would have understood the level of innovation, cooperation and shared vision it would take to get there.

After all, they were the dreamers... who first imagined the power inherent in a cooperative society of like-minded individuals... a power that would transform the world.

PART 2: WIDENING ROADS OF OPPORTUNITY

Within the first decade of the 20th Century, every industry related to transportation and personal mobility was shifting into high gear.

From the few hundred cars sold by a handful of companies in 1900 – to the tens of thousands sold by hundreds of companies a decade later, the twin roads of challenge and opportunity were widening significantly... and so were the skies.

With their fledgling effort at Kitty Hawk in 1903, the Wright Brothers set soaring an aviation industry that now showed real promise for expansion.

The Society of Automobile Engineers was founded during that time to promote and coordinate the development of industry standards – harnessing an innovative and entrepreneurial explosion and re-directing its energy to forge a common vision. By 1906, SAE's publication, "Transactions," was actively promoting standards in areas like fuel, lubrication, metals, parts and services.

In addition to the rapid-fire developments in the automobile and the airplane, the internal combustion engine was changing the world in other ways...

In 1913, the assassination of Archduke Ferdinand of Austria plunged first Europe, and then America and Asia into the first World War... and in a very significant way, it was a war unlike any other.

Where soldiers had once listened for the hoof-beats of enemy horses, they now heard something new – the bangs and clangs of the heavy machinery that had become an essential element of destruction... from planes that could drop bombs from the relative safety of the air, to the early tanks that could carry armaments and troops across virtually any terrain... warfare had entered the modern age.

At the time, SAE was more an American organization than an international one, and so the Society played a significant role in the conflict on behalf of the Allies. In fact, without the increased reliability and technological efficiency made possible through SAE's standardization efforts, Allied victory was far from assured. But advancements, spurred in part by the concerted efforts of SAE members, helped to turn the tide in the Allies favor.

During this time period, SAE members scored many "firsts" – including the first aircraft takeoff and landing on a ship at sea – accomplished in 1911 by SAE member Glenn Curtiss – now considered the father of naval aviation.

Not only had SAE helped Allied forces achieve victory in the world's first major conflict of the century, but it had helped to "lubricate" the wheels of progress for the peacetime developments to follow in the 20s and 30s.

The hydraulic brake, synchromesh transmission, shatterproof glass and more fuel-efficient, high compression engines were all made possible as a result of wartime advances.

Through it all, SAE's activities facilitated innovation, encouraged better products, allowed for cost savings and lead to greater manufacturer and public convenience.

Aviation had earned soaring acceptance as a military essential, together with trucks and heavy agricultural machinery, which were offshoots of the troop and land-moving equipment used during the war. These industries now joined the unparalleled growth that before the war had been largely limited to the automobile industry.

For example, there were 25 million horses in 1912 America – but already 60 thousand combustion-powered tractors were giving them a run for their money.

With each of these industries sharing so many characteristics...and each working in its own way to set the modern world in motion... a partnership in key technical areas made sense.

At a meeting in 1916, the letters S-A-E literally took on new meaning. This particular gathering, for the first time, hosted visitors from industries other than

that of the automobile – including aeronautics, motorboats and agricultural equipment, like tractors.

SAE Leadership had decided that the Society should include activities in these mobility fields, as well as in internal combustion engineering. And so the stage was set, and soon the Society of Aeronautic Engineers and the Society of Tractor Engineers would merge with the Society of Automobile Engineers. With the merger would come a new name – the Society of Automotive Engineers – better reflecting the broadened scope of the growing organization.

With infrastructure and procedures in place, SAE provided the perfect foundation for thought and the sharing of standards that would spur future development.

About this time, a phenomenon known as the “good roads movement” was transforming the U.S. landscape. Although it would take years and another World War to spark the development of an interstate highway system, it was a start, and creating this new infrastructure of roads, runways and bridges would help pull the country through the great depression.

On farms, construction sites and in the air, new innovations were improving reliability and performance. Equipment like combines, bulldozers, aircraft – and of course, automobiles – were better designed and better built than ever – thanks in part to the efforts of SAE – and better able to help the country plow ahead through the hard-charging 20s and survive the extreme challenges of the 30s.

Widening roads of opportunity would help to make this the Mobility Century... but tests lay ahead for everyone... and SAE would be there to help its ever-growing membership meet the challenges and maximize its potential.

PART 3: LEADING THE WORLD IN MOTION

In the 23 years between the first and second world wars, the industries served by SAE saw tremendous growth, and SAE itself swelled in terms of membership and influence.

Now familiar innovations like low-pressure tires and automatic transmissions first manifested themselves in the 1930s.

In America, and around the world, the landscape was changing once again. Following the Great Depression and the Dustbowl years, there was a mass migration toward the cities – and the largely agricultural ways of prior centuries gave way to a new industrial emphasis.

With fewer workers to toil the fields, it became apparent that better equipment was the only way to keep production in pace with a growing population, and once again, SAE members helped to expedite improvements to farm equipment – including the light tractor, introduced in 1926 – and later, the first rubber-tired tractors, which appeared in the 1930s. Over the course of 30 years spanning from 1920 to 1950, the average independent American farmer was able to raise his yield – from enough to feed less than 10 people per year, to enough for more than 15 – a 50 percent improvement made possible by advances in agricultural equipment.

During the peacetime years between world wars, SAE was heavily involved in research and education efforts—not only within the companies it served, but on University campuses, where student chapters helped to encourage and

sustain interest in engineering as a profession.

SAE standards remained essential as America and the world faced the many unique challenges and opportunities that would present themselves in the coming years.

Among those challenges – and opportunities – was World War II.

Although U.S. civilian car production was halted for the duration of the war in 1942, SAE remained more active than ever. The industries SAE served were critical to the war effort, and the SAE War Activity Council [NOT SURE IF THIS IS ACCURATE, JIM – DO YOU HAPPEN TO HAVE ANY DOCUMENTATION ON THIS?] was formed to help facilitate technological exchange, patent protections and other standards essentials. The ability to marshal the forces of the American automobile, heavy equipment and aerospace industries was an advantage that inevitably gave the U.S. and its allies the upper hand.

Meanwhile, following the war, the automobile continued to change the landscape, enabling a “suburban life” where people could live and shop away from the hustle and bustle of the city. This new life style could bring families together – and take them farther than they had ever been before.

The drive-in movie... the drive-in restaurant... the cross-country family vacation – all were evidence that automobiles were changing the way America, and the world, looked at life. As the physical landscape changed, so did the social landscape. And Americans were car crazy.

In 1956, U.S. President Dwight D. Eisenhower signed the Federal highway Act – and the nation’s first comprehensive interstate system was born.

Certainly, the automobile had transformed the way we traveled in our daily lives – but it would be another innovation that really got us moving – the passenger jet.

Jet engines had been around since the end of World War II – but the Jet Age officially began in October 1958, when Pan Am began New York to Paris flights on its Boeing 707. It flew, on a regular schedule, high above the Atlantic at 575 miles per hour. At last, long distance travel was accessible to the masses.

Another occurrence in the late 50s added to SAE's new, international relevance. On October 4, 1957, the Russian space agency launched Sputnik, the first artificial satellite.

(Insert Kennedy clip about putting a man on the moon).

As the space race began its all-out sprint, SAE was there, applying lessons learned in its more down to earth ventures.

So much more was on the horizon... The idealism and heartbreak of the sixties... The energy and economic challenges of the seventies... Each of these decades was marked by unique circumstances and ever-changing attitudes about what it means to “move ahead.”

And as the mobility industry moved ahead, so did the SAE organization...most significantly in its physical location. In early 1972, SAE Secretary and General Manager Joseph Gilbert proposed a move from Manhattan to Warrendale, Pennsylvania, a suburb of Pittsburgh. The Society had relocated at least six times during its 58-year presence in New York, with each move causing

disruption and additional costs. Each time, the search continued for more adequate offices and facilities at a bearable price. Gilbert conducted research, executed site searches, and eventually demonstrated to the Board of Directors the feasibility and good economics of moving headquarters to a more central U.S. location, one that had room to expand and that was “neutrally located” with regard to the various industries served by SAE. Warrendale met all of the criteria, so ground was broken in 1973, and SAE’s World Headquarters officially moved during the fall of 1974.

A few years after the Society’s relocation, in 1983, another important SAE component emerged: SAE Professional Development. Offering continuing education courses and certification for the mobility engineering industry...both in-classroom and at a distance...Professional Development programs have grown to enroll more than 4,800 people in 2004, with 2,800 of those attending SAE seminars at the Automotive Headquarters in Troy, Michigan.

But SAE’s emphasis on education didn’t end with the establishment of Professional Development. In the mid-1980s, the SAE Board of Directors recognized the need to fund and actively promote the advancement of math and science-related education outside the normal framework of SAE’s operations. The result? The birth of the SAE Foundation in 1986, which immediately supported several key initiatives...including the award-winning A World in Motion program and the Collegiate Design Series.

Launched in 1990, A World in Motion fosters interest in the sciences for elementary through high school students. Classroom kits are a key component of this program, each of which contains a video, teacher guide, and set of dynamic hands-on classroom experiments. As a catalyst for action at the community level, SAE members also serve to assist teachers and act as role models and mentors.

Not surprisingly, A World in Motion became an instant success. By the end of 1991, thousands of teacher kits had been distributed throughout the United States, in all of the Canadian provinces, and in parts of Mexico. Ten thousand more were on order. By 1996, the total number distributed reached more than 30,000, and AWIM had received official recognition from the National Research Council. By the end of 1997, AWIM had brought together more than fifteen thousand volunteers from SAE sections with nearly a million students at thousands of schools all over North America. And thanks to active promotion, AWIM has become the nation's most comprehensive private initiative for promoting engineering education in elementary schools.

SAE's many Collegiate Design Competitions are also funded through the Foundation. These energetic and popular programs reach more than five hundred teams with over 4,300 competitors every year, and they take place on every inhabitable continent across the globe. Open to undergraduate and graduate students, and in some cases, to high school students, they offer aspiring engineers the opportunity to transform theory into practice.

The Society's first collegiate design competition, the Recreational-Ecological Vehicle (REV) contest, was launched in 1973. This eventually evolved into Mini Baja, a competition that simulates real-world engineering design projects and their related challenges. The first Mini Baja was held in 1976 at the University of South Carolina and Fort Jackson, with ten university teams participating.

Today's Mini Baja is greatly expanded, consisting of three regional competitions – Mini Baja East, Mini Baja West, and Mini Baja Midwest. Popularity has also swelled surrounding these events – the June 2005 Midwest event is currently filled to capacity with 141 teams scheduled to

participate.

Another popular collegiate design competition is Formula SAE, begun in 1981 as an outlet for student members to design, create, and compete with small formula-style race cars. Just a few years after its birth, in 1986, Formula SAE began to move and grow. Ford, General Motors, and Chrysler took turns as host of the race, after which a Formula SAE consortium was created with representatives from each of the Detroit automakers and also from the Society's Educational Relations Department. In 1995, eighty-four teams competed at the Silverdome in Pontiac, Michigan, and in 2005, registration for all of the available 140 slots sold out in just 73 minutes.

The annual SAE Foundation Banquet may not set land speed records, but its prestige and importance within the mobility community is significant. Typically a sell-out event, the banquet provides hundreds of key leaders with a first-class evening of dinner, networking, and awards. One of these awards is the esteemed Manufacturing Leadership Award, which honors one individual each year by recognizing his or her meaningful contributions to the development of the automobile, truck or automotive industry.

All of these activities ultimately serve to enhance the future of the mobility industry, as they raise funds for the Foundation's worthy educational mission and programs.

SAE meetings and symposia also enhance the industry via 25 to 30 events annually, offering considerable value to members. Mobility practitioners are able to come together to learn, to present the results of their efforts, and to network with others in their field.

Regarded by many as the flagship of the SAE organization, the annual World

Congress has evolved into the world's largest automotive technology and product showcase, drawing tens of thousands of automotive professionals each year to the Motor City. This event provides attendees with unparalleled access to the most recent technical developments via four full days of timely technical sessions and panels. The World Congress also enables attendees to connect with other key industry players through a comprehensive exhibit, networking receptions, and countless other forums.

Two newer events promise to further expand the SAE umbrella in the years ahead.

Held in October of 2004 in Chicago, Illinois, the inaugural Commercial Vehicle Engineering Congress and Exhibition was extremely well-received by attendees and the overall industry, providing a comprehensive forum for experiencing the latest technologies in the on- and off-highway engineering arena.

In 2005, the new AeroTech Congress and Exhibition will bring together a diverse group of attendees who share the common goal of advancing the industry on all levels including air-vehicle design, manufacturing, and safety.

Both of these events are important additions to the SAE meetings family, and they are sure to provide an even greater level of service to the ever-expanding audience that is served by SAE.

SAE sections are another testimony of the Society's commitment to enhanced service. 94 local sections exist across the globe, and they provide their membership with something extra: technical meetings, tours of engineering and manufacturing facilities, opportunities for networking and learning the techniques of public speaking and leadership, and opportunities for community

service through educational programs. Section meetings provide a chance to gain knowledge about cutting-edge technologies.

Every year, the SAE Detroit section holds a significant automobile industry meeting a bit outside of the Detroit area – about five hundred miles outside...in White Sulphur Springs, West Virginia. Held since 1950 at Greenbrier – a world renowned resort nestled on 6,500 acres in the scenic Allegheny Mountains – this meeting became “the place to be” for the automobile community, offering an opportunity for senior executives from Detroit-based companies to discuss strategies, challenges and opportunities facing the industry. Eventually, “Greenbrier” – as the meeting came to be called – was transformed into the Global Leadership Conference (GLC), reflecting the breadth and depth of the global automotive industry and its supplier community.

As testament to SAE’s truly international presence, the Society also operates three Affiliate societies in Brazil, India, and the United Kingdom. Welcome additions to the growing SAE family, these Affiliates are encouraged and equipped to fully support the professional and informational needs of their members.

Supporting member needs, of course, is nothing new to SAE. Early in SAE history, top priority was assigned to establishing a monthly publication as a regular means of information exchange. The SAE Bulletin was established in 1911, and it immediately offered a vital communications link with those enmeshed in automotive technology worldwide.

Although the look, feel, and even the name of this important publication has changed substantially since the early 1900s, *Automotive Engineering International* is just as critical to today’s automotive engineers as it has been

throughout its 90-year history. With monthly readership numbers that exceed 250,000, AEI delivers the latest industry news and developments to its readers. And two other SAE periodicals – Aerospace Engineering and Off-Highway Engineering – serve to regularly update and inform their corresponding audiences as well.

Additionally, in the early 1980s, the Society introduced SAE UPdate, a monthly publication featuring news for and about SAE members. Founded by Ray Morris, who became the Society's chief operating officer in 2001, UPdate has quickly proven to be an invaluable addition to the SAE family of periodicals.

But periodicals are far from the only published materials in the SAE family. The Society has produced thousands of technical papers as well as a number of bestselling books over the years, including Thomas D. Gillespie's "Fundamentals of Vehicle Dynamics," which has generated one-and-a-half million dollars in sales since its publication year of 1992; "Race Car Vehicle Dynamics", the classic text by father-and-son team William F. and Douglas L. Milliken; Graham White's "Allied Aircraft Piston Engines of World War II;" and the "Diesel Engine Reference Book" by co-authors Rodica Baranescu and Bernard J. Challen.

As SAE continues its service into the next 100 years, the Automotive Resources Institute is poised to play a significant role. ARI is a recently formed consortium of high-level consultants using its knowledge, relationships throughout the automotive industry and powerful database of automotive information as tools for successfully solving challenges. By providing engineering and business consultants, speakers and teachers, ARI empowers skilled experts to knowledgeably solve issues for the automotive industry.

Throughout its history, SAE leaders have hailed from a broad range of

corporate and industry backgrounds...automobile, aerospace, off-highway, the petroleum industry, academia and government. They have designed everything from brakes and carburetors to aircraft engines and spaceship components. Their collective experience continues to enrich us all.

Today, SAE disseminates its incredible knowledge base through a variety of means, including electronic. A worldwide website links members and the world of industry to SAE services.

At today's Society of Automotive Engineers, founders like Edward Birdsall, Henry Ford, and A.L. Riker would be awed by the communications technology that aids the organization they founded.

But they would take comfort in the way that SAE has been true to its mission. What they set in motion 100 years ago did more than help the organization survive and thrive – they literally defined, by the development and propagation of standards, human personal mobility as we know it today. And in doing so, they set the world in motion.

EPILOGUE: FIRST TO THE FUTURE

SAE is justifiably proud of its 100-year heritage.

From just a handful of members with a need to network in 1905... to more than 87,000 members from all corners of the globe 100 years later --- the organization has facilitated and inspired impressive gains in technical achievement in each of the industries it serves.

Technical contributions from SAE members have been instrumental in the creation of tens of thousands of products that impact our lives in so many ways. SAE members design, manufacture, test, market, and maintain self-propelled land, sea, air, and space vehicles, along with their components and systems.

From the farmer...to the computer... from the champions of NASCAR... to the space race and the X Prize, SAE continues to imprint its lasting mark on progress.

Engineers from every technical discipline, and the professionals who work closely with them, strive to improve vehicle efficiency, performance, reliability, and safety. Hybrid vehicles are just the first of the major 21st Century innovations that have been facilitated thanks to the work of SAE and its members. Its reach is global, and its commitment to excellence is universal.

SAE is dedicated to helping its membership be “first to the future.” Its focus is on finding ways to serve its members’ aspirations as a responsive, sophisticated, forward-looking organization.

True to its calling, SAE is helping to advance personal mobility through every possible means.

Its educational activities, events, publications and knowledge base cover all aspects of technology related to design, manufacture, and total life cycle. Today its primary focus is on the automotive, aerospace, off-highway, truck and bus, and fuels and lubricants industries, but its reach extends far beyond any simple classification.

There is no limit to what human ingenuity can achieve – no limit to our

continuing desire to “go places” – in fact, as our horizons expand, we are able to focus more and more on the physical impact that our advances have on the planet we call Earth.

Finding new ways to keep the Earth green could well be our next great challenge. Greater energy conservation, better utilization of natural resources, and reduction or elimination of greenhouse gases... these are our new – but never final – frontiers.

Regardless of where those frontiers take us, the spirit of Icarus will shadow us, and SAE – in its next 100 years – will continue to lead and inspire us, to ever higher levels of technical achievement.