

# hello.

# hello.

## Agency Overview

### **Henderson Shapiro, Inc. dba Henderson Shapiro Peck**

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Roswell, GA 30076

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Cage Code: 99CU3

UEI: VWNGFENVXJB5

DUNS: 825236433



Henderson  
Shapiro, Inc.



## What we do

Strategy

Marketing

Branding

Design and Content

Interactive/Digital

Advertising Campaigns

Media Planning and Buying

Public Relations

Trade Shows and Events

Research

## Who we do it for

Agriculture

Building and Construction

Community

Corporate

Education

Financial

Healthcare

Hospitality

Non Profit

Technology



Henderson  
Shapiro, Inc.

**hsp**  
Marketing

connecting corporate

# values



Henderson  
Shapiro, Inc.



# Connecting corporate values

corporate





Design & Production for  
In-Store Marketing

Collateral  
Signage

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# Everyone gets a free Samsung Galaxy S22.

Trade in a Galaxy phone. Any year. Any condition.



Ask an expert for details.

Other trade-in devices may be eligible (must be in good condition with min. \$35 trade-in value). Requires purchase on AT&T installment plan & qualifying AT&T wireless service. Self-qualified customers only. Restrictions apply. © 2022 Samsung Electronics America, Inc. Samsung word and design, and Galaxy S are trademarks of Samsung Electronics Co., Ltd. Use only in accordance with law. © 2022 AT&T Intellectual Property. All rights reserved.

# This Mother's Day, say thanks to the mom in your life.

Scan for deals.



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Data rates may apply.

PRO AI 0422 07380 Ea

Strategy, Concepting,  
Messaging and Design

Collateral  
Publications  
Infographics

**Opening Up!**  
Quick Guide to Popular Styles in Doors

**Madison**  
Single-Panel Doors  
*Clean & Chic*

**Two-Panel**  
Doors  
*Timeless & Flexible*

**Colored**  
Slabs  
*Fun & Stylish*

**Standard...**

**1 day** Many doors in standard sizes **ship overnight!**

**...or Custom?**

**5 days** Sized & prepped to **your specs!**

**HARDWARE**

**HD SUPPLY**  
FACILITIES MAINTENANCE

**YOUR RESOURCE FOR EVERYTHING HARDWARE AND MORE**

[hdsupplysolutions.com/hardware](https://hdsupplysolutions.com/hardware)

## Added Services That Lead to Your Success

**Let Us Handle the Installation**  
Trust HD Supply to provide reliable, high-quality, cost-effective labor. We provide general contracting and on-demand installation of plumbing products. Benefit from our extensive network of carefully-screened installation experts. All of our contractors are licensed, background checked and insured. Services include brand name plumbing systems and equipment, one-year installation warranties and 410A conversions.

**Expert Product Support**  
Call us when you're stuck on a tough installation, have a question about your plumbing system, need assistance finding a repair part, or need help on any other maintenance job. Our highly skilled associates have an average of 20 years of experience in property maintenance and repair and can provide advice, troubleshooting, product specifications, part numbers and more.

## — To Rekey, or Not to Rekey —

If you replace 100 locks per year, you would save the following amount of time by rekeying:

- **2,700 minutes**—that's 45 hours...more than 5 full days with Kwikset Deadbolt
- **1,500 minutes**—25 hours...3 full days with Shield Security

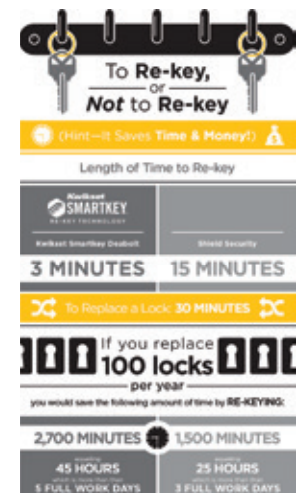
### Proven Reliability

HD Supply products are tested to meet the highest standards for performance and reliability. We also have all of your rekeying tools and blank keys. Shop our top brands and styles and rely on next day delivery.

### Complete Keying Services

HD Supply provides custom keying services to meet your property needs. All of our stocked residential and commercial locksets (individually keyed, non-mastered, non-smartkey) are available to fit your keying requirements. Save time and money with HD Supply keying services—eliminating the need for a locksmith and on-site fees. Services include:

- Keying alike
- Keying alike in groups
- Keying to a specific key code
- Master keying
- Grand master keying
- Key cutting



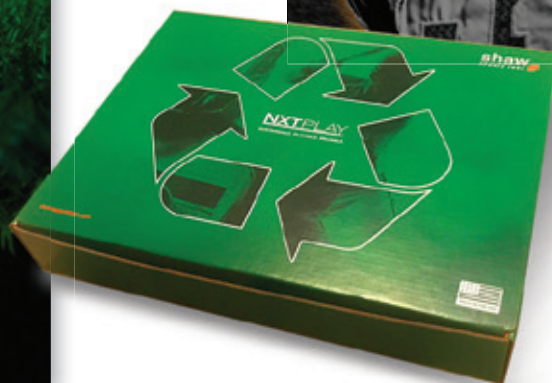
## Save Energy Costs With Extensive Choices For Weatherstripping

Find the right weatherstrip to seal gaps below exterior doors at HD Supply. Premium door weatherstrips are anodized aluminum and vinyl products tested to ASTM air infiltration requirements. Sealing the gaps below exterior doors can save up to 15 percent in heating and cooling costs—saving potentially hundreds of dollars annually per household or unit.



Strategy, Messaging and Design

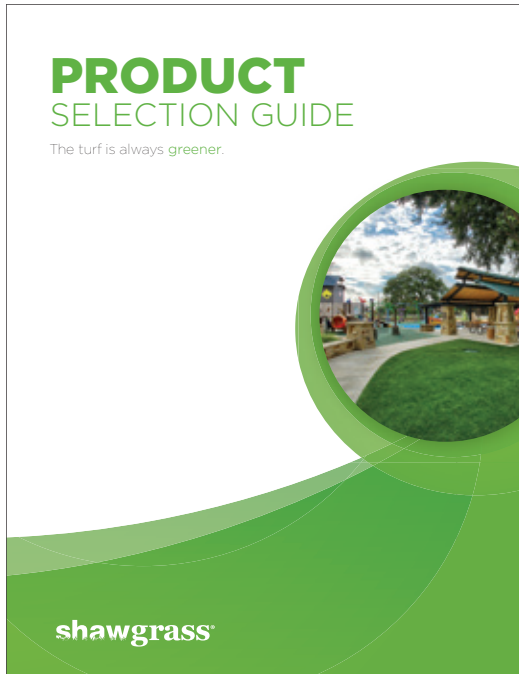
- Advertising
- Branding
- Product Naming
- Collateral
- Product Launches
- Video
- Trade Shows
- Social Media
- Emails
- Newsletters



# shawgrass®

Strategy, Concepting,  
Messaging and Design

Branding  
Logo Development  
Advertising  
Collateral  
Product Launches  
Spec Sheets  
Social Media



### Active Lifestyle

Whether you're a golfer looking to improve your short game, a parent trying to help your little slugger get ahead in the game, or just looking to entertain your guests with a round of bocce ball, Shawgrass has you covered with our active lifestyle turf.

Instead of investing a great deal of time and money into improving your game through the use of public recreational facilities with limited business hours, invest in improving your backyard so you can practice when you want.

Shawgrass offers a complete line of putting turf, batting cage turf and recreational turf, all designed to look and perform just like the real thing.

### Residential Landscape

**Spring Collection**

- 1485G Spring Season 5mm
- 1495G Spring Fresh
- 1505G Spring Choice 1

**Tips Collection**

- 0145G Tips NY Putt
- 2205G Tips Elite Putt
- 2305G Tips Pro Putt
- 3355G Tips NY Tee Line
- 3665G Tips Tee Line

**Reserve Collection**

- 3455G Reserve Refuge
- 3465G Reserve Serenity
- 3475G Reserve Haven
- 3485G Reserve Sanctuary

**Mesaki Collection**

- 3425G Mesaki Zool
- 3435G Mesaki Plaza
- 3445G Mesaki Crux

**Rye Collection**

- 1855G Summer Rye
- 1845G Fresh Rye

**Village Collection**

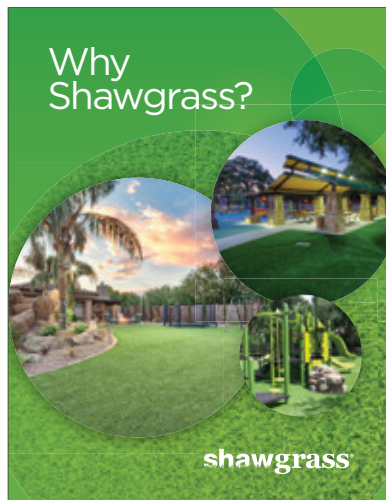
- 3505G Village Park
- 3515G Village Garden
- 3525G Village Meadow
- 4305G Village Town Square

**Navigation Collection**

- 3595G Navigation Trek
- 3605G Navigation Adventur
- 3615G Navigation Excursion

**Journey Collection**

- 2505G Journey



## Shawgrass® Name & A Brand You Can Trust

Shawgrass is a wholly owned subsidiary of Berkshire Hathaway. Since 2005, Shaw Industries has employed substantial assets, top executives and personnel. These resources allowed us to quickly secure a position as a market leader creating synthetic turf solutions for sports, commercial, residential and public spaces, parks, playgrounds and landfill covers.

Quality, quality is the top priority. As a Shawgrass product you can be sure you're getting the best. Our commitment to exceeding your expectations is the only best in our world class synthetic turf solutions.

## Committed to Sustainability

INSTALLING SYNTHETIC TURF IS A POSITIVE MOVE FOR WATER CONSERVATION ESTIMATED TO SAVE 55 GALLONS OF WATER PER SQUARE FOOT PER YEAR.

Between 30,000 and 70,000 gallons of water per year are used to irrigate a 1,000 square foot lawn.

SYNTHETIC TURF CAN ALSO ELIMINATE WASTE AND TIME SPENT ON MAINTENANCE.

\* The EPA estimates that on average 13.2 million tons of yard trimmings were generated per year. The third largest component of Municipal Solid Waste in landfills.

\*\* The average resident spends 100 hours per year maintaining the lawn. Synthetic turf eliminates that need.

### Life Cycle Cost Comparison Analysis

	SYNTHETIC GRASS	NATURAL GRASS
Square Feet	1,200	1,200
Initial Installation Cost	\$8,000-\$12,000	\$2,500
Irrigation System and Installation Cost	N/A	\$4,500
INITIAL TOTAL INVESTMENT	\$8,000-\$14,000	\$7,000





Concepting, Messaging, Design, Translation and Motion Graphics

Collateral  
Point of Purchase  
Signage  
Direct Mail  
Packaging

**NAVIGATOR**

**Going Where No Yankee Dryer Coating Has Gone Before.**

Experience sheet softness as well as superior sheet control, increased crepe ratio, and improved blade wear – Leading to higher throughput and above all, exceptional protection for your Yankee dryer.

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Georgia-Pacific Chemicals is meeting today's environmental concerns with a new portfolio offering including lower bisphenol A, lower free formaldehyde and lower phenolic monomer resins. These new products may enable users to meet new regulatory and labeling challenges.

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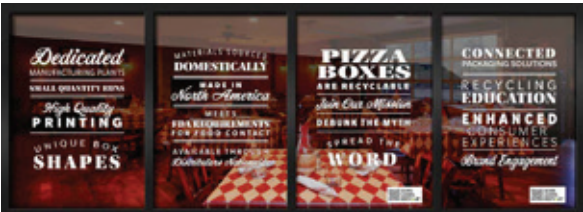
PRODUCTS | RESEARCH & DEVELOPMENT | COLLABORATIONS | ABOUT | NEWS & EVENTS | CONTACT US | CAREERS

**CREATING BONDS THAT LAST**



Concepting, Messaging, Design and HTML Development

Advertising  
Product Naming  
Collateral  
Trade Shows



▶ Visit us at The Pizza Expo  
August 17-19, 2021  
Las Vegas Convention Center  
Booth #XXXX

### Safety first. Quality, also first.

Two things go hand in hand with our pizza boxes. The safety of your pizza is our main concern, but it's the quality of our boxes that achieves it. We adhere to the strictest quality and food safety standards with materials sourced from, and boxes manufactured right here in North America. Available through distributors nationwide.



[westrock.com/pizza](http://westrock.com/pizza)  
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A broad family of white linerboard solutions for your complete graphic printing needs.

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- DiamondTop™ Solid fully bleached linerboard
- DiamondTop™ 1C single-coated white top linerboard
- DiamondTop™ 2C double-coated solid bleached linerboard

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Lightweight linerboard and corrugating medium solutions that are true heavy hitters.

**EnduraLiner™ and EnduraFlute™**  
A complete range of standard and High Performance linerboard and corrugating medium grades.

**HyPerform™ Liner\***  
Linerboard that meets demanding strength requirements at lighter basis weights.  
\*Available in both American markets

### Track record of proven performance

WestRock is a leading paper and packaging company committed to our customers in North America and around the globe. Decades of delivering as promised are part of every grade we produce. With multiple containerboard production facilities, our breadth and scale ensure you get the product you need, when you need it, regardless of market conditions.

A group of five construction professionals, including men and women, are gathered on a rooftop. They are wearing hard hats (yellow, red, blue) and high-visibility vests (yellow, orange). They are looking at and discussing a set of blueprints. In the background, a city skyline is visible under a clear blue sky, with a large construction crane extending across the top right of the frame.

shaping the  
**world**  
of building and construction

Henderson  
Shapiro, Inc.

**hsp**  
Marketing

# Shaping the world of building and construction

## building and construction





Strategy, Concepting,  
Messaging and Design

Logo Design  
Collateral  
Identity  
Website  
Trade Show



# C.L.BURKS

CONSTRUCTION  
COMMERCIAL ROOFING CONTRACTORS

Strategy, Concepting,  
Messaging and Design

Branding  
Collateral  
Identity  
Trade Show



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**GREAT ROOFING**  
starts with a strong foundation

## WHO IS CL BURKS?

CL Burks is a full-service commercial roofing company with a focus on re-roofing and waterproofing high-value facilities. We are family owned and have deep tradition and stability, but we are also on the cutting edge of new developments in the industry. Our special blend of great customer-focused service, a top-quality product and highly skilled workers sets us apart.

## WHAT DO WE BELIEVE?

We believe in high quality work at a competitive price with minimal disruption to your business always accompanied with high-touch service. We see a better way to protect and care for your building; it's called partnership. We don't offer a typical client/vendor relationship rather a partnership to oversee and protect the value of your investment.

**C.L.BURKS**  
CONSTRUCTION  
COMMERCIAL ROOFING CONTRACTORS

**QUALIFIED ROOFING SPECIALISTS AT YOUR SERVICE**

## SERVICES

- ▶ Re-roofing
- ▶ Waterproofing
- ▶ New Construction
- ▶ Deck Replacement
- ▶ Roof Maintenance & Repairs

## INDUSTRIES WE SERVE

- ▶ Industrial/Manufacturing
- ▶ Commercial offices
- ▶ Healthcare Facilities
- ▶ Multi-Family
- ▶ Retail Property
- ▶ Cold Storage

GALLERIA MALL  
FORT LAUDERDALE, FL

CANDLER BUILDING  
ATLANTA, GA

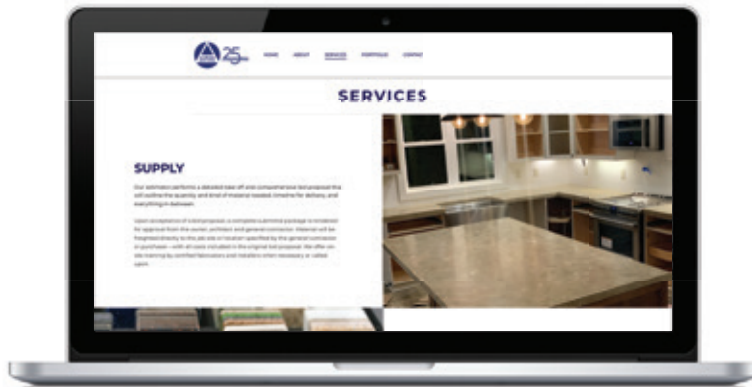
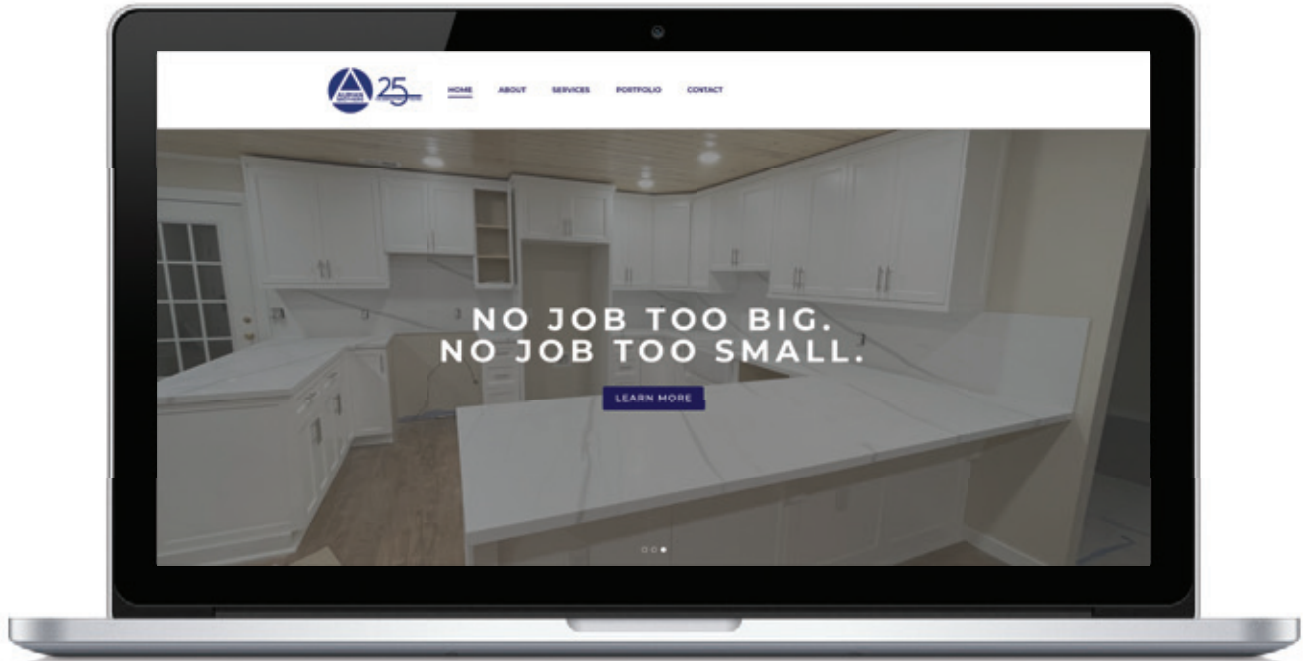
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MARIETTA, GA




Concepting, Messaging,  
Design and HTML Development

Branding  
Website



Design and HTML Development

Collateral  
Website



**APPLICATIONS:**


- Kitchen and Bath Cabinets
- Residential and Commercial Furniture
- Interior Stained and UV Panels
- Wrapped Moulding

**FEATURES:**

- Ready to stain and finish (no sanding required)
- Can be roll laminated or wrapped
- FSC certified
- Consistent "A" grade veneer

**BENEFITS:**

- Accepts most stain types
- Easily integrates into existing finishing operations
- Direct replacement for hardwood veneer in most applications
- Natural look and feel
- Readily available in multiple species
- Supports ESG initiatives
- Reduces waste
- Lightfast
- Formaldehyde free



**For more information:**  
[www.kiriveneer.com](http://www.kiriveneer.com)

## PRODUCT TECH SHEET

PRODUCT	DESCRIPTION
<b>KIRI Veneer</b>	"A" Grade Paper Veneer
Example Components	Cabinet and Furniture End Panels, Center Panels on Shaker Style Doors, Drawer Bottoms, UV Cabinet Interiors, Flush Door Skins, Euro Cabinet Doors, Fixtures Industry, Closet Components, etc.
SPECIFICATIONS	
Technology	Patent Pending, Printed Paper Veneer utilizing 50 gsm base paper and multiple print and surface layers
Species	<b>Available:</b> Cherry, Maple <b>Under Development:</b> White Oak, Red Oak, Beech, Walnut, Alder, Birch, Teak
Core options	MDF, Particle Board, Veneer Core
Lamination	Can be roll laminated or contour wrapped to produce flat panels or various moulding profiles. Compatible with most industry standard adhesives including Hot Melt
Staining & Finishing ***	Tested Systems: UV Roll Coat, UV Spray, Dual Cure Spray, Conversion Varnish, Pre-Cat Lacquer, Water Based Urethane, Water Based Acrylic Varnish, Water Based Wiping Stain, Water Based Roll Coat, Solvent Based Spray Stain, Solvent Based Wiping Stain, UV Roll Coat Stain
Available Width	4ft = 50" (1270mm)

KIRI Veneer can be used to replace traditional hardwood veneer in most applications. KIRI Veneer uses a patent pending technology that allows paper to be transformed into a raw, unfinished veneer. This process incorporates multiple steps and layers to ensure the accurate depth, natural iridescence, and feel of hardwood veneer. KIRI Veneer requires subsequent coatings to be applied to the surface in order to achieve application appropriate chemical, stain, and scratch resistance properties. Due to the nature of the surface, KIRI Veneer may offer higher yields in coating coverage, thus allowing for lower application costs.

\*\*\*As of 8.1.22 not compatible with water based spray only stains\*\*\*

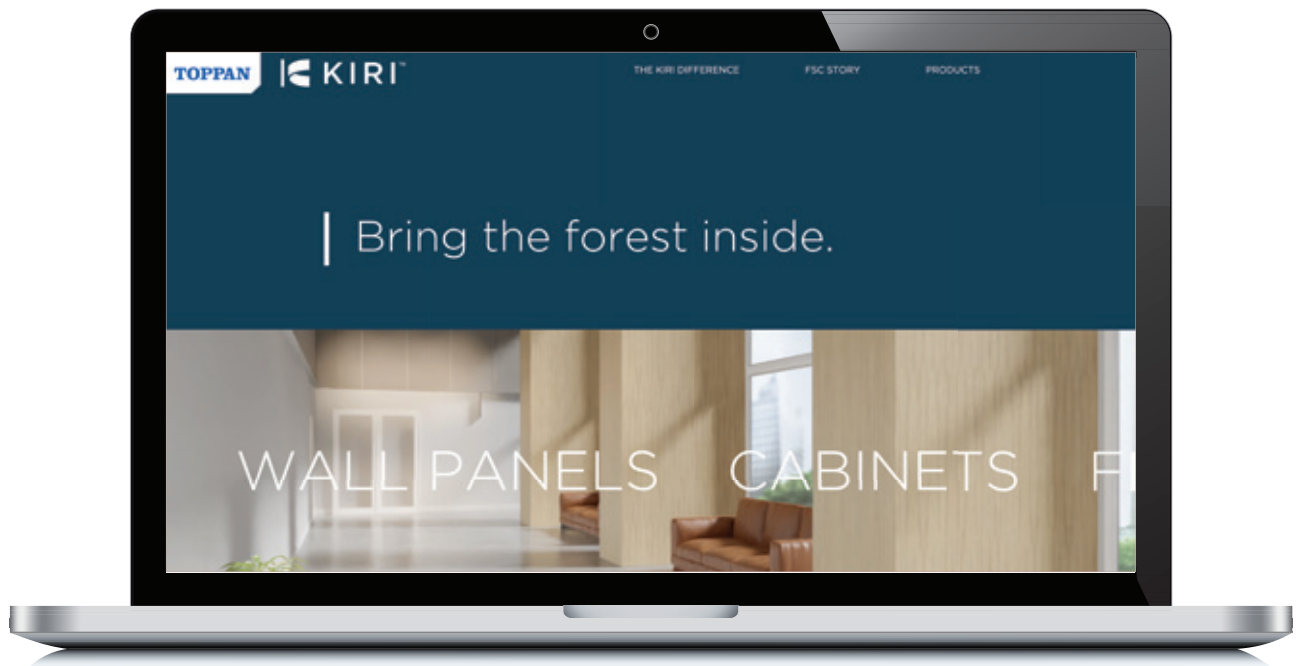
Manufacturer assumes no liability for use of this information which is intended to serve as a general guide.

It is the user's responsibility to verify product compliance with all applicable regulations or permits before proceeding with use. Always pretest finishing products to verify suitability to the desired use before proceeding with any application. Manufacturer makes no warranties, express or implied, including (but not limited to) warranties of merchantability and fitness for particular purposes. Manufacturer will not be liable for any incidental, consequential or special damages or losses derived, directly or indirectly, from or as a consequence of purchaser's use of this product.

Performance data is based upon laboratory testing, as applied under ideal laboratory conditions. Since substrate, environment and application are all significant factors in actual product performance, this information should serve only as a general guide.



**TOPPAN**  
TOPPAN INTERAMERICA, INC.



Concepting, Messaging, Design & HTML Development:

Advertising  
Collateral  
Trade Shows  
Signage  
Website  
Packaging

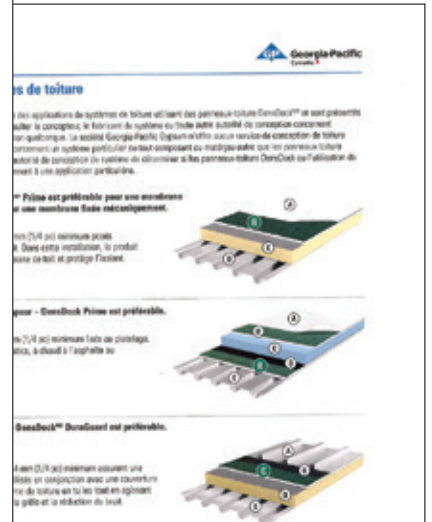
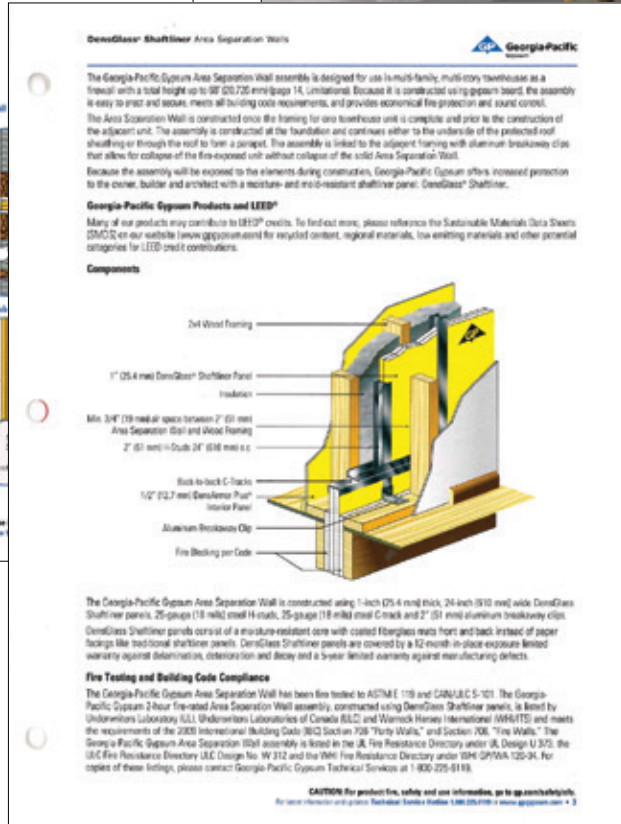
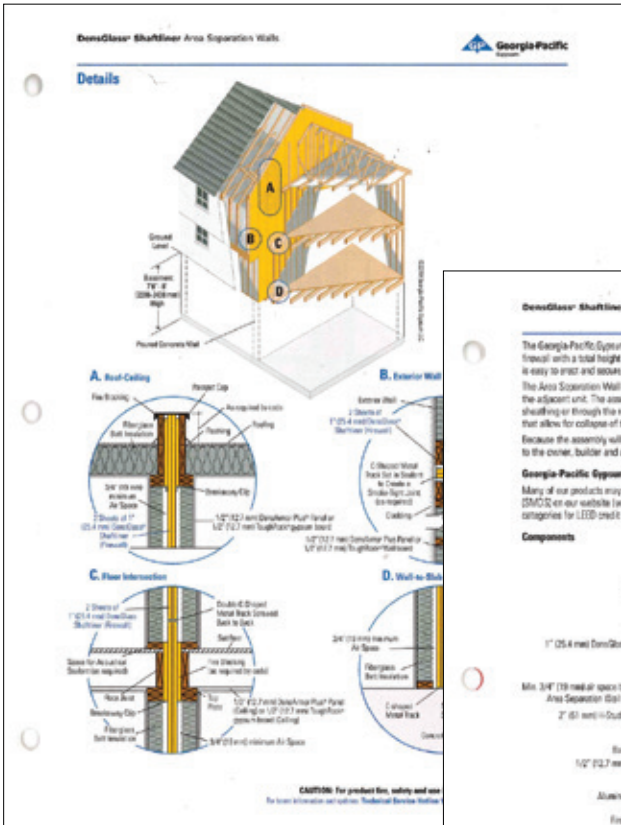
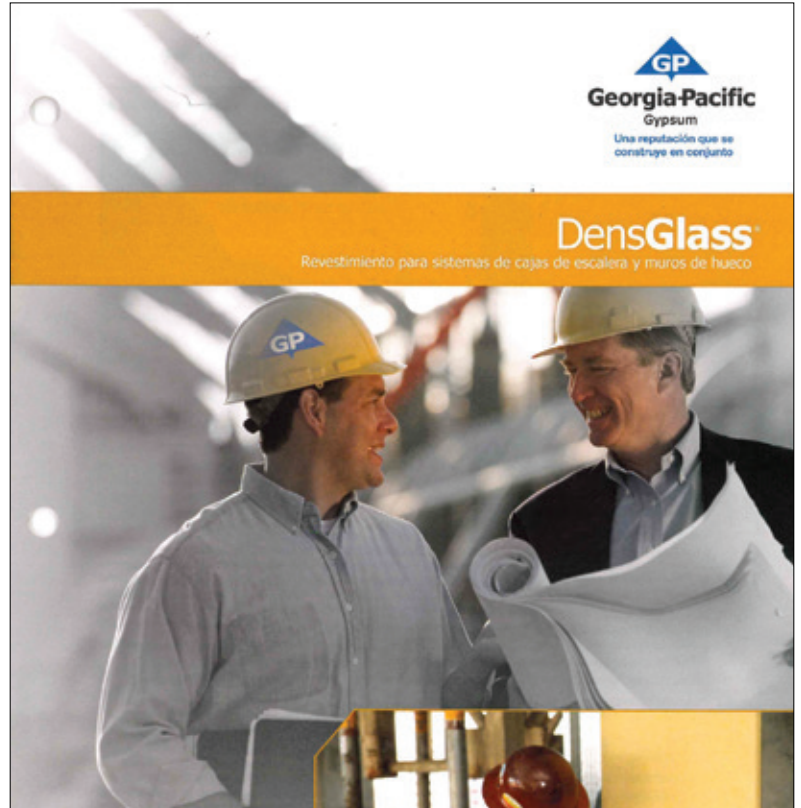


Concepting, Messaging, Design  
& Production

Collateral  
Technical Guides  
Trade Shows

**DensGlass®**

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taking education **higher**

Henderson  
Shapiro, Inc.



# Taking education higher

## higher education



## lower education



## education support



Athletics Branding and Logo Development  
University Brand Guidelines  
University Brand Awareness Campaign  
Student Recruitment Campaign














THE UNIVERSITY OF  
ALABAMA IN HUNTSVILLE®

## Brand Standards

Version 1.0 July 2025



### Brand Colors

 UAH Primary Blue PMS 293C CMYK: 100-69-0-4 RGB: 0-61-165 HEX: #0038a5	 UAH Primary Black Process Black C CMYK: 0-0-0-100 RGB: 44-44-41 HEX: #2e2e29	 UAH Primary White Process White C CMYK: 0-0-0-0 RGB: 255-255-255 HEX: #ffffff	 UAH Baby Blue PMS 659C CMYK: 59-37-0-0 RGB: 123-164-219 HEX: #7ba4db	 UAH Navy Blue PMS 288C CMYK: 100-80-6-32 RGB: 0-45-114 HEX: #002d72
 UAH Warm Gray PMS Warm Gray 4C CMYK: 11-13-32-7 RGB: 187-177-167 HEX: #bb81a7	 UAH Cool Gray PMS Cool Gray 9C CMYK: 40-35-20-66 RGB: 99-102-106 HEX: #757575	 UAH Light Gray PMS 427C CMYK: 7-1-8-8 RGB: 229-229-229 HEX: #e5e5e5	 UAH Accent Yellow PMS 155C CMYK: 0-45-87-0 RGB: 253-238-36 HEX: #f9b224	 UAH Accent Cyan PMS Process Cyan C CMYK: 100-0-0-0 RGB: 0-159-223 HEX: #0099ff

Approved University colors or the "PANTONE" colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

Institutional and Athletics Color Palette ▶ Brand Colors

UAH Brand Standards 29



Athletics Branding and Logo Development

University Brand Guidelines

University Brand Awareness Campaign

Student Recruitment Campaign

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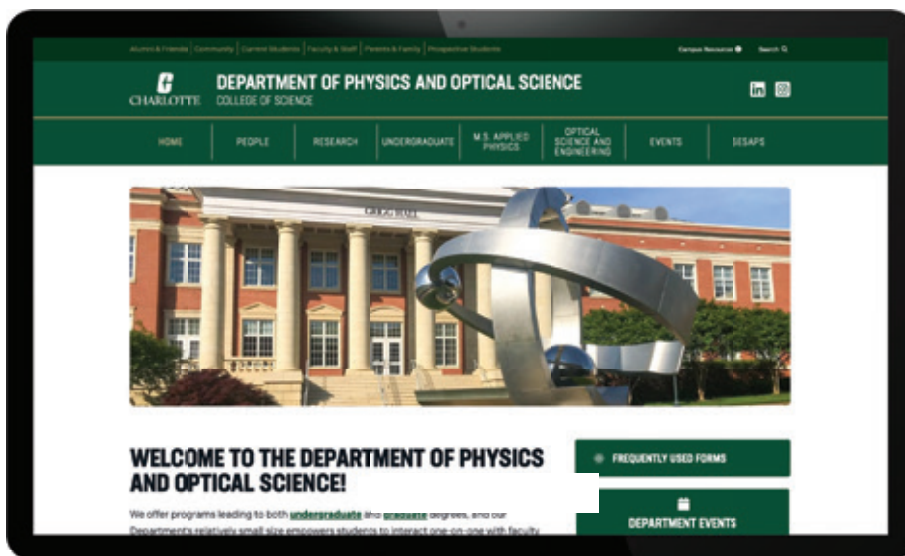
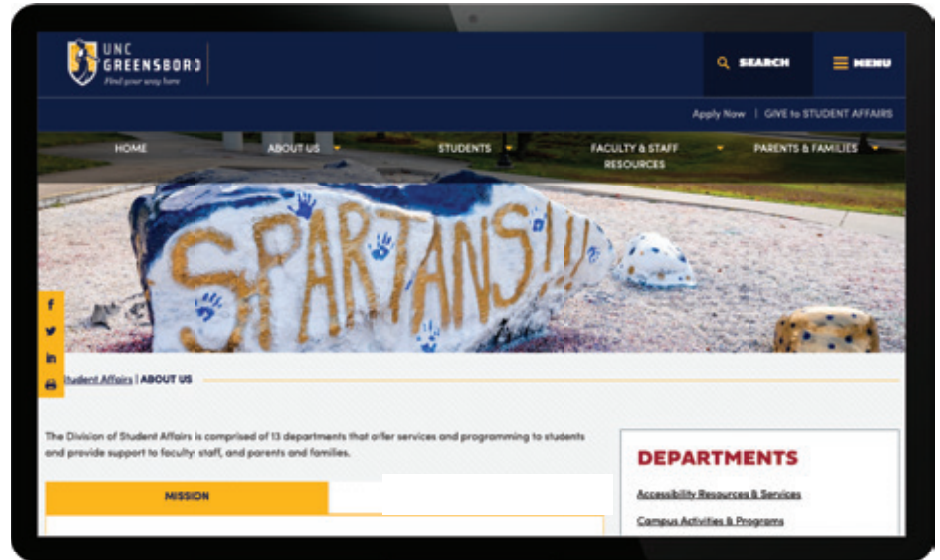


Website Migration for the following UNC system websites

UNC Charlotte Department of Physics and Optical Sciences

UNC Greensboro Student Success

UNC Greensboro Nursing School Website Migration





Strategy, Concepting,  
Messaging and Design

Recruiting Campaigns





Strategy, Concepting,  
Messaging and Design

Branding  
Collateral  
POP  
Publications  
In-Store Materials

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Strategy, Concepting,  
Messaging and Design

Branding  
Collateral  
Publications  
Advertising  
Fundraising

# ANNUAL REPORT 2016-2017



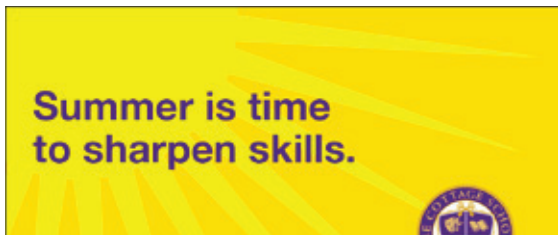
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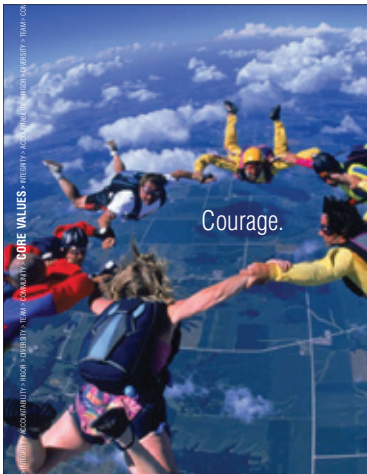
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**THE GOIZUETA EXPERIENCE**      **CORE VALUES**

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**CORE VALUES** | [www.goizueta.emory.edu/corevalues](http://www.goizueta.emory.edu/corevalues)

**MATT FINNEY | TWO-YEAR MBA DE**  
Entrepreneur, Georgia Institute of Technology  
Co-founder, Entrepreneur, Founder, Growth Consulting Club  
Club Vice Chair  
Entrepreneur, Risk & Strategy  
Co-founder, Business Leadership Academy, The Three Dept

"I had the distinct pleasure and honor of being one of the seven members representing Goizueta's Integrated Core Values Council. Because of this, I had the unique opportunity to contribute to something that truly sets us apart and apart from other MBA programs."

The Core Values Council focused our efforts on finding ways to integrate the Core Values into the entire Goizueta experience, and I feel we've left a worthwhile legacy for future classes to continue to build upon.

The seven Core Values – courage, integrity, accountability, open diversity, team, and community – are so much more than just words to us; they represent the values that our community should strive for everyday. It was my responsibility as Goizueta's representative to study and sincerely discover how to do this.

Although the idea of core values is certainly not new in itself, Goizueta's unique combination of these told me so much about the people and the community I would be representing while studying here during the next two years – and for the rest of my career."

**SARINA LINDA | TWO-YEAR MBA DE**  
Entrepreneur, Emory University, Founder of Student Activities, Graduate Business Association, Committee Co-Chair, Wharton Business School, Entrepreneurship & Innovation Association  
Entrepreneur, Marketing Assistant  
Entrepreneur, Business Model Canvas, Marketing Assistant (graduate of Goizueta)

"My two years at Goizueta allowed me to realize my true passion. By embracing and using the Core Values as a source of inspiration, I was able to turn this passion into a career, and find that these standards to support my motivation along the way."

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Knowledge@Emory is a twice-monthly online publication produced in collaboration with the Wharton School of the University of Pennsylvania. Featuring in-depth articles on current events and the latest business trends, Knowledge@Emory also includes original research, analysis, and commentary from Goizueta and Emory faculty.

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**CAIRI PENDEL | ONE-YEAR MBA DE**  
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Co-founder, Wharton Business Technology Club  
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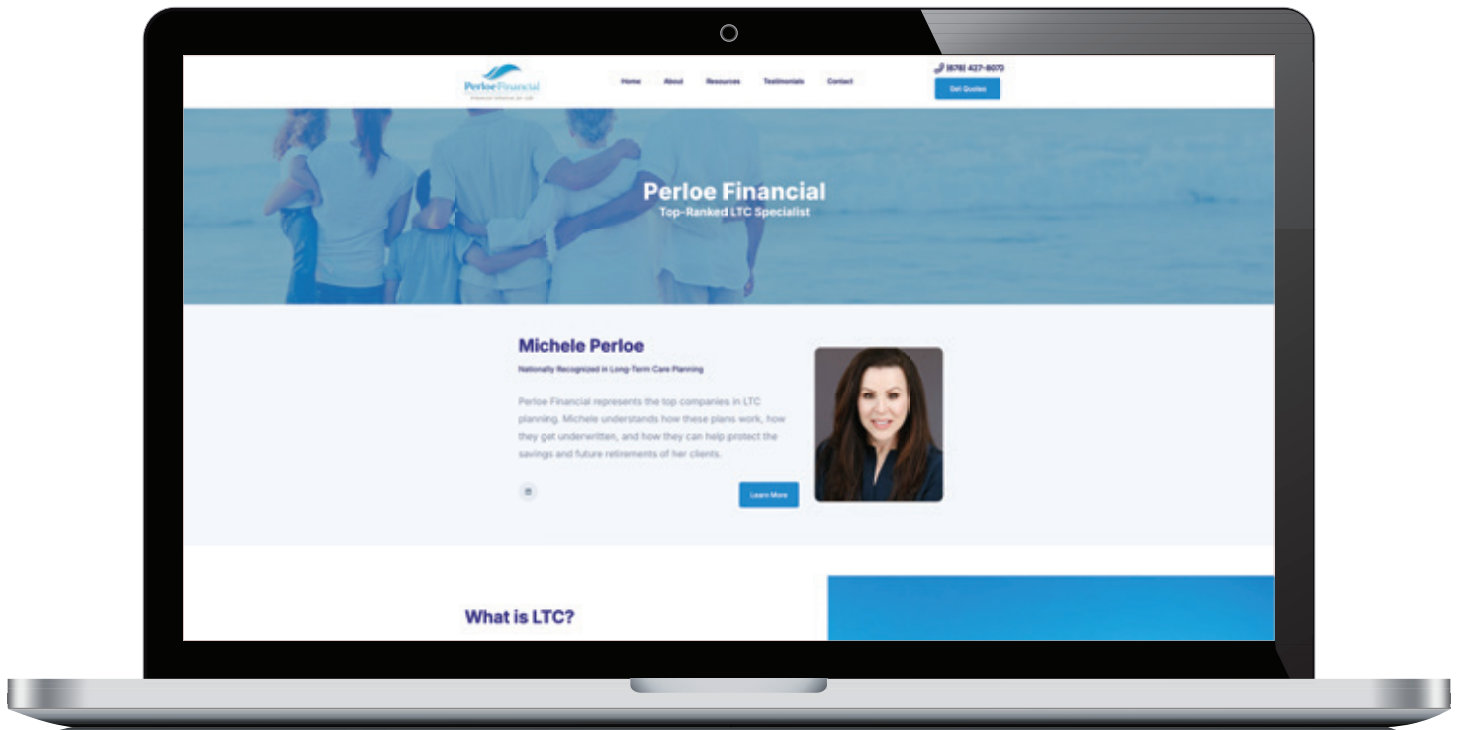
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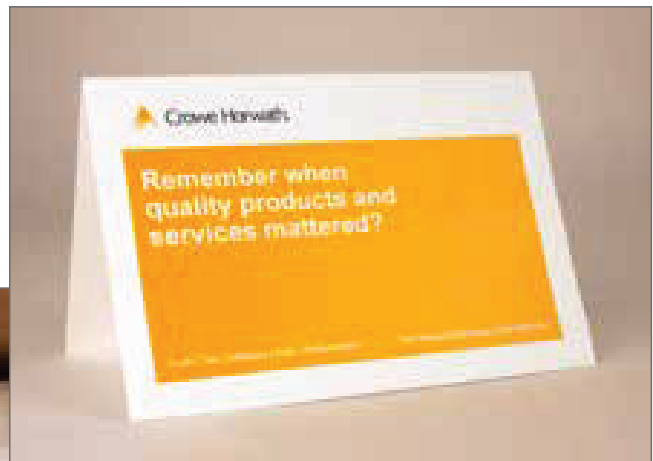
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Founders Mike Gorby and Mary Donne Peters have guided clients through the roller coaster ride that has been our economy for the past two decades: two recessions, a dot com boom and bust, a real estate explosion and implosion, bank failures, and countless courtroom victories. Throughout the journey they have closely adhered to the words of former President Jimmy Carter: "we must adjust to changing times and still hold to unchanging principles." We are honored to say that while we continue to embrace the energy and angst of start-up companies, many of our clients have been with us for more than twenty years.

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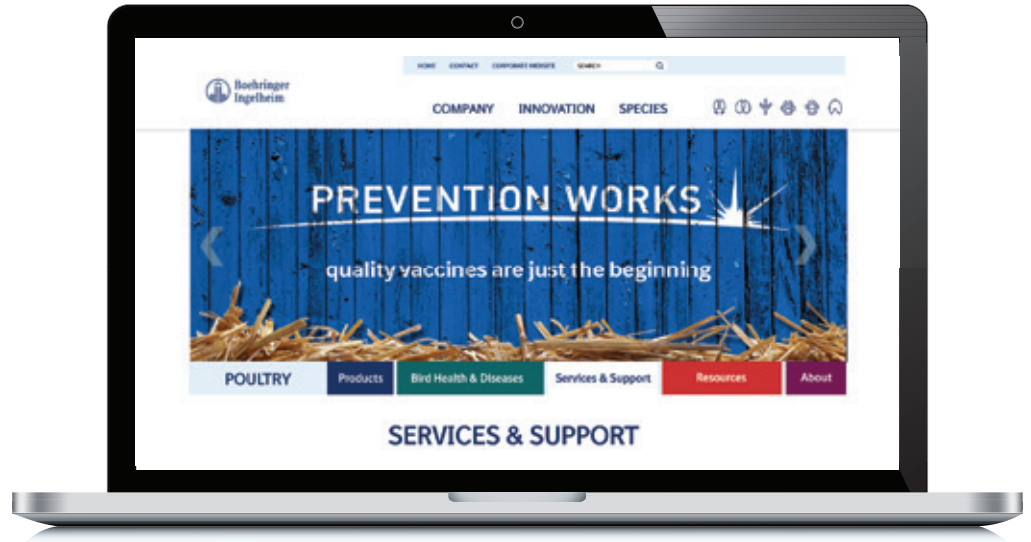
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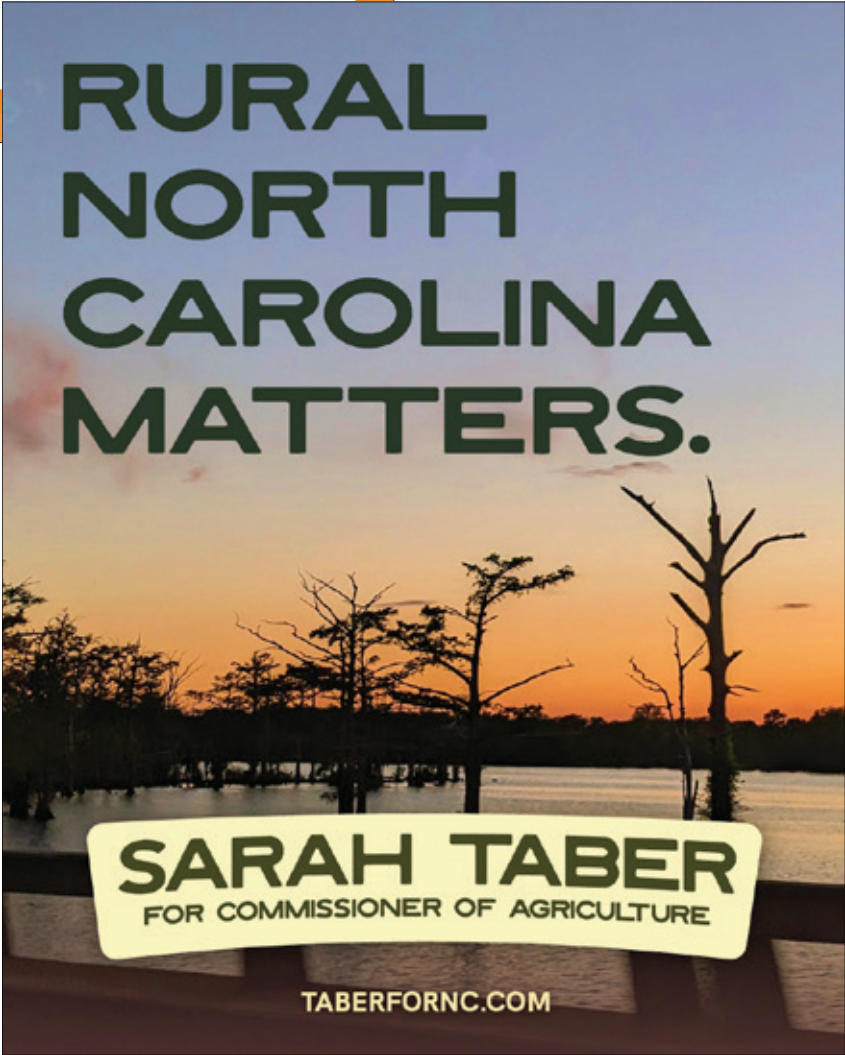
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<sup>1</sup> National Farmland Trust, 2017 USDA Farm Typology  
<sup>2</sup> US Bureau of Economic Analysis





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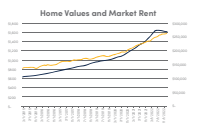


# CITY OF GASTONIA AFFORDABLE HOUSING PLAN

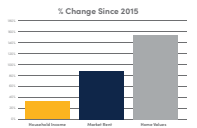


## INTRODUCTION

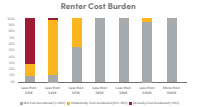
### The Housing Gap



There are naturally-occurring affordable homes in Gastonia, and housing resources and subsidies provided by federal, state, and local governments have made possible the creation of additional affordable homes, but it hasn't been enough. We see a boom in homebuilding, with thousands of new housing units added in recent years, but that hasn't been enough, either, and too many of those have been priced at the higher end of the rent and sale price spectrum than at the lower end where the need is greatest.



Meanwhile rents and home prices keep rising. The median rent grew from about \$625 per month in early 2015 to nearly \$1,600 per month in early 2023. The median home value followed a similar trajectory, rising from around \$105,000 in the first quarter of 2015 to \$270,000 today.



Incomes in Gastonia haven't kept pace with rents and home prices. The median household income of \$53,620 in 2022 represents only a 33% gain over 2015 income and significantly less than the North Carolina statewide median, while rents gained 85% and home prices 155% over that seven-year span.

As a result, many households find themselves "cost-burdened," meaning they have to spend more than 30% of their household income on rent or mortgage payments plus utilities. The number of cost-burdened households is a rough measure of the supply of affordable housing units. The need is great. Gastonia faces a gap of thousands of units affordable to households earning less than \$50,000 annually. The purpose of this Affordable Housing Plan is to help close the gap.



## COMMUNITY ENGAGEMENT

### Housing Needs – Housing Types

Just as homeownership is embedded in our aspiration to have a single-family home – it is the dominant housing type in Gastonia as frequently. "Single-family housing is the dominant housing type in Gastonia as frequently," one said, "it just gives a different family in," one said, "it just gives a different family in."

"As our density increases, as our population increases, we're definitely gonna have to educate our community and look at other housing sources, be it duplexes, quadruplexes, multi-family."

But apartments will have to play an important role for the people who participated in the community engagement. At the same time, the need for units, not that old 1950s, 1960s public housing or you were low income, you'll be proud to live in."

In addition to apartments, many are saying "I want to see more multi-family units as well as we agreed. A diversity of building types," he said home, there's condos, there's apartments, all the virtues of these alternative housing type dwelling units are a part of the solution," said as opposed to it being single family homes, alternatives will take some getting used to, it explore all types of options to make those housing choices affordable, and increase the housing stock for that to be affordable," one person said. "I think that's gonna take some education on the part of the traditional citizen that's used to the single-family, sprawling neighborhoods, the open spaces." One person suggested, "We're gonna have to get used to redefining what open space is."



# AFFORDABLE KNIGHTDALE

## TOWN OF KNIGHTDALE

Inclusive growth and housing affordability plan

### PLAN RECOMMENDATIONS

#### AFFORDABLE HOUSING TRUST FUND

Land Acquisition Policy, \$7 million in gap funding from the Apex, Housing Trust Fund in partnership with Wake County helped bring to reality the Broadstone Walk affordable housing development, providing 164 one-, two-, and three-bedroom units for households making 40% to 70% of the area median income.

**Established by Local Governments Everywhere.**

Over 500 local governments around the United States have established Affordable Housing Trust Funds, making them one of the most popular and successful tools of affordable housing planning. Here are three examples of housing developments made possible by Housing Trust Funds established by North Carolina cities and towns.

Moore Place in Charlotte is a supportive housing development with 120 apartments for men and women who were once chronically homeless. Charlotte's Housing Trust Fund provided a first round of support to Moore Place in 2010 for 85 units.

### THE HOUSING ECONOMY

#### KNIGHTDALE/NEST HOUSING DATA UPDATE

Median Home Value  
\$771,300  
Median Home Value  
\$303,500  
Median Home Value  
\$399,055


The Knightdale/NEST 2025 Comprehensive Plan adopted in 2018 reported several housing indicators based on data drawn from the then most recent American Community Survey Five-Year Estimates. This page updates each of the five indicators to the 2022 estimates, revealing some very striking changes. The 2018 values are on the top row, the updated values on the second row. On the far left is the percentage of owner-occupied units for each home value bracket. The percentage of homes valued at \$500,000 or more has dropped from 54% to 51%. The next comparison shows an increase in the percentage of homes built since 2010, one that will fall, not over 4%. The bar graph shows a modest increase in the single-family home share of housing units. The fourth indicator shows the change in the renter occupancy rate in Knightdale. Finally, on the right side of the page you'll find three measures that show more than a doubling of median home value, first, from the 2013 year, the updated ACS value from 2022, and HED, a current median sale price measure tracked by Knight Homes.

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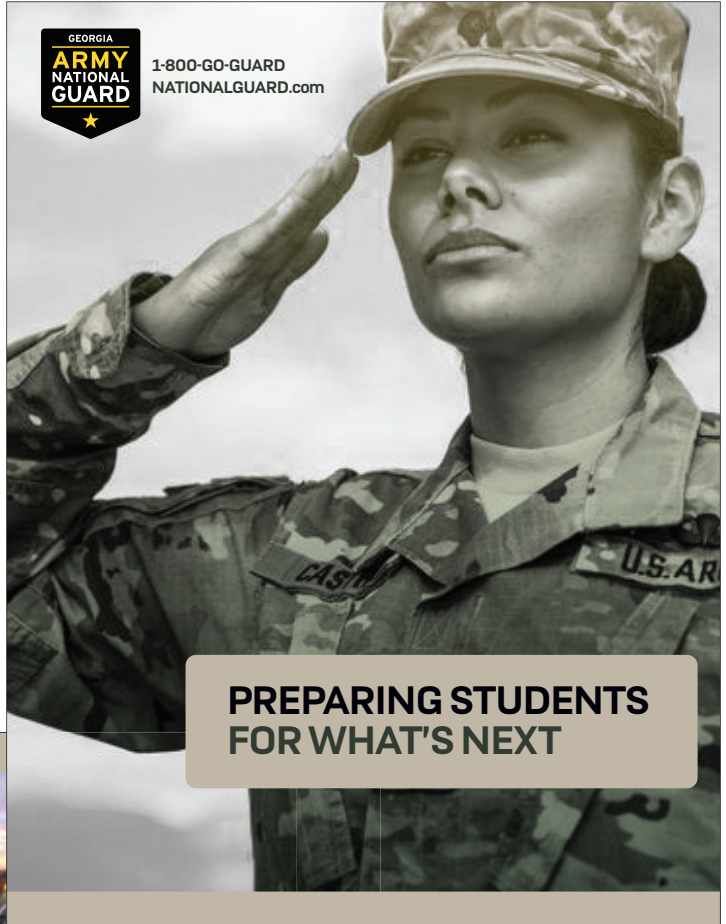
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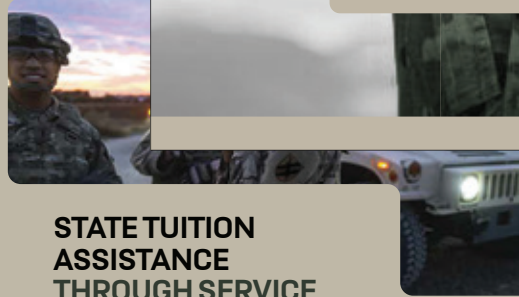
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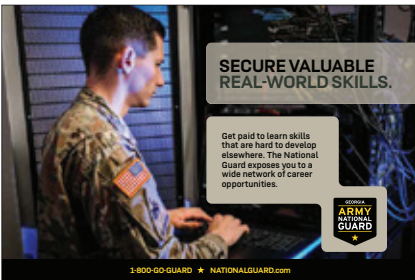
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Marketing

# Making an impact through nonprofit

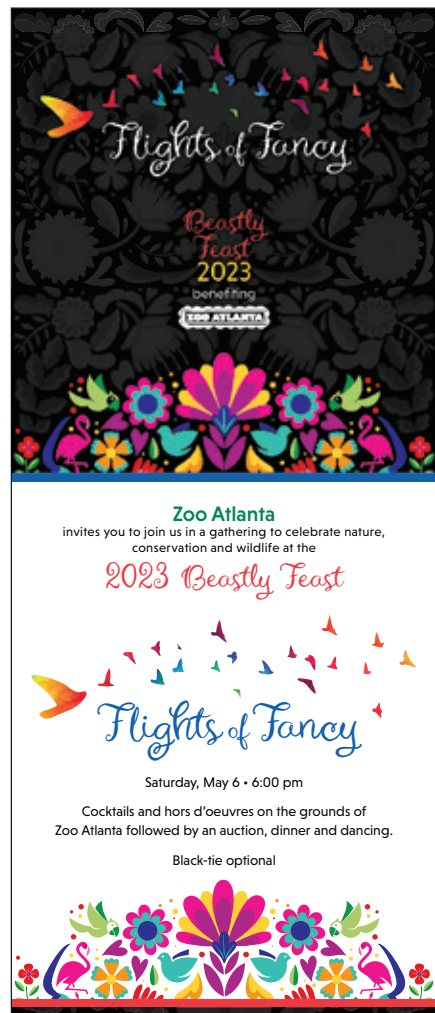
nonprofit





Concepting, Messaging and Design

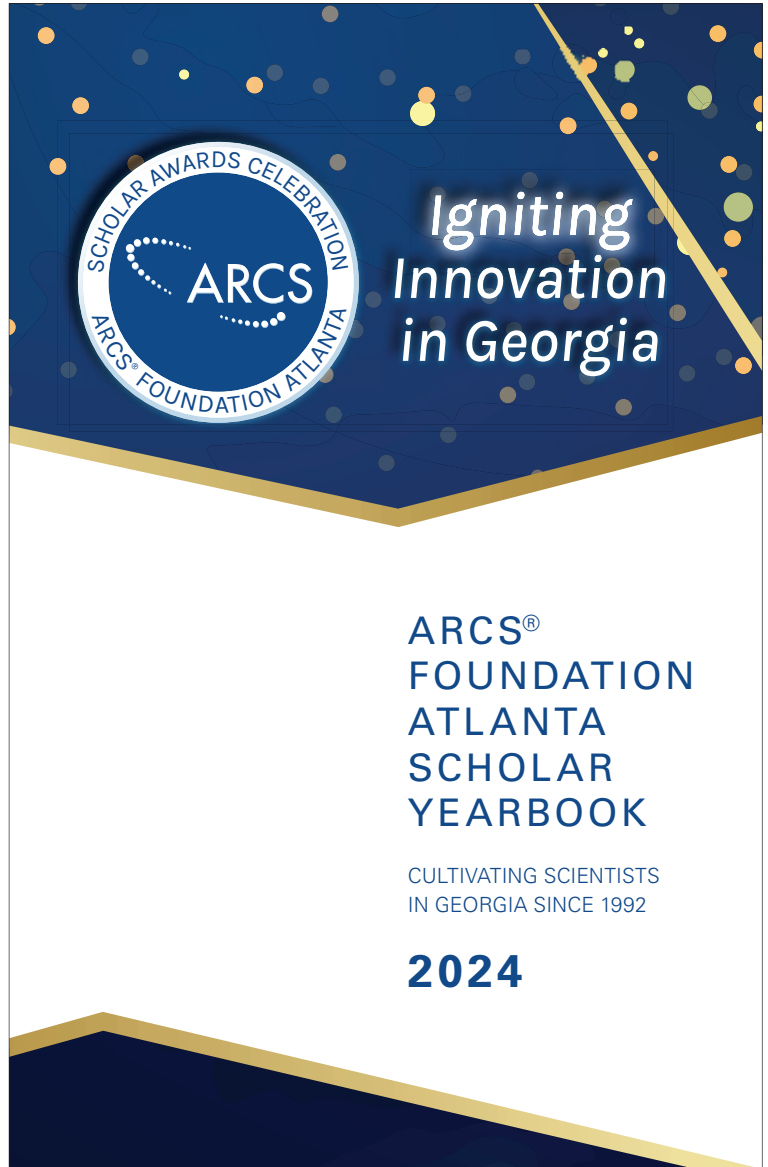
- Event Branding
- Logo Development
- Collateral
- Promotions
- Naming
- Email blasts





Concepting, Messaging  
and Design

Event Branding  
Logo Development  
Collateral



ARCS®  
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CULTIVATING SCIENTISTS  
IN GEORGIA SINCE 1992

2024





Concepting, Messaging  
and Design

Event Branding  
Logo Development  
Collateral





# BOY SCOUTS OF AMERICA®

Concepting, Messaging  
and Design

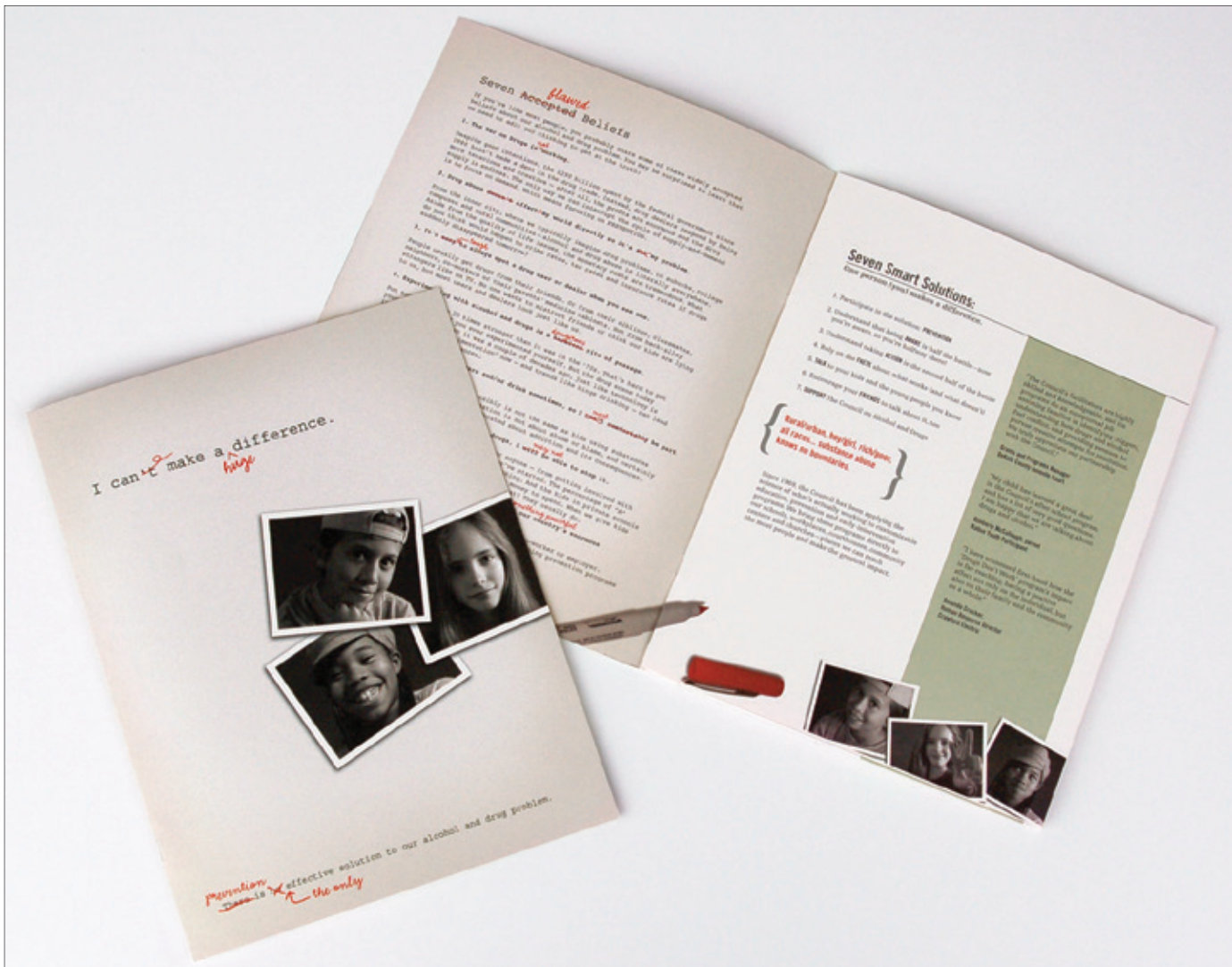
Event Branding  
Logo Development  
Collateral





Concepting, Messaging  
and Design

Event Branding  
Logo Development  
Collateral



making hospitality

# eventful



Henderson  
Shapiro, Inc.



# Making hospitality eventful

*The Coca-Cola Company*  
Global Business Services

*Lanier*  
ISLANDS



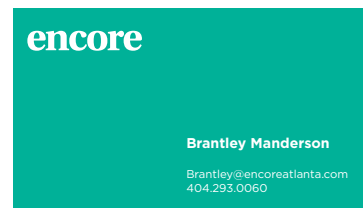
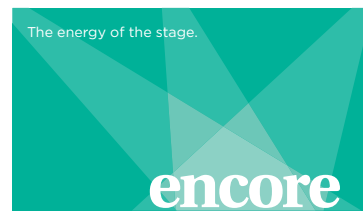
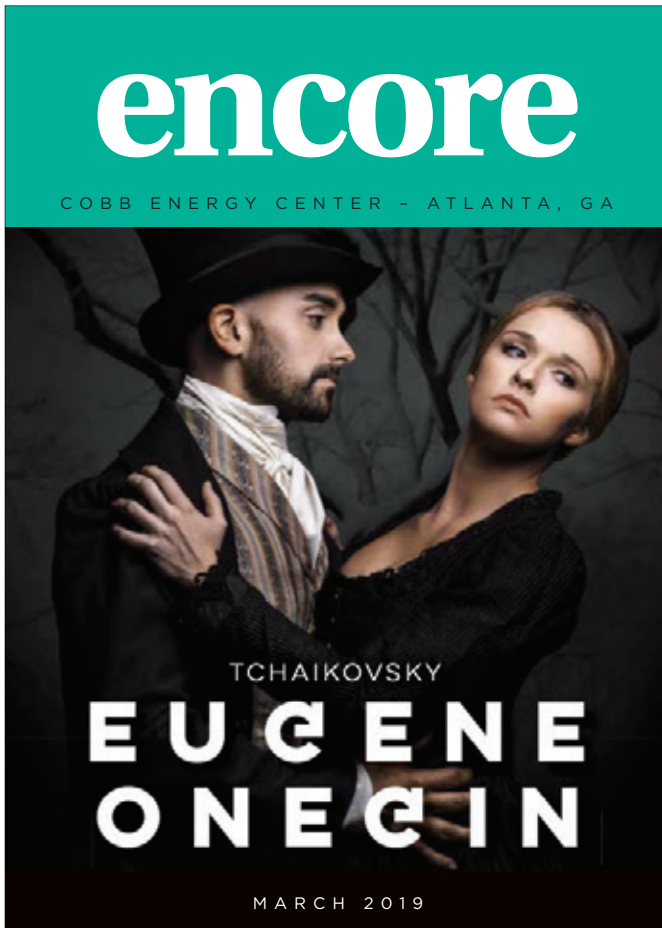
encore



# encore

Strategy, Concepting,  
Messaging and Design

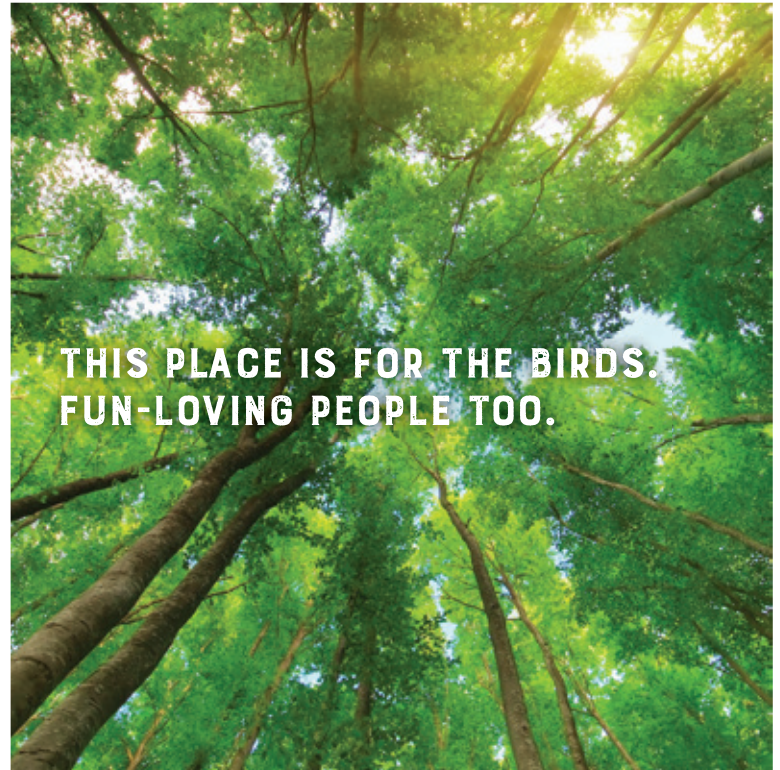
Branding  
Logo Development  
Collateral  
Publications  
Advertising  
Website  
Promotional Items





Strategy, Design and HTML Development

Branding  
Website  
Advertising

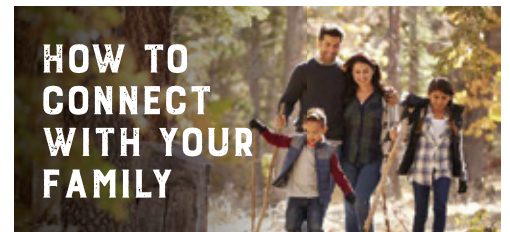


THIS PLACE IS FOR THE BIRDS.  
FUN-LOVING PEOPLE TOO.



GET YOUR NATURE ON

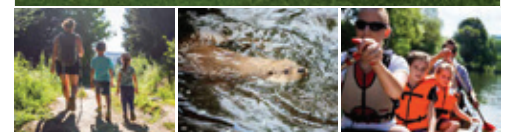
Tat. Xerovid erchic to inciae. Rorumqui utecta aceatiam et, tem eatiunt aut ute nostem. Molessi nimporepudam voluptu riaepetaquae nis aut pellande et volorumeni consequid qui ne Vitatem oluptia quae. Ima voluptatia porem umeni consequid qui ne vitatem oluptia quae. Ima vo.



Visit Atlanta's Nature experience destination this weekend. Just a short drive to Roswell will bring you and your family together in nature. Join us for community events for children, families and adults. Enjoy wildlife programs, hiking, environmental education, horticulture and much more.

[learn more at chattnaturecenter.org](http://learnmoreat.chattnaturecenter.org)

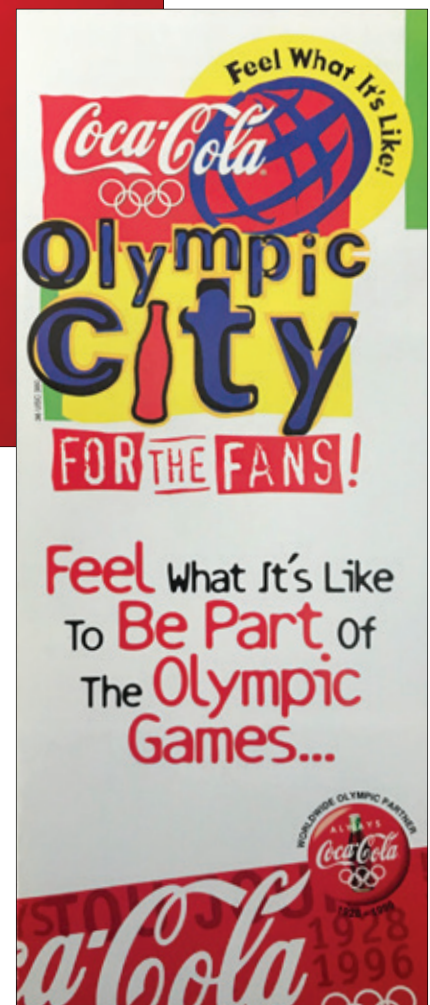
GET YOUR NATURE ON



*Coca-Cola*

Concepting, Messaging  
and Design

Event Branding  
Logo Development  
Collateral






# CAESARS PALACE

LAS VEGAS

Concepting, Messaging and Design


Event Branding  
Logo Development  
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DEPOSIT \$25, PLAY WITH \$50.  
DEPOSIT \$300, PLAY WITH \$600!

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TERMS AND CONDITIONS APPLY. SEE CAESARSCASINO.COM/PROMOTIONS FOR DETAILS.



**TOTAL PROGRESSIVES**

### \$639,574.09

**LATEST WINNERS**

<b>john a.</b> <small>Quick Hit Platinum...</small>	<b>\$24.00</b>
<b>barbara b.</b> <small>Deuces Wild</small>	<b>\$3.75</b>
<b>Debbie L.</b> <small>Game King Double Do...</small>	<b>\$2.00</b>

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Complete Annual Season Pass  
Campaign, Strategy, Development and  
Deployment for 36 Outer Markets

**How do you measure excitement?**  
Elementary Academic Days  
April 22 & April 29, May 6

**Dear Classes:**  
Looking for a new way to make education for your students – without them even knowing they are learning? At Six Flags Over Georgia, we have a great solution. With our Special Event Days, we transform the park into a giant classroom. Best of all, you get two great ways to save more than 50% on Special Event Days tickets!

Elementary learning with the Six Flags Over Georgia workforce will excite all your students while they learn! Your students will compare pre-visit exercises to your classroom involving interactive learning, high-order thinking skills, research, problem solving, history and much, much more before they even get their ride. At Six Flags Over Georgia, they will conduct experiments, make observations, witness ongoing tests and perform countless other activities. At Six Flags Over Georgia, Six Flags Over Georgia is the best way to learn!

With so many different educational events here at Six Flags Over Georgia, you can't go wrong. Each event is sure to be an exceptional education for all. So book your tickets today. Your students will have a great time!

**How do you measure excitement?**  
April 29 & May 1  
Physics / Physical Science Days  
April 22 & May 29  
Math & Science Days

**Dear Classes:**  
Looking for a new way to make education for your students – without them even knowing they are learning? At Six Flags Over Georgia, we have a great solution. With our Special Event Days, we transform the park into a giant classroom. Best of all, you get two great ways to save more than 50% on Special Event Days tickets!

You're students won't forget their trip to Six Flags Over Georgia. And they'll learn valuable lessons while aboard our finest operating coasters and rides. Your classes can test the effects of a force firsthand on **Slingshot**. Calculate months at a stretch on **Superman Ultimate Flight**. And what better way to teach a lesson in gravity than a 10-story drop on **Scrambler**!

Six Flags Over Georgia is the best way to learn! In special events that inspire and excite.

With so many different educational events here at Six Flags Over Georgia, you can't go wrong. Each event is sure to be an exceptional education for all. So book up Six Flags Over Georgia for your next class trip. Your students will have a great experience and you'll get the best savings at group tickets!

**Second:**  
Green Shuttle  
Personal Luggage Storage

**NEW TICKET PRICING FOR 2005 - TWO WAYS TO SAVE:**  
Save on the ticket network:  
A companion to the Park  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)

**ALSO:**  
A ticket is more valuable for children than 10 ride tickets. So it's a great value early and stay all day for the weekend. (Weekend tickets are available for the week after a group sale.)  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)  
A ticket that includes your first admission ticket, great group savings too (see all, here or request a copy of our ticket network)

**Order Early! Space is Limited**

**Six Flags OVER GEORGIA**  
It's playtime!™

**New at Six Flags Over Georgia for 2005**  
**Skull Island**

**BUY ONE GET ONE FREE!**  
at Six Flags Over Georgia. Offer expires 10/25/2005.

**\$6 OFF!**  
one full-price admission  
at Six Flags Over Georgia. Offer expires 9/05/2005.

advancing

# innovation

in healthcare



Henderson  
Shapiro, Inc.



# Advancing innovation in healthcare

## healthcare

**Claripel<sup>®</sup> Cream**  
With Sunscreens

 **Iverson<sup>™</sup>**  
GENETIC DIAGNOSTICS, INC.

 **Boehringer  
Ingelheim**

 **STIEFEL<sup>®</sup>**  
Research in Dermatology<sup>™</sup>

 **Advanced** Gastroenterology  
associates, LLC

 **dataRx**  
The difference is visible

 **NORTHSIDE HOSPITAL**

**20(15 EyeCare<sup>™</sup>**  
Focusing on the Future

 **arbor<sup>™</sup>**  
PHARMACEUTICALS, INC.

**SciEle**  
Pharma, Inc.

**Cord Blood  
Solutions**  
A Private Stem Cell Bank

 **CLINICAL**  
Resources LLC

 **TRANSFORM HEALTH<sup>Rx</sup>**

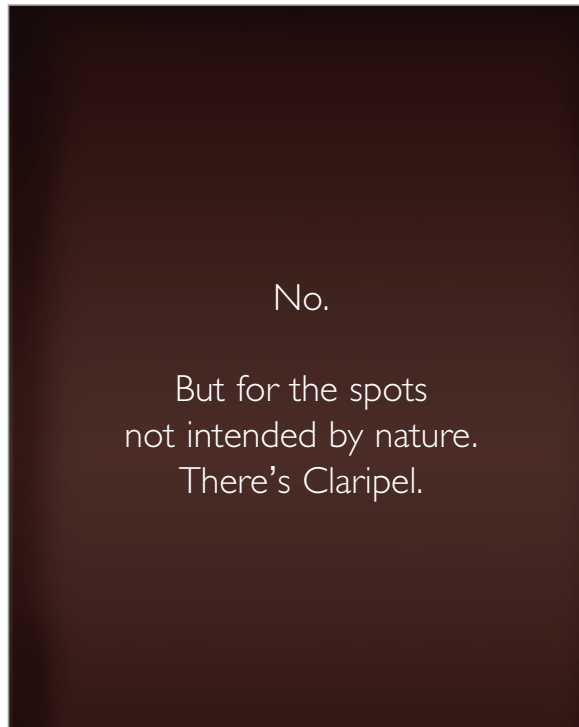
**ANYLABTEST<sup>!</sup>**  
NOW

 **GREENGUARD<sup>®</sup>**  
Indoor Air Quality Certified

# Claripel<sup>®</sup> Cream

With Sunscreens

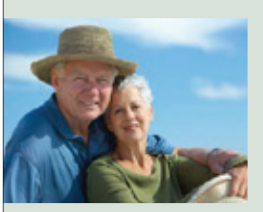

Claripel  
Product Awareness Campaign  
Market: Physicians



Branding  
Design, Develop, and Maintain

Worried about Warfarin?

Here's some comforting news.

Use genetic testing to meet your NPSG 3E anticoagulant safety objective.


Iverson Warfarin Dosing Panel

Does your patient have a high risk HPV strain?

High Risk HPV Panel


Know your patient's risk of thrombosis.

Thrombophilia Panel  
MTHFR/Factor II/Factor V



Is the impaired ability to process folate a risk factor for your patients?

MTHFR Panel




The tablet shows the Iverson website with a navigation menu (Home, About Us, Products, Services, Patients, Physicians) and a main content area with a 'Welcome to the new era of health care' message and a 'Latest News' section.

Lab Requisition Form

SAMPLES WITHOUT CLIENT AND PATIENT ID WILL NOT BE PROCESSED

**I. Client Information (New clients complete shaded area)**

Account Name: \_\_\_\_\_ Account #: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**II. Patient Information (Complete shaded area or attach information)**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ MI: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Sex: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Medical Record/Physician #: \_\_\_\_\_

**III. Patient Signature (REQUIRED)** \_\_\_\_\_ Date: \_\_\_\_\_

**IV. Patient Consent (Only for new start Warfarin patients - See daily above)**

I authorize the release of medical information related to this service for submission of genetic reports to the healthcare provider and insurance carrier. In addition, I agree to assume responsibility for payment of charges for laboratory services that are not covered by my healthcare provider. My tests and their results will be performed on the biological sample and the sample shall be destroyed at the end of the testing process or not more than 90 days after the sample was taken, unless a longer period of retention is expressly authorized in the consent form.

**ICD-9 Code(s): (REQUIRED)** \_\_\_\_\_

**Additional and Order Information**

I have authorized the release of medical information related to this service for submission of genetic reports to the healthcare provider and insurance carrier. In addition, I agree to assume responsibility for payment of charges for laboratory services that are not covered by my healthcare provider. My tests and their results will be performed on the biological sample and the sample shall be destroyed at the end of the testing process or not more than 90 days after the sample was taken, unless a longer period of retention is expressly authorized in the consent form.

**Test Selection**

None  New

**Smoking:**  Yes  No **Liver Disease:**  Yes  No

**Diabetes:**  Yes  No **Vitamin K Level (Optional):** \_\_\_\_\_

Deep venous thrombosis (DVT)  Pulmonary embolism (PE)

Atrial fibrillation  Heart valve replacement

Other: \_\_\_\_\_ **Target INR (if other than 2.5):** \_\_\_\_\_

**Amiodarone/Carbamazepine Dose:** (mg/day) \_\_\_\_\_ None

**Statins/MS CoA Reductase Inhibitors:**  No  Yes **If yes, please mark below**

Atorvastatin/Lipitor®/Caduet®  Rosuvastatin/Crestor®

Fluvastatin/Lescol®  Simvastatin/Zocor®/Myovion®

Lovastatin/Mevacor®/Altopro®/Altopro®  Pravastatin/Pravachol®

**Any anti-ep. Fluoroquinolones:**  Yes  No

**Sulfonamides/Trimethoprim/Phenothiazines/Carbamazepine/Phenobarbital/Phenytoin/Valproic Acid:**  Yes  No

**Other:** \_\_\_\_\_

**Weight or fractures, specify blood loss (if other than 10 mL):** \_\_\_\_\_ mL

**Other:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Test Selection:**  None  Blood  Buccal Swab

**Test Selection:**  None  Blood  Buccal Swab

Iverson is a publicly available site not affiliated with Iverson Genetic Diagnostics, Inc. CLIA #0200002022 CPT #0000000000 WAF#0000000000



## Strategy, Messaging and Design

### Advertising Collateral Signage

**DESIGN NEEDS CHOICES**

The more choices, the more freedom. We have more than 200,000 Certified products from furniture to flooring and everything in between. Spec GREENGUARD Certified products and improve indoor air quality on your next project. Search our online product guide to experience a world of choices.

[www.greenguard.org/greensource](http://www.greenguard.org/greensource)

800.393.7025

**AHHH, THE GREAT INDOORS.™**

Protect the indoor environment by selecting GREENGUARD Indoor Air Quality Certified® products. Thousands of products from furniture to wall coverings to flooring undergo rigorous testing to earn the GREENGUARD mark. Search our free online Product Guide at [www.greenguard.org](http://www.greenguard.org) to find certified products and printable LEED® certificates.

NeoCon Booth 8-3139 F

**GREENGUARD Certification Adds Value.**

Today's marketplace is evolving. Every day more and more people are aware of the ways our environment — inside and out — impacts our quality of life. We now understand that to keep indoor air clean and healthy, we must choose materials and products that emit the lowest possible pollutants.

The GREENGUARD Environmental Institute (GEI) was created in 2001 to develop a set of standards to test and certify materials used in indoor environments. Since then, GREENGUARD has established more than a dozen emissions criteria and achieved authorization as an American National Standards Institute (ANSI) developer for indoor air quality standards. GREENGUARD certification has been awarded to thousands of qualified materials, products, furnishings, appliances, electronics and cleaning agents used in homes, schools and businesses.

Ongoing verification is required to retain certification, giving GREENGUARD certified manufacturers a clear advantage in the marketplace.

GREENGUARD certification is good for kids, too. The GREENGUARD Children & Schools™ program includes specialized standards that address the unique sensitivities of infants and children. Products used in day care centers, schools and other children's facilities must meet even more stringent requirements, including additional limits on chemicals such as phthalates and toxics that impact child development.

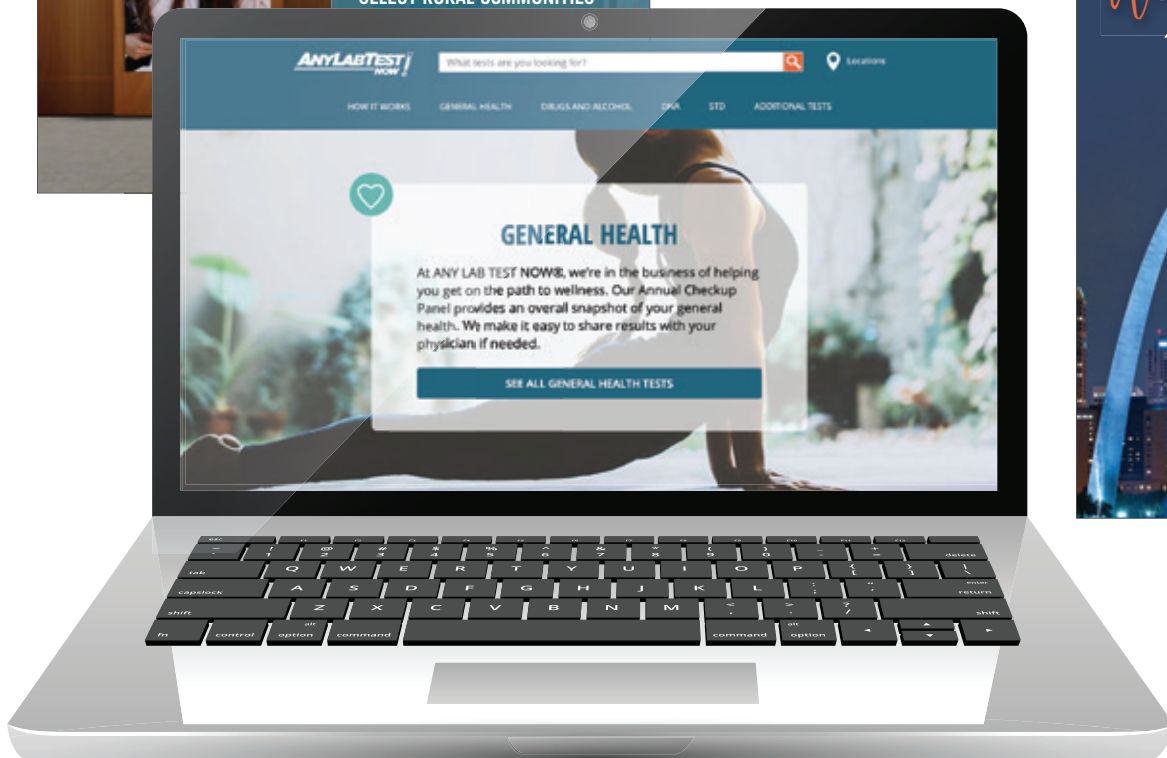
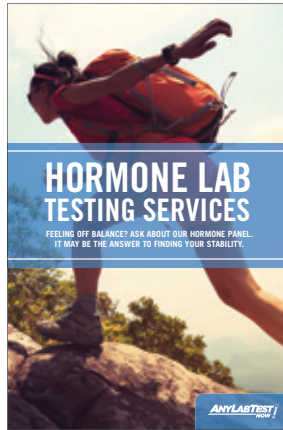
**PEOPLE IN DEVELOPED COUNTRIES SPEND 90% OF THEIR TIME INDOORS**

**INDOOR AIR IS 2 TO 5 TIMES MORE POLLUTED THAN OUTDOOR AIR**

**Cleaner Air. Healthier Children.**



Strategy, Messaging, Design  
and Franchise Development






- Initial startup consulting
- Market planning and research
- Branding
- Created and deployed all marketing campaigns, developed all business and marketing materials, including clinical forms and handbooks.
- Franchise development strategies
- Coordinated all location launches

## Acquired by Premise Health



**Worksite Healthcare** 

What are the benefits of on-site healthcare by TransformHealthRx?

**Correctional Healthcare** 

We're helping reduce costs while making quality health care accessible and affordable at the same time— with on-site clinics



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Total  
↑ 1,000 %



give technology a  
**boost**

Henderson  
Shapiro, Inc.



# Give technology a boost

## technology





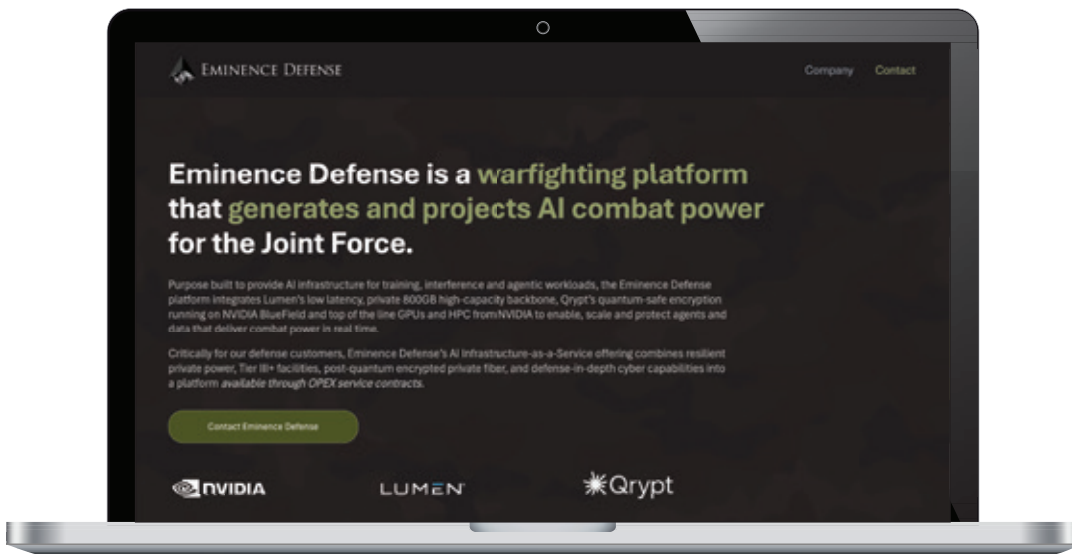
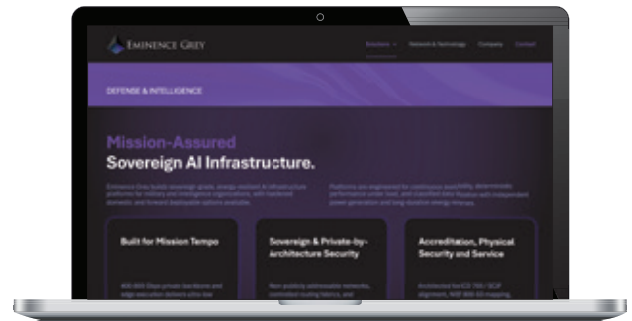
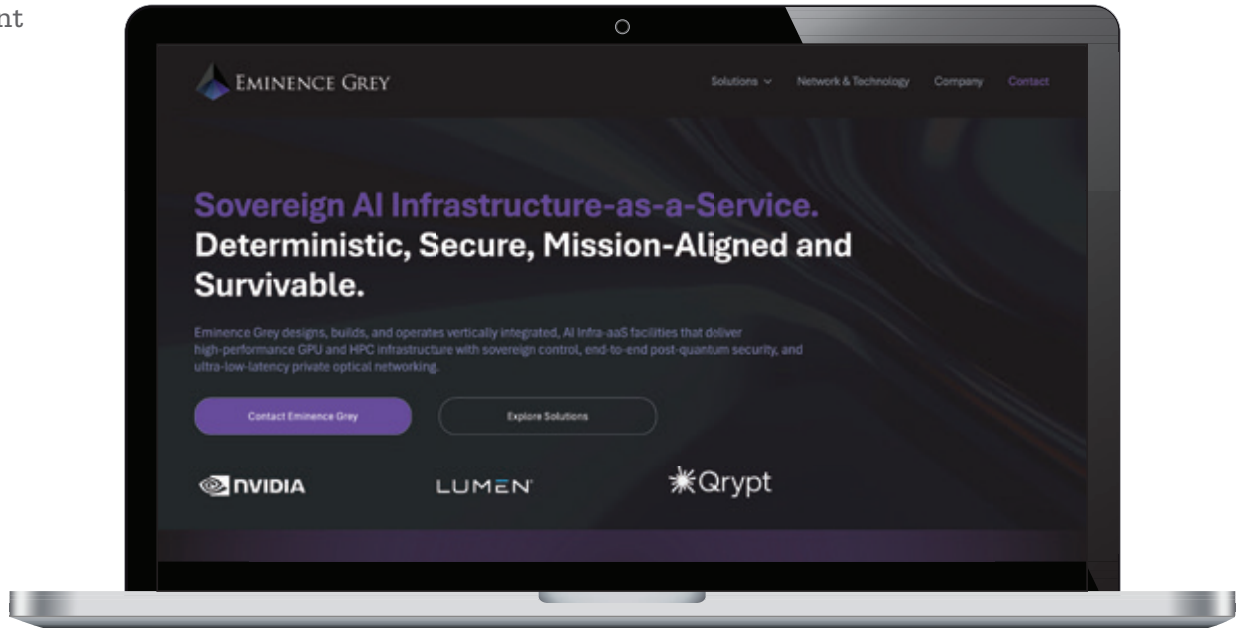
EMINENCE GREY



EMINENCE DEFENSE

Strategy, Concepting,  
Messaging and Design

Branding  
Logo Development  
Collateral  
Website  
Advertising  
Illustrations  
Animation



# FORWARDEDGE

Strategy, Concepting,  
Messaging and Design

Branding  
Website  
Advertising  
Illustrations  
Animation



ISIDORE

Quantum Day is Coming. Ensure You're Protected Today.

Meet Isidore Quantum<sup>SM</sup> - the quantum-resistant encryption device designed for secure communications from the factory floor to the forward edge of operations.

- **ONSA 2.0-Compliant:** delivers post-quantum resilience for government and commercial networks
- **Seamless Integration:** drop-in devices are protocol, network and end-device agnostic
- **COTS-Based:** 100% commercial off-the-shelf hardware is cost-effective, scalable, and exportable
- **Zero-trust by Design:** hardware-enforced separation reduces risk
- **Automated Rekeying:** significantly reduces the cost and cognitive load for management teams
- **Field-proven form factors:** deployed today in land, sea, air and space

Isidore Quantum provides quantum-resistant security for your networks, protecting you from threats of tomorrow.

FORWARDEDGE

Connect with Forward Edge-AI today at Booth 115!  
For more information or to schedule a demonstration contact us at [forwardedge.ai/IsidoreQuantum](https://forwardedge.ai/IsidoreQuantum)

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A horizontal advertisement for Isidore Quantum. It features the Isidore logo at the top, followed by four small images: a satellite in space, a person in a lab, a drone, and a ship. Below these is the headline 'Quantum Day is Coming. Ensure You're Protected Today.' and a paragraph about the device. A list of five key features follows, each with a bullet point. At the bottom, there is a paragraph about the device's security, the Forward Edge logo, a call to action to visit Booth 115, a QR code, and a small copyright notice.

# FORWARDEDGE

## Securing the Quantum Era: AI-Driven, Quantum-Resistant Encryption Solutions for Critical Infrastructure

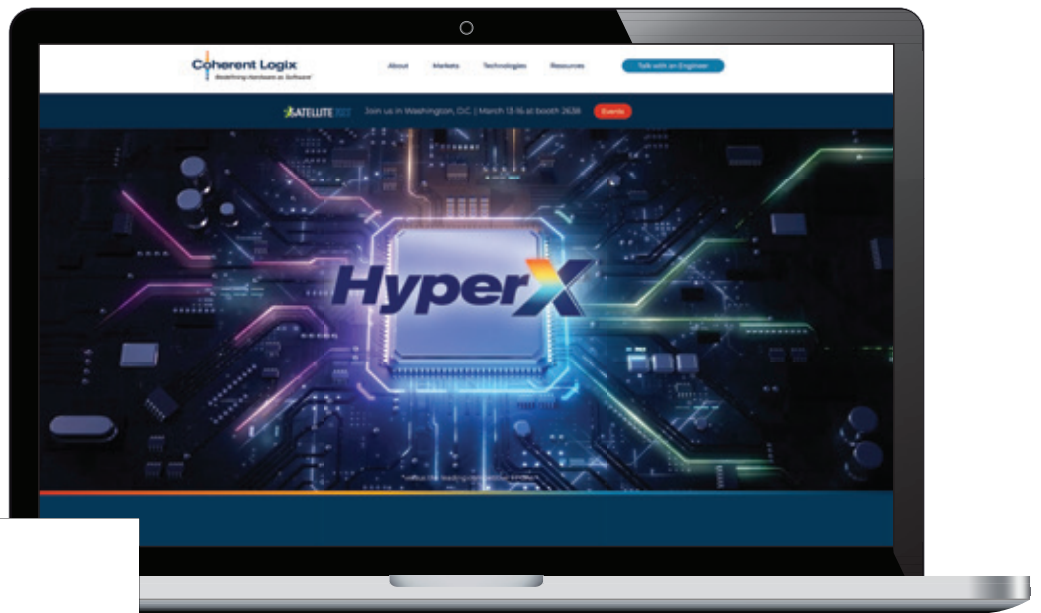
Authors  
03/20/2025





Strategy, Concepting,  
Messaging and Design

Branding  
Logo Development  
Collateral  
Website  
Advertising  
Illustrations  
Animation  
Social



Platform Overview

CONFIDENTIAL



### Introduction

Coherent Logix has been modernizing its revolutionary HyperX Platform for almost twenty years. The HyperX Platform provides a flexible, powerful foundation for product creators such as OEMs and ODMs to build their next-generation products. The HyperX Platform consists of the following key elements:

- HyperX Technology and Architecture
- HyperX Processing
- HyperX Integrated System Development Environment
- radX Hardware Development System
- HyperX Software Defined Functions



The world's most advanced SoCs for space and terrestrial edge applications.

<b>4x</b> compute throughput advantage	<b>50%</b> lower power consumption	<b>40%</b> better price	<b>4x</b> faster TTM, upgradable and reprogrammable	<b>C</b> fully software-defined and C-programmable
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Redefining Hardware as Software™

Real-time processing of wideband data sources in low-SWaP operating environments

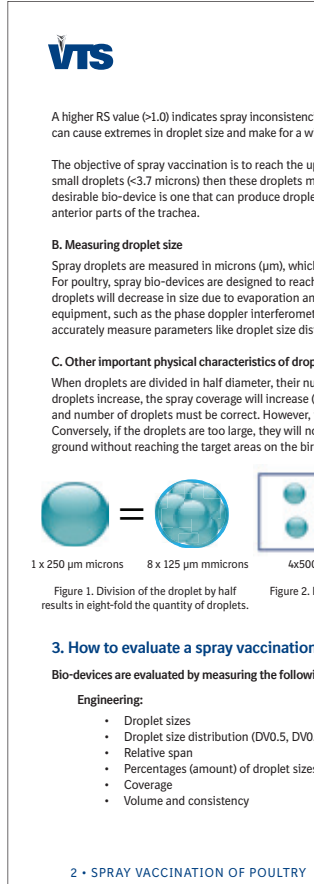
Cybersecurity, software-defined networking, software-defined radio, hyperspectral imaging, synthetic aperture radar, cameras and sensors

Multi-modal AI data analysis and novel signal detection

Edge decisioning: intelligent response to changing environments

Strategy, Concepting,  
Messaging and Design

Branding  
Collateral  
Advertising  
Training Materials  
Communications



**VTS**

A higher RS value (>1.0) indicates spray inconsistency can cause extremes in droplet size and make for a wide distribution.

The objective of spray vaccination is to reach the upper respiratory tract with small droplets (<3.7 microns) then these droplets must be captured by a desirable bio-device is one that can produce droplets that reach the anterior parts of the trachea.

**B. Measuring droplet size**  
Spray droplets are measured in microns (µm), which for poultry, spray bio-devices are designed to reach droplets will decrease in size due to evaporation and equipment, such as the phase doppler interferometer, accurately measure parameters like droplet size distribution.

**C. Other important physical characteristics of droplets**  
When droplets are divided in half diameter, their number increases, the spray coverage will increase (if the number and number of droplets must be correct. However, if droplets are too large, they will not reach the ground without reaching the target areas on the birds.




Figure 1. Division of the droplet by half results in eight-fold the quantity of droplets.


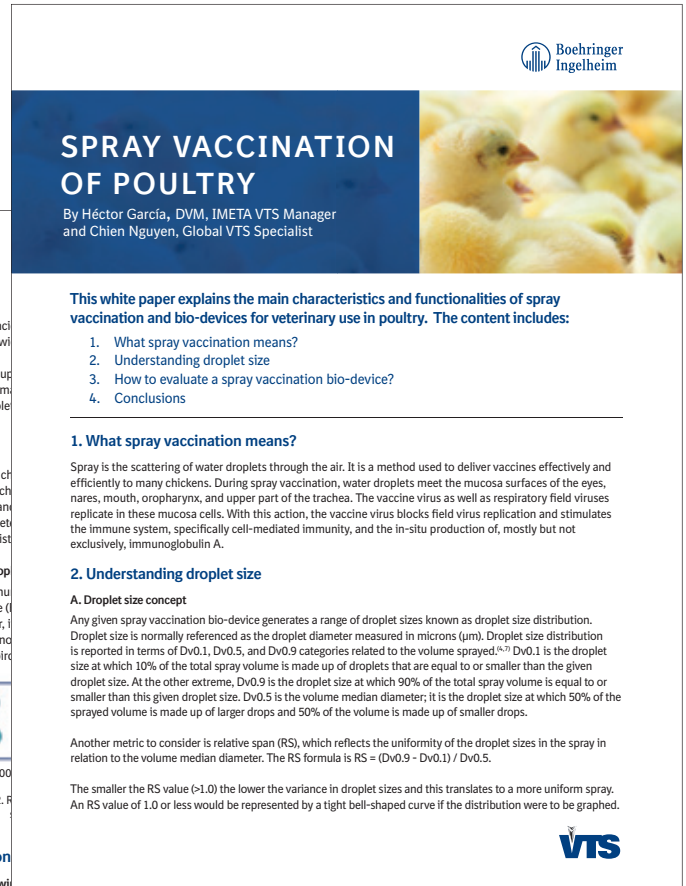


Figure 2. Droplet size distribution.

**3. How to evaluate a spray vaccination**  
Bio-devices are evaluated by measuring the following:

- Engineering:**
  - Droplet sizes
  - Droplet size distribution (DV0.5, DV0.1, DV0.9)
  - Relative span
  - Percentages (amount) of droplet sizes
  - Coverage
  - Volume and consistency
- Usability:**
  - Ease of use
  - Ease of cleaning
  - Efficiency
  - Durability

2 • SPRAY VACCINATION OF POULTRY



**Boehringer Ingelheim**

# SPRAY VACCINATION OF POULTRY

By Héctor García, DVM, IMETA VTS Manager and Chien Nguyen, Global VTS Specialist

This white paper explains the main characteristics and functionalities of spray vaccination and bio-devices for veterinary use in poultry. The content includes:

1. What spray vaccination means?
2. Understanding droplet size
3. How to evaluate a spray vaccination bio-device?
4. Conclusions

**1. What spray vaccination means?**  
Spray is the scattering of water droplets through the air. It is a method used to deliver vaccines effectively and efficiently to many chickens. During spray vaccination, water droplets meet the mucosa surfaces of the eyes, nares, mouth, oropharynx, and upper part of the trachea. The vaccine virus as well as respiratory field viruses replicate in these mucosa cells. With this action, the vaccine virus blocks field virus replication and stimulates the immune system, specifically cell-mediated immunity, and the in-situ production of, mostly but not exclusively, immunoglobulin A.

**2. Understanding droplet size**  
**A. Droplet size concept**  
Any given spray vaccination bio-device generates a range of droplet sizes known as droplet size distribution. Droplet size is normally referenced as the droplet diameter measured in microns (µm). Droplet size distribution is reported in terms of DV0.1, DV0.5, and DV0.9 categories related to the volume sprayed.<sup>6,7</sup> DV0.1 is the droplet size at which 10% of the total spray volume is made up of droplets that are equal to or smaller than the given droplet size. At the other extreme, DV0.9 is the droplet size at which 90% of the total spray volume is equal to or smaller than this given droplet size. DV0.5 is the volume median diameter; it is the droplet size at which 50% of the sprayed volume is made up of larger drops and 50% of the volume is made up of smaller drops.

Another metric to consider is relative span (RS), which reflects the uniformity of the droplet sizes in the spray in relation to the volume median diameter. The RS formula is  $RS = (DV0.9 - DV0.1) / DV0.5$ .

The smaller the RS value (>1.0) the lower the variance in droplet sizes and this translates to a more uniform spray. An RS value of 1.0 or less would be represented by a tight bell-shaped curve if the distribution were to be graphed.

**VTS**



**VR Training. Another first for VTS.**

**VTS** Vaccination Technologies & Services

SCAN TO SEE VR TRAINING IN ACTION.

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**Boehringer Ingelheim**

# OUR VACCINES ARE ONLY PART OF THE STORY.

While we are known worldwide for our innovative and effective vaccines... **it's our people and services that set us apart.**

We provide veterinary support, vaccination bio-devices, and dedicated service technicians to keep your flock healthy and your business successful.

**VTS** Vaccination Technologies & Services



Concepting, Messaging  
and Design

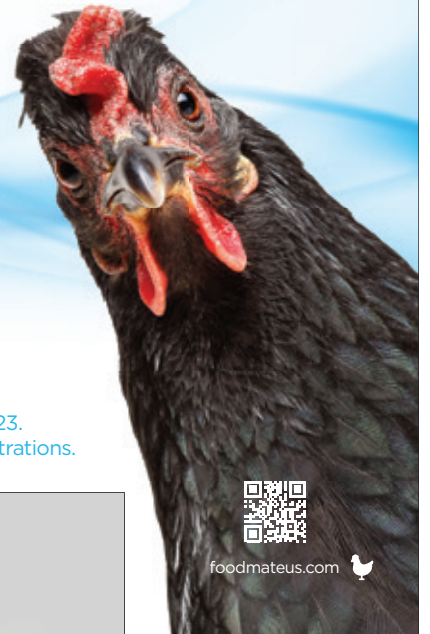
Branding  
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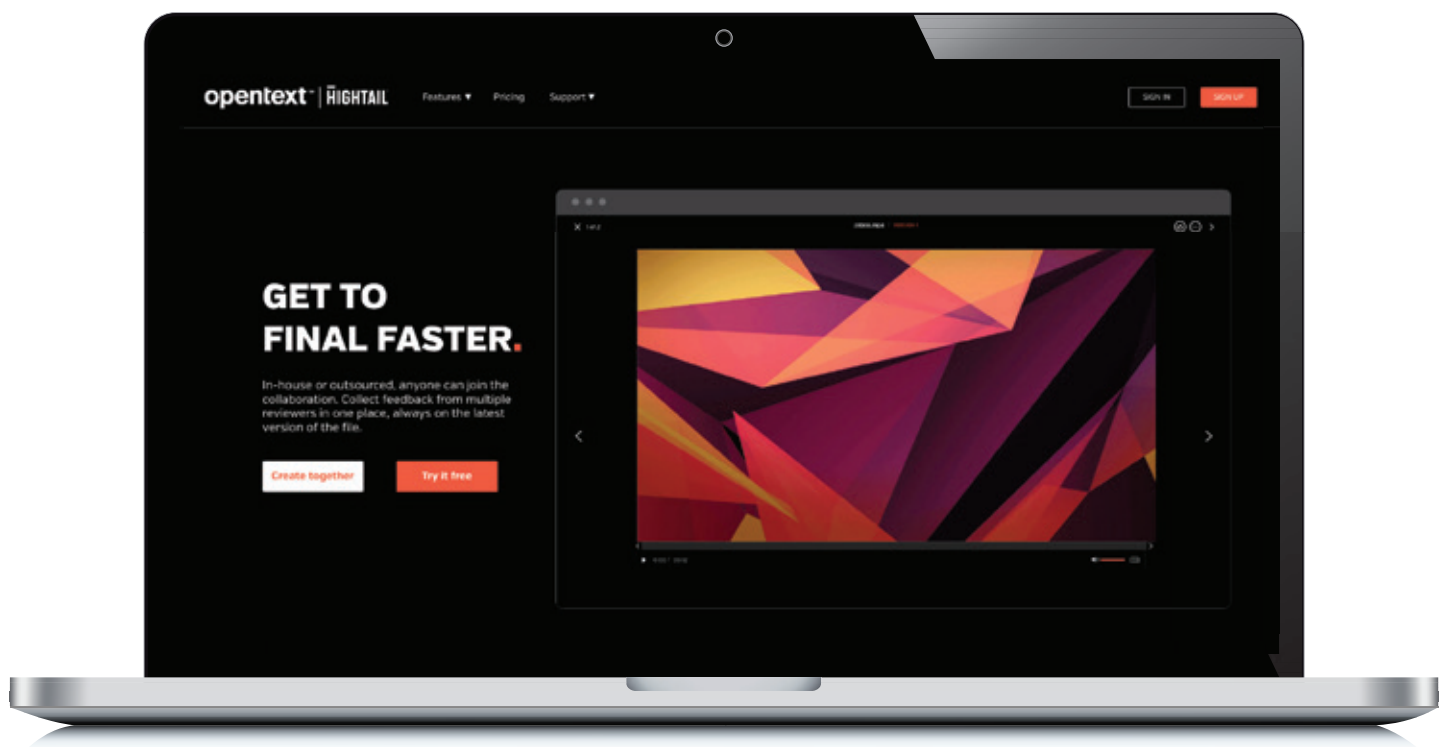
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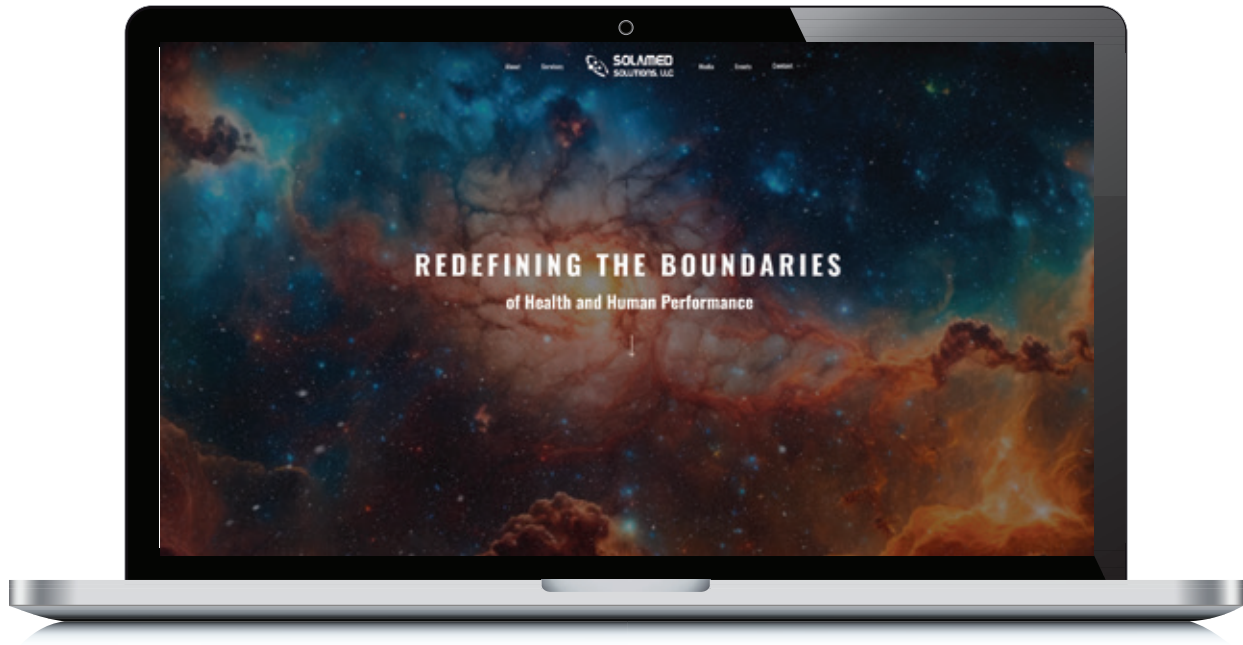
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**Paul Root Wolpe, PhD**  
Chief Ethics Officer of SolaMed Solutions, LLC.

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**About Paul**

Paul Root Wolpe, PhD, is the Raymond Schinazi Distinguished Research Chair of Jewish Bioethics, Professor of Medicine, Pediatrics, Psychiatry, Sociology, and Neuroscience and Biological Behavior. After 17 years as the Director for the Center for Ethics at Emory University, he is now the Founding Director of Emory's Center for Peacebuilding and Conflict Transformation (PACT). A social scientist and ethicist by training, Dr. Wolpe spent 17 years as the first Senior Bioethicist for NASA. A thought leader nationally in ethics and president and fellow of several prestigious organizations, Dr. Wolpe is a founder of the field of neuroethics and was Editor-in-Chief of American Journal of Bioethics Neuroscience.



**Interview Topics**

- Hethical challenges of medical care in space
- Research on human subjects (terrestrial and in space travel, commercial or agency)
- Ethical issues of death in space

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