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LOGINTHE BLUE J VISION

BUILD BETTER ANSWERS

Get the performance edge only Blue J software can deliver—with the power of machine learning and AI plus expert legal understanding of legal factors.

For Lawyers

Learn more

For Accountants

Learn more

For Public Bodies

Learn more

Bridging the gap between **your instinct** and the **unstructured data** of your profession.

We've identified the legal factors in tens of thousands of rulings, regulations, legislation and more—giving our AI the structured data it needs to uncover new insights and help you build stronger positions.

"ADDS A DIMENSION TO YOUR THINKING THAT YOU MIGHT NOT HAVE THOUGHT OF."

JOHN SORRENTINO, PARTNER, GOWLING WIG

HOW BLUE J WORKS

1. Input the Facts

Fill out a fact questionnaire with the facts of your situation.

2. Run AI analysis

Wait 10 minutes for the results. The more facts you enter, the more accurate the results.

3. Fortify your position

Test the impact of different facts and laws on your position.

4. Document it

Download a report of Blue J's findings to use as an independent assessment.

4 STEPS TO BUILDING A BETTER CASE

1. Input the Facts

Fill out a fact questionnaire with the facts of your situation.

2. Run AI analysis

Wait 10 minutes for the results. The more facts you enter, the more accurate the results.

3. Fortify your position

Test the impact of different facts and laws on your position.

4. Document it

Download a report of Blue J's findings to use as an independent assessment.

Fortify your position

- Use judicial intelligence to identify the critical strength of a position with greater than 95% accuracy.
- Test the effect of various changes to the facts on the strength of the position.
- Identify weaknesses and predict the way your case is likely to be perceived or how it can be best to respond to it.

Learn more about Blue J (Tab 1)

Document your position

- Produce an independent, 3rd-party report to record client position.
- Use as evidence of due diligence.
- Share with key stakeholders.

Learn more about Blue J (Tab 2)

Mitigate risk

- Avoid relying on, relevant information.
- Identify the core insights of your position.
- Leverage software used by leading private firms and public bodies.

Learn more about Blue J (Tab 3)

Clearly see risks and strategic options.

Data analysis across thousands of relevant information, from cases settled as little as a week ago, to discover any weaknesses and suggest other directions.

66

Gives you a full and deep assessment of your ideas."

Helen Schwartz, Senior Manager, Richter

Work more efficiently.

Search based on case factors, four times faster than keyword and Boolean searches.

66

We can do more, better, and faster."

Kristen R. Karginer, Partner, Richter New York LLP

Improve your probability of success.

Test the impact of possible variations to end up with your strongest, highest probability position.

66

Helps you quickly understand what is and isn't going to fly."

Robert C. Cullen, Director of Legal Services, Connecticut State

Support your argument.

Get an unbiased, data-driven analysis of your position with full support documentation.

66

Gives you everything you need to support and argue your position effectively."

John Sorrentino, Senior Manager, Richter

CREATED BY LAWYERS AND LEGAL SCHOLARS, NOT TECHNOLOGISTS.

DEVELOPED FROM THE GROUND UP TO SERVE HOW YOU ACTUALLY WORK.

"POSES THE RIGHT QUESTIONS AND PRODUCES WELL-ARTICULATED RESULTS."

JOHN SORRENTINO, PARTNER, GOWLING WIG

GOWLING WIG

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BLUE J VISION

"We started Blue J Legal because we wanted to change how law was practiced in order to meet a number of challenges. To do that, we were fascinated by not only what you could do with algorithms and artificial intelligence, but what you could do if it was informed by our knowledge and our instincts as lawyers."

BENJAMIN ALARIS, S.A., M.A., L.D., LL.M. CO-FOUNDER AND CEO OF BLUE J LEGAL

WHERE WE'RE GOING: AI AND THE FUTURE OF LAW

TEDxBeaconSalon

White papers

Tools for a New Legal Landscape

New AI-focused tools for the coming changes.

Legal Ethics and Legal Technology

Are there issues to consider? What are they?

Settlements Move Front and Center

The increasingly used to court time as AI leads to more settlements.

AI and the Judiciary: The Shape of Things to Come

What AI-based legal technology means for judges.

Does AI Belong in Criminal Law?

The pros and cons of AI in criminal cases.

AI and Human Emotion in Case Law

It may not be as obvious as you may think.

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How accountants perfect their positions with Blue J.

BLUE J LETS YOU BETTER ADVISE CLIENTS USING INSIGHTS FROM THE FULL UNIVERSE OF RELEVANT PAST RULINGS.

YOU CAN ASSESS THE ACCURACY OF YOUR CHARACTERIZATION AND CALCULATE YOUR RISK, SO YOU FILE WITH MORE CONFIDENCE.

AND YOU GET A COMPLETE, UNBIASED THIRD-PARTY REPORT THAT SUPPORTS YOUR POSITION TO COUNTER ANY AUDIT.

See how accounting firms are using Blue J software.

Accounting case study 1

Read more

Accounting case study 2

Read more

Accounting case study 3

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Download these primers on key issues.

U.S. Residency

Kim Condon | 2 min read

TAX

Economic Substance

Alex Weber | 2 min read

TAX

Nonresident Trade or Business

Shelene Di Giandomenico | 1 min read

TAX

Beyond Predictions: Using Machine Learning to Inform Tax Strategy

Alex Weber | 12 min read

TAX

Same Game, New Arenas: Defending Against the Accuracy-Related Penalty

Alex Weber | 6 min read

TAX

Exploring Artificial Intelligence and the Law

Blue J Legal | 1 min read

WEBINAR

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Today's complex testing environment calls for a fresh approach to the service experience.

Keysight Services elevates service into a deep partnership that hands our customers a competitive advantage and helps them thrive no matter what is thrown at them.

Keysight. Reengineering service.

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Did you know?

We reengineered the service experience to amplify your in-house competencies. So you deliver better results, consistently.

Today's complex testing environment calls for a fresh approach to the service experience. Bridge the gap between your organization's competencies and the dynamic demands of testing, compliance and quality assurance with strategic customer care and service. Keysight Services augment your in-house expertise and empower engineers with direct access to Keysight's global knowledge capital and resources.

With Keysight Services at your side, you can better ensure test accuracy and precision, proactively respond to complexity, and accelerate development throughout the customer's lifecycle to achieve your business goals.

That's service made strategic.  
That's service reengineered.

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Video presentation

What reengineering services means to us...and to our customers

A conversation with Keysight's Judy Blanco, Kristin St. Martin, and Joel Conover

Tell me more.

I'M INTERESTED IN LEARNING HOW KEYSIGHT SERVICES CAN GIVE ME A STRATEGIC EDGE.

Talk with an expert. →

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Roundtable

Why reengineering services changes the testing landscape.

A conversation with George Clark, Design Engineer, KEMET Electronics Corporation

Blog post →

Client success

What strategic service means to you.

A conversation with George Clark, Design Engineer, KEMET Electronics Corporation

Case study →

Roundtable discussion

Why reengineering services changes the testing landscape.

A conversation with George Clark, Design Engineer, KEMET Electronics Corporation

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Keyight panel discussion

What's it take to make service strategic?

A conversation with George Clark, Design Engineer, KEMET Electronics Corporation

White paper

Put Technical Support Front and Center:  
Pave the Way for a Smooth Migration to 5G

Download →

With technology as complex as 5G, overlooked or unforeseen challenges could await your teams. This white paper examines how an elevated level of service can be a critical advantage in the design of 5G devices and networks.

Amplify your expertise

Augment your in-house competencies with services that elevate your service experience.

Learn more →

Accelerate innovation

You're pushing new limits and accelerating your innovative designs. Increase your ability to create, optimize, and monitor with confidence with Keysight Services.

See how →

Respond to complexity

Get out ahead of rapidly evolving technology, increasing complexity, and escalating expectations.

Develop a proactive test strategy →

eBook

Get more out of your test assets

Shift your perspective, enhance your processes, and transform test asset insights into an increased return on investment. Download the eBook today to improve your results.

8 Proven Ways to Increase Test Asset ROI →

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SERVICE IS NOW AGILE

Keysight. Reengineering service.

Featured service

1

Calibration Services

How can you unlock the hidden potential you know lies within your company? With Keysight Services' calibration services, reengineered. Keysight's calibration services consolidate your laboratory calibration services with a single trusted partner to improve operational performance while reducing complexity and costs. We work with you to create an agile, customized solution for your specific needs. Regardless of manufacturer. So you can be assured your test system is performing to specification even as your system and your needs evolve.

Get better test results. Simply.

Talk to an expert → Read the white paper →

Play video >

Video presentation

Transform hidden challenges into business opportunity

With 100% focus on helping businesses accelerate technology adoption and lower costs across their entire portfolio, Keysight Services was created to deepen our investment in design, test and measurement services. See how Keysight Services can help you unlock hidden potential in your business.

Keysight One-Stop Calibration Services

CONSOLIDATE YOUR LABORATORY CALIBRATION SERVICES WITH A SINGLE TRUSTED PARTNER. ONE-STOP CALIBRATION SERVICES PROVIDES A UNIFIED CALIBRATION SOLUTION FOR BOTH KEYSIGHT AND NON-KEYSIGHT TEST EQUIPMENT.

Learn more →



Featured service

2

KeysightCare

Answers before you need to ask.

When the pressure is on, delays waiting on tools, answers, or help can cost as much as \$100k a day. KeysightCare is your service contract reengineered. It's ensured action, providing a new level of agile service and support to help your team deliver better results, consistently. As your equipment evolves with the complexity of your design, so should the support you receive. Get faster response, faster access to experts, and faster resolution.

Talk to an expert → Read the white paper →



Video Presentation

Experience the KeysightCare portal

Watch three real-world examples on how to quickly access in-depth technical knowledge and get in touch with our engineers.

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**John Crozel**  
Level 7 Member

1517061

Member ID

1512533

Sponsor ID

jcrozel@me.com

Email

Total GIN Points

36,526.5

+ 7.00%

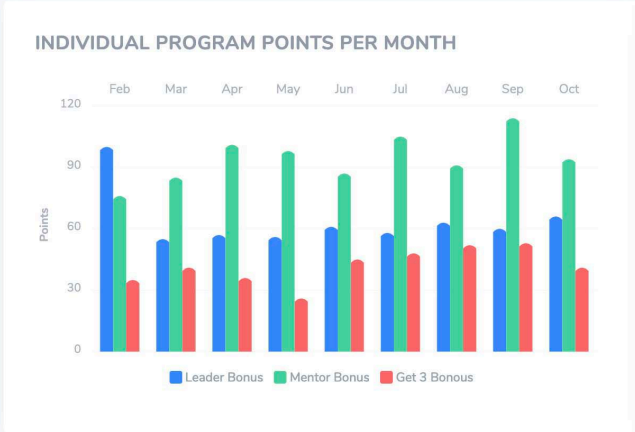
Since last month

Used GIN Points

- 2,850.0

+ 7.00%

Since last month



Leader Bonus Points

7,937.5

+ 200 Points

This month

+ 7.00%

Since last month

Mentor Bonus Points

6,297.0

+ 200 Points

This month

+ 7.00%

Since last month

Get 3 Bonus

750

+ 150 Points

This month

+ 7.00%

Since last month

Point Adjustment

25,142.0

+ 25,142 Points

This month

+ 7.00%

Since last month

COMMISSIONS

Bellow are listed all the transactions that have quified for a Points Bonus.

Copy

Print

Search:

Member ID	Member Last	Member First	Period ID	Period Name
+ 1523392	Louisa	Sigurdardottir	2170	Commision Period 2018-11-01 through 2018-11-30
+ 1523392	Louisa	Sigurdardottir	2171	Commision Period 2018-12-01 through 2018-12-31
+ 1523392	Louisa	Sigurdardottir	2172	Commision Period 2019-01-01 through 2019-01-31
+ 1523392	Louisa	Sigurdardottir	2173	Commision Period 2019-02-01 through 2019-02-28
+ 1523392	Louisa	Sigurdardottir	2175	Commision Period 2019-04-01 through 2019-04-30
+ 1523392	Louisa	Sigurdardottir	2176	Commision Period 2019-05-01 through 2019-05-31
- 1523392	Louisa	Sigurdardottir	2176	Commision Period 2019-05-01 through 2019-05-31
Leader Bonus				
Mentor Bonus + 30				
+ 1523392	Louisa	Sigurdardottir	2177	Commision Period 2019-06-01 through 2019-06-30
+ 1523392	Louisa	Sigurdardottir	2178	Commision Period 2019-07-01 through 2019-07-31
+ 1523392	Louisa	Sigurdardottir	2180	Commision Period 2019-09-01 through 2019-09-30
+ 1523392	Louisa	Sigurdardottir	2167	Commision Period 2018-08-01 through 2018-08-31

Showing 1 to 10 of 344 entries

<

1

2

3

4

5

...

35

>

POINTS USED

Bellow are listed all the transactions where Points have been used.

Show

10

entries

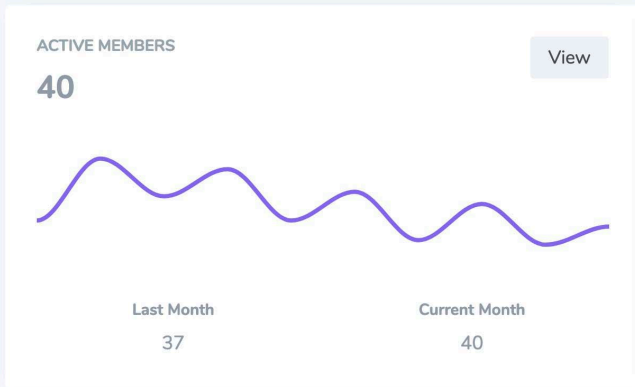
Search:

Order ID	Description	Order Date	Order Price	Points Used	Order Total
109190	Monthly Membership Dues	2019-08-01T05:00:00.000Z	150.00	- 150.00	0.00
109191	Monthly Membership Dues	2018-09-01T05:00:00.000Z	150.00	- 150.00	0.00
109192	Monthly Membership Dues	2018-10-01T05:00:00.000Z	150.00	- 150.00	0.00
109193	Monthly Membership Dues	2018-11-01T05:00:00.000Z	150.00	- 150.00	0.00
109194	Monthly Membership Dues	2018-12-01T06:00:00.000Z	150.00	- 150.00	0.00
109195	Monthly Membership Dues	2019-01-01T06:00:00.000Z	150.00	- 150.00	0.00
109196	Monthly Membership Dues	2019-02-01T06:00:00.000Z	150.00	- 150.00	0.00
109197	Monthly Membership Dues	2019-03-01T06:00:00.000Z	150.00	- 150.00	0.00
109198	Monthly Membership Dues	2019-04-01T05:00:00.000Z	150.00	- 150.00	0.00
109199	Monthly Membership Dues	2019-05-01T05:00:00.000Z	150.00	- 150.00	0.00

POINTS ADJUSTMENT

Bellow are listed all the transactions where Points have been Adjusted.

ID	Date	Memo	Points
16	Mar 25, 2020	Roll over points from the legacy system. Point total as of August 2018	+ 25,142.00





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INTRODUCING OUR FRESH NEW LOOK FOR 2017

AFTER 22 YEARS, IT WAS TIME FOR AN UPDATE! LOTS OF ADDITIONAL IMPROVEMENTS ARE AHEAD. STAY TUNED!

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Try one of our 155 Certified USDA Organic health and beauty products

Nature's Brands™ has been manufacturing and selling seven different brands of all natural, certified organic health and beauty products since 1995. The seven brands include **Herbal Choice Mari™**, **Bella Mari™**, **PhytoVitamins™**, **Supa Herbal Greens™**, **Acid-2-Alkaline™**, **Herbal-Medi-Care™** and **Vitamin Source™**. Please see our organic certificate for proof that our organic skin care, organic alkaline supplements, organic super foods, organic vitamins and herbal remedies are truly organic.

VIEW OUR CERTIFICATE

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★★★★★ (3 REVIEWS)

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HERBAL CHOICE MARI ORGANIC MAKEUP REMOVER 100ML/ 3.4OZ PUMP

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Why take a risk when you could use 100% natural and organic products from Nature's Brands? Our products are all natural, chemical free, additive free, contain organic ingredients, are vegetarian or vegan, kind to your body and earth friendly. Help make a difference and change to the all-natural, organic products made by Nature's Brands.

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Our Herbal Choice Mari range of skin care and body care products are now Certified USDA Organic. This beautifully crafted line of 100% natural skin care and body products made with organic, wild crafted, cold pressed herbs, essential oils and natural ingredients is good for your skin and the environment. Herbal Choice Mari organic skin care products are vegetarian.

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Natural, Organic Mineral Makeup by

Our Bella Mari cosmetics line is committed to offering the most natural makeup available. Bella Mari is free from synthetic preservatives, bisphenol oxichloride, petro-chemicals, artificial fragrances and preservatives. Now you can enjoy a complete natural skin care program by simply combining the Bella Mari natural mineral makeup with Herbal Choice Mari natural and

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Super Green Food by

Our super green food formula contains 36 different grains, seeds, nuts and greens. This supplement is naturally rich in vitamins, minerals and enzymes and helps to maintain good health. It may be used alone or combined with our Acid-2-Alka-

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Alkaline pH Balance by

An alkaline balanced body has so many health benefits you cannot ignore your body's pH any longer. Use our natural alkaline supplement and alkaline food diet chart and start on the road to better health. Acid-2-Alkaline is one of the originators of the alkaline body miracle and is an effective program that really works. Don't use imitators. For best results use our original Certified USDA Organic alkalizing powder and supplements.

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Herbal Remedies and Wellness Formulas by

Herbal-Medi-Care is made with a unique proprietary manufacturing method from whole raw herbs that are additive, filler and preservative free. We only use vegetarian capsules. Herbal-Medi-Care has some of the best and most effective all herbal remedies you'll ever use. We offer over 100 different formulas to address a full range of health problems.

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Whole Food Vitamin Supplements by

Did you know most vitamin brands contain synthetic vitamins made in a laboratory, in an attempt to try and copy the real vitamin molecule? But it's never the same as nature provides. Our PhytoVitamins Certified USDA Organic vitamins range only contains whole food natural vitamins made with 100% whole organic foods that are additive free, synthetic vitamin free and vegetarian. For more than 15 years, PhytoVitamins has been educating

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3 Ways to Check if Your Organic Health & Beauty Products are Legally Certified USDA Organic

IT IS ALWAYS BEST TO DO A LITTLE INVESTIGATING TO VERIFY YOUR ORGANIC PRODUCTS ARE TRULY ORGANIC. YOU WOULD BE SURPRISED JUST HOW MANY COMPANIES, EVEN LARGE COMPANIES, MISREPRESENT THEIR ORGANIC PRODUCT CLAIMS. SOME COMPANIES GO SO FAR AS TO USE THE USDA ORGANIC SEAL ON THEIR WEBSITES WHEN THEY ARE NOT EVEN CERTIFIED ORGANIC!

Step 1: Before you commit to a purchase, ask for a copy of their Organic Certificate. Make sure they provide the full organic certificate, not just the first page. Some companies will give you the first page in an attempt to represent ALL their products as organic when only one or two may actually be certified organic. The regulations require that EVERY product claimed to be organic or made with organic MUST be listed on the certificate. If you read our organic certificate you will notice the first page is the confirmation we are certified and the subsequent pages list all the products that are actually certified. In our case, we have 5 pages that list 155 products that are Organic or Made with Organic.

Step 2: Check the back of the product labels for confirmation the product is Certified Organic or Made with Organic, and by which certifying agency. The NOP (National Organic Program) regulations require these exact words be used under the company's name and address on the back of the label: "Certified Organic By (Name of Certifying Agency)". There are many Organic Certifiers, some stricter than others, but on the whole they are all fairly consistent.

Step 3: Look for the USDA Organic Seal or the Made with Organic statement on the front of the label. Be forewarned: Some companies use the Made with Organic statement and even the USDA Organic Seal on their websites illegally. Always double-check they comply with Step 1 and Step 2 above. By knowing the facts about what Organic really means, you can make your purchases with greater confidence and enjoy all the benefits Certified Organic products can make for you and your family.

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## Orders history

Sort orders All# 34VB5540K83 Aug 08, 2021 In progress \$187.65

Bella-Mari-Moisturizing-Foundation-Dark-Beige-B30

Product ID: NB-MINI-BM-FD-3083

Container: 15ml-Glass-Jar

Quantity: 10  
Subtotal: \$49.50

Herbal-Choice-Mari-Organic-Day-Cream-Rose

Product ID: NB-HCB-0030

Container: 50ml-1.7oz-Glass-Jar

Quantity: 10  
Subtotal: \$17.99

Herbal-Choice-Mari-Organic-Body-Butter-Peppermint-&amp;-Ginger

Size: FG496

Color: 4floz-BPA-Free-Plastic

Quantity: 10  
Subtotal: \$86.00

Subtotal: \$153.49

Shipping: \$27.31

Tax: \$6.85

Total: \$187.65

# 47H76G09F33 Jul 30, 2021 In progress \$190.23# 78A643CD409 Jul 14, 2021 Canceled \$215.40# 112P45A90V2 May 28, 2021 Delivered \$94.75# 502TR872W2 Apr 05, 2021 Delivered \$128.00

Showing 5 of 13 orders

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Reviews 15

Favorites 6

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Account plan

## Customers 146

Filter

All

Sort orders

All

Emilia Howitzer  
Last order 12/01/2021  
34VB5540K83

Details



Orders 72



Total Orders \$800.00



Commission \$160.00

Jane Smith  
Last order 12/01/2018  
34VB5540K83

Details



Orders 24



Total Orders \$800.00



Commission \$160.00

Earth First Co.  
Last order 12/01/2021  
34VB5540K83

Details



Orders 45



Total Orders \$570.00



Commission \$160.00

Julia Plinskaya  
Last order 12/01/2021  
34VB5540K83

Details



Orders 14



Total Orders \$120.00



Commission \$160.00

George Omarion  
Last order 12/01/2018  
34VB5540K83

Details



Orders 90



Total Orders \$825.00



Commission \$120.00

Barbara Hutch  
Last order 12/01/2018  
34VB5540K83

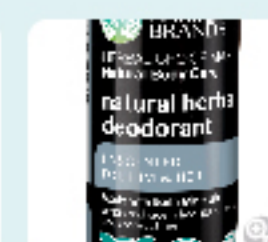
Details



Orders 72



Total Orders \$300.00



Commission \$160.00



Showing 5 of 13 orders

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@Jenny\_Chui[Dashboard](#)[Orders](#) • 2[Sales](#) \$735.00[Messages](#) • 1[Customers](#) 146[Reviews](#) 15[Favorites](#) 6[Account settings](#)[Profile info](#)[Payment methods](#)[Notifications](#) ☒[Account plan](#)

## Your sales / earnings

Earnings (before taxes)

\$755.00

Sales 8/1/2019 - 8/15/2021

Your balance:

\$620.00

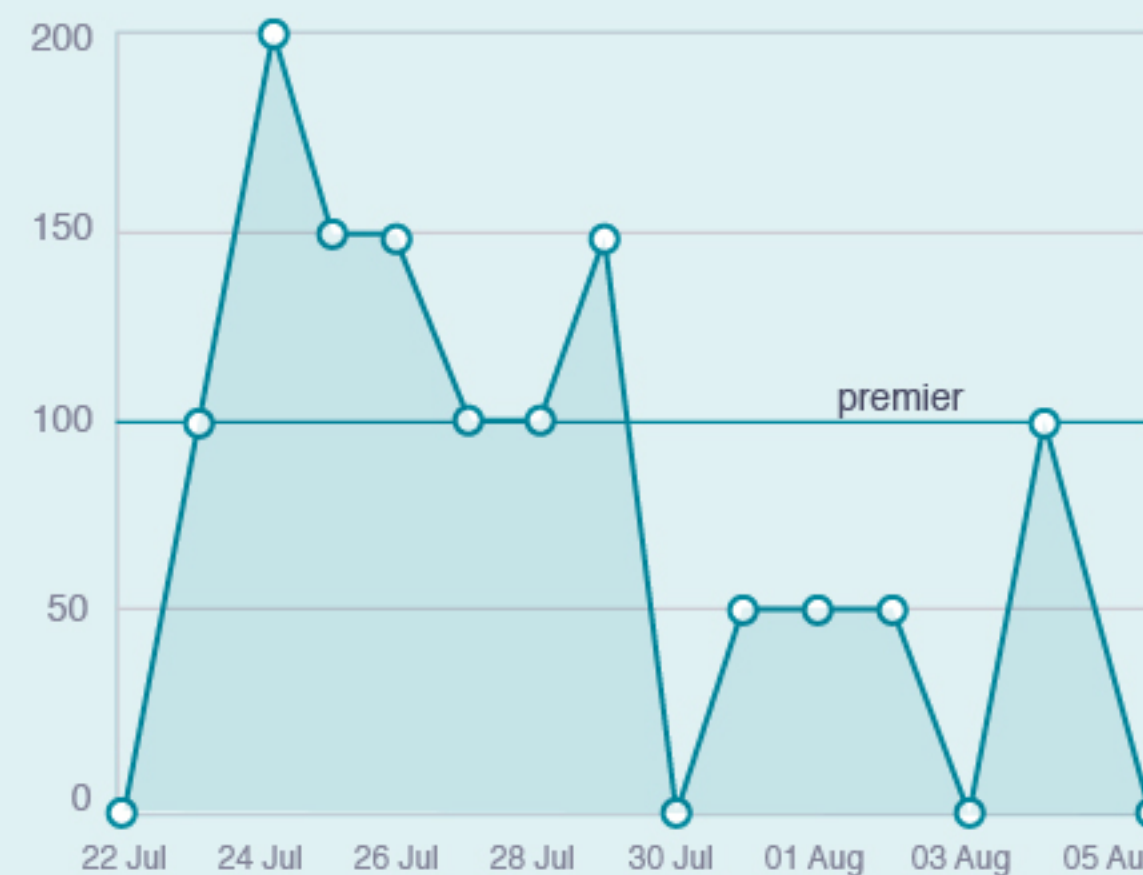
To be paid on 8/15/2021

Lifetime earnings:

\$8,144.77

Based on list price

Sales value (Past 2 weeks)



Your top countries

	United States	\$352
	Sweden	\$218
	India	\$97
	France	\$40
	Argentina	\$16
	South Africa	\$14

Filter

All

Sort orders

All

Order ▾

Name ▾

Date ▾

Status ▾

Amount ▾

# 78A643CD409	Jon Newman	Jul 30, 2021	In progress	\$190.23
# 78A643CD409	Lisa Lubovski	Jul 14, 2021	Canceled	\$215.40
# 112P45A90V2	Mina Bulovski	May 28, 2021	Delivered	\$94.75
# 502TR872W2	Tod Johanson	Apr 05, 2021	Delivered	\$128.00

Showing 5 of 13 orders

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ORGANIC  
SKIN & BODY CARE

MINERAL  
EARTH MAKEUP

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SUPPLEMENTS

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Hello,  
Jenny



Jenny Chui Johanson  
@Jenny\_Chui

Dashboard

Orders 2

\$ Sales \$735.00

Messages 1

Customers 146

Reviews 15

Favorites 6

Account settings

Profile info

Payment methods

Notifications ☒

Account plan

## Reviews 15

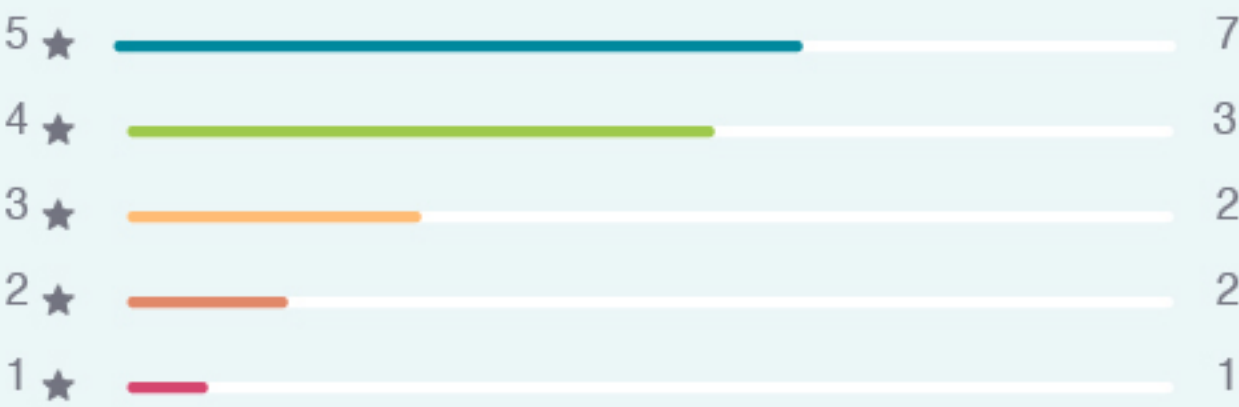
HERBAL CHOICE MARI™  
organic personal care

BELLA MARI™  
MINERAL MAKEUP

Herbal-Medi-Care™  
ORGANIC HERBAL REMEDIES

Sub-brand rating: ★★★★★

4.2 based on 15 reviews



★★★★★ for Bella Mari Moisturizing Foundation - 15ml/0.5oz

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor



Jane Smith  
3 days ago



★★★★☆ for Bella Mari Eye Color Golden Peacock Matte

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor



Jane Smith  
3 days ago



★★★★☆ for Bella Mari Eye Color Golden Rainbow Pearl

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor



Jane Smith  
3 days ago



★★★★☆ for Bella Mari Eye Color Golden Rainbow Pearl

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor



Jane Smith  
3 days ago

Showing 3 of 15 reviews

Show older reviews





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BRANDS™

ORGANIC  
SKIN & BODY CARE  
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Lemongrass

Patchouli Hemp

Shea Butter

Aloe for Infants

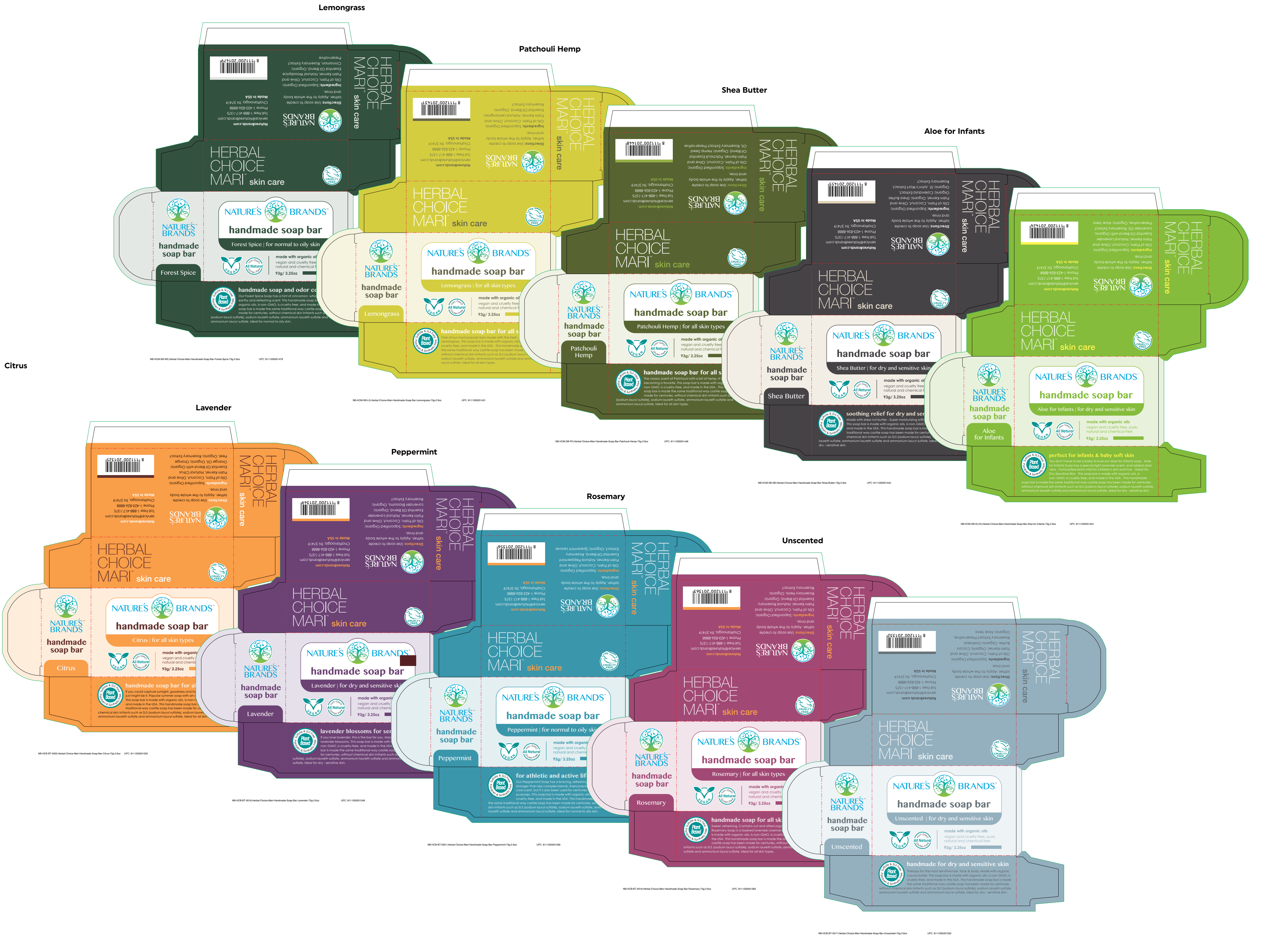
Citrus

Lavender

Peppermint

Rosemary

Unscented



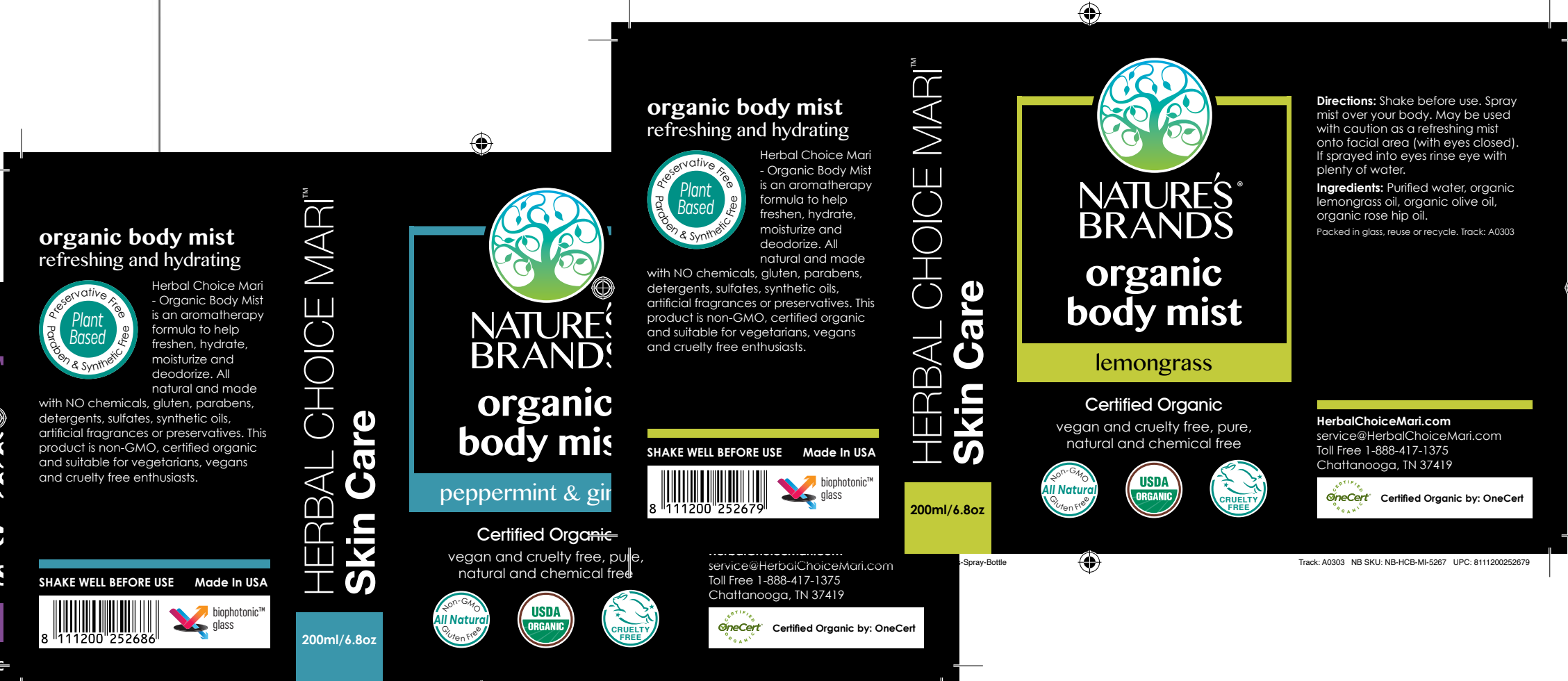


Product2	Brand	Label Category	Label Direction Pri...	Label Color	Label Color Second	Label Title 1	Label Title 2	Label Title 3	Label Title 4	Label Title 5	Label Title 6	Label Title 7	Label Title 8	Size
A0437	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	90,80,50,0	0	0	0	0	0	0	0	0	0	200ml / 6.8oz
A0439	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	0	0	0	0	0	0	0	0	0	0	15ml/0.6oz
A0438	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	0	0	0	0	0	0	0	0	0	0	15ml/0.6oz
A0435	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	shake well before	54,96,2,0	organic facial toner	dry skin	Certified Organic	vegan and cruelty...	organic facial toner	natural astringent			200ml/6.8oz
A0439	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	shake well before	54,96,1,0	organic facial toner	normal to oily skin	Certified Organic	vegan and cruelty...	organic facial toner	natural astringent			15ml/0.6oz
A0441	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	shake well before	54,96,1,0	organic facial toner	normal to oily skin	Certified Organic	vegan and cruelty...	organic facial toner	natural astringent			200ml/6.8oz
A0443	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	0	0	0	0	0	0	0	0	0	0	15ml/0.6oz
A0447	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	shake well before	60,0,20,20	organic facial wash	moisturizing for s...	Certified Organic	vegan and cruelty...	organic facial wash	facial wash to gen...			200ml/6.8oz
A0449	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	85,0,40,20	60,0,40,20	organic fennel	pure aromatherap...	0	0	0	0	0	0	10ml/0.4oz
A0455	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	80,65,0,0	0	organic anti-wi cream	nutrients & herbs	certified organic	pure, natural, che...	organic anti-wi cream	nutrients and herbs			15ml/0.6oz
A0455	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	shake well before	22,40,55,1	organic argan oil	rich in essential f...	Certified Organic	vegan and cruelty...	organic argan oil	cold pressed and ...			15ml/0.6oz
A0457	Herbal Choice Ma...	Herbal Choice Ma...	Skin Care	0,40,0,20	0	organic geranium	pure aromatherap...	0	0	0	0	0	0	10ml/0.4oz

# 800+ SKU CATALOG

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Fully automated template selection, color selection, text and graphics.







Organic Whole Food Vitamins by:

**PhytoVitamins™**

Did you know most vitamin brands are synthetic vitamins made in a laboratory, in an attempt to try and copy the real vitamin molecule? But it's never the same as nature provides. Our PhytoVitamins are Certified USDA Organic. They are 100% whole food natural vitamins, free from additives and synthetics of any kind. PhytoVitamins pioneered truly whole food vitamins over 20 years ago.

Alkaline pH Balance by:



With an alkaline body having so many health benefits, you cannot ignore your body's pH any longer. Use our natural alkaline supplement and alkaline food diet chart and start on the road to better health. Acid-2-Alkaline pioneered the alkaline body miracle and is a proven effective program for pH balance. Don't use imitations. For best results use our original Certified USDA Organic alkalizing formula.

Organic Super Greens by:

**Supa Herbal Greens™**

Our super green food formula contains 36 different grains, seeds, nuts and greens. This supplement is naturally rich in vitamins, minerals and enzymes and helps to maintain good health. Boost your nutrition levels with our super-healthy Herbal Greens Blend. It's 100% natural and contains only raw, Organic non-GMO food. Supa Herbal Greens may be used alone or combined with our Acid-2-Alkaline.

Organic Herbal Remedies by:

**Herbal-Medi-Care™**

Herbal-Medi-Care is made with a unique proprietary manufacturing method from whole raw herbs that are additive, filler and preservative free. And we only use vegetarian capsules. Our Herbal-Medi-Care line has some of the best and most effective all-herbal remedies you'll ever use. We offer over 30 different formulas for a full range of health problems.

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HERBAL CHOICE MARI™  
organic personal care

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Our Herbal Choice Mari range of skin care and body care products are Certified USDA Organic. This beautifully handcrafted line is 100% natural, made with organic, wild crafted, cold pressed herbs, essential oils and natural ingredients. Good for your skin and the environment. Our organic skin care products are vegetarian and vegan, which means they are animal and insect cruelty-free. Feel the difference on your skin!



**Organic Hair Care & Hair Styling**

If You Don't Want Chemicals, Use Natural Hair Care Products made by Herbal Choice Mari. Try our 100% Natural, Detergent Free and Sodium L. Sulfate (SLS) Free Shampoos.



Additional size:  
236ml / 8oz  
Squeeze Bottle

Additional size:  
236ml / 8oz  
Squeeze Bottle

Organic Hair Gel  
200ml/ 6.8oz  
Glass Pump Bottle

Organic Hair Spray  
200ml/ 6.8oz  
Spray Bottle

Organic conditioning rinse  
200ml/ 6.8oz  
Squeeze Bottle

Organic conditioning rinse  
200ml/ 6.8oz  
Squeeze Bottle

Natural Shampoo  
Sweet Orange &  
Cranberry 236ml/ 8oz  
Squeeze Bottle (Made with Organic)

Organic Conditioning  
Rinse for Normal to  
Oily Hair 236ml/ 8oz  
Squeeze Bottle

Also available:  
for Dry Hair

**Organic Toothgel and Oral Care**

Natural Oral Hygiene, Organic Tooth-Gel, Organic Mouth Wash and Organic Breath Freshener. If You Wish to Avoid the Many Chemicals found in Commercial Toothpastes, Try our Herbal Choice Mari Organic Oral Care Line that is Free from SLS, Saccharin, Fluoride and Chemicals.



Natural Toothgel  
Fennel & Baking  
Soda 100ml/ 3.4oz

Natural Toothgel  
Peppermint  
100ml/ 3.4oz

Additional natural  
toothgels:  
cinnamon w/o  
baking soda, clove  
w/o baking soda,  
fennel original,  
ginger w/o baking  
soda, peppermint  
& baking soda

Organic Breath  
Fresh 200ml/ 6.8oz  
Glass Spray Bottle

Organic Mouth  
Wash Concentrate  
200ml/ 6.8oz Glass  
Bottle

Additional size:  
100ml / 3.4oz  
Glass Spray Bottle

Additional size:  
100ml / 3.4oz  
Glass Bottle

**Body Wash and Body Scrubs**

Natural Herbal Body  
Wash Lavender  
236ml/ 8oz Squeeze  
Bottle (Made with Organic)

Also available  
natural herbal  
body wash:  
lemongrass,  
peppermint &  
ginger, rose & ylang  
ylang, sweet orange  
and unscented

Organic Body & Foot Scrub  
155g/ 5.4oz Glass Jar

Organic Body & Foot Scrub  
155g/ 5.4oz Glass Jar

**Organic Hand & Body Moisturizing**

Organic Body Butter  
Unscented 100ml/ 3.4oz  
Glass Jar

Also available organic  
body butters: lavender,  
lemongrass, peppermint &  
ginger, rose & ylang ylang,  
sweet orange,

Organic Hand & Body  
Lotion Sweet Orange  
200ml/ 6.8oz Glass  
Pump Bottle

Also available  
organic hand  
& body lotions:  
lavender, lemongrass,  
peppermint & ginger,  
rose & ylang ylang,  
and unscented

**Deodorant & Body Mist**

Natural Deodorant  
For Him & Her  
Unscented 100ml/ 3.4oz  
Spray Bottle

Also available:  
citrus floral scent for her and bay  
rum scent for him

Organic Body  
Mist Rose & Ylang  
Ylang 200ml/ 6.8oz Glass Spray  
Bottle

Also available  
organic body  
mist: lavender,  
lemongrass,  
peppermint &  
ginger and sweet  
orange

Additional size:  
100ml / 3.4oz  
Glass Spray Bottle

**Organic Facial Washes, Cleansers, Scrubs**

Organic Facial Wash, Facial Cleansers, Organic Face Toners, Organic Exfoliating Facial Scrubs, Natural Facial Mask, Natural Acne Spot Treatment and Organic Makeup Remover Free of Any Synthetic Preservatives or Chemicals.

Natural Facial Mask  
Deep Pore Cleansing  
150g/ 5.2oz Jar

Organic Facial Scrub  
Intense Exfoliation  
125g/4.4oz Glass Jar

Also available:  
Apricot Facial Scrub  
Gentle Exfoliation  
125g/ 4.4oz Glass Jar  
(Made with Organic)

Organic Liquid Facial  
Scrub Medium Exfoliate  
236ml/ 8oz Squeeze  
Bottle

Natural Facial Wash  
Normal to Oily Skin  
200ml/ 6.8oz Glass  
Pump Bottle (Made with Organic)

Also available:  
Natural Facial Wash  
Dry Skin 200ml/ 6.8oz  
Glass Pump Bottle (Made with Organic)

Organic Facial Wash  
Moisturizing for All Skin  
Types 200ml/ 6.8oz  
Glass Pump Bottle

Organic Facial Toner  
Normal to Oily Skin  
200ml/ 6.8oz Glass  
Pump Bottle

Organic Facial Toner  
Dry Skin 200ml/ 6.8oz  
Glass Pump Bottle

**Organic Creams, Moisturizers, and Serums**

Organic Face Serums, Organic Day Creams, Organic Night Creams, SPF Moisturizers, Eye Cream and Anti-Wrinkle Moisturizers.



Organic Day Cream  
Unscented 50ml/ 1.7oz Glass Jar

Also available:  
rose like scent, and  
sweet orange

Organic Night  
Cream Rose Hip  
and Argan 50ml/ 1.7oz Glass Jar

Organic Extreme Repair  
Serum Normal and Oily Skin  
100ml/ 3.4oz Glass Pump  
Bottle

Also available: Organic  
Extreme Repair Serum Dry  
and Damaged Skin 100ml/ 3.4oz Glass Pump Bottle

Organic Skin Rejuvenator  
Dry Skin 100ml/ 3.4oz Glass  
Pump Bottle

Also available: Organic  
Skin Rejuvenator Normal  
to Oily Skin 100ml/ 3.4oz  
Glass Pump Bottle



**Natural Sun Screens**

These natural SPF-30 Face & Body Lotions offer skin protection from the sun without nano-particles or chemicals. Made with organic ingredients. No petroleum-based ingredients. Cruelty-free, vegan and vegetarian. Free from oxybenzone and octinoxate. Free from synthetic fragrances or dyes. Free from gluten, dairy, soy, corn, non-GMO. Free from phthalates, parabens, preservatives. Free from beeswax, contains no insects or animal ingredients. Our SPF-15 and SPF-30 rating has been tested for verification.



Natural SPF-15 Day  
Cream Translucent  
White 50ml/ 1.7oz  
Glass Jar

Also available:  
Dark Honey, Light  
Ivory and Medium  
Beige

**Long-Lasting, Great Value Natural and Organic Soap Bars**

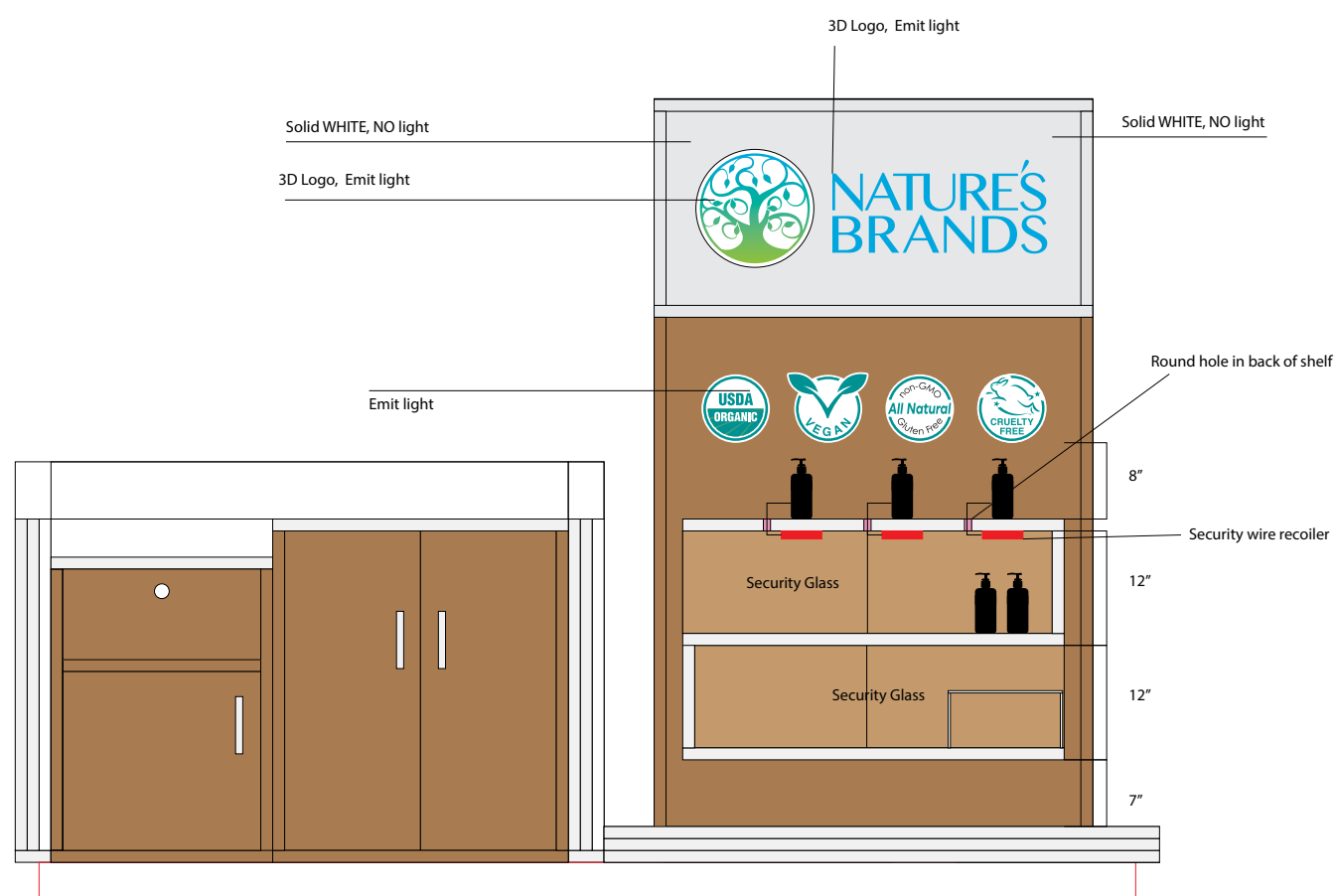
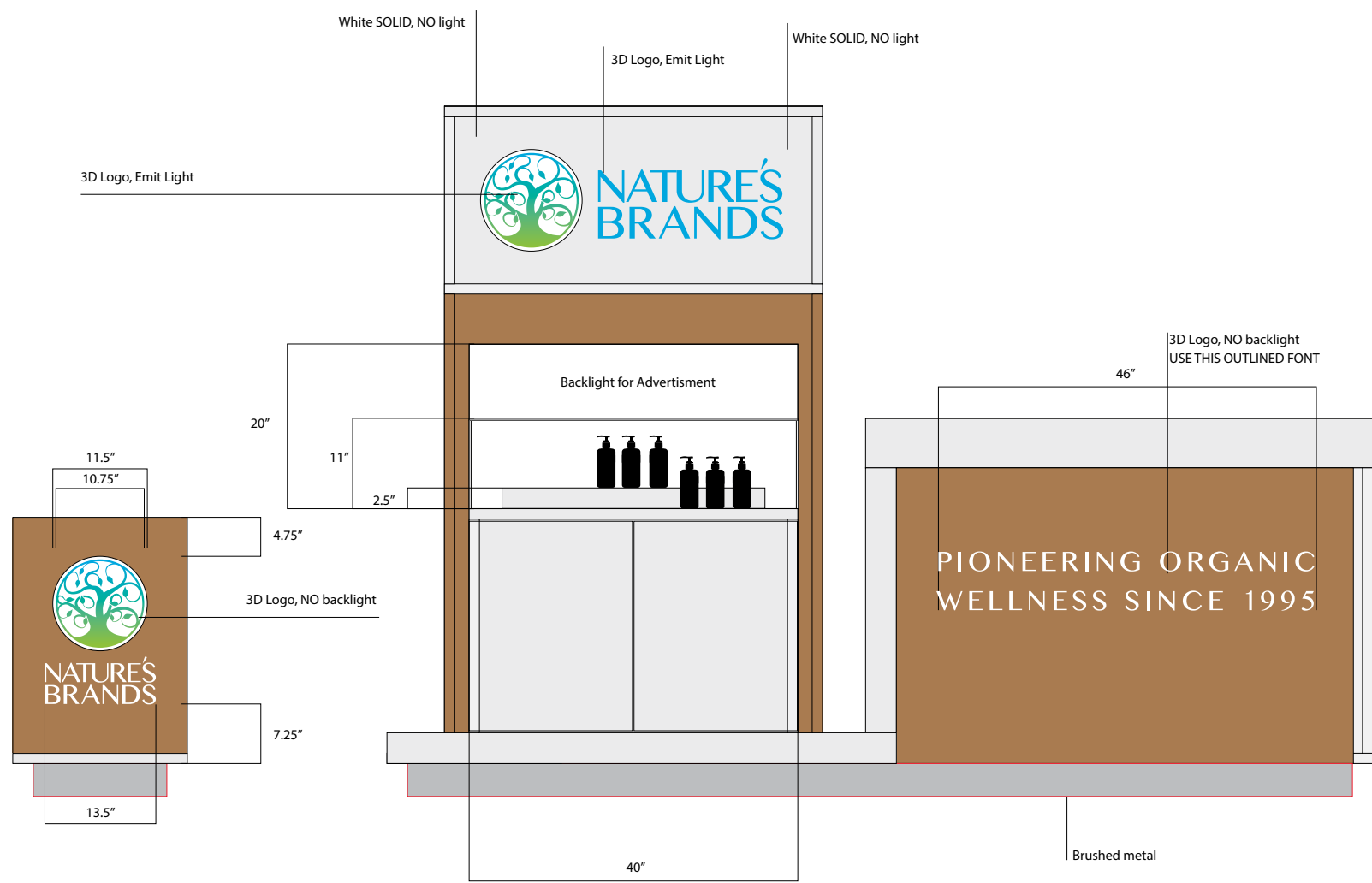
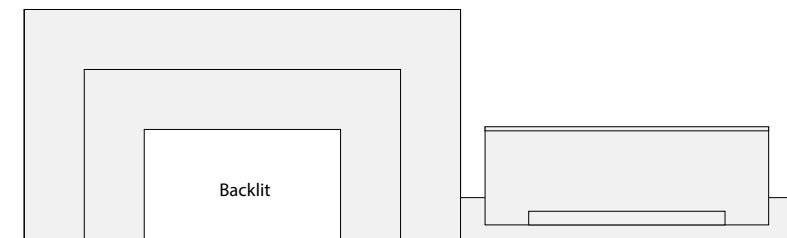
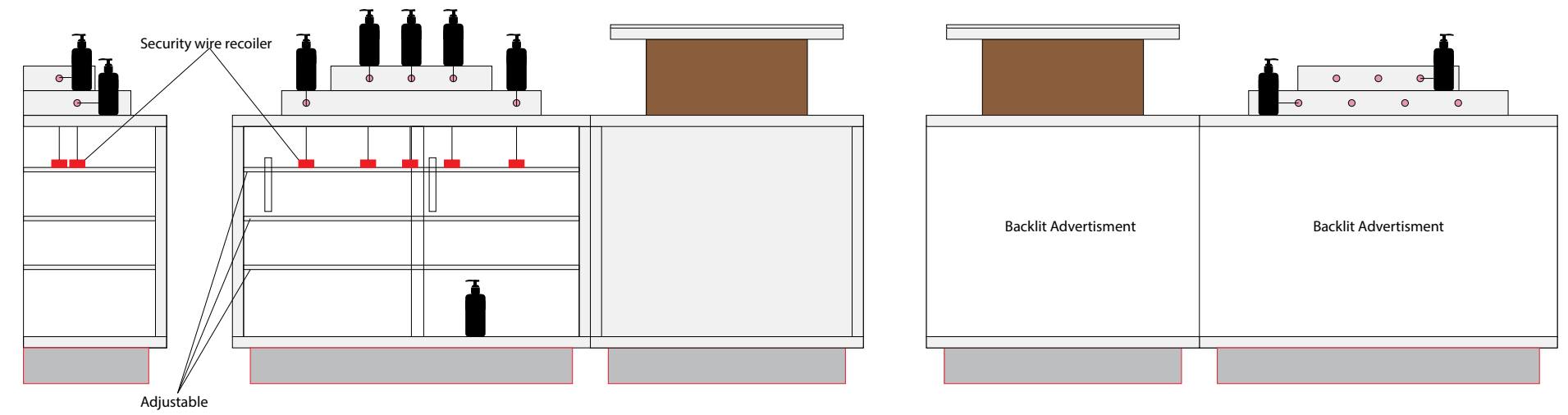
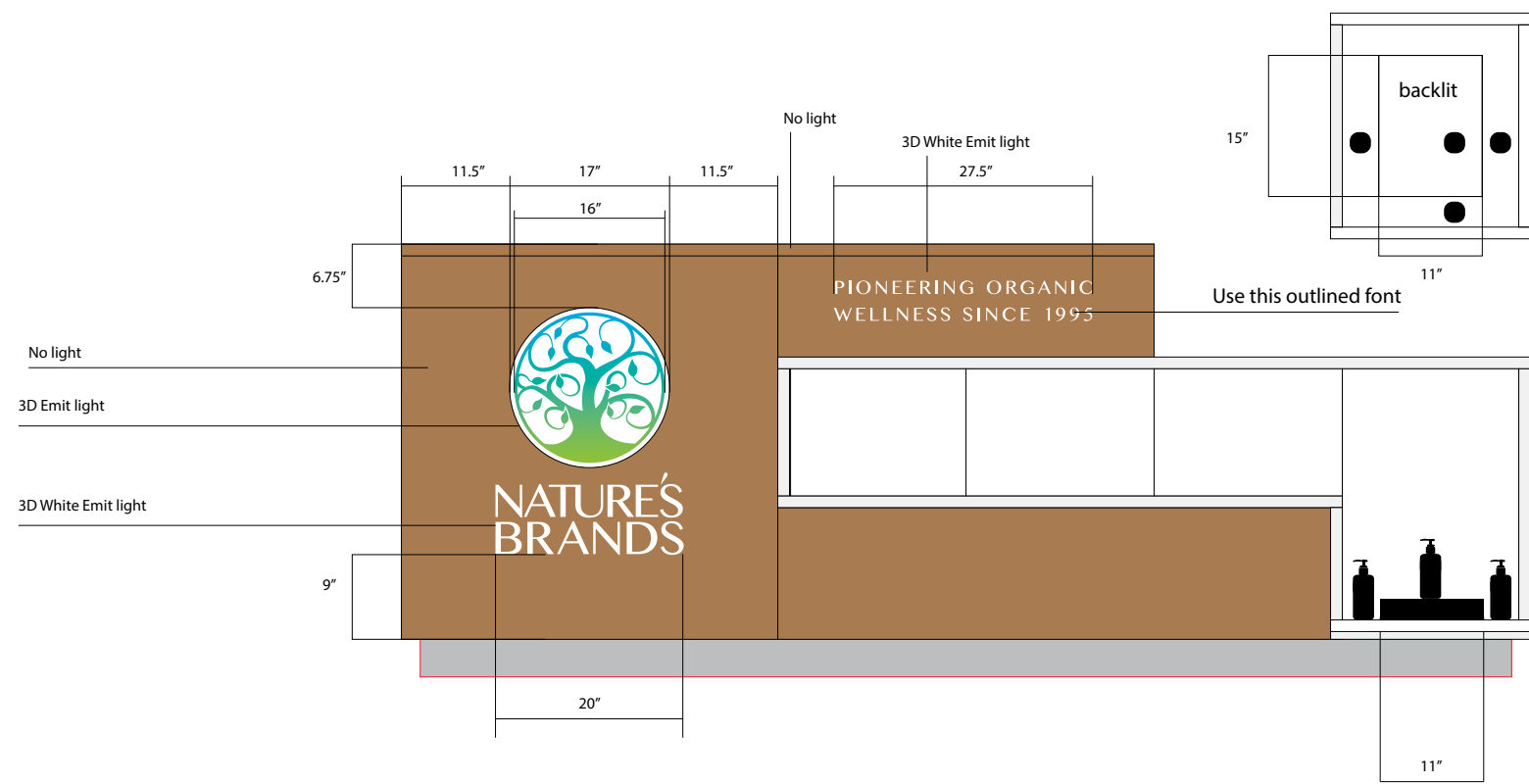
Our super-mild handmade soap bars are made from a hypoallergenic vegetable base of organic Coconut, Palm, Olive and Palm Kernel oils, we use natural, aromatherapy essential oils and botanical extracts to enhance the effects of this moisturizing soap base on your skin. All bars are facial quality.



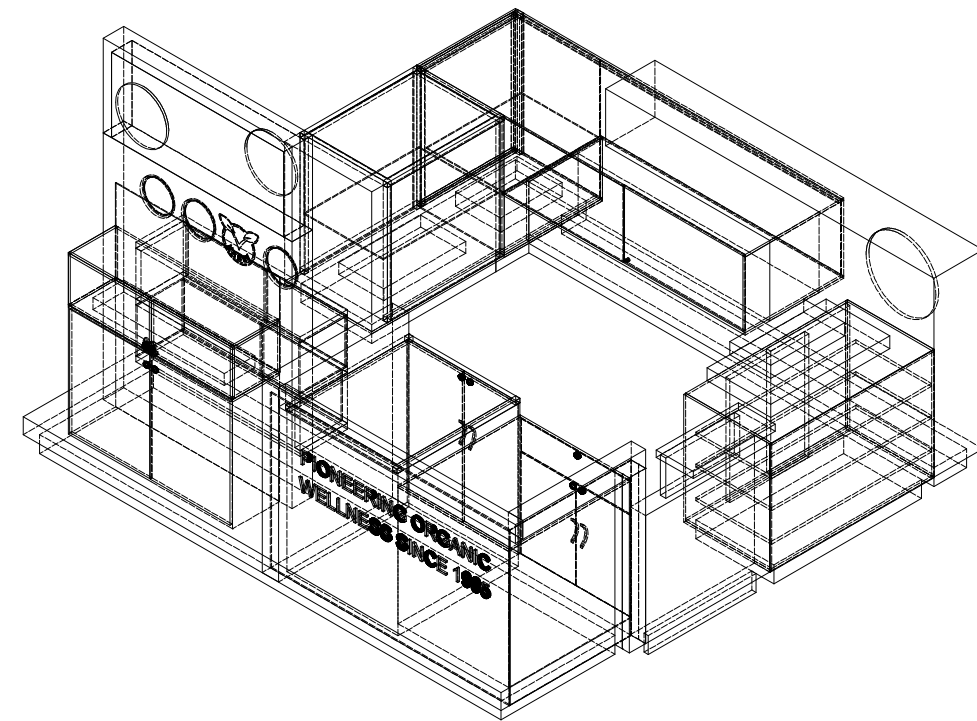
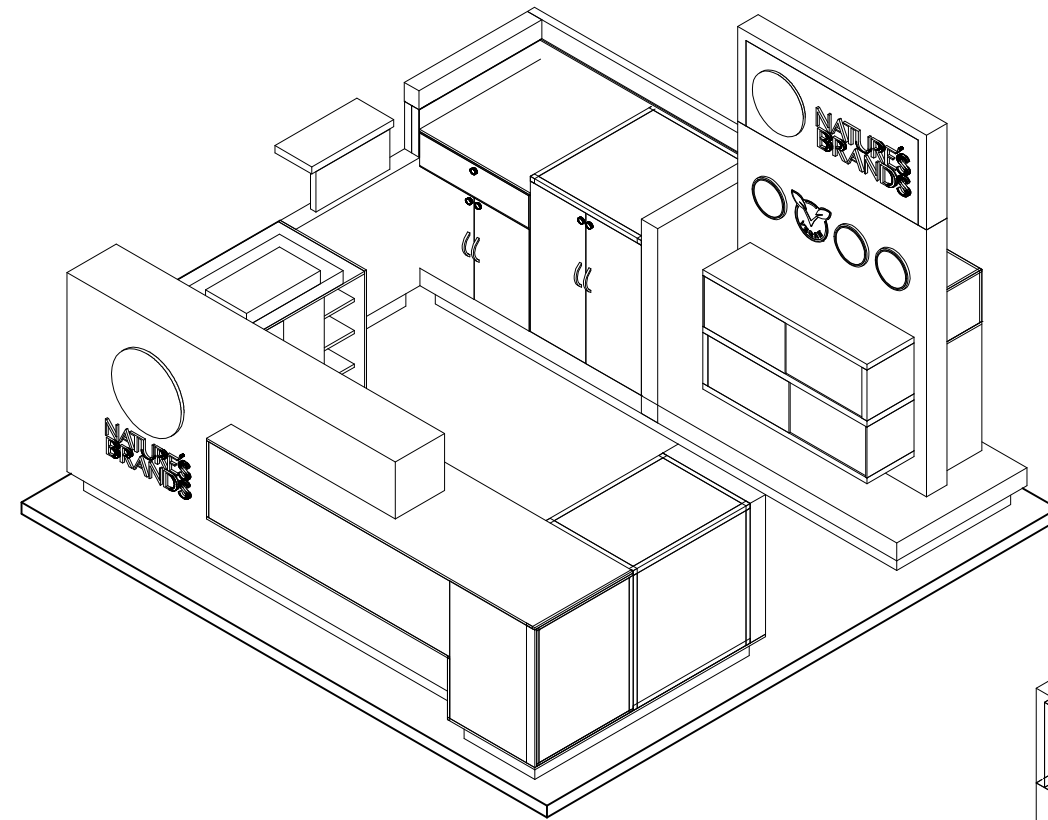
Organic Soap Bars  
73g/2.6oz

Available in:  
Aloe,  
Lemongrass,  
Lavender,  
Patchouli, Hemp,  
Peppermint,  
Rosemary,  
Shea Butter,  
Sweet Orange,  
Tea Tree,  
Unscented,  
Forest Spice

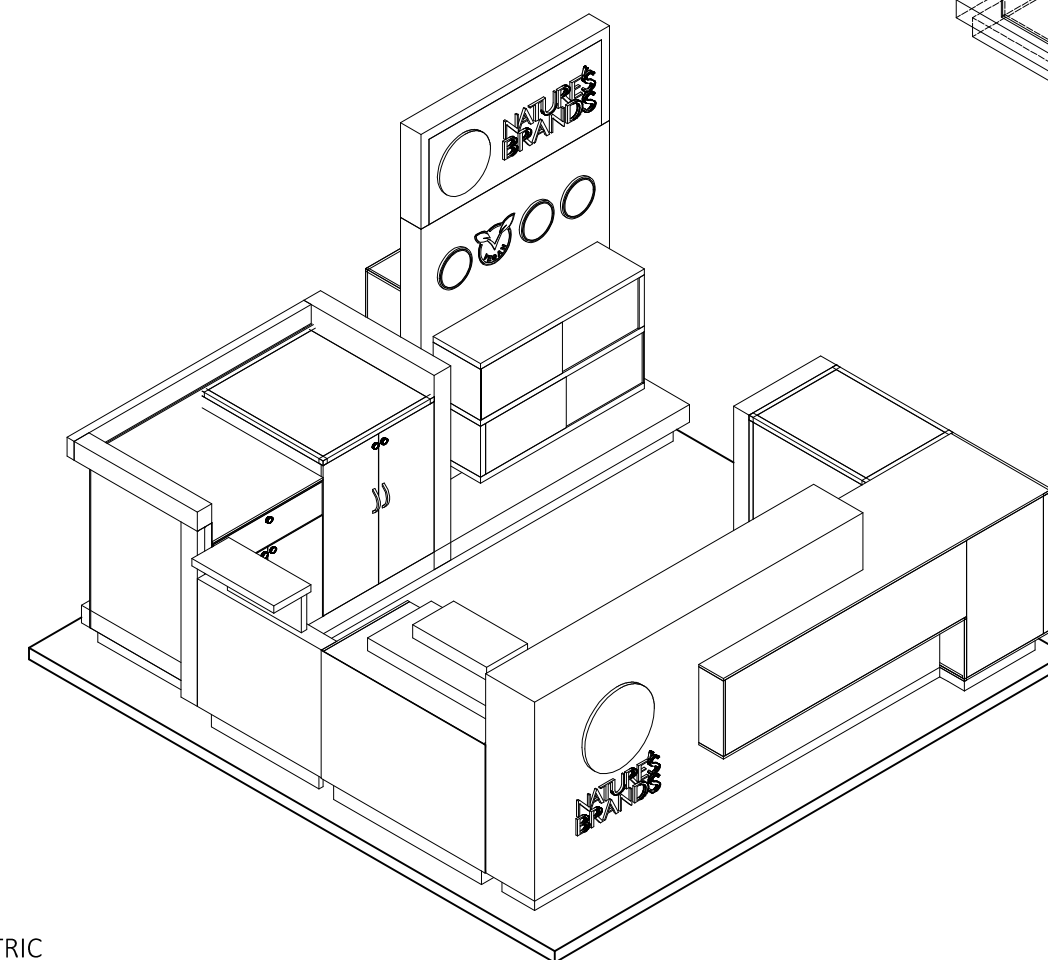




ISOMETRIC



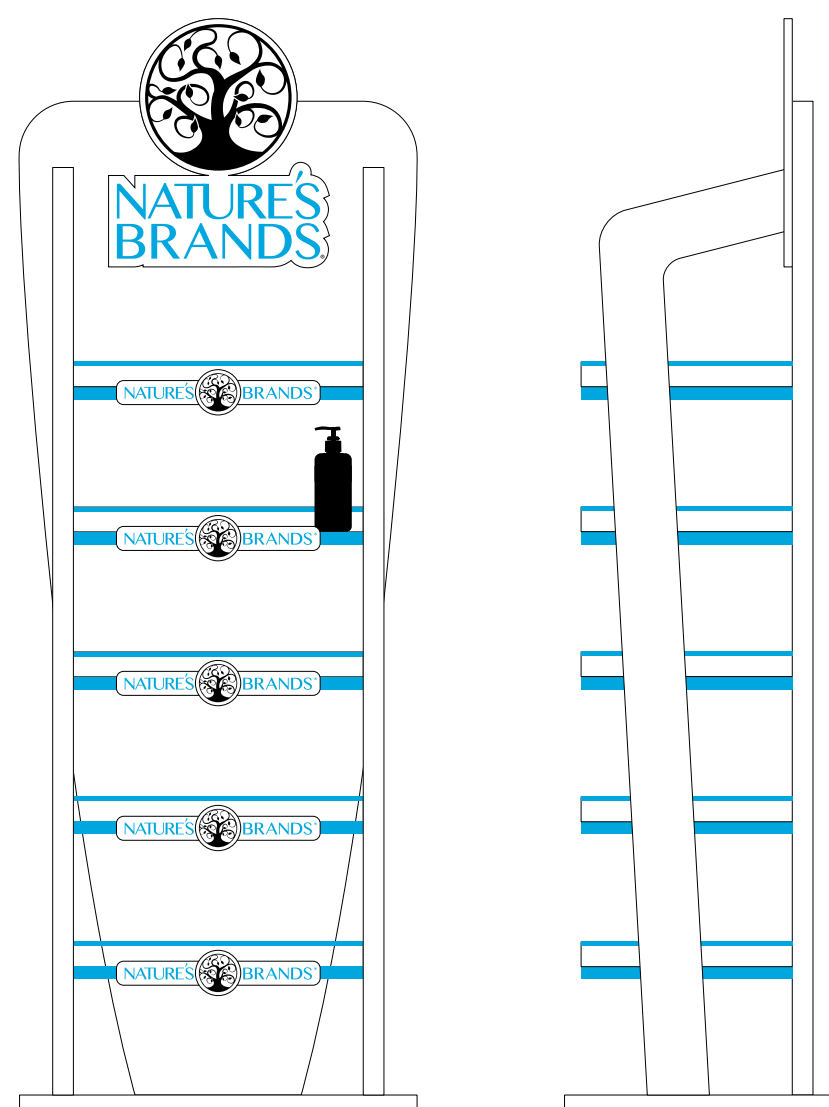
ISOMETRIC













16"



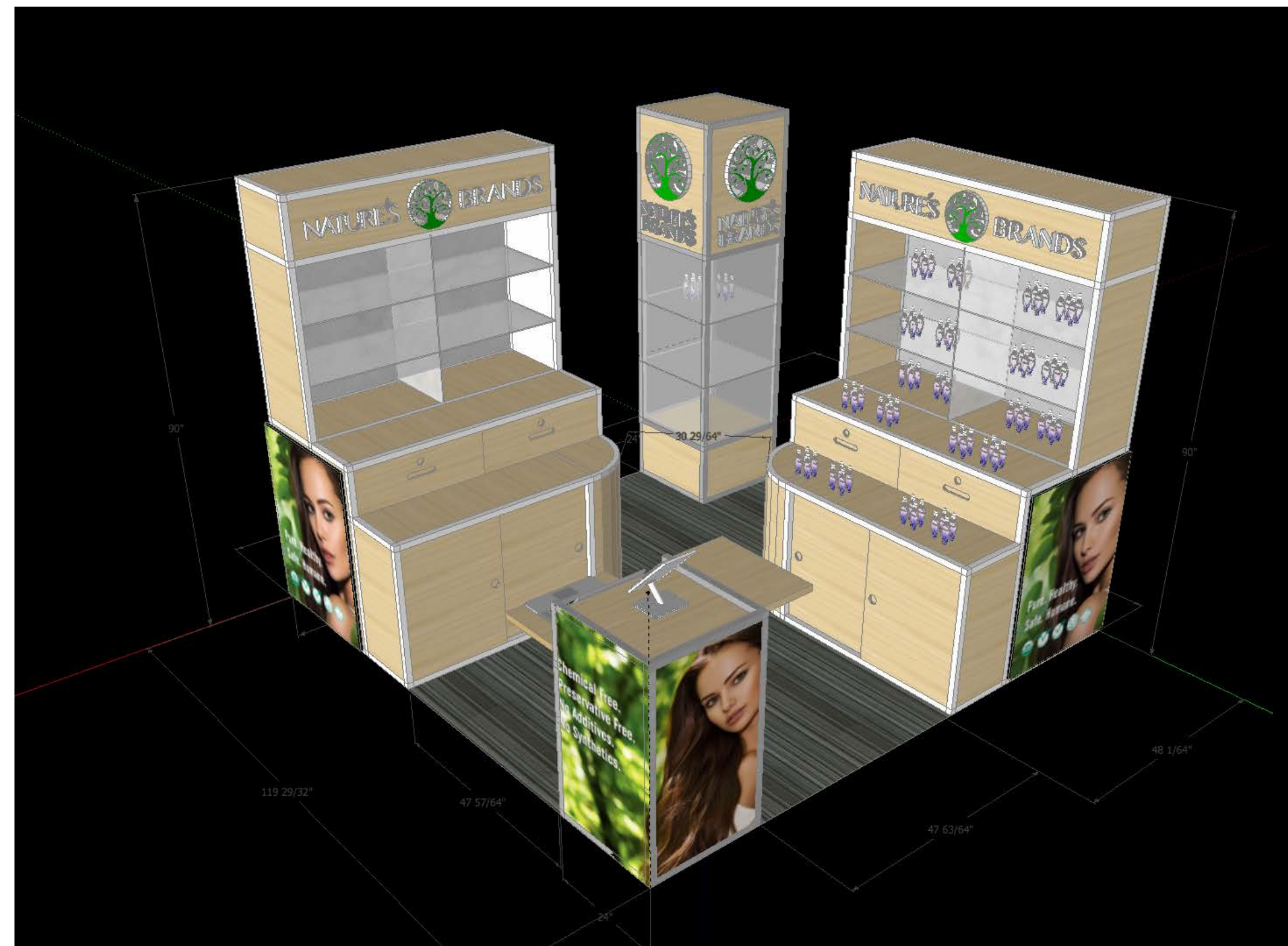
8"

8 in

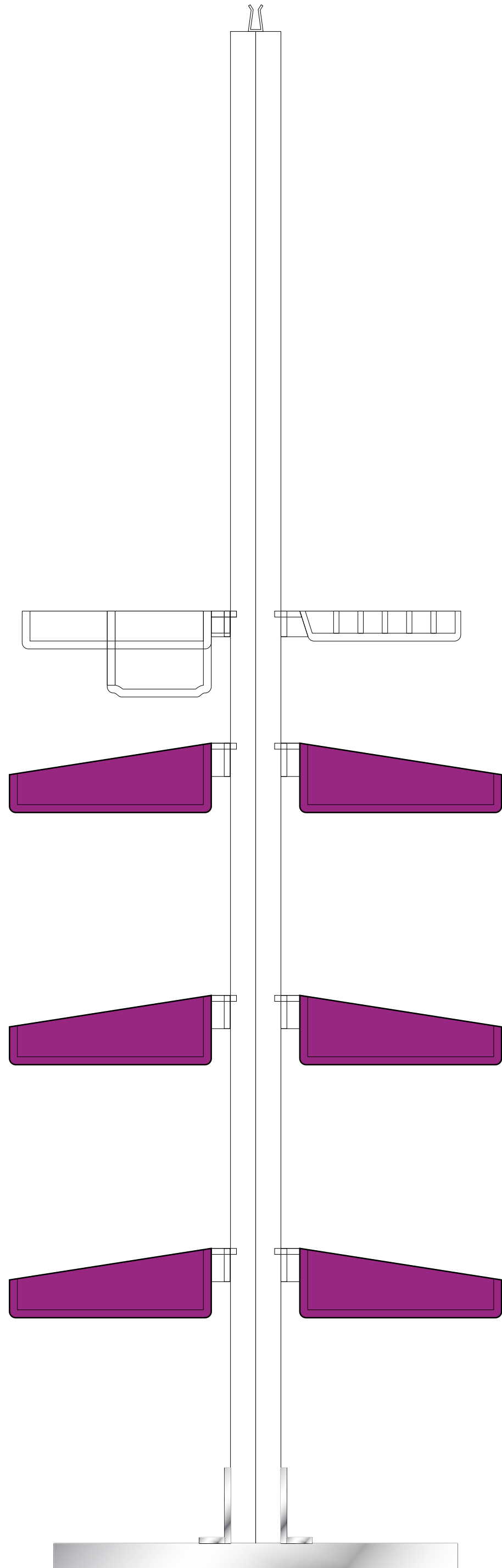
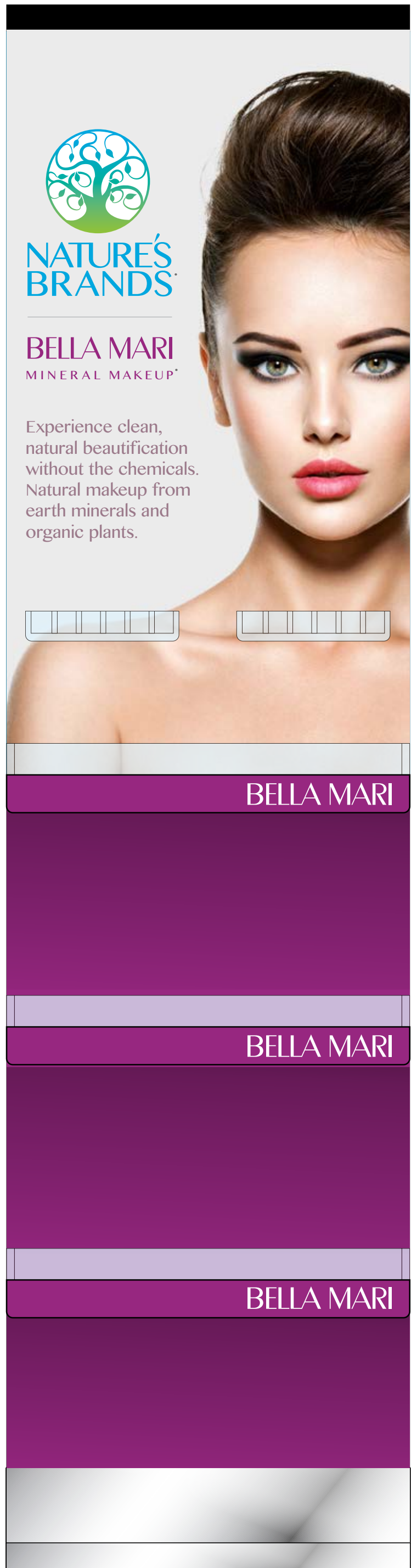
8 in

8 in

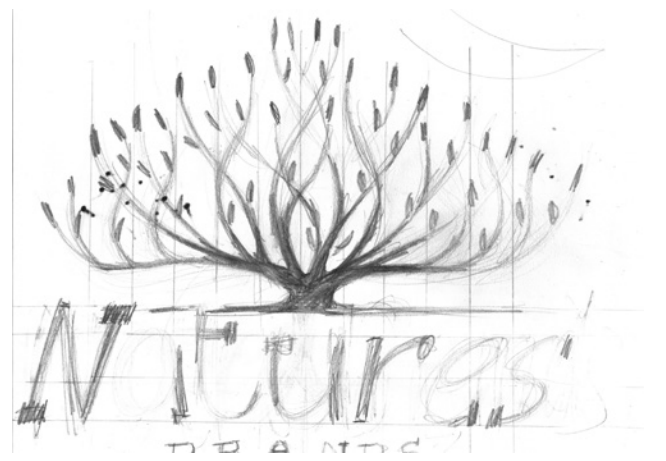
4.5"













The image displays a 2x3 grid of icons, each representing a product feature. The icons are as follows:

- Top Left:** A circular icon with a stylized 'D' and 'F' inside, representing 'Doctor Formulated'.
- Top Middle:** A circular icon with a stylized 'G' and 'T' inside, representing 'Great Tasting'.
- Top Right:** A circular icon with a stylized 'N' and 'P' inside, representing 'No Pills'.
- Bottom Left:** A circular icon with a stylized 'V' inside, representing 'Vegetarian'.
- Bottom Middle:** A circular icon with a stylized 'G' and 'F' inside, representing 'Gluten Free'.
- Bottom Right:** A circular icon with a stylized 'S' and 'F' inside, representing 'Sugar Free'.

SPECIAL

DAILY SLEEP AID

\$19.99 + \$4.81

oneSecond

supplements

THE BEST  
ADVANCED REAL SPRAY TECHNOLOGY™

DAILY SLEEP AID

ADVANCED REAL SPRAY TECHNOLOGY™

30 DAY SUPPLY

NEED BETTER SLEEP?

ADVANCED REAL SPRAY TECHNOLOGY™

DAILY SLEEP AID

ADVANCED REAL SPRAY TECHNOLOGY™

FREE

DAILY VITAMIN B12 - ENERGY SPRAY

\$20.00 value

oneSecond

supplements

THE BEST  
ADVANCED REAL SPRAY TECHNOLOGY™

VITAMIN B12

ADVANCED REAL SPRAY TECHNOLOGY™

30 DAY SUPPLY

YOUR  
VITAMIN B12?

ADVANCED REAL SPRAY TECHNOLOGY™

Daily Sleep Aid Spray (30 day Supply)

Source: OTC

Daily Vitamin B12 Spray (30 Day Supply)

★★★★★

Description:

OneSecond Supplements Sleepy Aid Spray utilizes calming chamomile and melatonin to help improve your natural sleeping cycle. It has zero sugar, zero calories, is vegetarian, gluten-free and has a great tasting pear flavor. Just two sprays of this sleep supplement is all you'll need to get back to your old self. OneSecond Supplements are physician formulated and clinically proven to help give you a restful night's sleep.

Ingredients

Recommended Use

Cautions and Warnings

Starting at:

\$19.99

plus \$4.81

Order Now

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DAILY SLEEP AID

ADVANCED REAL SPRAY TECHNOLOGY™

\* These statements have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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The image displays four nesecond (supplements) product bottles arranged in two rows. The top row features two bottles for 'DAILY IMMUNITY SUPPORT': a silver spray bottle on the left and a pink spray bottle on the right. The bottom row features two bottles for 'CHILDREN'S DAILY SLEEP AID': a silver spray bottle on the left and a blue spray bottle on the right. Each bottle has a silver spray nozzle and a circular dotted pattern above it. The nesecond logo is prominently displayed on each bottle, with the product name below it.



## ADULTS

FULL LINE OF SLEEP SUPPLEMENTS,  
ENERGY SUPPLEMENTS AND VITAMINS  
FOR ACTIVE ADULTS?

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## CHILDREN







DOCTOR FORMULATED, EASY-TO-USE  
AND TASTY SUPPLEMENTS AND  
VITAMINS FOR YOUR CHILD

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Fact: You can have, be, or do anything you want. In part 2 of this enlightening Webinar, Gloria MacDonald continues exploring 'Your Richly Imagined Future'. How do you create? Gloria shares a 3-step creative process she designed called 'Energy-heering'. Learn the difference between a goal and a dream and how to apply it to your life and continue the path to your living your dreams.

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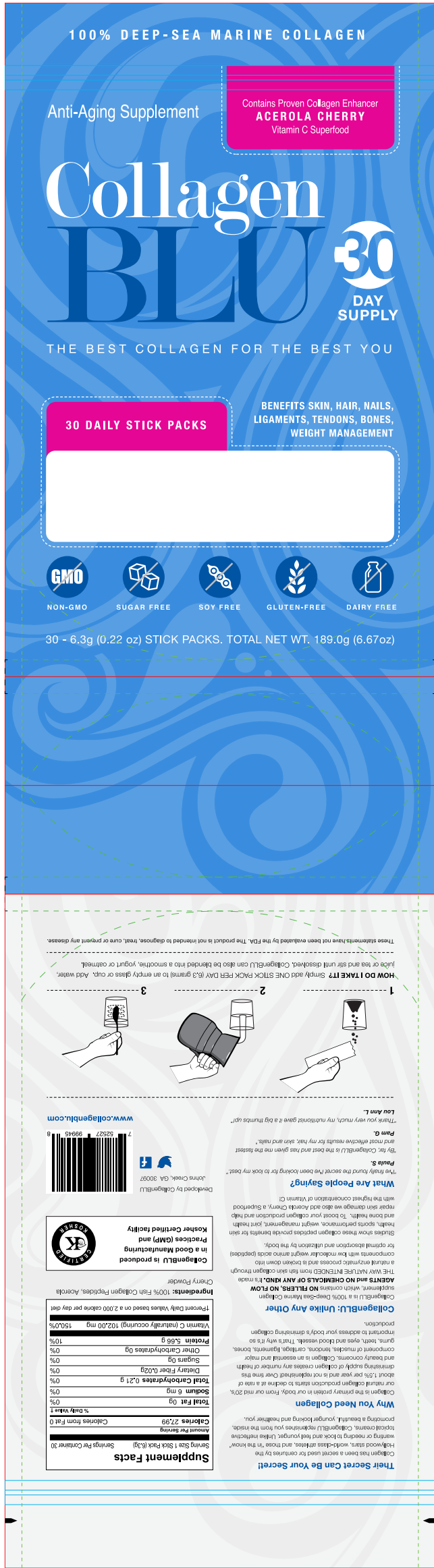
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Collagen has been used by millions of people around the world in food, dietary supplements, cosmetics and medicine, without side effects. Our collagen has:

GRAS

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Collagen BLU Marine Collagen is highly safe makes it extremely suitable for long term use. In addition, because Collagen BLU Marine Collagen is extracted from the skin of wild caught deep sea fish, it is free of any risk of bovine spongiform encephalopathy (BSE), transmissible disease or mad cow.

The product is also stringently tested by independent laboratories to ensure quality and safety. Tests are performed on nutritional content, microbiology and heavy metals (eg. mercury content).

Collagen BLU Marine Collagen is a 100% natural product and is free from any dairy, lactose, soy, wheat, gluten and allergens. It also contains no artificial colors, flavors, additives or preservatives.

Collagen BLU Marine Collagen is tested to the highest standards using laboratory quality control procedures and outside Accredited Laboratories. All Third party Laboratories must meet the guidelines of the United States and Standards Council of Canada.

Collagen BLU Marine Collagen meets the United States specifications for Trace Metals and Microbiology. The narrowest specification is applied to the Certificate of Analysis.

Collagen BLU Marine Collagen tests each batch of Collagen for Allergens by an independent, accredited laboratory. The Lab is using an Enzyme Linked Immunosorbent Assay (ELISA) to measure the amount of allergen in the collagen.

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The mission of the Kentucky Chapter of the American College of Surgeons is twofold. First, it is to improve the health of the region by promoting the highest standards of surgical care through education, mentorship, and fellowship. Second, it is to be an effective voice for surgeons in achieving these standards.

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**Jason Smith,**  
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President**Cynthia Downard,**  
MD, MMSc, FACS  
Secretary - Treasurer**Daniel J. Frey,**  
MD FACS  
HPAC Region Chief**Kelli Bullard Dunn,**  
MD FACS  
Specialty Society Governor

Other concerns  
Surgeons say:  
"Does anybody have any concerns? If you see something that concerns you during this case, please speak up."

## 2015 Annual Chapter Meeting

The 2015 Annual Chapter Meeting will be held Monday, August 31, 2015 at the Hyatt Regency in Louisville, KY, in conjunction with the KMA. Morning sessions will feature educational lectures and panels, and the afternoon will include the Resident Paper Competition of the Committee on Cancer and the Committee on Trauma. Please join us! Contact Linda Silvestri through the "Contact Us" link for further information.

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## 2014 Annual Chapter Meeting

The 2014 Chapter Meeting was held Tuesday, September 16, 2014 at the Hyatt Regency in Louisville, in conjunction with the KMA. An outstanding morning educational program included presentations by Drs. Matt Benms and Tim Mullett followed by the keynote address by Dr. Gary Dunnington from Indiana University. Kentucky Attorney General Jack Conway then spoke about curbing prescription drug abuse in the Commonwealth. The afternoon highlights included the Resident Paper Competition for both the Committees on Cancer and Trauma.

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August 31, 2016 • Location, City and State

## 2016 Annual Chapter Meeting

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## News Updates

- 2015 Annual Chapter Meeting  
August 31, 2015
- 2014 Annual Chapter Meeting  
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**2015 Annual Chapter Meeting**  
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**2014 Annual Chapter Meeting**  
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**2016 Annual Chapter Meeting**  
August 31, 2016  
Location, City and State



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August 31, 2017  
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Get to the cause of what's holding you back & release it.

Shift to a new success mindset.

Step into your Personal Power.

Build confidence & belief that you can do it.

Set a goal & achieve it.

Be inspired to take action.

Increase clarity & awareness.

Be supported & guided in health, wealth, happiness & relationships.

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It's About You, Your Transformational Experience and Your Ability to Coach Others!

As you learn how to live the life you desire, you begin to realize your dreams. Our Empower training is unlike any other program because we teach you how to identify and clear subconscious beliefs and blocks holding you back — blocks you are unaware of, blocks that reside in your subconscious mind. Once these blocks are cleared, you will be able to create new beliefs and action steps that generate the results you desire. In our certification, we provide you with the tools, techniques, exercises and concepts that facilitate change and produce results. You will retrain your mind for a quantum leap and breakthrough.

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Tools to establish your results-based coaching business that attracts ideal clients

Access to coaching materials, tools and techniques to set you up as a successful Life Coach

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Empower Intensive Coaching Sessions for your personal benefit and coaching awareness

Training to identify behavior and personality styles to customize coaching for each client's style to achieve maximum coaching results

Mastery of probing techniques and communication skills to uncover core issues

Mindful Integration Techniques

Meet Our Coaches

Joann Lysiak  
Chief Empowerment Officer

Joann is passionate about living her purpose as a Health and Life Coach and helping people fulfill their dreams. Live a healthy lifestyle, and transform and thrive. Her intuition guides her in getting to the cause of what is holding people back, clearing it, and helping them create what they want. She loves helping people shift and seeing the transformations that take place. Joann encourages people to reach for the stars and fulfill their dreams, just as she has in her own life. She walks her talk, living a healthy lifestyle filled with abundant energy, vitality, happiness and YOUNGEMVY and inspiring others to do the same.

Melissa Tietz  
Chief Empowerment Officer

Melissa has always been devoted to helping others reach their full potential. After a dozen years teaching kindergarten classes, and a few life-changing events, she pursued life coach certification and quickly began coaching clients worldwide. Her expertise is helping others break old habits. Before Empower she was the President of a global coaching company where she coached classes from 10 to over 500 clients. From Colorado to Paris, she has spoken on stage and lead seminars on changing your life to attract what you want. Over the past several years Melissa's success strategies have accelerated thousands of coaches and clients to achieve amazing results in their relationship.

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Your Body Makeover: Get to the Cause of Excess Weight & Let It Go!

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8-9 pm Eastern  
7-8 pm Central  
6-7 pm Mountain  
5-6 pm Pacific

Cost: \$97

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February 10 2016

March 02 2016

Think & Grow Rich: Beyond the Book

Melissa Tietz, Chief Empowerment Officer

Do you feel like you are running on autopilot in some area of your life — running the same habits, beliefs or patterns over and over again? In this 4-week class you will discover the power of the subconscious mind, how thoughts are things, and how the answers that many people are looking for to achieve success are found within themselves. As soon as you master these principles in this introductory class the realization will come to you that riches come when your thinking is right. It all begins with your state of mind.

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Jumpstart Savvy Facebook Marketing

Leslie Heng, Empower Business Coach

Are you ready to learn how to leverage Facebook to boost your business? In this 4-week class you'll learn the nuts and bolts of building a Facebook presence to grow your community, establish your expertise, and sell your services. In this powerful, get-into-action format, Coach Leslie will show you how to overcome doubt.

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Times:

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7-8 pm Central  
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Cost: \$97

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The Yellow Brick Road to Money

Lynn Torre, Empower Money Consciousness Coach

When you change your perspective on money, everything can change. Join Dorothy in Search of the Emerald City and get back the curtain on money. When the truth about money is exposed, you will discover that the power to create financial health and wealth has been hidden inside of you all along!

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Think & Grow Rich: Beyond the Book

Melissa Tietz, Chief Empowerment Officer

Do you feel like you are running on autopilot in some area of your life — running the same habits, beliefs or patterns over and over again? In this 4-week class you will discover the power of the subconscious mind, how thoughts are things, and how the answers that many people are looking for to achieve success are found within themselves. As soon as you master these principles in this introductory class the realization will come to you that riches come when your thinking is right. It all begins with your state of mind.

Read More

Times:

8-9 pm Eastern  
7-8 pm Central  
6-7 pm Mountain  
5-6 pm Pacific

Cost: \$97

Register

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Jumpstart Savvy Facebook Marketing

Leslie Heng, Empower Business Coach

Are you ready to learn how to leverage Facebook to boost your business? In this 4-week class you'll learn the nuts and bolts of building a Facebook presence to grow your community, establish your expertise, and sell your services. In this powerful, get-into-action format, Coach Leslie will show you how to overcome doubt.

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Times:

8-9 pm Eastern  
7-8 pm Central  
6-7 pm Mountain  
5-6 pm Pacific

Cost: \$97

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The Yellow Brick Road to Money

Lynn Torre, Empower Money Consciousness Coach

When you change your perspective on money, everything can change. Join Dorothy in Search of the Emerald City and get back the curtain on money. When the truth about money is exposed, you will discover that the power to create financial health and wealth has been hidden inside of you all along!

Read More

Times:

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5-6 pm Pacific

Cost: \$97

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Thorough Understanding of the Speaking Industry.	Communicate effectively on all platforms – Stage, Group, Home, One on One, Email, and Social.	How to market your products and services.	How to market your products and services.
How to brand yourself.	How to position yourself like an expert.	How to build credibility in the marketplace.	How to build a \$10,000 Speaking Presentation.
How to create products for sale.	The art of winning friends and influencing people.	How to build credibility in the marketplace.	How to build a \$10,000 Speaking Presentation.

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### Benefits of Certification




Don Boyer

GIN Faculty

Don Boyer, along with his wife Melinda, is the creator of the best-selling book series The Power of Mentorship which now has 22 volumes and more than 200,000 copies in the marketplace worldwide. With his wife Melinda, they have also produced motivational films that have featured international leaders Brian Tracy, Bob Proctor, Marie Diamond and Vic Johnson among others.

Don's passion is to help people reach their full potential and fulfill their dreams. His mentorship programs include How to Create a Publishing Empire, The Millionaire Speaker's Home Study Course, and The Millionaire Speaker's Boot Camp. All are designed to help you build financial independence.




Brett Labit

GIN Faculty

An entrepreneur, consultant, and coach, Brett Labit founded a company called LIZ Global, Inc. which provided a unique business development system at no cost. In 2015, LIZ Global merged with AXS to provide a dynamic Social Marketplace for individuals to progress in Life and Business. Brett creates unified communities where giving, serving and caring are at the core of interaction.

Brett has trained and traveled across the globe, working with the top names in business, sports and nonprofits. Huffington Post has called Brett's work "The Evolution of Business Networking."

How to create products for sale.



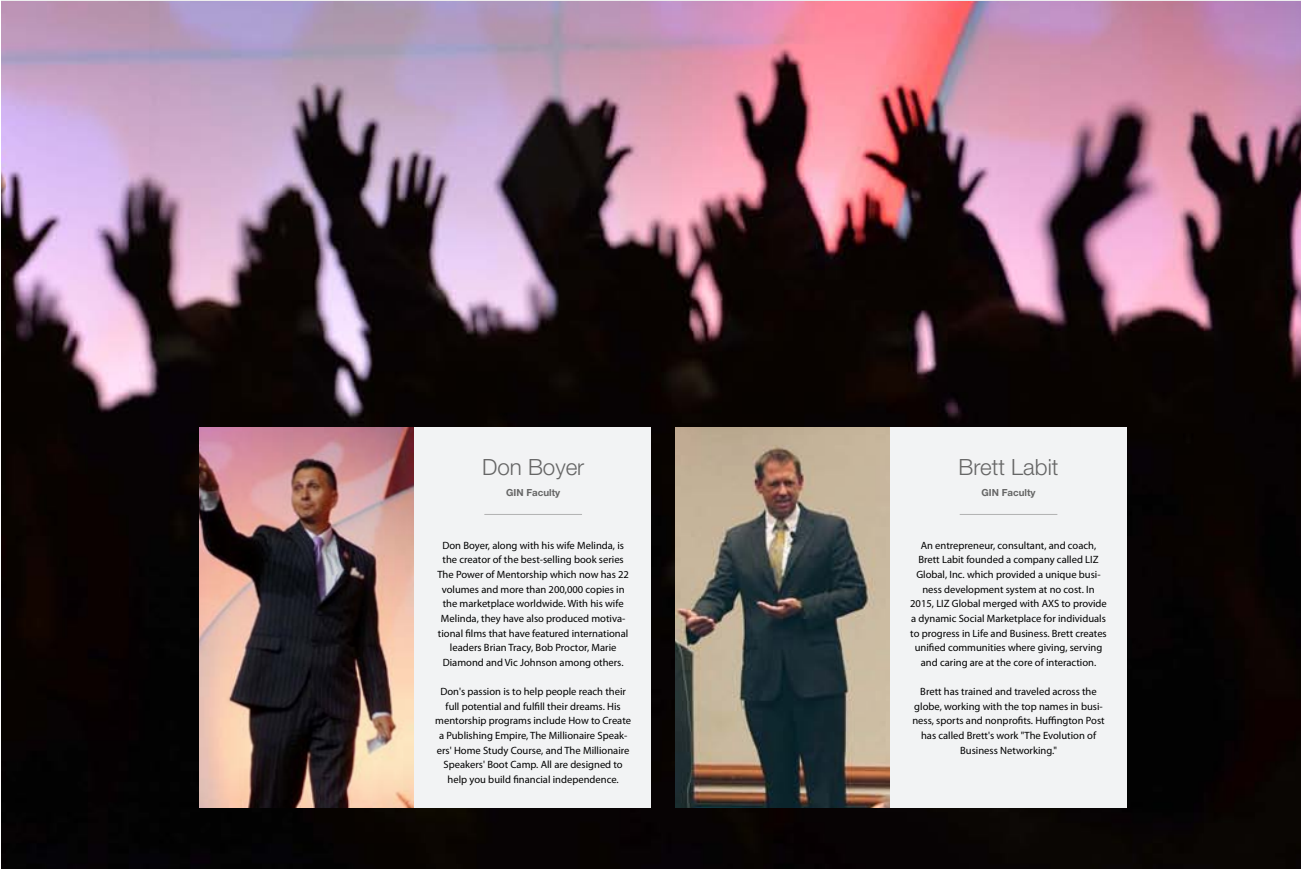
The art of winning friends and influencing people.

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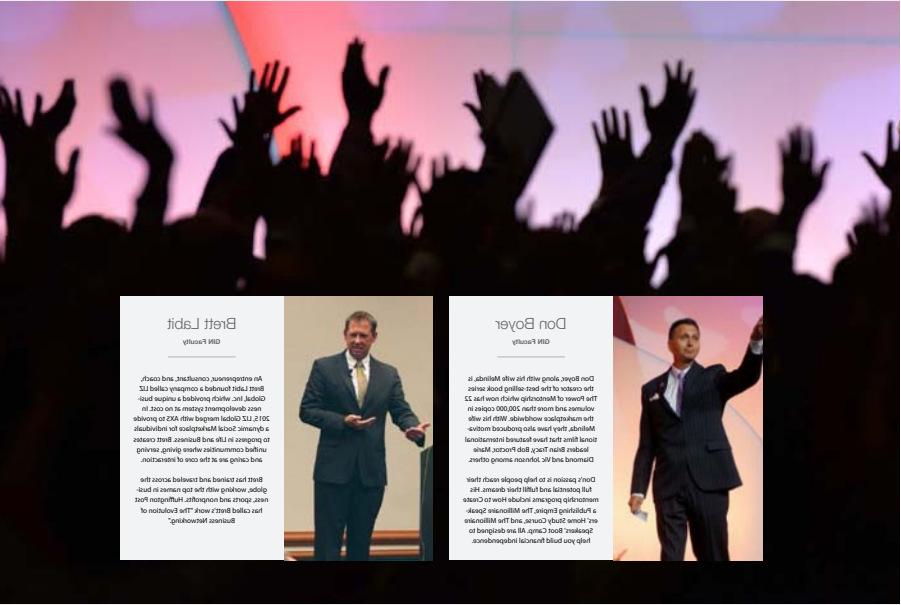
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How to create products for sale.	The art of winning friends and influencing people.	How to build credibility in the marketplace.	How to build a \$10,000 Speaking Presentation.

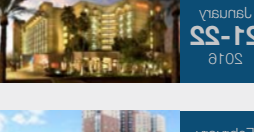
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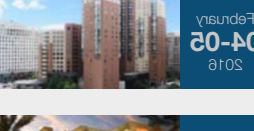


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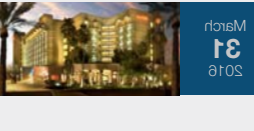


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# Benefits of Real-Time Data Services

FOR ONLINE MARKETERS



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## BENEFITS OF REAL-TIME DATA SERVICES FOR ONLINE MARKETERS

### Web Form Data Entry:

Prospects entering information into web forms can intentionally or unintentionally provide inaccurate data. This affects a marketer's ability to connect with the lead via all channels. It also results in additional postage and printing costs for leads with bad addresses, wasted time of call center agents when a phone number is inaccurate, and wasted costs for email deployment to undeliverable addresses, or even blacklisting issues, if too many undeliverable addresses are sent to individual domains.

How many ways can you misspell Yahoo.com? At least 50! Our email checker programs have caught and corrected misspellings like YAAHOO.COM, YAHHQ.COM and YAHOO.CMO. As a way to mitigate the large number of people that enter their email incorrectly, a number of sites are now requiring users to enter their email twice. Others require users to click on a link sent to their email address to verify that the email address is correct.

Typos can be made in all fields of a form. By using a key element such as a telephone number to lookup the data, users do not have to fill in forms and that will result in fewer mistakes in your marketing database.

### PROSPECTS ENTERING INFORMATION INTO WEB FORMS CAN INTENTIONALLY OR UNINTENTIONALLY PROVIDE INACCURATE DATA.



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## BENEFITS OF REAL-TIME DATA SERVICES FOR ONLINE MARKETERS

How do you best engage your customers and sales leads with the limited information you gather from web forms, point of sale transactions, or inbound phone calls? What impact would additional intelligence about a customer make in routing leads within your organization? How would you like to be able to "pre-qualify" a lead for a specific offer within seconds of receipt, or turn an inbound call into a cross-sell? It's all possible with the use of real-time data services.

Real-time services allow you to validate or correct information that is gathered from customers and prospects, and allows you to append additional information from national consumer data sets, off-the-shelf propensity models, or scoring from a custom model built specifically for your business. Your organization

will provide a better experience to your customers and leads by routing calls to the right sales team and presenting the best offer, plus you will also be assured that the data you add to your marketing database is accurate.

Who can benefit from real-time services?

- Online marketers
- Call centers
- Retailers via point of sale
- Mobile marketers
- Any marketer adding self-reported information to a customer database or CRM system



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## BENEFITS OF REAL-TIME DATA SERVICES FOR ONLINE MARKETERS

INFORMATION ON 250 MILLION CONSUMERS



### What Can You Verify or Append with Real-Time Services?

Many of Relevat's time-tested and trusted Telematch® services are available, as well as services newly developed to meet the needs of today's multi-channel marketers. Append or verify addresses, telephone numbers, disconnected phone numbers, email addresses, demographic or firmographics append, and IP address.

You can also apply off-the-shelf or custom models:

- Relevat's Response Performance Indicator (RPI) distributes any universe into 10 segments based on each record's propensity to respond and propensity to pay. Marketers can select or omit records from the 10 segment scale based on overall objectives.
- Customized Response and/or "Good Customer Match" regression model scoring. The models are built offline using Relevat's Zip+4 and summarized credit data using over 400 data variables as input, then applied to the Real Time Data Services many of options.
- Scoring using customer's own internally created Zip+4 models.

Relevat houses multiple national consumer and business-to-business data including:

- Information on 250 million consumers in 112 million households with over 400 demographic/purchase/behavioral selects.
- 112 million landline phone numbers and 128 million wireless telephone numbers.
- Over 1 billion email addresses, plus email suppression files which include undeliverable email addresses, complainers and spam traps.

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## BENEFITS OF REAL-TIME DATA SERVICES FOR ONLINE MARKETERS

### Key Benefits:

- Correct data as it is being captured.
- Prevent fraudulent data entry.
- Append key demographics, such as language preference that allow you to route calls.
- Apply off the shelf or custom models to pre-qualify or route sales leads.
- Save postage and printing costs on direct mail - make sure you have complete and correct address information.
- Save time and money by ensuring accurate phone numbers for call centers or sales teams.
- Avoid fines and consumer bad will for telemarketing to numbers on the Do Not Call Registry and to cell phones without permission.
- Email service fees and email deliverability issues - ensure that the email address you collect is valid.
- Create and deliver targeted messages based on the profile of the prospect.

### How Real-Time Services Work:

Real-time service transactions occur in sub-second time while your website visitor is on your site, or from an inquiry that you route directly to our real-time servers.

#### Lead Verification - Contact Information:

For instance, if a lead comes in for a specific product, a marketing campaign might include an instant email acknowledgment with a special offer, followed by a phone call from a sales consultant, while at the same time a mail piece is sent.

By sending this data in real time for append and verification, the prospect's first name is appended, the Zip+4 for the address as well as the missing apartment number are added, an alternate email address is identified, and a mistyped phone number is corrected.

Supplied data is corrected, verified or supplemented:

	SUPPLIED DATA	RETURNED DATA	
First Name	J	John	A data element added
Last Name	Smithson	Smithson	S data element verified
Address 1	1821 Elm St.	1821 Elm St.	S data element verified
Address 2		Apt. 2B	A data element added
City	Evanston	Evanston	S data element verified
State	IL	IL	S data element verified
Zip	60201	60201-5566	A data element added
Email	jsmithy@yahoo.com	jsmithson@comcast.net	A data element added
Phone	312-998-6785	312-998-6675	C data element corrected

Real time web services allow for the validation and/or correction of data in real time as each individual form is submitted.

In this case the intelligence gained from the information validation allows the sales consultant to address the prospect on the phone by his first name, ensures that the call goes through since the phone number was corrected, and alerts the sales consultant to confirm a preferred email address.

In addition, during the phone validation process, if the phone number was identified as a cell phone, or was flagged on the National Do Not Call file, the record could be flagged to bypass a phone call. Plus the mail piece stands a better chance of being delivered with the added apartment number.

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## BENEFITS OF REAL-TIME DATA SERVICES FOR ONLINE MARKETERS



### Lead Segmentation - Targeted Messaging:

Taking the process one step further, marketers may segment follow up messaging based on the target demographics of a prospect.

For instance, an insurance company drives traffic to a web page offering life insurance products. Based on the demographics of the prospect, they will send a particular email message. The company has worked with a modeling and analytics group and knows that prospects who fall into various categories via a modeled score, respond better to a particular offer:

Offer A - ensure that important assets are covered
Offer B - ensure that your family is cared for
Offer C - life insurance that builds cash value
Offer D - low cost life insurance protection
Offer E - will your children be able to afford a college education?

Married males over age 35	Offer A
Married males under age 40 with children	Offer B
Married males age 40+ with children	Offer E
Married females with children	Offer B
Females under age 50	Offer C
Females age 50+	Offer D
All other males	Offer C

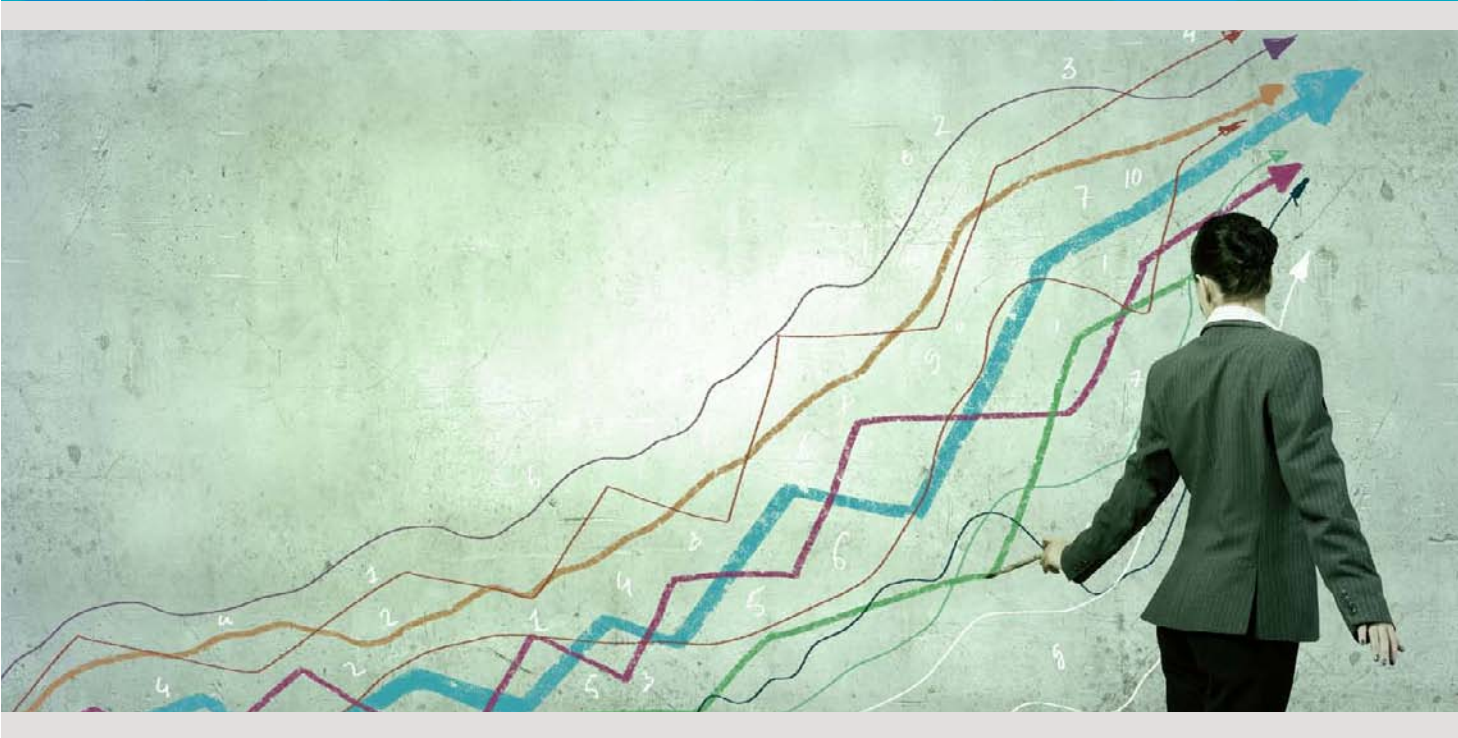
By sending the data collected in the web services form - which can be as little as a name/email, name/address, or name/phone number - key demographics can be appended and then scored via the model. This transaction occurs in sub-second time so the best message can be sent to the prospect.

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# Driving Campaign Profitability

USING MATCH BACK RESPONSE ANALYSIS IN B-TO-B MARKETING



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### DRIVING CAMPAIGN PROFITABILITY USING MATCH BACK RESPONSE ANALYSIS IN B-TO-B MARKETING

I imagine you could dramatically increase response rates and profitability on your next B to B marketing campaign. Imagine that you could repeat and refine the results on each subsequent mailing. Wouldn't you take advantage of this marketing intelligence?

In our experience, many B to B marketers have been reluctant to "dig" deep in understanding the performance of their direct mail campaigns; they are content to receive orders generated from a promotion without really understanding the differences in performance within the campaign.

When the time comes for the next direct mail campaign, it will be business as usual. The marketer will solicit the same house segments or the same types of prospect lists expecting similar results with no regard for better performance and increased ROI.

One simple technique that B to B marketers can employ in better understanding campaign performance is a "Match Back Response Analysis."

**MANY B TO B MARKETERS HAVE BEEN RELUCTANT TO "DIG" DEEP IN UNDERSTANDING THE PERFORMANCE OF THEIR DIRECT MAIL CAMPAIGNS.**

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### DRIVING CAMPAIGN PROFITABILITY USING MATCH BACK RESPONSE ANALYSIS IN B-TO-B MARKETING

#### SAMPLE REPORTS

Assume that an Office Supply company has recently completed a solicitation of 174,865 prospects. During the 5-month campaign life, 1440 orders were generated for a response rate of 0.82%. As they prepare for their next campaign they will just assume that they will probably generate a 0.82% response rate.

Having detailed response information, however, would allow them to refine their future campaigns making them more profitable. Following is an example showing how a response report by Employee Size can better drive future solicitation decisions.

Employee Size	Mails 2009	Resp 2009	Resp Rate	Resp Index	In The Mail Cost	Total Cost	Avg Order	Total	\$ ROI
A. 1-4	38,013	204	0.53%	69	\$0.00	\$21,608	\$75.00	\$15,300	-29.19%
B. 5-9	24,848	197	0.79%	96	\$0.00	\$14,909	\$75.00	\$14,775	-0.90%
C. 10-19	23,342	209	0.90%	109	\$0.00	\$14,005	\$75.00	\$15,075	11.92%
D. 20-49	28,158	274	0.97%	119	\$0.00	\$16,895	\$75.00	\$20,550	21.64%
E. 50-99	42,793	137	0.32%	121	\$0.00	\$7,678	\$75.00	\$10,275	34.32%
F. 100-249	5,780	64	1.11%	124	\$0.00	\$2,469	\$75.00	\$4,800	36.47%
G. 250-499	722	16	2.49%	133	\$0.00	\$432	\$75.00	\$1,350	211.63%
H. 500-999	305	5	1.64%	199	\$0.00	\$183	\$75.00	\$375	104.92%
I. 1,000-4,999	197	9	4.57%	555	\$0.00	\$118	\$75.00	\$675	472.7%
J. 5,000-9,999	13	0	0.00%	0	\$0.00	\$8	\$75.00	\$0	-100.00%
K. 10,000+	3	0	0.00%	0	\$0.00	\$2	\$75.00	\$0	-100.00%
L. Blank	42,694	323	0.76%	92	\$0.00	\$25,616	\$75.00	\$24,225	-5.43%
Grand Total	174,865	1,440	0.82%	100		\$104,883		\$108,000	2.97%
	96,085	913	0.29%	115		\$57,049		\$66,475	16.78%

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### DRIVING CAMPAIGN PROFITABILITY USING MATCH BACK RESPONSE ANALYSIS IN B-TO-B MARKETING

Using a very simple example analyzing employee size only, this report shows that solicited companies with Employee Size range of 1-4 responded at a rate 51% below average (the Response Index of 69), or only 0.53%. Thus, one would consider eliminating this group from future campaigns, along with the others not highlighted laborously a more thorough analysis of order \$ amount and potential ROI would be needed). Using this criterion alone, the marketer would save \$47,284 in production/postage costs, increase the response rate from .82% to .95%, and increase ROI on the campaign from 2.97% to 18.78%.

Similar reports would be produced using offer codes, discount codes, etc. giving the B to B marketer better information on how to better grow the business.

#### CONCLUSION

B to B marketers should not be content using general overall results as a measure of campaign effectiveness. Just like their B to C counterparts, they should be willing to "dive" into the data, at a minimum using a simple Match Back Analysis methodology. The benefits are numerous and the minimal incremental cost is more than justified by the knowledge that will be gained.

#### About Relevate®

Relevate, with its headquarters in Springfield, Virginia, is a data insight and management company that combines the power of analytics and quality data assets to deliver a comprehensive range of marketing intelligence and digitally driven marketing solutions. Over 1,500 companies work with Relevate to improve their ROI and build leading-edge marketing solutions. For more information, call (800) 523-7346, or visit [www.relevategroup.com](http://www.relevategroup.com).

#### CONTACT RELEVATE

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SALES@RELEVATEGROUP.COM  
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### DRIVING CAMPAIGN PROFITABILITY USING MATCH BACK RESPONSE ANALYSIS IN B-TO-B MARKETING

#### METHODOLOGY

A "match back process" is performed post-campaign to determine exactly which solicited records responded and which did not. The typical steps are:

- B to B marketer provides a file of customer orders that were generated during the time period of the campaign. This can include Order \$ amount for additional performance review.
- Original solicitation file is prepared for the process. This file includes all source codes, offer codes, geography etc. that were on the original solicitation.
- Customer Order file is matched to the Solicitation File using Company Name/Address match logic. Response/Order information is posted to the Solicitation file. This allows both responders and non-responders to be within the same universe for easy reporting.
- Enhanced Data Overlay is an additional step that can add great value to the response analysis process. There are a number of companies that can append typical Business Firmographic data such as Employee Size, Sales Volume, SIC Code and Years in Business to the solicitation file. This data can help the marketer find subset universes that respond and perform better.
- Generate response reports by all possible variables found on the solicitation file, including the enhanced data.
- Use the newly found information in refining selection criteria for future campaigns.

```
graph LR; A[Solicitation File] --> B[Business Firmographic Overlay]; B --> C[Match Response to Solicitation]; C --> D[Evaluate Response Through Various Segments]; D --> E[Make Targeted Selection]; E --> A;
```

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<p>Total health is achieved by understanding the intricate relationships of the body (physical), mind (emotional), and spirit (spiritual). It is no accident that the Creator has numerous methods of analyzing our complex body.</p> <p>The Scripture says, "At the result of two witnesses, or at the result of three witnesses, shall the matter be established." (Deuteronomy 19:15). This program encompasses the awareness of a multitude of modalities to observe circumstances in the body as well as a detailed study of anatomy, herbs and other available clinical resources. The student learns how to determine the best of all natural options according to the knowledge gained from numerous information-gathering techniques.</p> <p><a href="#">READ MORE</a></p>					

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DIRECTOR'S NOTE

Trinity School of Natural Health was founded by Dr. Wendell Whitman in 1981 to offer professional programs of study in the natural health field leading to non-traditional designations or degrees. Up until that time, very few educational institutions made home study courses available. Dr. Whitman saw the need for this valuable information to reach the public so he created an affordable and available way for people to learn. He founded Trinity. The courses of study were specifically designed to integrate the total person in mind, body and spirit, each course building on the next to create a complete and beautiful lifestyle. Today Trinity provides a solid education for students to establish their own professional practice and bring much needed health alternatives to their communities.

Trinity School of Natural Health is a non-profit, non-denominational, Christian educational institution. We offer professional programs in Natural Health and Christian Ministry. Our courses focus on the integration of the mind, body and spirit so that our students can create a lifestyle harmonious with the Creator and His divine plan. Our educational programs offer degrees in such non-traditional designations as Doctor of Naturopathy (D.N.), Master Herbalist (M.H.), Master Indologist (M.I.), Certificate of Nutritional Counseling (C.N.C.), Certified Health Specialist (C.H.S.) and Associate Degree in Biblical Studies (A.B.S.). All of the course work is completed at the convenience of your home. All course work is mailed to the student, and the student must course work back for grading.

## PROGRAMS & COURSES

We offer programs for Doctor of Naturopathy, Master Herbalist, Master Indologist, Certificate in Nutritional Counseling, Certified Health Specialist, Associate Degree in Biblical Studies.

We require the minimum of a high school diploma or GED to enroll in any program at Trinity. Students are not required to have a college bachelors or masters degree.

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## STUDENT TESTIMONIALS

"Currently I am in the ND program at Trinity School of Natural Health, and enjoy it immensely. I am heartened by your continued support (i.e. HealthKeepers magazine, CNHP) toward those who choose to receive and/or provide natural health care." - Eve Brown

"Trinity's administration and instructors were but an e-mail away for me. All inquiries were rapidly and politely responded to." - Mark Glasgow

"I commend the people who pick the books for the courses as they have been invaluable tools in my business and personal life, as they have wonderful information and are very interesting." - Kathy Hester

"Trinity has the best staff that I have ever worked with. Cheerful and helpful - great combination" - Andrew Gaines

"The mission of Trinity speaks to my heart, and I am happy to be a student. The curriculum has been found sound, the materials more than adequate, and testing is presented in such a way as to challenge the student while simultaneously encouraging strong retention of the subject matter." - Eve Brown

"The coursework is demanding, includes much reading and develops the students skill at textual analysis. The course exams were not easy. The tests were more demanding than exams I have taken at both regionally and nationally accredited institutions." - Mark Glasgow

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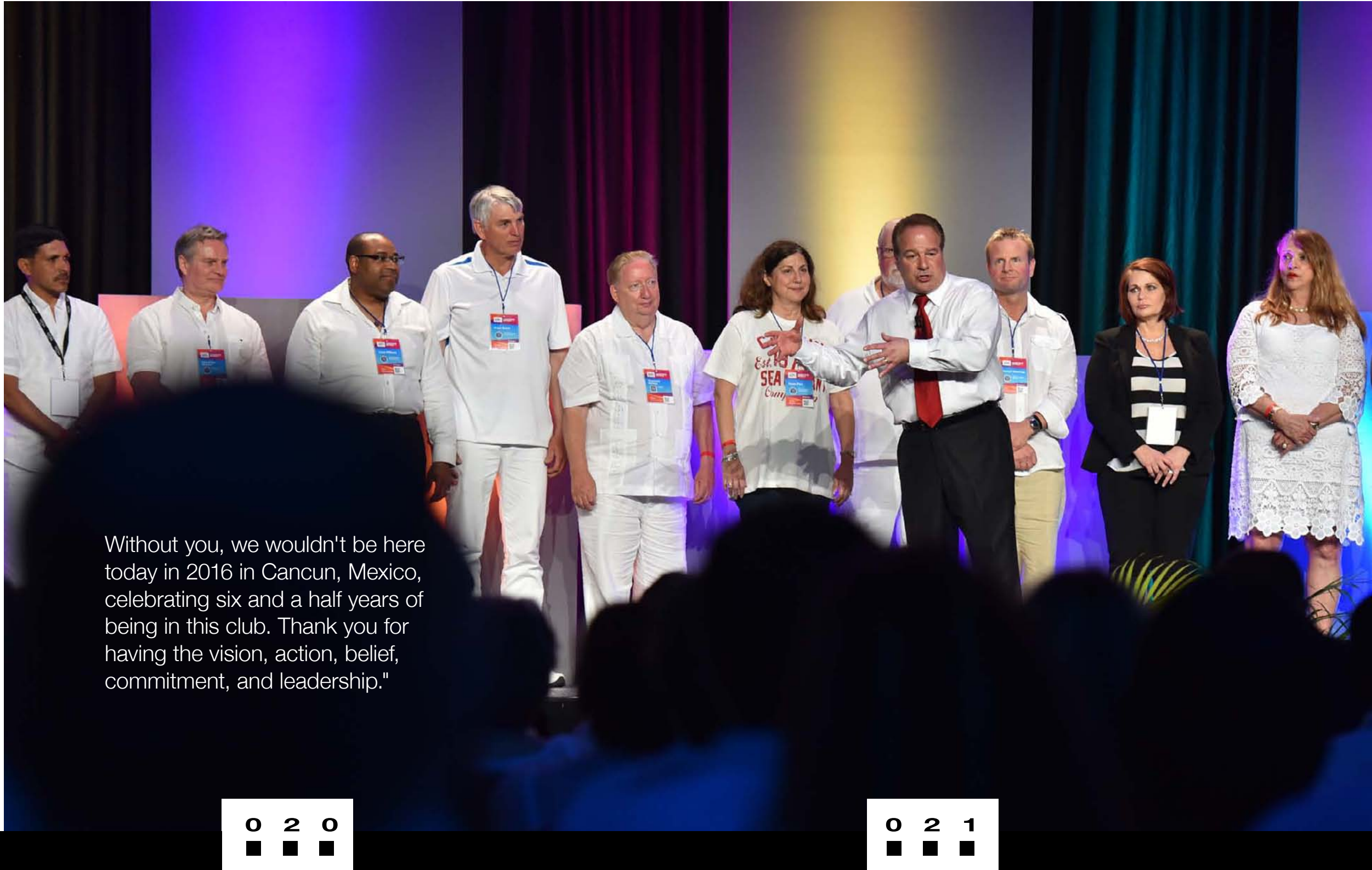
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Major Event Review



Leadership Retreat Photo Gallery



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Major Event Review



Leadership Retreat Photo Gallery

## EVENT OPENING FRIDAY EVENING

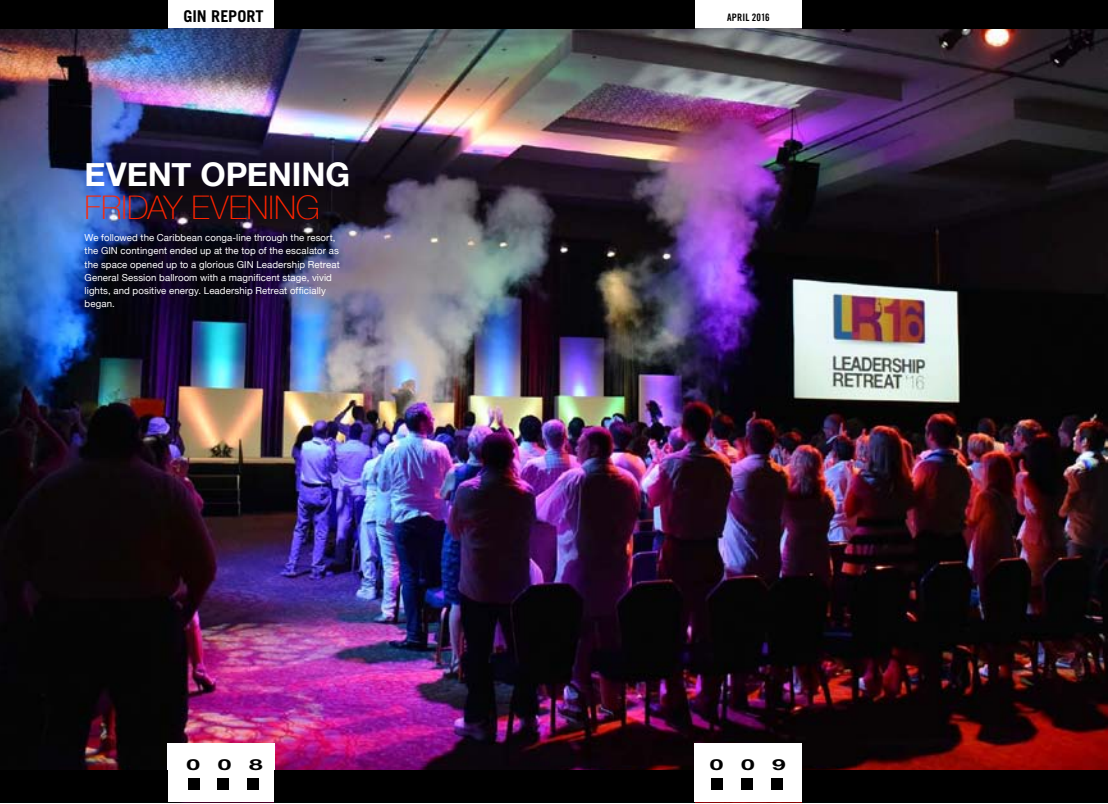
We followed the Caribbean coastline through the Resort, the GIN contingent ended up at the top of the excursion as the space opened up to a glorious GIN Leadership Retreat General Session delivered with a magnificent meal, live music, lights, and positive energy. Leadership Retreat officially began.



Play Recap Video: Original

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Major Event Review

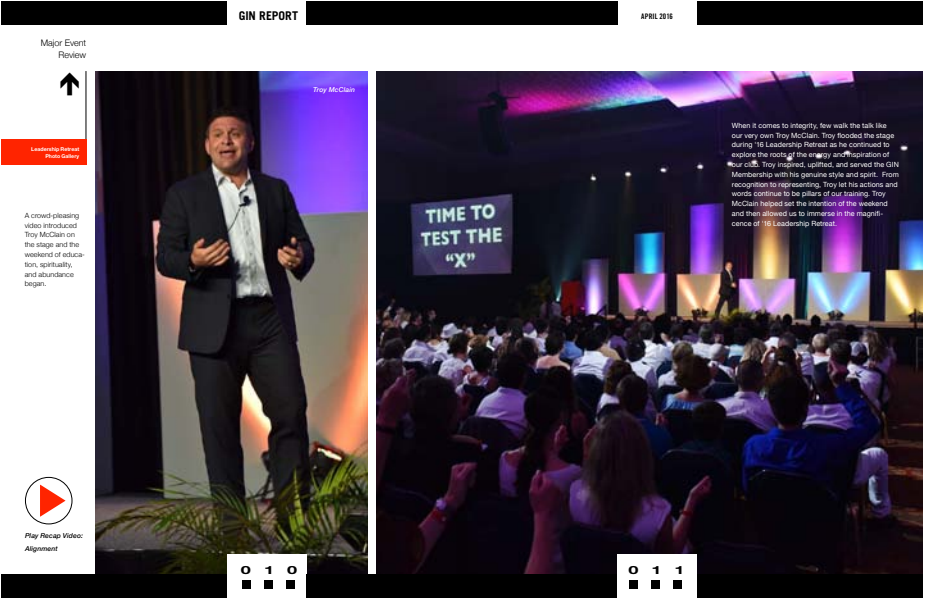


Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review

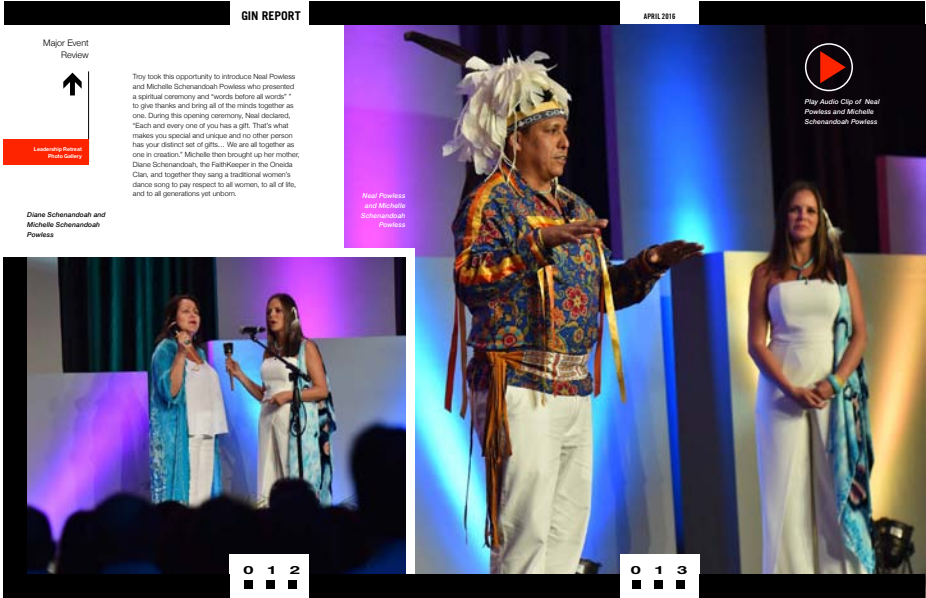


Leadership Retreat Photo Gallery

Play Recap Video: Original

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Major Event Review

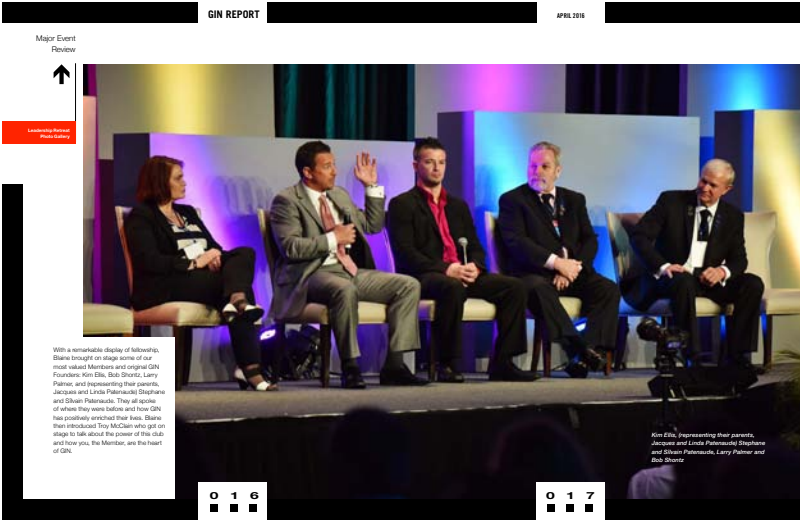


Leadership Retreat Photo Gallery

Play Recap Video: Original

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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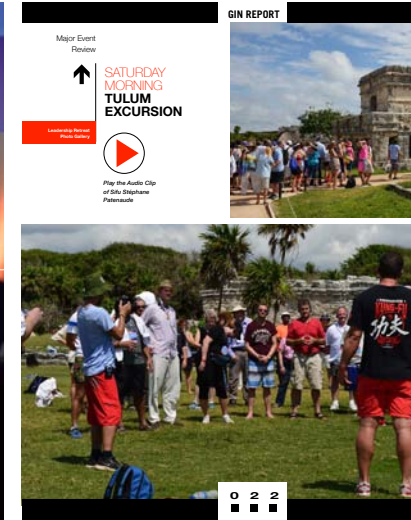
Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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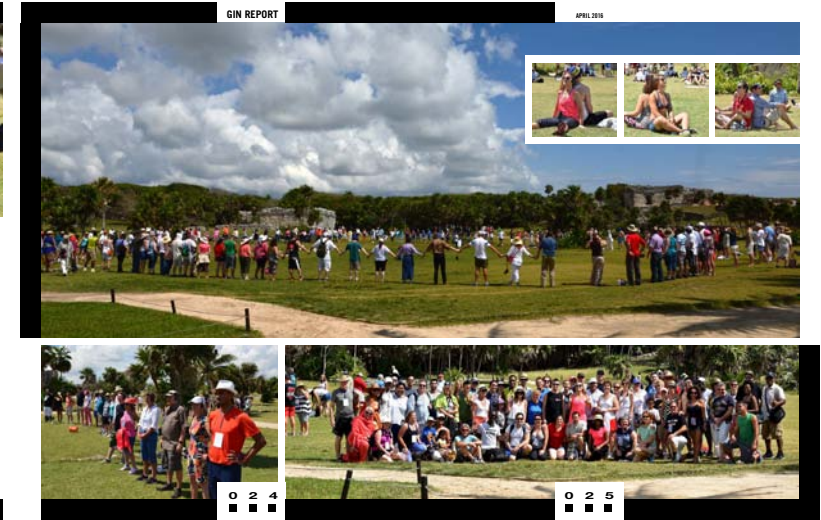
Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review



Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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Major Event Review

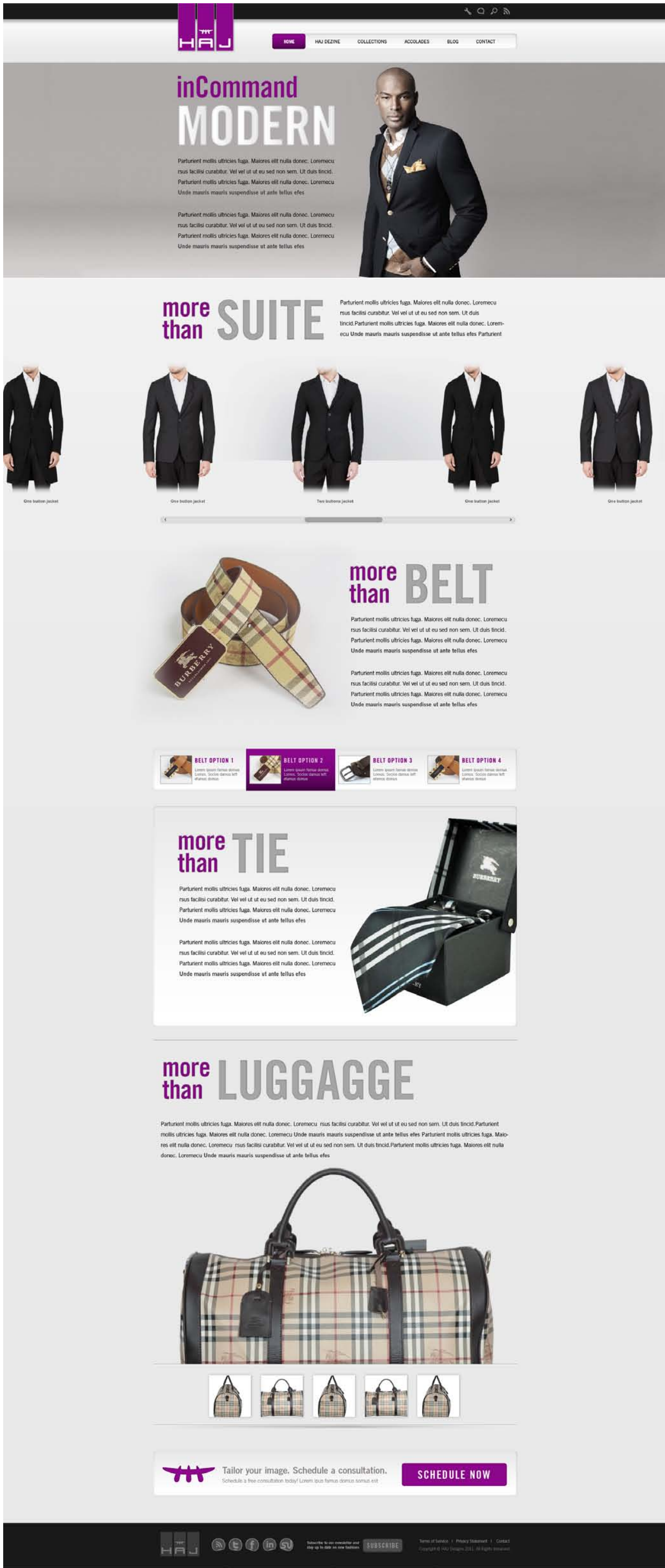


Leadership Retreat Photo Gallery

Event attendees celebrate under the event star!

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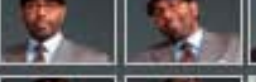


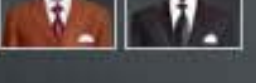
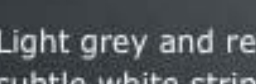
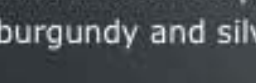



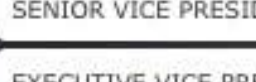
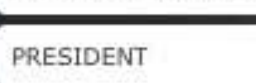

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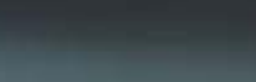

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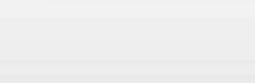
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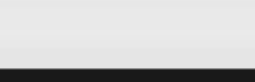
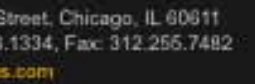






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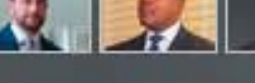





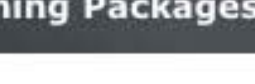





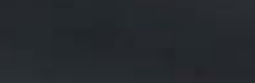
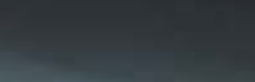


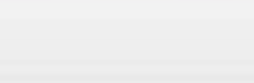


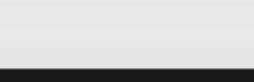




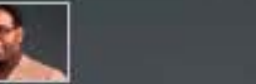


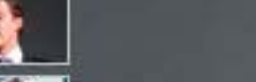
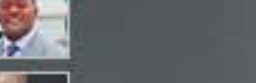










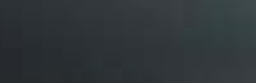
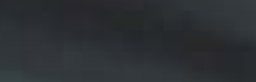


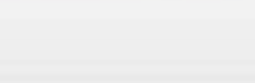



























































































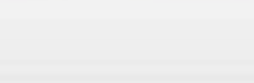
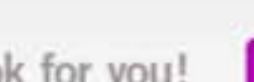



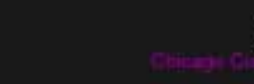
































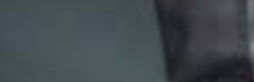
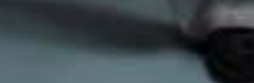








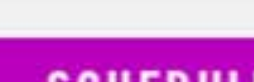
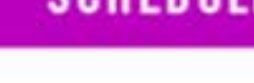




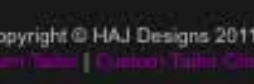



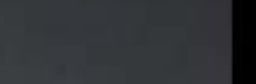




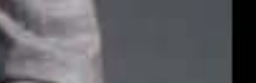


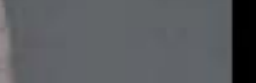





















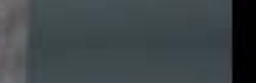

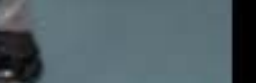


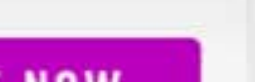

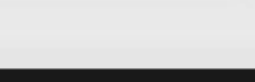





























































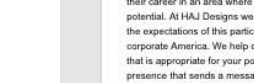











































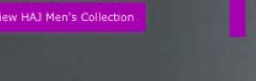


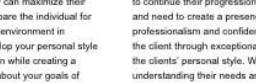



















































































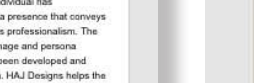
















































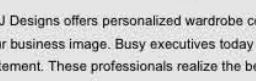







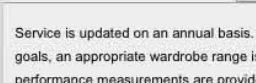
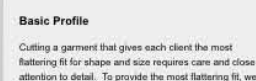
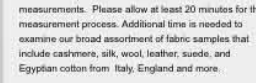





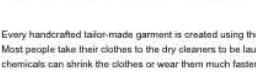













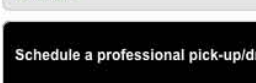





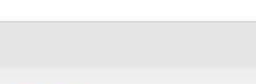











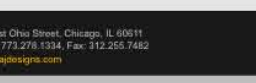


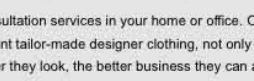







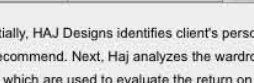








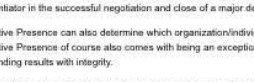
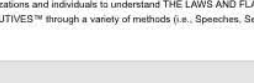

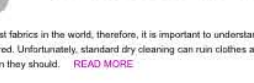




























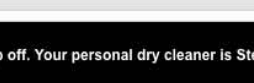

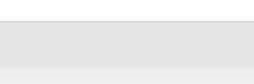























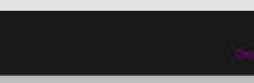


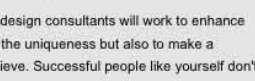




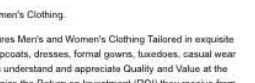
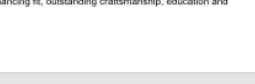


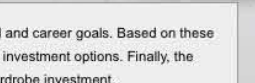


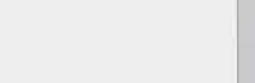
















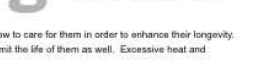





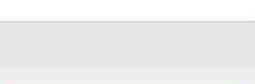
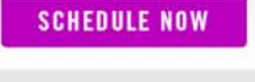





















































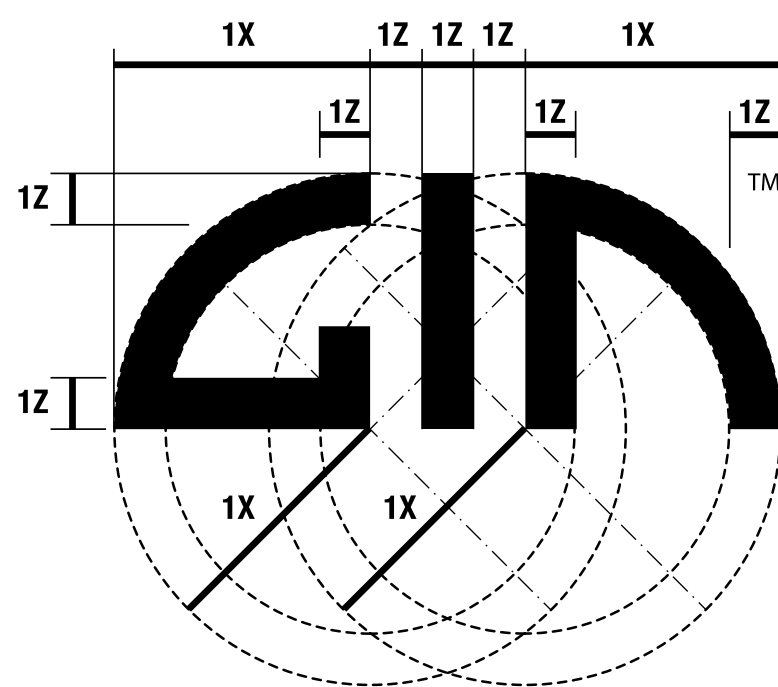




















# TRIOLOGICAL SOCIETY COMBINED SECTIONS MEETING

JANUARY 10-12, 2014  
LOEWS MIAMI BEACH HOTEL  
MIAMI BEACH, FLORIDA

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ENDS DECEMBER 20, 2013  
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ON DECEMBER 31, 2013



## MESSAGE FROM THE SECTION VICE PRESIDENTS

We look forward to our 2014 Combined Sections Meeting in Miami Beach. Thank you to our Program Chair, Mark Persky, MD, and our Section Program Liaisons, Michael Benninger, MD; Emily Boss, MD; Paolo Campisi, MD; and Steven Wang, MD who, together with the program committee, have put together an exciting, innovative program with papers and panel presentations of interest to both academic and community based otolaryngologists.

We hope to see you in Miami Beach and are confident that our scientific forum will meet all of your expectations. Your participation in the meeting is essential for its success.

## ABOUT THE TRIOLOGICAL SOCIETY

The American Laryngological, Rhinological and Otolological Society, Inc. aka the Triological Society, was founded in 1895 in New York, NY. In the 118 years since its founding, the Triological Society has attracted the best and the brightest in academic and clinical otolaryngology. Membership in the Triological Society brings the distinction of being elected to the most prestigious society in otolaryngology. Active Fellowship is achieved by presenting a thesis in the field of otolaryngology considered acceptable to a panel of peers. For those entering the field of otolaryngology, the Society provides role models. For those who are committed to research and related scholarly activity, the Society offers fellowship with like-minded peers who share common values, interests, and concerns.

The mission of the Triological Society is to encourage and assist otolaryngologist-head and neck surgeons and other health care professionals to develop, maintain, and enhance their knowledge and skills in their pursuit of improved patient care through education, research, and fellowship.

- The Society disseminates scientific information by presenting the latest basic science and clinical information at scientific meetings and through publication of its scientific journal, *The Laryngoscope*.
- The Society promotes research into the causes of and treatments for otolaryngic diseases by attracting promising physicians to scholarly otolaryngology research and supporting their development, providing financial support for the research efforts of young scientists, and promoting the highest standards in the field of otolaryngology-head and neck surgery. The Triological Society has awarded more than \$3.6 million in research grants since 1994, and now awards more than \$400,000 annually.
- The Society publishes the monthly newsmagazine, *ENTtoday*, which reports timely and relevant news about otolaryngology-head and neck surgery, ready to be used by all those involved with the full spectrum of disorders of the head and neck and related structures.
- The Society advocates for support of residents through Resident Research Award competitions at the Combined Sections meetings and travel awards to assist departments in funding travel for residents chosen to make podium and poster presentations at Triological Society Sections meetings.



**EASTERN SECTION**  
Dale H. Brown, MD  
Vice President



**MIDDLE SECTION**  
Douglas A. Gird, MD, FACS  
Vice President



**SOUTHERN SECTION**  
Christine G. Geurin, MD, FACS  
Vice President



**WESTERN SECTION**  
Mark S. Couray, MD  
Vice President

## GENERAL INFORMATION

This meeting is designed for otolaryngologists-head and neck surgeons, otolaryngology residents, otolaryngology subspecialty Fellows, and other health care professionals interested in (1) the diagnosis and treatment of disorders of the ears, nose and throat and related structures, and (2) cutting-edge research in the field of otolaryngology.

### WHY YOU SHOULD ATTEND

This program will feature state of the art podium and poster presentations, including panels and presentations given by world-renowned otolaryngologists-head and neck surgeons. The meeting includes industry exhibits and numerous opportunities to network with colleagues. Attendees will gain the latest clinical and research information in all the otolaryngology subspecialties.

### MEETING LOCATION

All educational sessions, posters, exhibits, and events will be held at the hotel. The Loews Miami Beach 1601 Collins Avenue Miami Beach, Florida 33139 Phone: 305-604-1601 Fax: 305-604-3999 [www.loewshotels.com/MiamiBeach](http://www.loewshotels.com/MiamiBeach)

### MIAMI BEACH, FLORIDA

Surrounded by the Atlantic Ocean, Miami Beach features turquoise waters, white sandy beaches, world-class cuisine, countless cultural attractions and a unique international flair. The countless attractions, recreational activities, museums, and festivals add a sense of fun to the city. You will find exciting nightlife and infinite shopping opportunities that are all just part of the magical appeal of the city. New World cuisine, featuring eclectic combinations of tropical fruits and exotic spices, and ethnic delights served by local chefs can be found around every corner. Art festivals, book fairs and musical events take place year-round and museums offer the opportunity to learn about Miami's fascinating past. Art Deco architecture and Modern masters. For more great reasons to visit Miami, go to [www.MiamiandBeaches.com](http://www.MiamiandBeaches.com).

### REGISTRATION

Meeting registration includes entrance to the scientific sessions, the exhibit hall, poster viewing, program materials, continental breakfast each day, lunch on Friday, the Pre-Conference Social, Welcome Reception and the Poster Reception. The Thesis Seminar is offered on a complimentary basis to candidates and potential candidates for Fellowship in the Triological Society—pre-registration is required. Meeting registration will be available online at [www.triological.org](http://www.triological.org) on October 1. All registration is online through a secure site. We are no longer able to accept paper forms. Early registration discount ends on December 20, 2013 and fees will increase on December 21. Online meeting registration closes at 11:59pm Central Standard Time on December 31. After December 31, registration will be available onsite only.

### CONFERENCE CHECK IN

All attendees must check in at the registration area prior to attending any educational sessions or meeting events. Badges must be worn at all times. Attendees not wearing badges will not be permitted into the educational sessions, exhibit and poster area, or any meeting events. Registration, located in the Rotunda East (2nd level), will be open at the following dates and times:

**Thursday, January 9**  
5:00pm - 8:00pm  
**Friday, January 10**  
7:00am - 6:00pm  
**Saturday, January 11**  
7:00am - 12:30pm  
**Sunday, January 12**  
7:00am - 1:00pm

DISCOUNT THROUGH DECEMBER 20, 2013	DECEMBER 21 - 31	AND ON SITE
<b>TRIOLOGICAL SOCIETY MEMBERS</b>	\$350	\$400
<b>TRIOLOGICAL SOCIETY SENIOR MEMBERS &amp; PAST PRESIDENTS</b> <i>(Must be designated as Senior by Society)</i>	Fee waived-must register	\$125
<b>NON-MEMBER PHYSICIANS</b>	\$425	\$475
<b>RESIDENTS &amp; MEDICAL STUDENTS</b>	\$75	\$100
<b>ALLIED HEALTH - NURSES</b>	\$150	\$200
<b>PHYSICIAN'S ASSISTANT</b>		
<b>CORPORATE REPRESENTATIVES (NON-EXHIBITORS)</b>	\$425	\$475
<b>GUEST PASSPORT</b> <i>(Includes hospitality suite, entrance to exhibit hall and receptions)</i>	\$150	\$175

Requests for refunds must be made by or before December 20, 2013. Email [marsh@triological.org](mailto:marsh@triological.org).  
"No shows" will not receive a refund.



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## MEETING OVERVIEW

(subject to change)  
Scientific program updates at [www.triological.org](http://www.triological.org).

<b>THURSDAY, JANUARY 9</b>	
REGISTRATION	5:00pm - 8:00pm
PRE-CONFERENCE SOCIAL	5:00pm - 8:00pm
POSTER SET-UP	5:00pm - 8:00pm
<b>FRIDAY, JANUARY 10</b>	
REGISTRATION	7:00am - 6:00pm
EXHIBITS	7:30am - 3:30pm
CONTINENTAL BREAKFAST	7:30am - 8:30am
POSTER SET-UP	7:30am - 9:00am
SCIENTIFIC SESSIONS	8:00am - 5:45pm
POSTER VIEWING	9:00am - 5:00pm
SPOUSE HOSPITALITY	7:30am - 3:30pm
LUNCH IN THE EXHIBIT HALL	12:45pm - 1:50pm
VICE PRESIDENT'S WELCOME RECEPTION	5:45pm - 7:00pm

<b>SATURDAY, JANUARY 11</b>	
SOUTHERN SECTION BUSINESS MEETING (TRIOLOGICAL FELLOWS ONLY)	7:00am - 7:50am
WESTERN SECTION BUSINESS MEETING (TRIOLOGICAL FELLOWS ONLY)	7:00am - 7:50am
REGISTRATION	7:00am - 12:30pm
EXHIBITS	7:30 am - 11:00am
CONTINENTAL BREAKFAST	7:30am - 8:30am
POSTER VIEWING	7:30am - 12:30pm
SCIENTIFIC SESSIONS	8:00am - 12:30pm
SPOUSE HOSPITALITY	7:30am - 11:00am
RESIDENT BOWL	12:45pm - 2:00pm
THESIS SEMINAR	12:45pm - 2:00pm
"MEET THE AUTHORS" POSTER RECEPTION	6:30pm - 8:00pm

<b>SUNDAY, JANUARY 12</b>	
EASTERN SECTION BUSINESS MEETING (TRIOLOGICAL FELLOWS ONLY)	7:00am - 7:50am
MIDDLE SECTION BUSINESS MEETING (TRIOLOGICAL FELLOWS ONLY)	7:00am - 7:50am
REGISTRATION	7:00am - 1:00pm
EXHIBITS	7:30am - noon
CONTINENTAL BREAKFAST	7:30am - 8:30am
POSTER VIEWING	7:30am - noon
SCIENTIFIC SESSIONS	8:00am - noon
SPOUSE HOSPITALITY	7:30am - noon

The meeting schedule is subject to change. For the latest information and session descriptions, visit [www.triological.org](http://www.triological.org).

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## SCIENTIFIC PROGRAM

The general, concurrent, and panel presentations will cover the full array of subspecialties in Otolaryngology-Head and Neck Surgery as well as other topics of general interest to all physicians. Our popular sessions, including "What's the Latest and Greatest," "The Great Debate-Point/Counterpoint" and "How I Do It" are just some of the highlights of the program. Numerous break-out sessions will allow greater specialty specific topics to be covered in complete detail. The final poster presentations and reception will take place on Saturday evening. The detailed scientific program will be available in mid-October at [www.triological.org](http://www.triological.org).

### CONTINUING MEDICAL EDUCATION

AMA PRA Category 1 Credits™ will be available for this activity. The number of credits and additional information will be available in web updates and printed in the final program.

### POSTER SESSIONS AND MEET THE AUTHORS POSTER RECEPTION

Clinical and Research Posters will be available for viewing throughout the duration of the program. The "Meet the Authors" Poster Reception will be held on Saturday evening. All poster authors will be available to discuss their posters. Posters will be located in the exhibit hall.

### TRIOLOGICAL SOCIETY BUSINESS MEETINGS

*(Triological Society Fellows Only)*

The Section business meetings will be held on Saturday and Sunday mornings from 7:00-7:50 am, prior to the scientific sessions. Southern and Western Section business meetings will be held concurrently on Saturday morning and the Middle and Eastern Section business meetings will be held concurrently on Sunday.

**TRIOLOGICAL SOCIETY THESIS SEMINAR** (pre-registration required)  
**Building your Triological Thesis: Planning, Starting and Finishing**  
Saturday, January 11th, 12:45 - 2:00 pm

This seminar is for Triological Society active candidates as well as those interested in pursuing Active Fellowship in the Triological Society. Candidates will learn how to select and focus on an appropriate topic and research question, how to select a study design based on the research question, and how to select variables. Some basic principles of study conduct will also be discussed. The seminar will present some useful tips on organizing, analyzing, and presenting the data, and sources of funding for continued investigation. The seminar will be conducted by Maureen Hanratty, PhD, a research mentor in otolaryngology-head and neck surgery. **YOU MUST PRE-REGISTER FOR THIS SEMINAR TO ENSURE THAT MINIMUM REGISTRATION NUMBERS ARE MET.** There is no fee for this seminar. We may not be able to accept walk-ins based on space. Register online at [www.triological.org](http://www.triological.org) beginning October 1.

### RESIDENT BOWL COMPETITION

Saturday, January 11 - 12:45-2:00pm  
Cheer for your favorite team during the Resident Bowl Competition. Residency programs and their most esteemed residents to try and bring home the trophy. During this highly interactive session resident teams answer questions to try and prove that they are the smartest resident team in the competition. You won't want to miss this exciting and energy-filled session! Advance registration is required. Box lunches will be available. **ADVANCE REGISTRATION IS REQUIRED in order to guarantee our lunch counts.**

There is no fee for this seminar. Box lunches will be available for pre-registrants and competitors. Register online at [www.triological.org](http://www.triological.org) beginning October 1st.

### EXHIBITS

The Exhibit Hall provides attendees with the opportunity to network with representatives from pharmaceutical companies, instrument companies, diagnostic equipment companies, publishers, public service companies, and others. Attendees are encouraged to visit the exhibits for information that may assist in their pursuit of improved patient care.

### EXHIBIT HALL HOURS

<b>FRIDAY, JANUARY 10</b>	
EXHIBITS OPEN	7:30am - 3:30pm
LUNCH WITH EXHIBITORS	12:45pm - 1:50pm
<b>SATURDAY, JANUARY 11</b>	
EXHIBITS OPEN	7:30am - 11:00am
<b>SUNDAY, JANUARY 12</b>	
EXHIBITS OPEN	7:30am - noon

### 2013 EXHIBITORS

ACCLARENT  
ADVANCED BIONICS  
ARTHIROCARE ENT  
BOSTON MEDICAL PRODUCTS  
CARESTREAM  
COCHLEAR AMERICAS  
COOK MEDICAL  
ELSEVEY  
GRACE MEDICAL, INC.  
JENMED  
KARL STORZ ENDOSCOPY-AMERICA, INC.  
KRYPTEX  
KURZ MEDICAL  
MED-EL CORPORATION  
MEDTRONIC  
MERZ GLOBAL VOICE BUSINESS  
NEELMED PHARMACEUTICALS  
OLYMPUS  
OMNIGUIDE SURGICAL  
OPTIM, LLC  
OTICON MEDICAL, LLC  
OTOMED, INC.  
RELANCE MEDICAL PRODUCTS  
RICHARD WOLF MEDICAL INSTRUMENTS  
SYNTHES ANSPACH  
WILEY BLACKWELL  
XORAN TECHNOLOGIES

### PRE-CONFERENCE SOCIAL

*(included in registration fee)*  
Thursday, January 9 - 5:00 - 8:00 pm  
For attendees who arrive early Thursday evening, an informal gathering will give attendees the opportunity to meet with friends and colleagues, review restaurant and local area information, and pick up registration materials for the meeting. Refreshments will be available.

### CONTINENTAL BREAKFAST AND BREAKS

*(included in registration fee)*  
Friday-Sunday, January 10-12, 7:30-8:30am  
Continental breakfast will be available in the exhibit hall and poster area each morning. Refreshment breaks will take place in the exhibit hall and poster area.

### LUNCH IN THE EXHIBIT HALL

*(included in registration fee)*  
Friday, January 10  
Lunch will be available in the exhibit hall/poster area, giving you an additional opportunity to visit with exhibitors and learn about the latest technology and products available as well as time to network with your colleagues.

### VICE PRESIDENT'S WELCOME RECEPTION

*(included in registration fee)*  
Friday, January 10 - 5:45 - 7:00pm  
You are invited to mingle with your colleagues and guests and meet Triological Society candidates, as well as discuss the first day of the program and the upcoming events. This reception will be hosted by the Section Vice Presidents. Attendees will enjoy the outdoor location, overlooking the ocean and white sandy beaches of South Beach. Appetizers and beverages will be provided.

### GOLF OUTING

Saturday afternoon, January 11  
A golf outing will be held at Miami Shores Golf course, one of the most unique courses in South Florida. With majestic oak trees and gently rolling terrain, the historic 18 hole championship layout will challenge and delight golfers of all skill levels. The outing will be managed by the Miami Shores Golf Club. [www.miamishoresgolf.com](http://www.miamishoresgolf.com). Additional information will be posted at [www.triological.org](http://www.triological.org) as it becomes available.

### "MEET THE AUTHORS" POSTER RECEPTION

*(included in registration fee)*  
Saturday, January 11 - 6:30 - 8:00pm  
Attendees are encouraged to meet the poster presenters and discuss the latest in their clinical and research material. Appetizers and beverages will be served during the reception.

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**PRODUCT CATALOG**



PROUD TO BE  
JOINT COMMISSION  
ACCREDITED SINCE 1999

**BRODA CHAIRS**

**BRODA 785 ELITE**

- The "Comfort Tension Seating" redistributes pressure and provides superior comfort
- Each strap conforms to the patient's body suspending their weight across multiple points
- Reduces heat and moisture that leads to skin breakdown
- Prevents slumping and sliding without the use of restraints
- Adjustable and removable foot rest
- Seat Widths Available: 18", 20", 22", 24", 26" & 28"



UPRIGHT



TILT



RECLINE

**Broda Seating Pressure Test Summary**

Body Interface Pressure Point Testing  
Average Pressure (mm Hg) - All Subjects (Standard Deviation Values in Parentheses)

Position	Upright	Incline	Recline	Control
Rt. Heel / Tibial Tuberosity	30 (11.1)	21 (10.1)	19 (6.1)	18 (14.7)
Lt. Heel / Tibial Tuberosity	25 (12)	22 (10.5)	18 (6.7)	65 (15.4)
Sacral / Coccyx	28 (12)	21 (9.9)	18 (7.6)	16 (8.4)
Rt. Thigh	16 (5.6)	9 (5.4)	6 (2.4)	19 (7.5)
Lt. Thigh	17 (6)	9 (6)	6 (3)	17 (6)
Scapula	N/A	18 (14)	19 (16)	N/A

Test conducted by Henry Salvendy, Ph.D., PI, Ergo, Inc., 1011 E. 12th St., Lincoln, NE 68502. Contact: hsalvendy@hscs.com. Copyright 2005. All rights reserved. Reproduction of this document without permission is prohibited.



**BRODA 30VT CHAIR**

- The "Comfort Tension Seating" redistributes pressure and provides superior comfort
- Each strap conforms to the patient's body suspending their weight across multiple points

- Reduces heat and moisture that leads to skin breakdown
- Prevents slumping and sliding without the use of restraints
- Seat Widths Available: 18", 20", 22", 24", 26" & 28"



**BRODA PEDAL CHAIR**

- The "Comfort Tension Seating" redistributes pressure and provides superior comfort
- Prevents slumping and sliding without the use of restraints
- Adjustable seat and arm rest heights accommodate short and tall patients

- Ergonomic design encourages self mobility and independence
- Available with or without 20" Mag Wheels

**POWERED SPECIALTY MATTRESSES**



**PLEXUS 2500**

HCPC E0277

- Low Air Loss & Alternating Pressure Therapy Mattress
- 1000 lb. Weight Capacity
- 5 Minute Alternating Pressure Time Cycle
- Quilted Top Sheet Provides Low Friction and Low Shear
- Effective Therapy For All Stages of Pressure Ulcers



**PLEXUS 2200**

HCPC E0277

- Low Air Loss Therapy Mattress
- 350 lb. Weight Capacity
- MAX Inflate for Patient Repositioning
- Quilted Top Sheet Provides Low Friction and Low Shear
- Effective Therapy For All Stages of Pressure Ulcers

**REACTIVE AIR WITH PUMP**

HCPC E0277



- Alternating Pressure Therapy Mattress
- Available with or without Safety Side Bolsters
- Built-in Integrated Head Slope
- 400 lb. Weight Capacity
- Effective Therapy for All Stages of Pressure Ulcers

**SPAN-AMERICA® APM2**

HCPC E0277

- Alternating Pressure or Lateral Rotation in 15 Minute Time Cycle
- Patented "AirFlow" Integration Delivers Pressure Reduction
- Patented "Safety Edge" Minimizes Patient Fall Risk
- Patented One-Mat design creates an anti-sliding surface



**NON-POWERED SPECIALTY MATTRESSES**

**ALAIRA**

HCPC E0277



- Low Air Loss & Alternating Pressure Therapy Mattress
- 350 lb. Weight Capacity
- Four Alternating Pressure Setting Options
- Manufactured with Built-In Safety Side Bolsters
- Effective Therapy For All Stages of Pressure Ulcers

**MASON 9500**

HCPC E0277



- Low Air Loss Therapy Mattress with Lateral Rotation
- 350 lb. Weight Capacity
- 10 to 60 Minute Adjustable Turning Cycles
- Manufactured with Built-In Safety Side Bolsters
- Effective Therapy For All Stages of Pressure Ulcers

**REACTIVE AIR NON-POWERED**

HCPC E0277

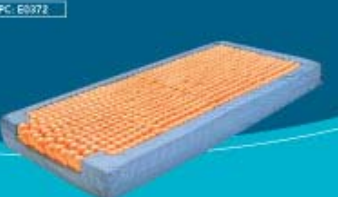


- Dynamic Self-Adjusting Therapy Mattress
- Available with or without Safety Side Bolsters
- Built-in Integrated Head Slope
- 400 lb. Weight Capacity
- Effective Therapy for All Stages of Pressure Ulcers

**STARCARE**

HCPC E0272

- Dynamic Non-Powered Therapy Mattress
- Interconnected and Adjustable Air Cells
- 3-inch Side Bolsters Provide Patient Safety and Support
- 500 lb. Weight Capacity
- Effective Therapy for All Stages of Pressure Ulcers



**SPECIALTY ITEMS**



**PATIENT LIFT**

HCPC E0401

- Manual or Electric Operation
- 400 lb. - 450 lb. Weight Capacity
- Legs adjust and lock securely
- Transfer Safe Patient
- Reduces caregiver Back Injuries
- Sturdy and Practical Design



**SIT-TO-STAND LIFT**

HCPC E0410

- Transfers Patient from the Sitting to the Standing Position
- Ideal for Weight Bearing and Rehabilitation Purposes
- Simple Strap Attachment Protects Against Accidental Disengagement
- Minimize Back and Shoulder Injuries
- 350 lb. Weight Capacity



**JOERNS LOW FRAME**

HCPC E0085

- Full Electric with Side Rails
- Height Adjustable: 7" Low to 30" High
- 500 lb. Weight Capacity
- Four Section Sleep Surface for Comfort and Safety
- Head/Heel Pendants for Ease and Comfort
- Open Grid Surface Ideal for Pressure Reduction Mattress



**PATIENT SAFETY FRAME**

HCPC E0081

- Complies with FDA Equipment Guidelines
- Patented Dual Position: Head and Foot Ends
- Full Electric with Battery Backup System
- 500 lb. Weight Capacity
- Height Adjustable: 7" Low to 24" High
- Extension available to 84"

**SPECIALTY BED FRAMES**

**FOAM MATTRESSES**



**DVT LEG & FOOT PUMPS**

HCPC E0010

- Helps Prevent Deep Vein Thromboses (DVT)
- Provides Compression to the Calf/Foot Thigh
- Increases Blood Velocity in the Deep Veins
- Prevents Venous Stasis
- Simulates Fibromyalgia



**CPM MACHINE**

HCPC E0010

- Provide Anatomical Motion for all Types of Knee Rehab
- Patient Compliance Usage Meter
- Ultra Wide Carriage for Ease and Comfort
- Hyperextension - 10° to Full Knee Flexion 120°
- Lightweight and Seen Design
- Easy to use Hand Held Control Pendant



**FOAM MATTRESS**

HCPC E0144

- High Grade Pressure Reduction Foam
- Soft Nylon Cover for Superior Water-Resistance
- Exclusive One-Cut Core and Viscous Elastic Head Zone
- Firm Side Bolsters for Easy Transfer
- Sizes Available: 76", 80" & 84"



**FOAM MATTRESS WITH RAISED RAILS**

HCPC E0144

- Raised Rails for Patient Safety
- High Grade Pressure Reduction Foam
- Exclusive One-Cut Core and Viscous Elastic Head Zone
- Soft Nylon Cover for Superior Water-Resistance
- Sizes Available: 76", 80" & 84"



## EXHIBITOR PROSPECTUS

# SOUTHEASTERN SURGICAL CONGRESS

## Annual Scientific Meeting



Westin Savannah Harbor/  
Savannah International Trade  
& Convention Center  
Savannah, Georgia

FEBRUARY 22-25, 2014  
FEBRUARY 22-24, 2014 (EXHIBIT DATES)

I would like to extend an invitation to all companies with products or services of interest to surgeons to exhibit at the annual scientific meeting of the Southeastern Surgical Congress in Savannah, Georgia, at the Westin Savannah Harbor and Savannah International Trade and Convention Center, February 22 - 25, 2014.

Exhibitor attendance and participation in this meeting has been vital to our organization and to the attendees and I encourage you to take advantage of this outstanding opportunity to make valuable contacts and interact with a large number of practicing surgeons. Surgeons attend this meeting because the program is clinical in nature, enabling them to take information home that is immediately applicable to patient care. The majority of our attending surgeons are in community practice, but we do have a substantial number of academic surgeons attending who influence the practices of their residents. This mix of surgeons is attractive to exhibitors who wish to interact with a mix of types of surgeons not found in many other national surgical meetings.

There were over 500 surgeons and surgeons-in-training at the 2013 Meeting in Jacksonville, FL, and we are expecting more in 2014. Savannah is our largest attended meeting.

They will attend to take advantage of the postgraduate course on Saturday, "Controversies in Cancer Care" as well as the three-day annual scientific program. The American College of Surgeons will again be participating in our 2014 meeting the afternoon of Sunday, February 23.

Exhibitors have a number of opportunities throughout the meeting to interact with the surgeons. This begins with the Welcome Reception on Saturday evening in the exhibit hall and concludes with exhibit takedown on Monday afternoon. We encourage you to attend the scientific sessions where many of you will see your products discussed or mentioned in the presentations. Each day morning and afternoon refreshment breaks are served in the exhibit area—giving you multiple scheduled opportunities to visit with our surgeons. Surgeons are very concerned about the technological changes taking place and we expect they will be very interested in your newest equipment and products. The regular scientific program will include talks and videotapes on a wide variety of general surgery topics including nationally recognized surgeons as invited speakers.

We believe the 2014 Annual Meeting of the Southeastern Surgical Congress will be an outstanding opportunity for your company. We appreciate the companies that exhibit year after year, and we look forward to welcoming new companies to our meeting. You

will find the Southeastern Surgical Congress to be an easy organization to work with and that will work with you to provide benefits for you and for our members. We hope you will put this meeting on your calendar now!

*Kenneth W. Sharp*  
Kenneth W. Sharp, MD, FACS  
Secretary Director



THE EXHIBITION WILL TAKE PLACE AT THE SAVANNAH INTERNATIONAL TRADE AND CONVENTION CENTER IN THE CHATHAM BALLROOM A/B. (SEE ACCOMPANYING FLOOR PLAN.) ALL BOOTHS ARE 8' x 10' UNLESS OTHERWISE NOTED.

## RULES AND REGULATIONS

### 1. ELIGIBILITY TO EXHIBIT

All products and services must be directly related to the teaching or practice of surgery and approved by SESC Exhibit Management in its sole and absolute discretion. All decisions of SESC Exhibit Management are final. Exhibitors may only display those products and services that they manufacture or distribute. Exhibitors shall not exhibit any products or services other than those described in the application and approved by SESC Exhibit Management.

Any product that is an "investigational device or drug" must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs only permissible preapproved dissemination of scientific and educational information is provided at the exhibit and that appropriate disclosure and cautionary notices are included with the devices or drugs.

All products and services exhibited at SESC shall comply with U.S. Food and Drug Administration (FDA) rules and regulations (particularly with respect to the marketing and labeling of investigational devices and drugs) and other applicable rules and regulations. For additional information, contact:

FDA • 888/463-6332 • <http://www.fda.gov>

An exhibitor shall not in any manner directly nor indirectly imply an SESC endorsement or approval of an exhibitor's product or service has been given merely because SESC Exhibit Management approved such product or service for display at SESC. The use of logos, words of approval, trademarks, or other similar property rights of SESC may not be used in connection with any product, service, or advertising material displayed or disseminated at the exhibit.

Applications deemed ineligible by SESC Exhibit Management will be returned with any deposit or full payment.

### 2. BOOTH RATE AND PAYMENT SCHEDULE

All corner booths are \$2,000 each, and inline booths are \$1,800 each. A deposit of \$1,000 per booth must accompany the application. No applications will be processed without a deposit. Space assignments will be



Only exhibitors with badges will be permitted to enter the exhibit area during hours of installation and dismantling. NO CHILDREN under 16 years of age will be allowed in the exhibit hall at any time.

### 8. FAILURE TO OCCUPY SPACE

Any space not occupied by 3:00 pm, Saturday, February 22, 2014, will be forfeited by the exhibitor. This space may be reassigned or used by SESC without refund, unless arrangements for delayed occupancy have been received prior to SESC approval.

### 9. LIABILITY

In the event that the exhibition is canceled, postponed, or relocated because of fire, strikes, government regulations, casualties, Acts of God, or other causes beyond the control of SESC, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of SESC shall be to return to each exhibitor the exhibitor's rental payment.

### 10. SPECIAL RESTRICTIONS

- Gateways are permitted only if approved in writing by SESC Exhibit Management prior to the meeting. Such items must be submitted to SESC Exhibit Management by Monday, February 3, 2014.
- Prizes and drawings in conjunction with the Annual Scientific Meeting must be approved in writing by SESC Exhibit Management.
- Exhibitors may use audio equipment if such equipment does not interfere with or become objectionable to adjacent exhibitors or SESC.
- Exhibitors' activity must be confined to their booth space.
- Fire hose cabinets and exits must be left accessible and in full view at all times. Decorations and displays must either be of nonflammable material or be treated by an approved fire prevention method. All display material must be flame proofed and is subject to inspection by the Savannah Fire Department. No flammable fluids or substances may be used or shown in booths.
- The Westin Savannah Harbor and Savannah International Trade and Convention Center is completely nonsmoking. All smoking is confined to designated smoking areas outside the hotel and convention center.

h. Exhibits that, in the opinion of SESC, are objectionable in design or operation will be prohibited.

i. Displays may not be dismantled nor any packing begun before 4:00 pm on Monday, February 24, 2014.

### 11. LIABILITY/INSURANCE

Each party involved in the exhibition (hotel, SESC, general contractor, and exhibitor) agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents. Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

### 12. SECURITY

SESC cannot guarantee nor assumes any liability against loss or damage of any kind but will endeavor to protect exhibitors by locking the doors after convention hours and providing a security guard.

### 13. SIGNS/ANNOUNCEMENTS

No signs, posters, or brochures will be allowed anywhere in the hotel and convention center except within each exhibitor's booth. No signs or other articles are to be fastened to walls or electrical fixtures.

Written copy for all announcements, invitations, or fliers is to be approved, in writing, by SESC Exhibit Management and should be submitted by Monday, February 3, 2014.

### 14. ENFORCEMENT OF RULES AND REGULATIONS

The Rules and Regulations of SESC are intended to bring order and equity to all parties involved. In addition to being subject to restriction or termination of an exhibit, exhibitors who violate regulations could be prevented from exhibiting at future meetings of SESC. SESC reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of the Rules and Regulations contained herein. In the event of such restriction or eviction, SESC is not liable for any refunds, rentals, or other exhibit expenses.

### 15. CONTACT: EXHIBIT MANAGEMENT

SOUTHEASTERN SURGICAL CONGRESS  
c/o ACS Management Services  
Maria Marchesi, CMP  
633 N. Saint Clair St.  
Chicago, IL 60611-3211  
312/202-5532 or fax 312/257-1783  
[mmarchesi@facs.org](mailto:mmarchesi@facs.org)

### 5. INSTALLATION/EXHIBIT HOURS/DISMANTLING

A continental breakfast will be served every morning from 6:30 to 8:00 am.

**INSTALLATION**  
**SATURDAY, FEBRUARY 22** 9:00 am-3:00 pm

**OPEN HOURS**  
**SATURDAY, FEBRUARY 22** 5:30-7:00 pm  
(Welcome Reception)

**SUNDAY, FEBRUARY 23** 6:30-11:00 am

**MONDAY, FEBRUARY 24** 2:00-4:00 pm

**DISMANTLING**  
**MONDAY, FEBRUARY 24** 6:30-12:30 pm

**DISMANTLING**  
**MONDAY, FEBRUARY 24** 12:30-4:00 pm

### 6. SPONSORSHIP OPPORTUNITIES

Exhibitors will have the opportunity to sponsor the SESC program in one of the following ways:

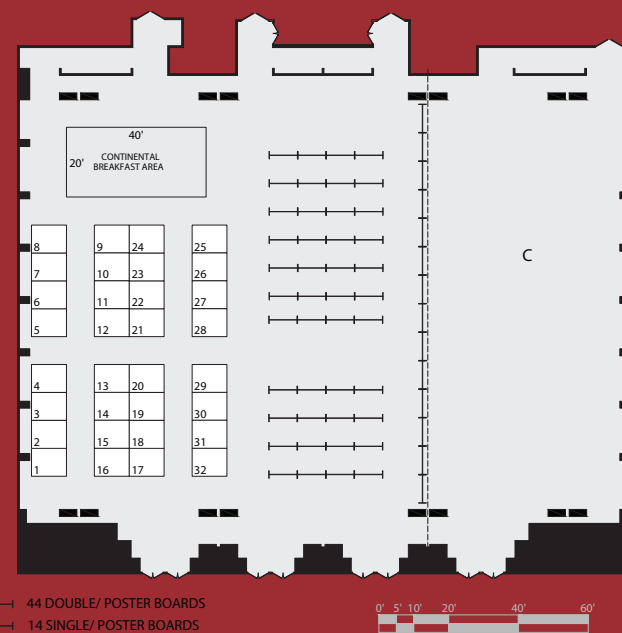
- Sponsor a continental breakfast or a coffee break
- Sponsor the newsletter after the meeting

For more information, call 800/558-8958.

### 7. EXHIBITOR REPRESENTATIVES

Exhibits must be staffed at all times during the exhibit hours. Each exhibiting company is allowed 4 badges, per 8' x 10', at no charge, as part of its booth space rental fee, provided representatives are registered in advance. Additional and replacement badges will be issued for \$25 each in advance and on site.

SAVANNAH INTERNATIONAL TRADE & CONVENTION CENTER  
CHATHAM BALLROOM/ AB, SAVANNAH, GEORGIA  
DIMENSION: 8'X10' QTY: 32





















مقترح تصميم المسابقة  
Design Competition Proposal

# برج المملكة

جدة ، المملكة العربية السعودية  
شركة جدة الاقتصادية  
عطاء لمفهوم التصميم الابتدائي

## The Kingdom Tower

Jeddah, Kingdom of Saudi Arabia  
Jeddah Economic Company  
Tender for Concept & Schematic Design

**SOM**

SKIDMORE, OWINGS & MERRILL LLP

مقترح تصميم المسابقة  
Design Competition Proposal

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“Civilizations leave marks on the earth by which they are known and judged. In large measure the nature of their immortality is gauged by how well their builders made peace with the environment.”

**NATHANIEL OWINGS**  
THE AMERICAN AESTHETIC (1969)

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[WWW.SOM.COM](http://WWW.SOM.COM)



SOM has received over 1100 design awards, more than any other design firm in the country.

## Building Energy Solutions

**SOM**

**SOM**

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC

CHICAGO | NEW YORK | SAN FRANCISCO | WASHINGTON, DC | BRUSSELS | DUBAI | HONG KONG | LONDON | SHANGHAI





# Building Energy Solutions

SOM

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC



BUILDING ENERGY SOLUTIONS | 2

**Front Cover and Left Page:**  
U.S. Census Bureau Headquarters  
Suitland, MD

As the first federal government office building designed to achieve a LEED® Silver rating, the 2.5 million sq. ft. U.S. Census Bureau Headquarters incorporates water reclamation, recycled building materials, solar collection systems, underfloor air distribution and radon abatement building systems into its design.

AWARDS:

- 2003, GSA FEDERAL DESIGN EXCELLENCE AWARD
- 2005, MAAI ARCHITECTURAL BIENNIAL GOLD AWARD
- 2005, AIA NEW YORK CHAPTER HONOR AWARD
- 2006, GSA HONOR AWARD FOR SUSTAINABILITY

## Building Energy Solutions Services

With more than 70 years of expertise as a multi-disciplinary firm, Skidmore, Owings & Merrill LLP (SOM) has developed a portfolio of world-renowned projects and a reputation for delivering the highest quality of service. The multi-disciplinary approach—one SOM helped pioneer—has allowed the firm to develop new and unique solutions for both designing and managing projects. SOM provides the following services:

Architecture	MEP Engineering
Urban Design & Planning	Civil Engineering
Interior Design	Programming
Structural Engineering	LEED® Consultation
Sustainable Design	Energy Solutions

A component of SOM, Skidmore, Owings & Merrill Energy Services, LLC, was created in 2000 as a means to address existing buildings. Our expertise in providing energy solutions for existing buildings is focused on lowering operating costs by increasing energy efficiency. This sustainable ideal not only affects the way the firm designs buildings, but rather, it is an overarching philosophy that touches every aspect of design. Skidmore, Owings & Merrill Energy Solutions, LLC, offers consulting services to owners of existing buildings through the following 5-step process:

**Step 01**  
**Understanding the Needs**  
Identify and appraise candidate buildings & create a financial plan

**Step 02**  
**Identifying Opportunities**  
Analyze current building condition & define opportunities

**Step 03**  
**Defining the Solution**  
Recommend solutions for improvement

**Step 04**  
**Implementing the Solution**  
Produce drawings, specifications & calculations to implement the design

**Step 05**  
**Monitoring Success**  
Measure and monitor the end-product for goal verification

Each project SOM addresses is unique, requiring a tailored approach to provide optimal results. Some projects may require only a few services, while others employ the full 5-step process.

**The first federal government office building designed to achieve a LEED® Silver rating**

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC





## Step 01 Understanding the Needs

### 1.1 Existing Building Appraisal

In the existing building appraisal process, SOM assists agencies in identifying existing buildings that are good candidates for sustainable renovation. SOM's approach is based on years of critical analyses of buildings from an engineering and architectural systems point of view. The appraisal process serves as a basis for identifying top candidates for renovation and their potential to incorporate energy-saving enhancements and optimized systems.



Analyze building's existing condition

Identify buildings suited for sustainable renovation

Define preliminary energy performance targets

### 1.2 Financial Incentive Analysis

Financial incentives established by city, state and federal governments assist building owners in recovering their first-cost investment in sustainable systems and alternative energy sources. Using up-to-date information on financial incentives, we are able to identify specific ways in which building system upgrades and renovations can earn energy credits and rebates. Based on the information collected in the Financial Incentive Analysis, SOM can develop general recommendations for meeting and exceeding code requirements, improving energy performance, and lowering monthly energy costs.

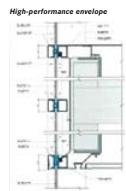


Identify available energy rebates and financial incentives

**Lower Floor**  
New York, NY  
Green wall reinforcement

Under the guidelines of the New York City Landmarks Commission, SOM designed the curtain wall connection to the lower floors, for designed to 2004 and completed in 2005. The design and construction of the lower floors were completed with state-of-the-art curtain wall technology ensuring the modern building while maintaining its original appearance.

**Awards:**  
2001, NEW YORK LANDMARKS COMMISSION, LUCIE K. MARSH PRESERVATION PROJECT AWARD  
2002, PRESERVATION LEAGUE OF NEW YORK STATE, AWARD FOR EXCELLENCE IN HISTORIC PRESERVATION  
2002, AIA, NEW YORK CITY CHAPTER, PRESERVATION DESIGN AWARD  
2003, AIA, NATIONAL, HONOR AWARD FOR ARCHITECTURE  
2004, AIA - NEW YORK STATE, AWARD OF MERIT



## Preserving a modern landmark while maintaining its original appearance



## Identify and appraise candidate buildings and create a financial plan

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC

## Step 02 Identifying Opportunities

### 2.1 Conduct Energy Audits

Using nationally established standards (based on ASHRAE Standard 90.1), SOM applies rigorously developed performance rating methodologies on-site to calculate and evaluate a building's energy consumption, code compliance, targets and benchmarks. SOM assists in the four steps of the energy auditing process: preliminary energy use analysis, walk-through analysis, energy survey analysis, and detailed analysis of capital-intensive modifications. The energy audit benchmarks a building's performance against structures of similar size, location and function.



Perform on-site building system assessment

Utility rates and energy usage profile evaluation

Identify energy issues as compared to benchmarks

### 2.2 Produce Building Evaluation Report (BER)

The production of the Building Evaluation Report (BER) involves an existing condition assessment and visual inspection of a building's mechanical, electrical, plumbing and fire protection systems, and existing as-built plans. The operational efficiencies of existing systems are closely examined, providing a realistic baseline against which to compute operating savings for proposed measures, and allowing the team to analyze opportunities for maintenance, repair, replacement and capital improvements. The BER covers micro and macro ways to improve a building's energy performance.



Detailed evaluation of HVAC system efficiencies, controls and operation



Produce BER including findings and corrective actions

### Pearl River Tower

Guangzhou, China

The 71-story, 2.3 million sq ft Pearl River Tower is expected to be the world's most energy-efficient office tower upon completion, and a milestone along the way to energy independence.

**Awards:**  
2008, GOLD SPARK AWARD, GREEN, CARBON-LOWERING & ENVIRONMENTAL CATEGORY



Wind turbine



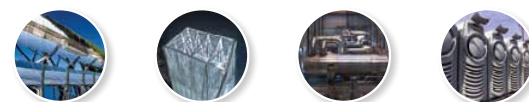
Wind turbine inlet

## The world's most energy-efficient office tower



### 2.3 Define Renewable Energy and Cogeneration Solutions

The incorporation of energy-efficient systems has long been an integral part of SOM's design approach, setting new standards for integrating energy generation, reduction, reclamation, and absorption into existing buildings. Our expertise in renewable energy encompasses a number of sustainable strategies including, but not limited to: solar thermal systems, wind turbines, geothermal, cogeneration, building-integrated photovoltaics, micro-turbines, fuel cells, biomass, passive heating and cooling and envelope optimization.



Investigate solar opportunities

Explore wind opportunities

Consider geothermal opportunities

Investigate cogeneration

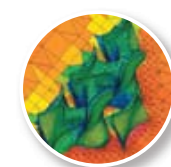
## Analyze current building condition & define opportunities

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC

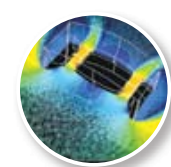
engineers, architects, planners, researchers and technical experts who utilize the latest advances in computer simulation tools and genomic algorithms to integrate green technology into existing and new buildings. Our "toolbox" includes programs for energy modeling, radiation modeling, daylighting simulation, computational fluid dynamics, building information modeling, virtual environments and more.



Building Information Modeling (BIM) and Energy Simulation

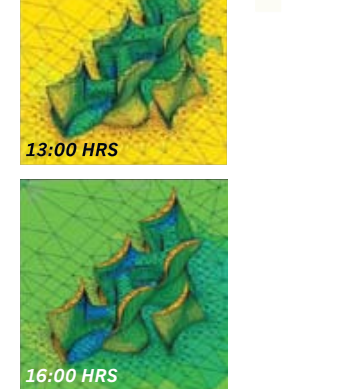
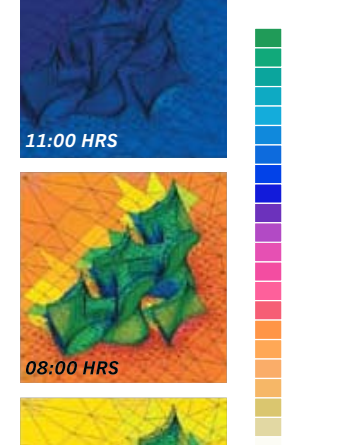


Daylighting / Radiation modeling



Computational fluid dynamic analysis

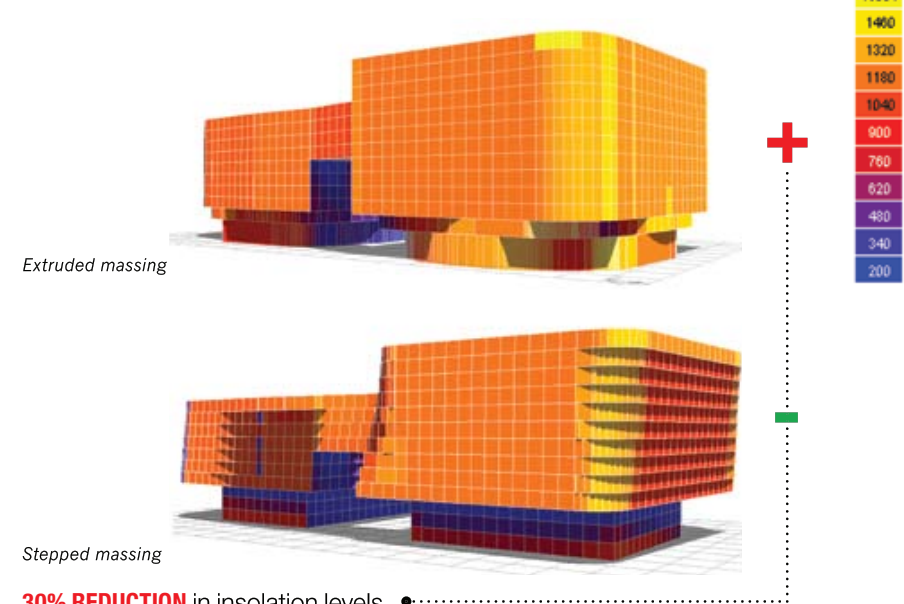
### Daylighting / Radiation modeling



Velocity vectors colored by velocity magnitude

### Stepped building massing

A Direct Response to the Climatic Environment

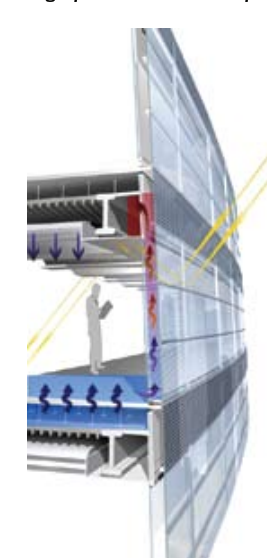


30% REDUCTION in insolation levels



Velocity vectors colored by velocity magnitude

### High-performance envelope



### Improved HVAC systems

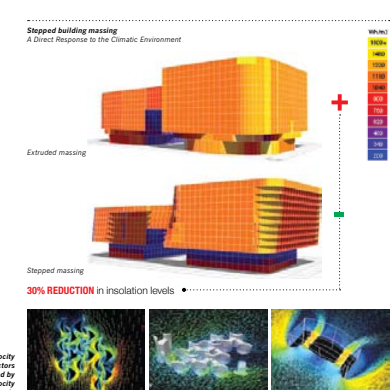


## Step 03 Defining the Solution

### 3.1 Energy Simulation and Optimization

As one of the first architecture firms to recognize the transformative power of computation and its relevance to architecture, SOM defined the Integrated Model based design approach to what today is recognized as the Building Information Modeling (BIM) in the 1970s and 80s, setting in the development of their own revolutionary 3-D modeling program, Architectural Engineering System (AES).

SOM has since developed an in-house Performance Design Group™ composed of engineers, architects, planners, researchers and technical experts who utilize the latest advances in computer simulation tools and genomic algorithms to integrate green technology into existing and new buildings. Our "toolbox" includes programs for energy modeling, radiation modeling, daylighting simulation, computational fluid dynamics, building information modeling, virtual environments and more.



Velocity vectors colored by velocity magnitude

### 3.2 Total Building Performance Enhancements

SOM utilizes information gathered from the BER and energy simulation models, along with the life-cycle cost benefit analysis, to develop recommendations for total building performance enhancements. All possible options for system renovations and upgrades are considered and analyzed in order to refine the best solutions for a particular building including: high-performance envelopes, improved HVAC systems, and high-efficiency lighting and daylighting.



High-performance envelope

Improved HVAC systems

High-efficiency lighting and daylighting

Life-cycle cost benefit analysis

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC



## Step 04 Implementing the Solution

### 4.1 Design and Implementation

As a fully integrated multi-disciplinary firm, SOM fosters a collaborative environment bringing together designers of various backgrounds. In-house coordination begins on day one, helping clients meet challenges head on, ensuring a complete and coordinated final product. The design process creates solutions that address current and future needs, including: performing calculations, creating drawings and specifications, assisting with contractor scope reviews, reviewing shop drawings, responding to RFIs and performing final punch lists and inspections prior to handover.



Perform calculations



Produce design drawings



Construction administration

### 4.2 Retro-Commissioning

Retro-commissioning is an enhanced service that applies a systematic documentation process for improving or optimizing current operations and maintenance procedures. The process aims to bring existing buildings up to their original design intentions, utilizing diagnostic data logging and testing. SOM provides a commissioning "tune-up" for the building, promoting and sustaining the highest levels of optimal performance rather than relying on equipment and system replacement.



Review facility documentation



Diagnostic data logging and testing

## Produce drawings, specifications & calculations to implement the design

SKIDMORE, OWINGS & MERRILL ENERGY SERVICES, LLC

## 1972 office building transformed to a Class-A office space



**1801 K Street, NW**  
Washington, D.C.  
Building Renovation

With 70% of tenants in place, SOM's phased renovation of 1801 K Street, NW transformed a 1972 office building to a Class-A office space in the heart of Washington's financial district. The project included an innovative replacement technique for exterior cladding and the installation of a new glass curtain wall.



## Step 05 Monitoring Success

### 5.1 Measurement and Monitoring Services

Measurement and monitoring services are implemented to understand the building's performance after-the-fact and verify the results of improvements to building systems and operations. Meters and monitoring equipment, once installed, provide real-time feedback on the amount of energy being consumed hourly, daily, monthly, and yearly, allowing for trend logging of energy systems. Building occupants who use meters and monitors to visualize their real-time consumption habits are more likely to alter their behavior and reduce their energy usage. Post-occupancy surveys are conducted to monitor and ensure building occupants are satisfied with the environment that has been created.



Metering for monitoring and trend logging of energy systems



Modify and implement new operation and maintenance procedures



Post-occupancy surveys

### 5.2 LEED® Certification for Existing Buildings (LEED® EB)

The LEED® for Existing Buildings Rating System helps building owners maintain sustainable operational efficiency through recycling programs, exterior maintenance programs, systems upgrades and cleaning and chemical use standards. SOM, as a founding member of the U.S. Green Building Council and an original contributor to the development of the LEED® building rating system, is uniquely qualified to assist clients with these verification processes. For projects seeking certification through the U.S. Green Building Council, we provide LEED® consultation services from our core team of LEED® Accredited Professionals (LEED® AP).



Identify LEED® EB credits for certification



Provide consultation and documentation services

## Measure and monitor the end-product for goal verification

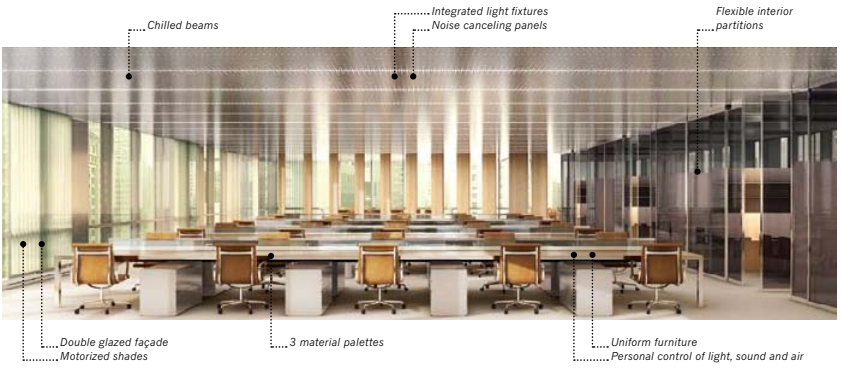
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### Inland Steel

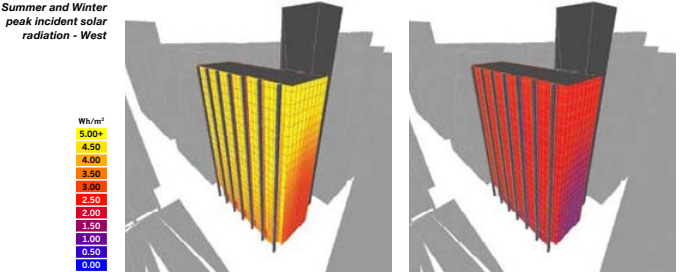
Chicago, Illinois  
Renovation

An icon of Chicago's skyline and a National Historic Landmark, the Inland Steel Building raises a 1958 high-rise office building to LEED® Platinum® standards. Post renovations, the building now achieves 75% reduction in galvanized duct work for air distribution, 45% potable water reduction through low-flow bathroom fixtures and consumes 38% less energy than a conventional office building.

**AWARDS:**  
2008, AIA NEW YORK CITY CHAPTER, HONOR AWARD  
2008, BSA BUILDING TYPE STUDY AWARDS, HONOR AWARD  
2008, ARCHITECT, R&D AWARD



Double glazed facade  
Motorized shades  
3 material palettes  
Uniform furniture  
Personal control of light, sound and air





# Skidmore, Owings & Merrill LLP

## SOM Convention Center Design

Dallas Convention Center  
Dallas, Texas



Before beginning design, the SOM/HKS Team finalized the programmatic requirements of the expansion and established a new long-term vision for both the convention center and the south edge of the city of Dallas. The ultimate expansion includes two new halls providing 600,000 sf of exhibit space, 150,000 sf of meeting space and two 50,000 sf ballrooms. The design revisits and resolves the problems of the original building, built in the early 1970s, and integrates these into a seamless, state-of-the-art facility.

Existing components within the convention center have been completely renovated including replacement of building systems, installation of upgraded finishes and improvement of the customer service center. In response to an extremely tight budget, several scenarios were developed to work within the financial limitations yet allow the building to expand with flexibility for incremental growth in the future.



Skidmore, Owings & Merrill LLP SOM Convention Center Design

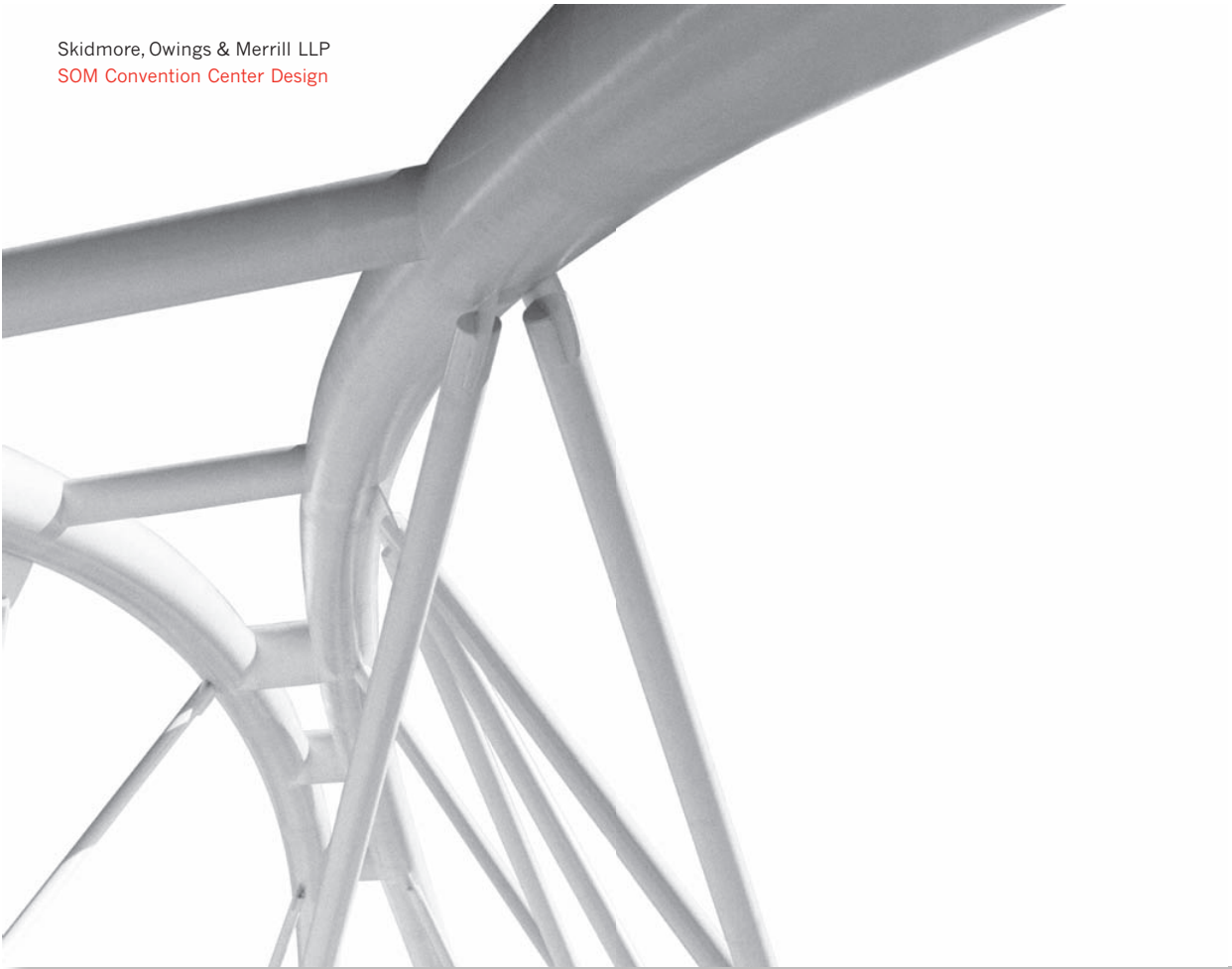
Virginia Beach Convention Center  
Virginia Beach, Virginia

The Virginia Beach Convention Center occupies the anchor and gateway position for the planned redevelopment of the city's Old Beach District. Design inspiration came from important elements of the region's past, present and future. The soaring 150-ft tall tower of glass and steel and the elegant lobby facade recall the city's historic lighthouse, the billowing sails of colonial ships and the awe-inspiring supersonic jets that grace the skies overhead. Sweeping roof curves evoke the surf of the nearby Atlantic Ocean.

The Convention Center offers nearly 150,000 sf of exhibition space, subdivided into four halls for high flexibility. These halls feature 40-ft ceilings and a 240-ft, column-free, clear-span roof, one of the tallest in the United States. Additionally the building offers a ballroom, meeting rooms, a landscaped park, and a soaring lobby space with a 75-ft, energy-efficient glass curtain wall. High-tech amenities include a 360-ft long video display and a revolutionary cellular phone enhancement system which enables conference participants to locate each other and navigate the immense facility easily and efficiently.

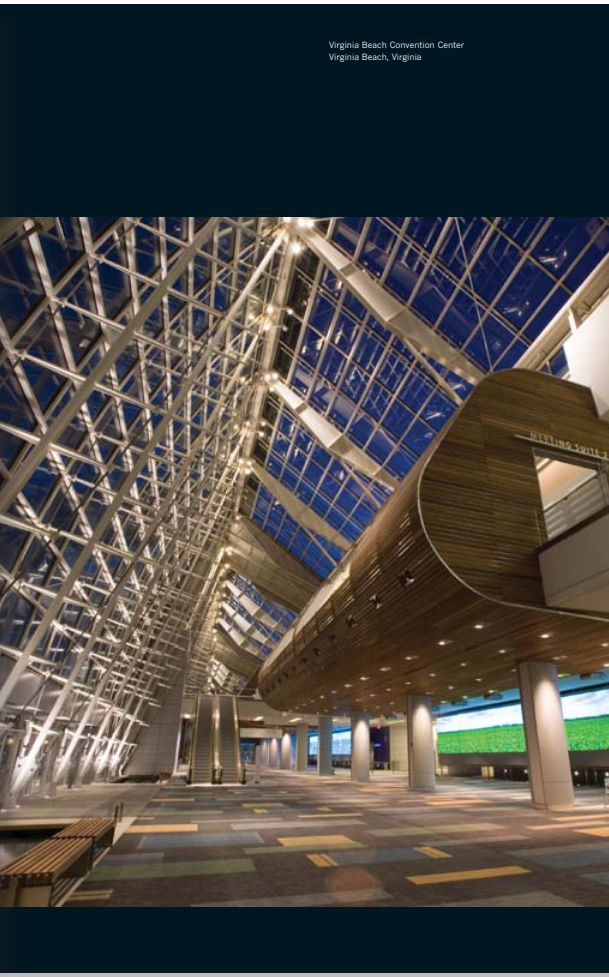


Skidmore, Owings & Merrill LLP  
SOM Convention Center Design



Skidmore, Owings & Merrill LLP SOM Convention Center Design

Virginia Beach Convention Center  
Virginia Beach, Virginia





Hong Kong Convention and Exhibition Centre Extension  
Hong Kong, China

The Hong Kong Convention and Exhibition Centre (HKCEC) is dramatically located on an island constructed of reclaimed land overlooking Victoria Harbour. The facility was the venue for the official handover of Hong Kong to the Chinese Government. The principal design element is a distinctive roof form, which resembles the outspread wings of a bird.

Multi-story glazed circulation routes offer superb views over the Harbour and allow light to flood into the public spaces. Cascading elevators point north and south from the main entrance to facilitate orientation within the building. The upper hall is a 265-ft, column-free clear span with a ceiling height of over 45 ft. In order to expedite deliveries of convention and exhibition displays and supplies, truck docks have been established at every level.



Skidmore, Owings & Merrill LLP, SOM Convention Center Design

Suzhou International Expo Center  
Suzhou, China

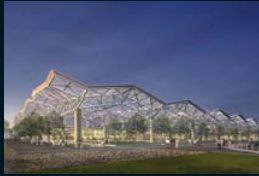
An elegant, memorable and clear form, the Suzhou International Expo Center offers a new symbol for the city, unfolding across the site like a fan. At the heart of the complex, a public park provides space for relaxation and contemplation. Linear pools, lined by gardens, link the canals which flank the site, tying the entire assembly into the larger context of the Suzhou Industrial Park.

To balance the grandeur of this considerable facility with the inviting scale of a public meeting place, the complex is broken down into a series of pavilions making it easier for visitors to navigate. The new facility, while remarkable in design, is in fact a fairly simple building. Local materials, repetitive structural and interior elements, simple long-span structural systems and efficient building systems are combined in a creative manner to create a visually sophisticated solution.



Skidmore, Owings & Merrill LLP, SOM Convention Center Design

Zhongshan International Exhibition Center and Trade Mart  
Zhongshan, China



The Zhongshan International Exhibition Center and Trade Mart, set in subtropical China, provides a new town center, well-suited for public assembly and community space. The complex includes exhibition and meeting space, generous lobbies and flexible dining areas, administrative support spaces, VIP suites, a central plant and building support areas, and a grand plaza, which accommodates civic celebrations, special events and outdoor exhibitions. The entire complex is sheltered by an enormous undulating roof structure, inspired by the forms of ancient Chinese armor and the rolling hills surrounding the site. The roof's faceted surface creates a dappled effect of light and shadows on the plaza below, providing stimulation and delight, as well as cooling shade.

The exhibition and trade mart buildings are designed to be nearly interchangeable, preparing the center to respond to future market needs. The trade mart contains two levels of trade pavilions, which can be leased in a broad range of configurations. A series of courtyards pierce the building forms, providing natural light throughout the facilities.



Korea World Trade Center  
Seoul, South Korea

The new Korea World Trade Center (KWTC) includes an expanded 1.3 million of convention and exhibition center, a 2.5 million of office building, a 560,000 sq. ft. hotel, a two-to-7.34-million sq. ft. hotel, and other entertainment complex, and three parking levels to accommodate 5,400 cars and buses. Doubling the size of the center's exhibition and conferencing facilities the KWTC extension establishes the 6.3 million of complex as a world-class convention center.

KWTC is unique among convention center complexes in that it is entirely self-sufficient. Office, retail and hotel space in the complex generate sufficient income to sustain the exhibition and convention activities, making KWTC one of the only centers in the world to operate free of government subsidies, taxes, or import/export duties.



Skidmore, Owings & Merrill LLP, SOM Convention Center Design



Hangzhou International Conference Center  
Hangzhou, China



SOM's competition design entry for the Hangzhou International Conference Center was inspired by the desire to celebrate the significant characteristics of the city's past and future: the historic West Lake setting, a vibrant urban community, an innovative high technology sector, and the verdant scenery of its many gardens and parks.

The design reflects the qualities of the landscaped Wave Park, which connects the West Lake to the riverfront. Following the undulating contours of the Park, the International Conference Center unfolds its roof towards the river. These folds echo the silhouette of the hills surrounding Hangzhou. In addition, the building acts as a horizontal counterpoint to the New Performance Hall, which is set on an axis with the Great Plaza at the heart of the Conference Center. Together they comprise an exceptional composition in the Park, with the unique and identifiable Conference Center in the foreground and the domed profile of the Performance Hall as the backdrop.



Skidmore, Owings & Merrill LLP, SOM Convention Center Design

Recognized as the pre-eminent leader in architecture and engineering excellence, we take great pride in the design of more than 20 million square feet of high-performance convention center space world-wide.

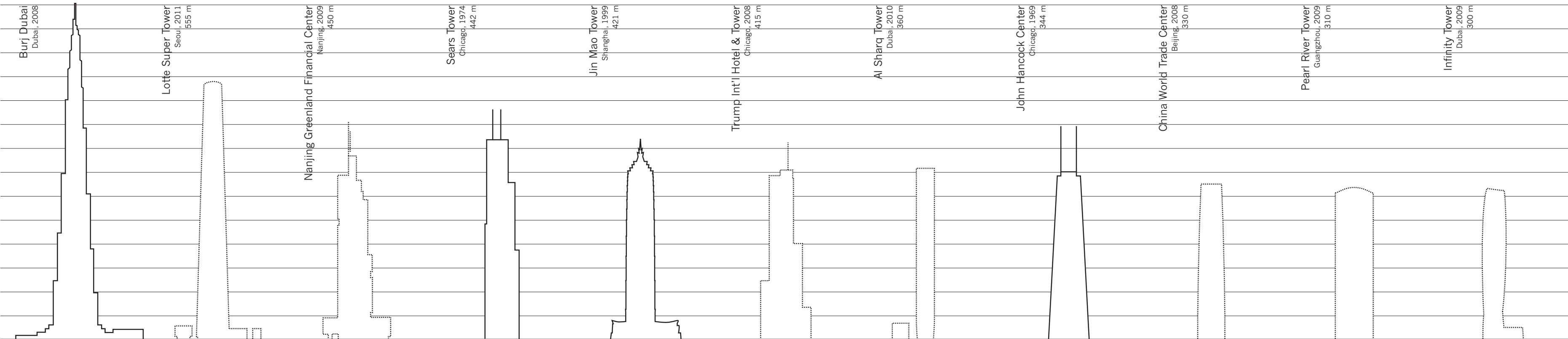




SUPERTALL BUILDINGS

SOM

S U P E R T A L L  
B U I L D I N G S

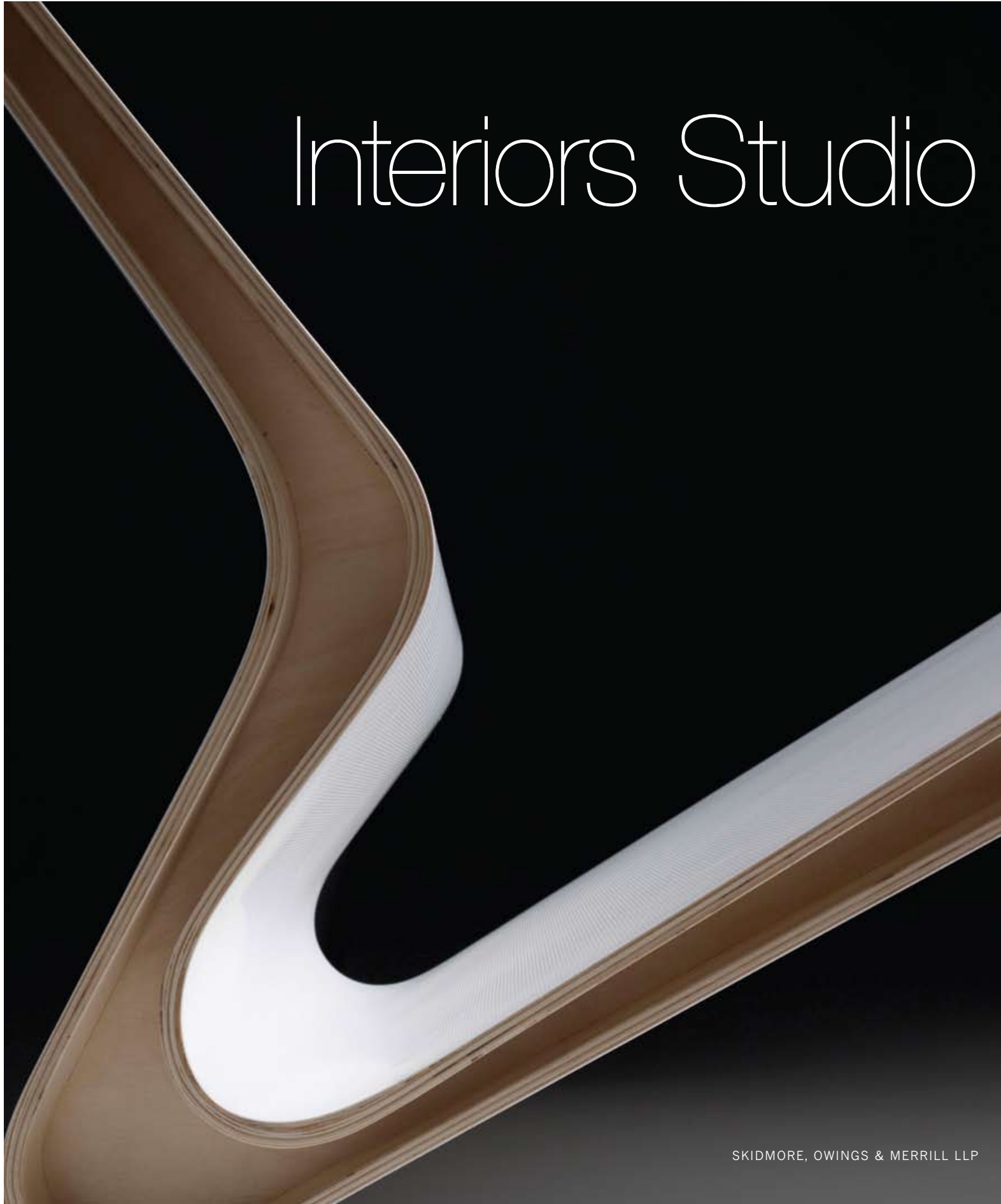


Infinity Tower's most distinctive feature is its twisting, helix shape. The building gradually rotates 90 degrees and maintains a consistent floor plate throughout its height. The central core is a concrete cylinder that creates the spine of the building. The concrete structure of the tower, clad in insulated aluminum, helps shade the units from the intense desert sun.

Since its founding in 1936, SOM has left its mark on skylines across the world; our expertise in the architecture and engineering of supertall buildings is without peer.

Skidmore, Owings &amp; Merrill LLP





# Interiors Studio

SKIDMORE, OWINGS & MERRILL LLP

## AREAS OF EXPERTISE

SOM's diverse practice brings together designers of different project types, functions, and scales, allowing us to bring our full range of expertise to bear on every project.

Our global presence allows us to bring our expertise to bear on projects in every part of the world. We have a long history of working with clients in every part of the world, and we are proud to have a strong presence in every major market.

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SKIDMORE, OWINGS & MERRILL LLP • INTERIORS STUDIO



Progressive Architecture

SKIDMORE, OWINGS & MERRILL LLP • INTERIORS STUDIO

INTERIORS STUDIO | 1



Our Interiors Group comprises a team of highly qualified individuals with expertise in:

- Programming
- Interior Architecture
- Space Planning
- Branding and Graphics
- Sustainable Design
- Furniture Design
- Industrial Design
- Digital Design

In addition to our broad in-house capabilities, SOM has a long history of partnership with specialty consultants, contractors, and manufacturers, promoting design excellence and a high level of client service.

SOM provides a singular spectrum of comprehensive multi-disciplinary services comparable to none. Our practice integrates architecture, engineering, cutting-edge technology, and interior design in ways that expand the scope of possibilities within a project.

SKIDMORE, OWINGS & MERRILL LLP • INTERIORS STUDIO

## PROGRAMMING

The key to successful programming is knowing the right questions to ask.

### Developing a Design Plan

The key to successful programming is knowing the right questions to ask. SOM is able to move beyond the status quo and envision new ways of working that may significantly impact space requirements.

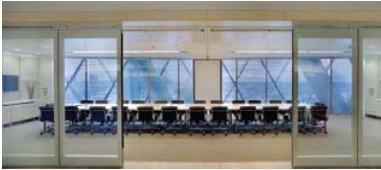
We approach each project as an opportunity to envision a space with a specific character. Through listening to our clients and understanding their needs, each design is addressed as a unique challenge that requires its own carefully crafted solution.

SOM's approach to programming recognizes that spaces are often required to serve multiple needs for diverse users. Each user group brings its own programming needs, and our office building for example, administration staff may have space with creative disciplines. To operate efficiently, each group must have their particular needs met.

SOM's Interiors Group works closely with clients and user groups to establish a collaborative process of determining goals and objectives. The research we conduct on the front end of a project informs our allocations and space layouts, enabling our team to develop the most comprehensive and accurate program possible.

Working with our clients and their various user groups, SOM develops programming processes and solutions that include:

- Interviews with clients, users, and focus groups
- Documentation of qualitative and quantitative data
- Existing facility assessment
- Opportunities for change
- Exploration of adjacencies
- Possibilities for future growth and expansion
- Alternate strategies



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**Confidential Law Firm Interior**  
SOM worked on design challenge to enhance the look and function of the office space for this law firm. The structure's design process was a key element of the firm's identity, and the firm's design team was able to create a space that was both functional and aesthetically pleasing.



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"SOM design firm provides a singular spectrum of multi-disciplinary services, from architecture to interior design, and we are proud to have a strong presence in every major market."

—James P. Smith, President, SOM

## FIRM PROFILE

With more than 70 years of experience as a multi-disciplinary firm, SOM has developed a portfolio of world-renowned projects and a reputation for delivering the highest quality of service.

Since the firm's inception, SOM has received over 1,100 design awards more than any other design firm in the country. SOM was also the first firm to receive the American Institute of Architects' (AIA) Firm Award for distinguished architecture in 1982. The AIA noted, "In design and personalized service to clients, your firm's performance has consistently attained a high level."

SOM became the only firm to be so honored twice when the AIA recognized us again in 1986, saying that SOM works at "transforming history of the changes of time, culture, values, technology, business practice and economics," qualities that have undoubtedly contributed to the firm's enduring success.

In addition to our two firm awards, SOM has also won four prestigious AIA "National 25 Year Awards," which recognize projects of enduring architectural significance. SOM continues to look forward to the future of design, embracing new innovations and technologies, and helping our clients meet challenges head-on, and create solutions that address current and future needs.



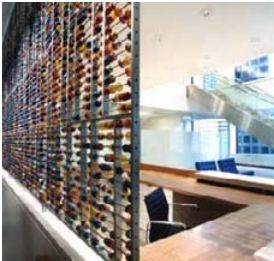
## COMPREHENSIVE SERVICES INNOVATIVE APPROACHES



Top Right: 7 World Trade Center Lobby and installation by artist Jenny Holzer

Bottom Left: Jin Mao Tower Atrium

a singular spectrum of multi-disciplinary services



The success of the SOM Interiors Group lies in our ability to express each client's vision and goals in architectural form. We view each project as a unique opportunity and employ carefully developed techniques—including comprehensive facilities review and analysis, standards development, space planning, digital design, and the development of alternative strategies—to meet the client's specific needs.

We approach each new project with no preconceptions; the process of design is a process of discovery. Design solutions are rooted in our ability to listen to, understand, and implement a client's vision. In our research-based practice, this goal is achieved through extensive investigation and analysis of spatial and social relationships, the client's image, and their goals for the space.

Top Right: Hyatt Global Headquarters  
Left: Peaks Resort & Spa Interiors  
Bottom Left: City National Bank Regional Center at City National Tower

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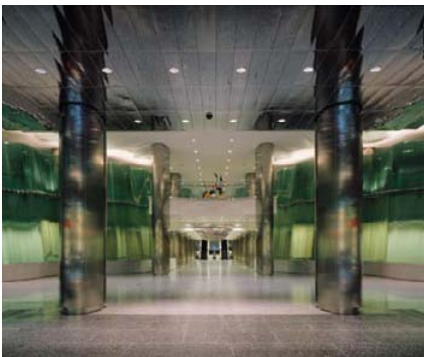
SOM's interior design architects and space planners have the ability to respond to complex programs with efficient and elegant solutions.

**We design spaces that accommodate growth and change.**

Rather than a specific solution to solve current problems, SOM's design approach is a design that provides a framework that easily accommodates growth, expansion and change through technology, building systems, equipment and communications networks.



**GM Renaissance Center**  
Between 1995 and 2006, SOM spearheaded the design of the 5.5 million square foot renovation of the new GM Renaissance Center. Acting as master architect/engineer, SOM drew on its deep architecture, design, and planning experience to successfully complete one of North America's most intricate, comprehensive, and massive renovations.



### Maximizing Workplace Performance

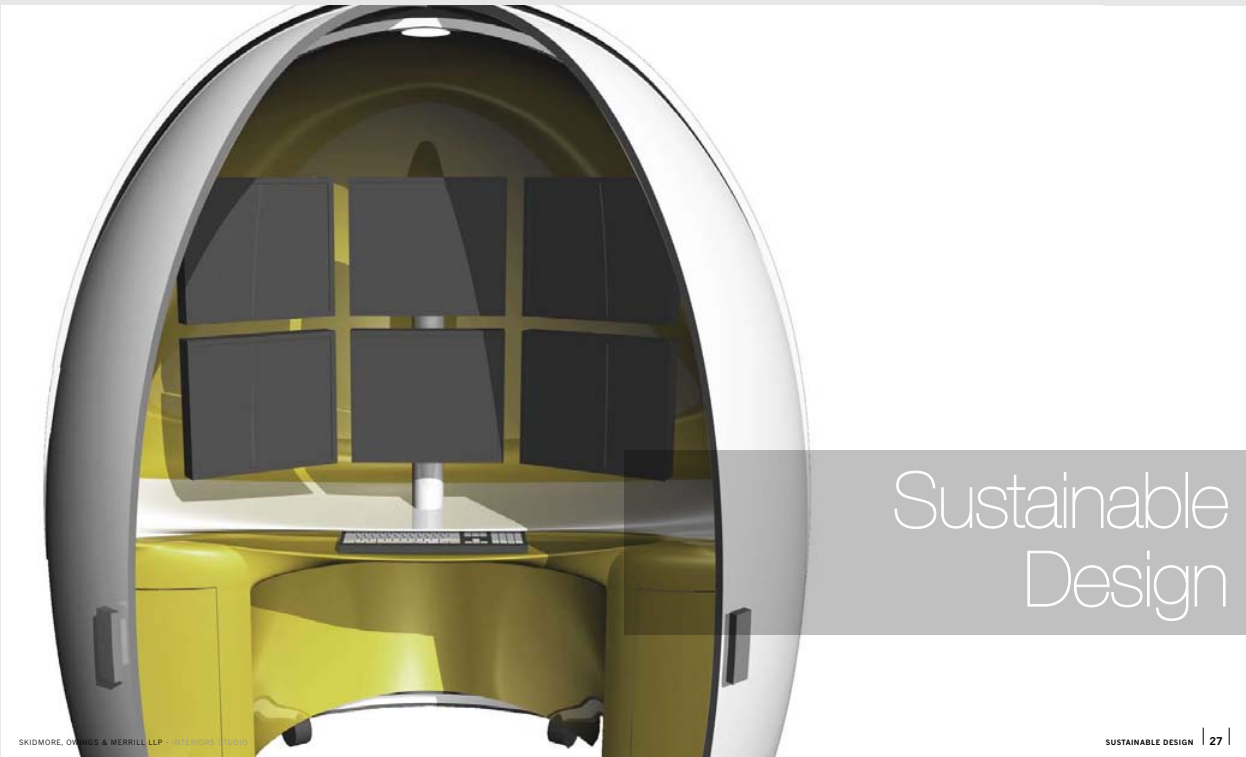
With Skidmore's leadership, the new GM Renaissance Center was designed to maximize workplace performance. The building's design features a variety of spaces, including a large atrium, a curved wooden ceiling, and glass walls. The building's design also features a variety of spaces, including a large atrium, a curved wooden ceiling, and glass walls.



**Greenwich Academy**  
Greenwich Academy's new Upper School and Library unit the campus and enhances the site's natural beauty. The site's landscape architecture was used to join the campus's upper and lower levels through the medium of a building. Light was central to the design; the project featured a collaboration with the light artist, James Turrell.







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SUSTAINABLE DESIGN | 27 |

SUSTAINABLE DESIGN

## Sustainability has long been an integral part of SOM's practice.

SOM's design approach is firmly grounded in environmental sustainability. Our integrated services and in-house sustainable design experts work closely with our interior design teams to incorporate sustainable principles into each project. We stress preservation and conservation through energy use, indoor air quality (natural ventilation), and building orientation and materials. These practices are combined with an overall template for material selection and energy strategies, writing and implementation of green specifications, and LEED® or other certifications.

SOM has been a long-standing advocate of ecologically sustainable design. Since the 1950s, long before the green movement garnered widespread public notice, the firm has been researching, innovating, and integrating design features to this end. Projects such as the Weyerhaeuser Technology Center and the Enerplex / Prudential-As-Princeton Energy project are among the earliest examples of SOM's commitment to sustainable design ideals.

SOM incorporates life-cycle cost analysis in our sustainable approach to design. As an integral part of the cost estimating process, life-cycle costing determines the total costs throughout a project's life, including planning, design, acquisition and support costs.



SKIDMORE, OWINGS & MERRILL LLP • INTERIORS STUDIO

Previous Page, Right & Bottom  
Genome Science Laboratory



In projects around the world, we have implemented a range of concepts and strategies, including advanced building control systems, climatically responsive planning, waste reduction principles, natural daylighting, building orientation, urban redevelopment, thermal massing, building simulation, and achieving building performance ratings.

SOM has a group of LEED®-accredited professionals among our core team members. Together with our clients, we develop goals and implement strategies for sustainable building, including researching and selecting green building materials and assisting with specification language.



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SUSTAINABLE DESIGN

SOM was asked to design a Chicago law firm's headquarters and develop a new workplace environment that would address ongoing needs for the next 20 years, including building criteria and real estate strategy for possible renovation, if required. The law firm was interested in having both a LEED Silver Certified core and shell, and interior space (SOM's design team includes several representatives and consultants) and equipment for approximately 100,000 sq ft of 24-hour office space. The office is located in a building currently under construction 300 North LaSalle Street, chosen because its design features incorporated the sustainable goals of the new headquarters.

Sustainable features of the project include:

- **A sustainable shell:** Identify a building "built to last" and designed to last 100 years or more, with a clear proximity to commuter rail, light rail, subway station and bus lines.



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"CONVENTIONS LEAD HARDSHIP ON THE EARTH BY WHICH WE LIVE AND REMAIN AND WE MUST MEASURE THE NATURE OF YOUR IMMORTALITY BY THE WAY YOU LIVE YOUR HUMANITY." —THE AMERICAN ARCHITECT (1948)



An architectural firm with offices located inside the historic David Burdick-designed State 1A office building in Chicago decided to renovate the floors that it currently occupied rather than move to another location. The design team's objective was to create a distinctive space within the historic landmark building. The renovation discussed a carefully considered, distinctly elegant, high-performance office space that is environmentally and strategically sustainable. For firm employees and clients, the interior architecture results in the firm's historically renowned "flat design" approach while further stimulating technological, strategic and design innovation.

The main programming objective was to facilitate the multifunctional, practical, technological and social components inherent in a major multidisciplinary architectural practice. The design team's elegant solution yielded a flexible, light-filled space with

SUSTAINABLE DESIGN | 31 |

FURNITURE AND PRODUCT DESIGN

## Adhering to the principle that details reinforce the strength of the whole, SOM designs furniture and products that embody our commitment to quality.

From the design of Steelcase's first modern desk in the 1950s to the creation of contemporary pieces for companies such as Halcón and Yallí & Yallí, SOM has produced furnishings that directly relate to the scale, function, and materiality of the environments in which they exist. Our approach to furniture and product design values:

- proportion
- functionality
- flexibility
- sustainability
- craftsmanship
- ergonomics
- quality materials and finishes
- integration of new technologies

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a tradition  
of innovation



SOM designers have developed some of the most innovative products of the last 70 years. Legendary designers of the 20th century—such as Davis Allen, designer of the Andover Chair—set a standard of excellence that continues to apply to our product lines for contemporary industry leaders.



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FURNITURE & PRODUCT DESIGN | 39 |





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DIGITAL DESIGN | 41

DIGITAL DESIGN



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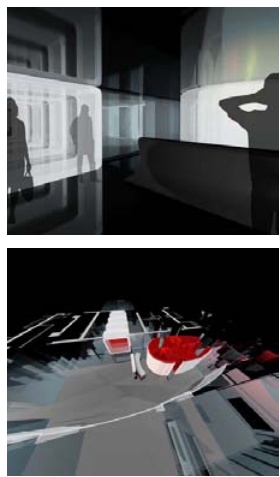
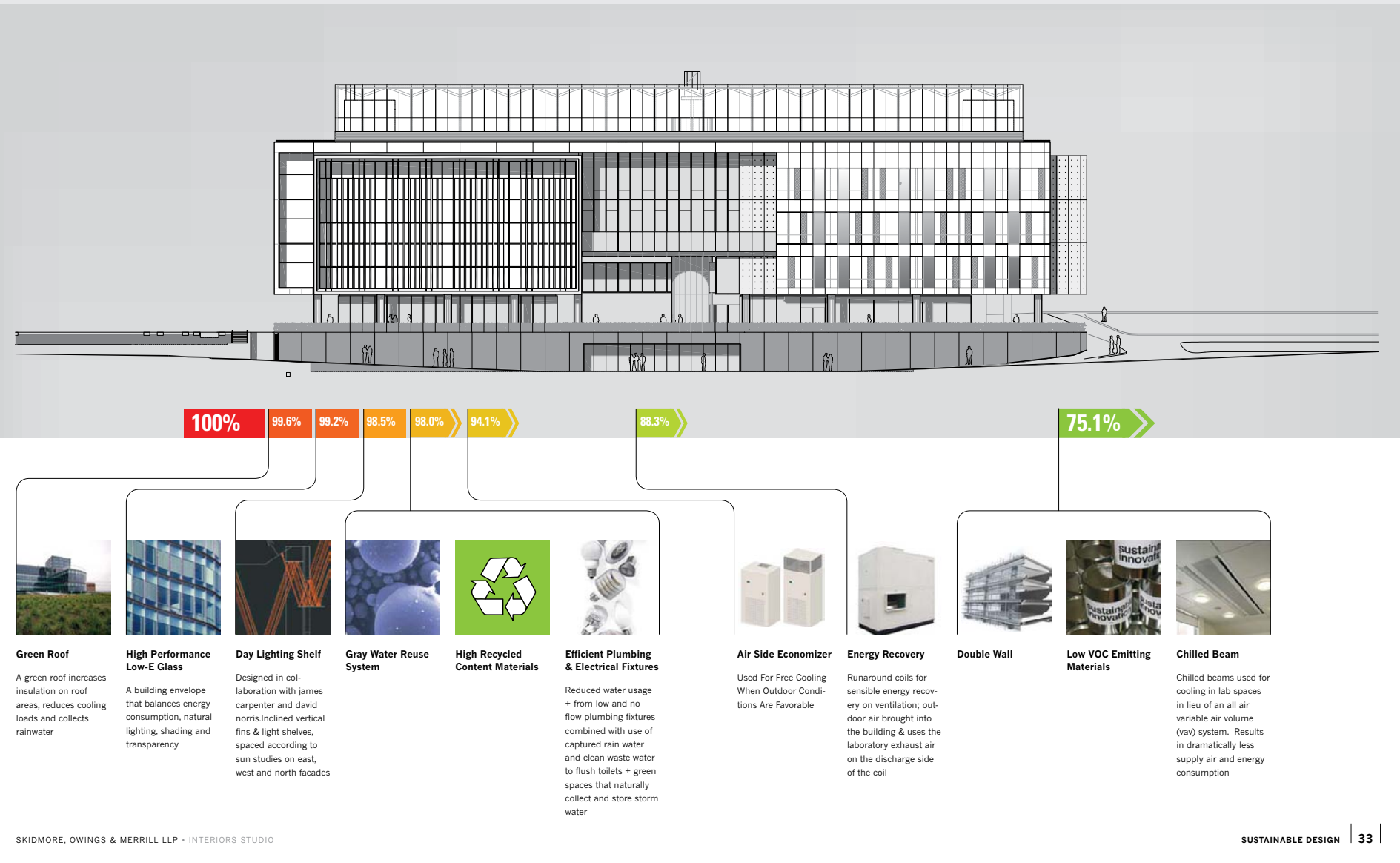


"WE ARE, AT THIS PARTICULAR TIME, IN AN AGE OF DISCOVERY..."  
BRUCE GRAHAM, SOM

SOM has always been a generator of future practice. Our current approach to digital design draws on the expertise of an in-house studio composed of technology experts and design professionals. This team, called BlackBox, uses parametric BIM (Building Information Management) software to maintain a database of information that informs the entire lifecycle of a project, allowing us to respond more directly to client requests and more accurately track the fulfillment of a project's stated goals. With SOM's state-of-the-art digital design process, we can accurately estimate and control costs, customize projects quickly and efficiently, and broaden the scope of possibilities within a project.

As one of the first architecture firms in the world to recognize the transformative power of computation and its relevance to the practice of architecture, SOM defined the very concept of Building Information Modeling (BIM) in the 1970s and 80s with the development of AES, a revolutionary software platform. Twenty years later, BIM and other digital processes are enabling new types of collaborative communication between architects, engineers, designers, and clients.

DIGITAL DESIGN | 43



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# SIMPLY SPIRITUAL

MADE BY MONKS



## MONASTERY TVRDOS

CABERNET SAUVIGNON

*Herzegovina Region*

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HOT SUMMER AND MILD WINTER. A DISTINCTIVE SUB-MEDITERRANEAN CLIMATE, PROVIDE IDEAL CONDITIONS FOR WINE MAKING. ROCKY GROUND IS BLENDED WITH FERTILE SOIL AND DRAINED FROM ARIDITY BY THE SUN AND THE WINDS, BLOWING SIMULTANEOUSLY FROM THE MOUNTAINS AND THE SEA CLASHING ABOVE TREBINJE REGION.

# SIMPLY SPIRITUAL

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## MONASTERY TVRDOS

CABERNET SAUVIGNON

*Herzegovina Region*

DEEP, DARK COLOR OF RUBIES. THE NOSE IS COMPLEX, DISPLAYING STRONG TONES OF AROMATIC HERBS AND CRANBERRY MARMALADE, HUES OF RIPE POMEGRANATE, CHOCOLATE AND TOAST. THE FLAVOR IS FULL, EXPRESSIVELY FRUITY. TEXTURE IS SMOOTH. THE PALETTE IS ENTICED WITH STRONG BLACK CHERRY FLAVORS AND A FINE CITRUS NOTE.





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1 2 3

### NEWS & PRESS RELEASES

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11 SEP Partnered with Company

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11 SEP June Podcast

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11 SEP At the May Eco Chicago Trade Show

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11 SEP Sample h4 header

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### LED LIGHTING PRODUCTS

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### INDUCTION LIGHTING PROD.

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### SOLAR TECHNOLOGIES

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### COMPANY PROFILE

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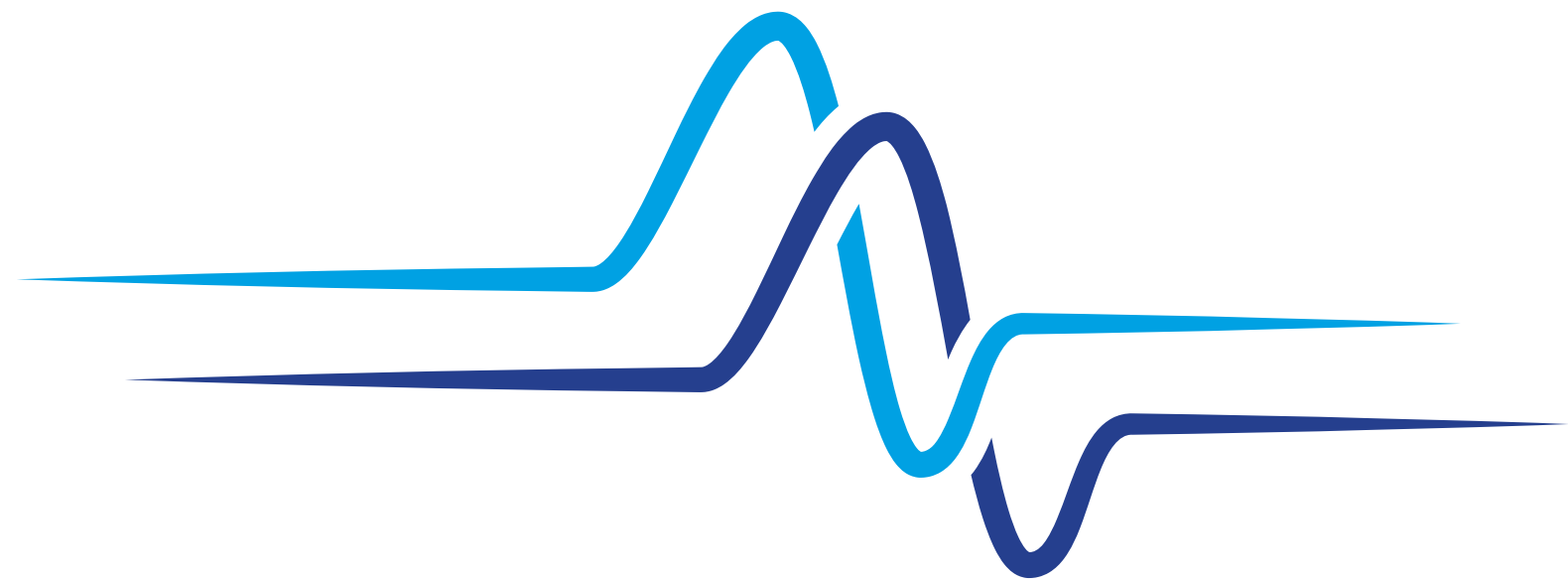




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