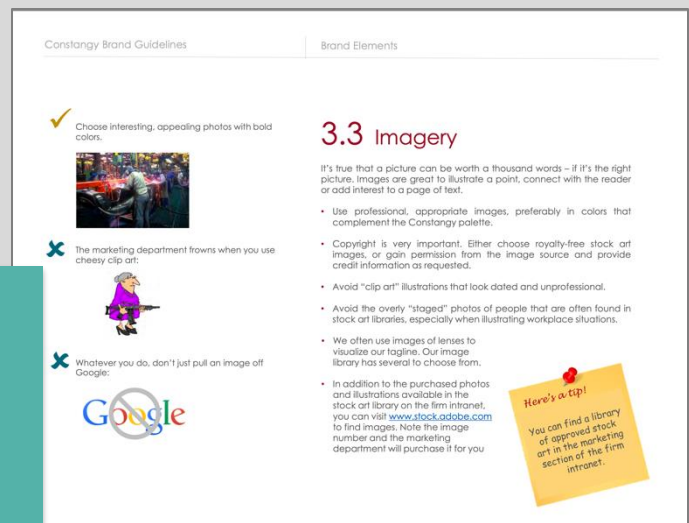
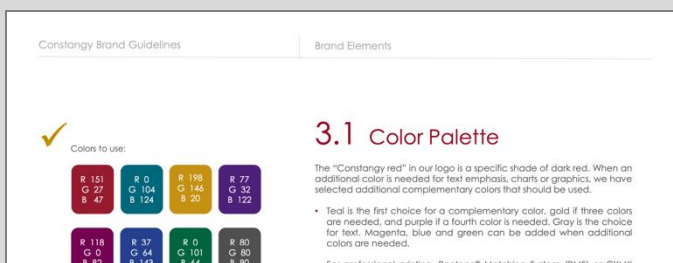
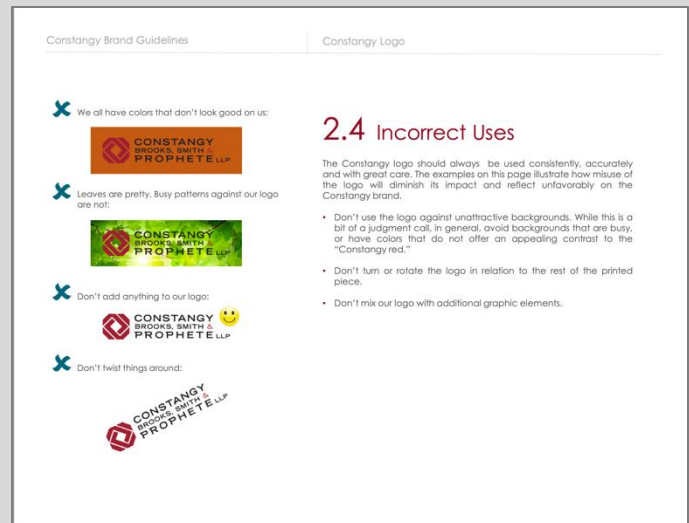
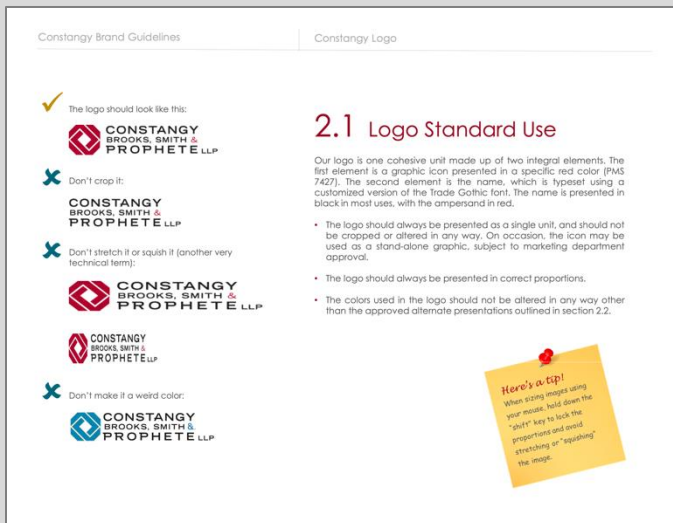
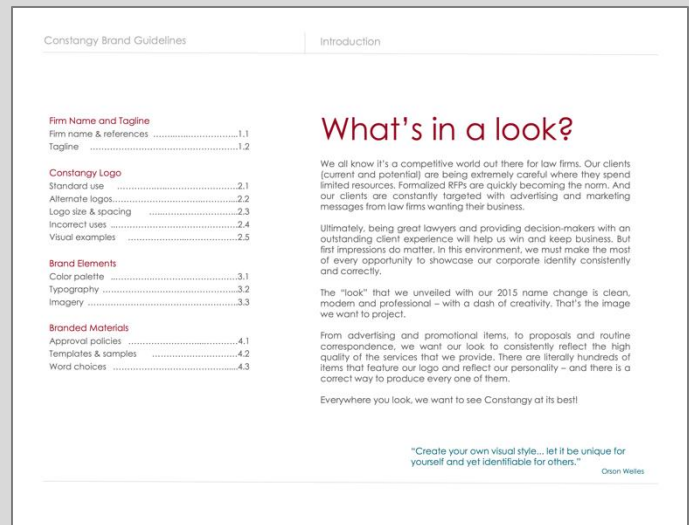


# Branding



Client: Constangy

As a leader of the firm's 2015 rebrand, I spearheaded the creation of the firm's first-ever brand style guide to be used by all offices. In keeping with the firm's informal, collaborative culture, the tone of this guide was designed to be fun and engaging. When launching the guide, I also created a library of template documents and presentations and oversaw the creation of the firm's first graphic/stock art library.

# Branding & Executive Communications

## Made-In-America Energy



Client: America's Natural Gas Alliance

I led the effort to create brand standards and compile a materials library for the new association. These are from a set of more than 100 interchangeable slides (with script points) I created for use in presentations by ANGA staff and member company executives when talking about natural gas opportunities to business, political and stakeholder groups. I also led the development of talking points, handouts, and other materials to help the organizations internal and external leadership carry the group's messages.

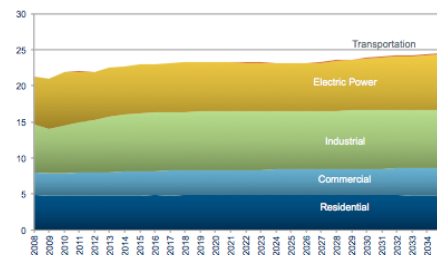
## Impact on the U.S. Economy

	Direct	Indirect	Induced	Total
<b>Employment</b>				
2008	622,411	723,102	1,462,801	2,828,314
2007	586,501	693,957	1,412,401	2,692,499
2006	517,233	620,061	1,282,248	2,419,542
<b>Labor Income (billions of dollars)</b>				
2008	69.9	48.9	62.5	181.2
2007	66.1	47.0	59.5	172.6
2006	60.1	42.6	54.0	156.7
<b>Value Added (billions of dollars)</b>				
2008	172.1	92.5	120.1	384.7
2007	161.9	88.8	113.8	364.4
2006	146.6	81.1	103.3	330.9

Source: IHS Global Insight, 2009

## Room for Growth

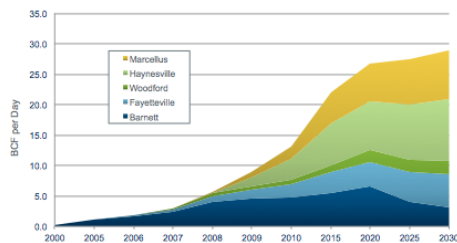
Natural Gas Consumption By End-Use Sector  
(trillion cubic feet)



Source: EIA Annual Energy Outlook 2011

## Shale Play Potentials

Potential Production Rates from Major Shale Plays  
(Using January 2010 Drilling Rates and Mean Resource Estimates)



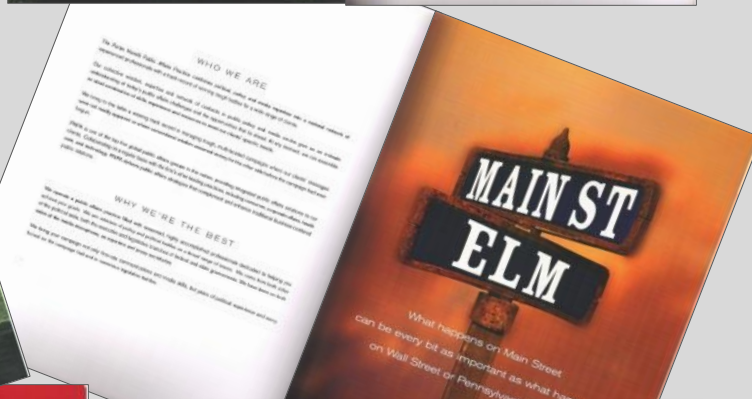
Source: MIT "The Future of Natural Gas" Interim Report, July 2010

## Made in the USA





# Branding



Client: Porter Novelli

I led development of this brochure for the new public affairs practice, writing all copy and coordinating with the design team on layout and image selection.

# Branding



Client: Goddard Claussen Porter Novelli

Goddard Claussen was acquired by Porter Novelli in a four-year buyout. Over the transition period, we worked to rebrand the new entity as Goddard Claussen Porter Novelli, then as Porter Novelli Public Affairs. I led the development of this brochure, which accompanied a mini-CD with a flash presentation and sample television commercials.

Client: Goddard Claussen Porter Novelli

This brochure was created to capitalize on the firm's work with The Business Roundtable and other clients to promote permanent normalized trade relations with China – a major legislative victory that came in the midst of wide-scale protests against globalization and the World Trade Organization.

