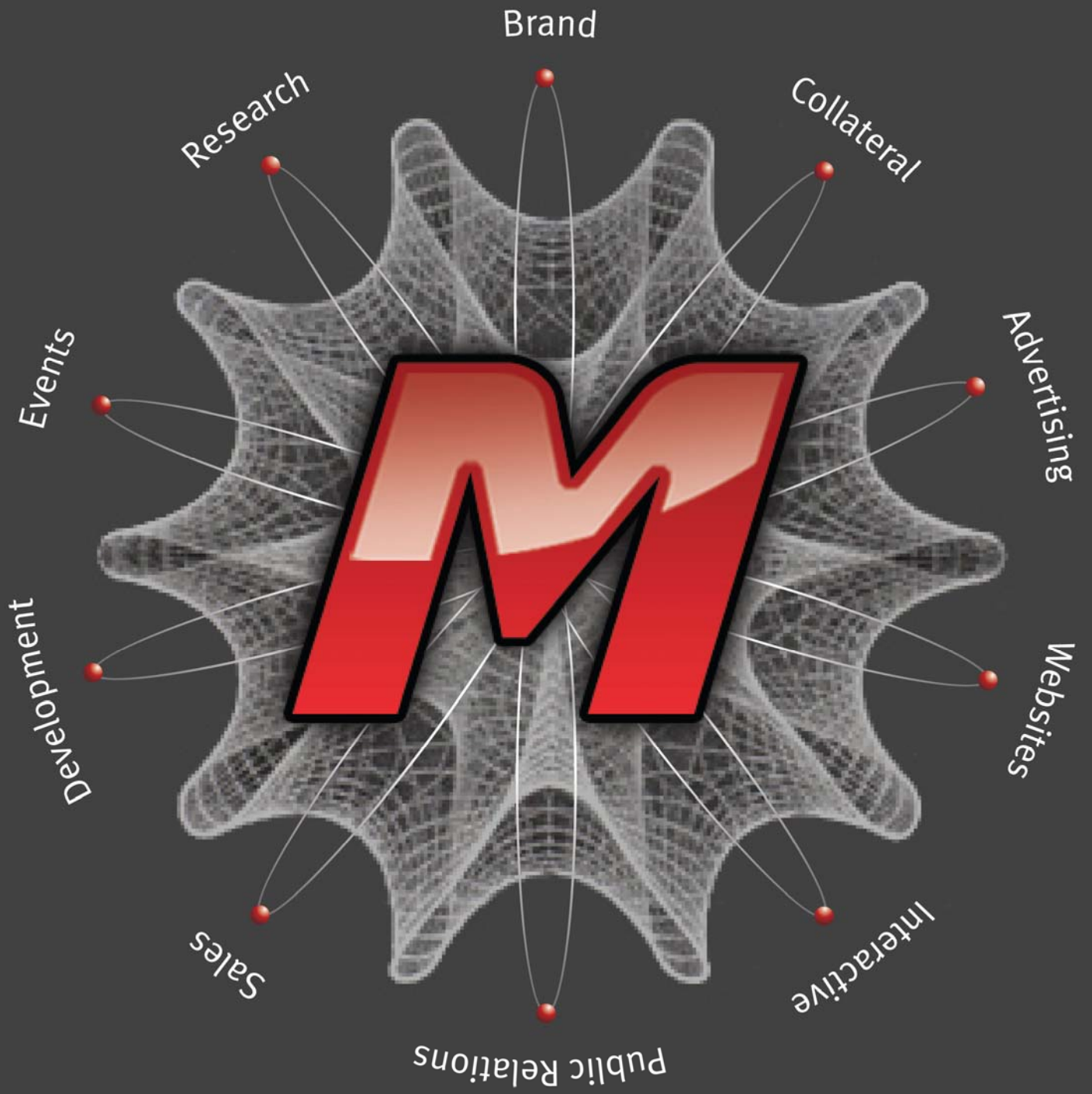

Catalog **2009**



Agency.Unbundled. **MARKETM**



About Market M

HIGH QUALITY, INTEGRATED AND AFFORDABLE MARKETING SERVICES TO MATCH YOUR NEEDS

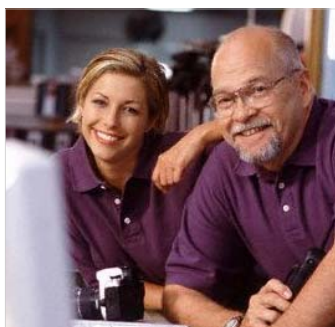
Market M is an integrated marketing firm providing comprehensive project and campaign-based solutions for small to mid-sized businesses, as well as non-profits. We also help large companies and government agencies develop marketing campaigns targeting the small business marketplace, and serve as a low-cost alternative for developing marketing support material for organizations of all sizes.

Through our award-winning business model, Market M is able to serve as an affordable one-stop-shop for any marketing need. Branding, collateral, advertising, Web development, interactive, public relations, sales/development, events and research are all standard services in our portfolio where clients can order one-off a-la-cart projects or package multiple projects to run a campaign. And, unlike other small business marketing providers, you are not forced to pick from a database of pre-configured templates that are customized with your brand. We make everything from scratch, so each marketing piece is original and customized to your individual specifications.

Market M was created with one specific goal in mind: to deliver the highest quality, fully integrated marketing solutions available to small to mid-sized businesses and non-profits at prices that they can afford. We are dedicated to helping our clients achieve their business goals so explore our Web site to find the solution that is just right for your needs.

CLIENT CATEGORIES

Small Businesses & Non-profits (\$0 – \$5 Million in Annual Revenue)



If you are just starting a new business or non-profit or have been growing steadily and need comprehensive marketing solutions without the hassle of long-term contracts and expensive retainers, Market M allows clients in this category to order any service we offer as a one-off, a-la-carte project. Just browse our free catalog or contact one of our qualified consultants and we'll help you identify which marketing service is best for your company.

Mid-sized Businesses & Non-profits (\$5 – \$50 Million in Annual Revenue)



For organizations that are growing rapidly or need more advanced strategic campaign planning and management, Market M has the skills and experience to help you tackle the most difficult marketing and communications problems at rates you can afford. Our innovative business model allows us to manage integrated, multi-month or multi-year campaigns for a fraction of the cost of hiring a large agency. This also makes Market M the ideal solution for organizations with locations in multiple cities/states or small publicly traded companies needing big agency expertise and resources without the big agency

Large Businesses, Government Agencies & Non-profits (\$50 Million + in Annual Revenue)



For large businesses, government agencies, and non-profits; dealing with traditional marketing providers can be an expensive and cumbersome headache. Each year, large organizations spend millions of dollars with overpriced agencies to develop basic marketing material, such as brochures, annual reports, flyers, catalogs, posters, menus, signage and promotional Web sites. But because of our award-winning business model, we can make our standard prices for marketing material available to organizations of any size, which means that large businesses, government agencies and non-profits can take advantage of the same cost savings as the small business clients that our pricing was created for.

SERVICE OPTIONS

In order to better meet the needs of our clients, Market M has three different ways for you to order and manage your marketing projects.

INDIVIDUAL PROJECTS

[LEARN MORE](#)

STRATEGIC PROJECTS

[LEARN MORE](#)

MARKETING CAMPAIGNS

[LEARN MORE](#)

Select your own projects from our catalog and give us a call to get it started. It's really that simple.

Need help figuring out where to start? We'll help you plan and select your next set of marketing projects.

If you need long-term support, a marketing campaign may be right for you. We can plan and manage the right program for you.



Brand

BUILD A POWERFUL BRAND

A good brand should serve as an extension and explanation of what an organization is, what they do, what they stand for, and how they represent themselves through a combination of organizational messages and activities.

Because of this, our teams has structured our services to be more than just an inexpensive design firm to help you develop a good looking logo. We specialize in helping our clients develop powerful brand systems that can be consistently implemented across all communications channels to become the cornerstone of your organization's reputation and promote customer loyalty.



Brand Identity Package

Create a unique and fully customized brand identity suite for your organization. Each package comes with the following elements:

- Logo
- Business Cards
- Letterhead
- #10 Mailing Envelope
- 10 x 13 Envelope
- Folder
- PowerPoint Template

Starting at \$1,500.00

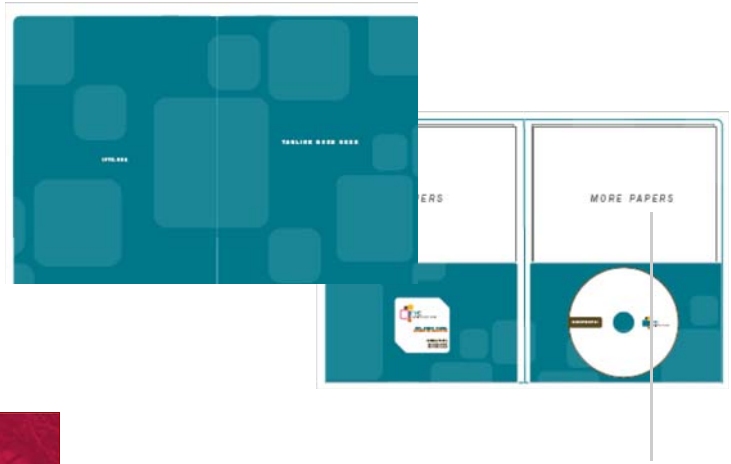




Logos

Let Market M design your logo or refresh an existing one to give your brand new life.

Starting at \$600.00



Folder

Need to store letters or handouts for a meeting? Get a custom branded folder made just for the job.

Starting at \$500.00

Business Cards

Turn your new logo into a breathtaking new business card.

Starting at \$500.00

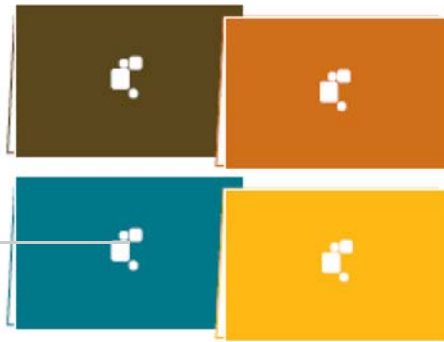


Table Tents

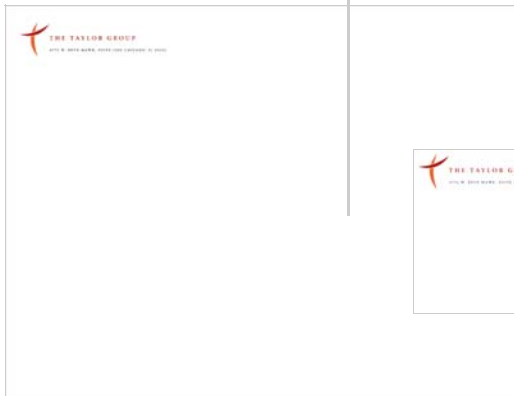
Grab everyone's attention with this table centerpiece.

Starting at \$400.00

10 x 13 Envelope

Keep your packages branded with this oversized envelope.

Starting at \$500.00



Power Point Template

Energize your presentations with a branded template.

Starting at \$500.00

Email Template

From Constant Contact or CRM, we can help you make your emails stand out with your brand.

Starting at \$800.00



#10 Envelope

Make sure your brand is the first thing seen in the mail with a customized envelope.

Starting at \$500.00



Collateral

GET THE HIGHEST QUALITY MARKETING AND COMMUNICATIONS SUPPORT MATERIAL

Collateral material comes in many different forms. So which of the many options is right for your company or organization?

Our consultants will work with you to figure out if you should be using brochures, annual reports, catalogs, newsletters, or even if producing new collateral material is in your best interest. And, as a full service provider, we will help you come up with the best customized design for your organization and the copy that will deliver the information that will ultimately make your collateral effective.

Brochures

Capture the essence of your organization in a custom brochure. From single page sell sheets, to tri-folds, gatefolds, and multiple page booklets, our team can take care of all your brochure needs.



Sell Sheet

Starting at \$800.00

Multi-page

Starting at \$3,000.00



Gatefold

Starting at \$1,500.00



Tri-fold

Starting at \$1,500.00



Muti-page

Starting at \$3,000.00



Do you need pictures? We can help you identify the right stock photos or art direct custom photo shoots for any type of material or ad.

be real
Educator/Youth Leader Evaluation

Yes, I want to Make a Difference

sheltering
empowering
supporting



Cards

Use them for thank you notes, invites, or reminders.

Starting at \$800.00



Banners

Display your brand for everyone to see with a custom banner.

Starting at \$250.00

Forms

Make your forms more inviting by adding custom designs.

Starting at \$400.00

Bookmarks

Great as promotional insert items.

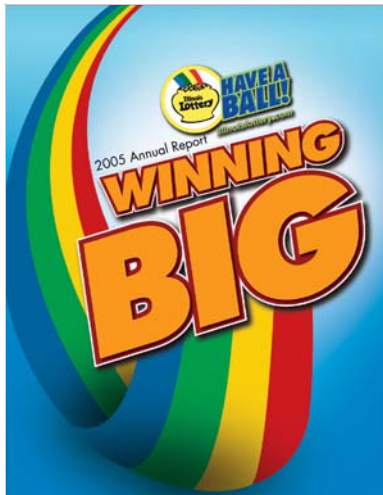
Starting at \$500.00



Flyers

Handbills, leaflets and a variety of other customizable hand-out material are available.

Starting at \$150.00



"OH MY GOD, OH MY GOD! I DON'T BELIEVE IT!"

Parade would also occur on the same day. Rather than abandon the parade, the Lotto Ball ambassadors stayed on the bus, parking out nearby to Japan So Fair.

Lotto Ball moved the parade at the end of 17:00 when King's Field and the Chicago Cubs received the "Sell for Life" Finals. "Sell for Life," the Lottery's largest award second chance promotion, awarded \$200 million in



Finalists played off the covering of the ticket and 10 players won the cash equivalent of a luxury vacation every year for life. The remaining six finalists saw a pot of gold on their tickets, including they remained in the running for the grand prize.

By that point, both Cubs' fans and the remaining "Sell for Life" finalists were in the waning of their seats. But only one would emerge each year on \$200,000 every year for the rest of his or her life. The 1,000 fans were about to receive the opportunity to change their lives in an instant. He also entered King's Field, 35,000 baseball cards were awarded and that competition to one of the "Sell for Life" finalists. Each Cubs fan holding the grand prize won \$1 million.

Annual Reports

Stay in compliance and look good at it with a customizes annual report.

Starting at \$3,000.00

Menus

Give a good look to your restaurant's in-store or take-out menus.

Starting at \$800.00





Advertising

YOUR MESSAGE THE WAY YOU WANT IT

Advertising is a great way to guarantee that your message is delivered to key target audiences just the way you want it. So whether you need help planning your next campaign or just need to develop a new print ad, banner ad, direct mail piece, or billboard; our team can help you get the job done. From photo-based design to custom illustration and attention grabbing copy, all of your advertising needs can be filled with us.

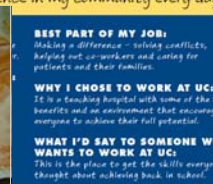
2 Page Spread Ad

Starting at \$2,400.00



Half Page Ad (Horizontal)

Starting at \$1,000.00



6 x 9 Postcard (single sided)

Starting at \$700.00



4 x 6 Postcard (single sided)

Starting at \$600.00



1/4 Page Ad (Vertical)

Starting at \$600.00



Full Page Ad

Starting at \$1,800.00

E-Blast (Template)

Starting at \$800.00

NEED AFFORDABLE SOLUTIONS FOR SMALL BUSINESS SUCCESS?



Chicago Community Ventures has provided business advisory and financial services to more than 2,600 small businesses in the Chicagoland area.

Visit our web site today to see how CCV can help your company grow.

"CCV has the vision and experience to see an entrepreneur's true needs. They are my best strategic partner."

Courtesy Spaulman, Vice President of Operations
Capgem Security

CHICAGO COMMUNITY VENTURES

Building Businesses That Build Communities

www.chiventures.org CCV

Billboards

Stop traffic with eye catching billboards.

Starting at \$3000.00



Exhibit Booths

Make sure you stand out at your next tradeshow.

Starting at \$800.00

NEED AFFORDABLE SOLUTIONS FOR SMALL BUSINESS SUCCESS?



Chicago Community Ventures has provided business advisory and financial services to more than 2,600 small businesses in the Chicagoland area.

Visit our web site today to see how CCV can help your company grow.

CHICAGO COMMUNITY VENTURES

Building Businesses That Build Communities

www.chiventures.org CCV

Transit Ads

Turn every bus into a moving billboard.

Starting at \$1,600.00



Poster

Integrate your message into your audience's environment with a poster.

Starting at \$800.00

728 x 90 Leaderboard

The most prominent ad space online is perfect to promote your product or organization.

Starting at \$1,000.00



Floor Displays

Pull customers in with attractive point-of-purchase floor displays.

Starting at \$2,000.00



120 x 90 Button

These small format ads generate big results because of their positioning.

Starting at \$400.00

300 x 600 Half Page Ad

Get the most out of available online ad space with these large format ads.

Starting at \$3,000.00

Web sites

ALL YOUR INFORMATION IS JUST A CLICK AWAY

A well constructed Web site can be one of your most important marketing and communications tools. Accessible 24-7 from anywhere in the world with internet access and the dynamic ability to be changed on demand without expensive printing costs, Web sites are quickly becoming the new brochures for a new digital age. But Web sites can also be more than just an informational tool. They can be living, breathing business automation tools where any number of processes from data collection to e-commerce can be seamlessly integrated to improve custom access and business efficiencies that lead to greater sales and profitability.

Market M is a leading Web development company for small to mid-sized businesses and nonprofits. Each Web site project begins with a customized informational base site, which serves as the core of the organization's online presence. Base sites can be coded in standard HTML, or made to be interactive and animated in flash depending on your needs and budget. From here, each site can be further customized with a wide variety of modules and advanced features such as e-commerce storefronts, data entry form fields, calendars, photo, albums, message boards, blogs, and audio/video players.



View more of our sample sites online at www.marketm.com



RSS Feed Tags

Want to syndicate your content. Its real simple with RSS.

Starting at \$100.00

Multi-Page Base Site: HTML

Starting at \$2,500.00



*Your Name:

*Email Address:

Phone Number:

City, State, ZIP:

Prayer Request:

More Information on:

- The Christian Investor's Guide to Building Godly Wealth Seminar
- The Budgeting Workshop
- Debt Management Workshop
- Marriage and Money Seminars
- Financial Boot Camp
- Financial Boot Camp: Youth Edition
- Youth Financial Workshops
- Avoid Living on the Edge
- African Americans, What Are We Doing?
- What if Being Broke Is Not an Excuse?
- Why Are My Finances Such a Mess?

Form Fields

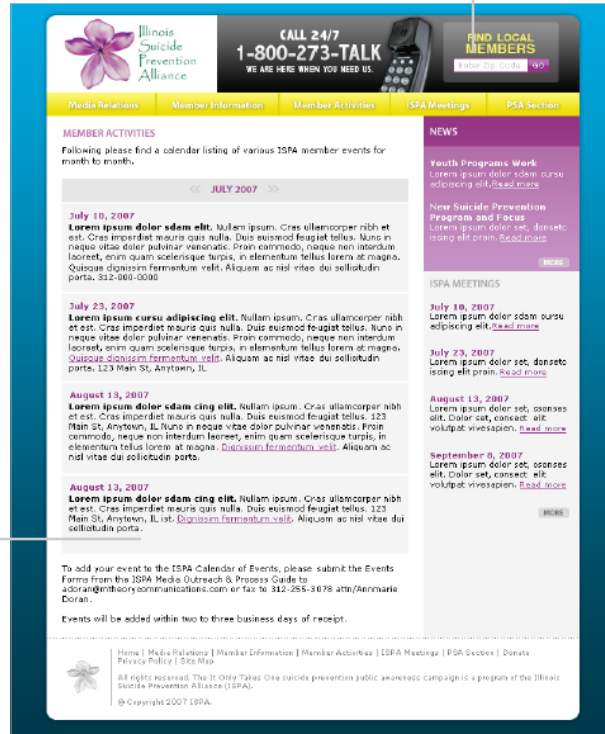
Make data collection easy with online form fields.

Starting at \$500.00

Zip Code Search

Do you have multiple locations? Make it easy for your customers to find you with zip code search.

Starting at \$1,000.00



Video Player

Turn your site into a media showcase with an integrated media player.

Starting at \$500.00



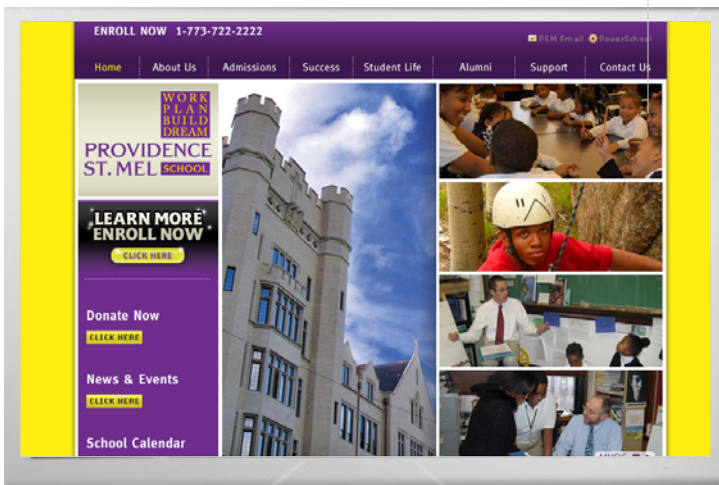
Online Calendar

Keep everyone informed on your organization's upcoming events.

Starting at \$800.00

Multi-Page Base Site: Flash

Starting at \$3,500.00



E-Commerce Storefronts

Starting at \$5,500.00





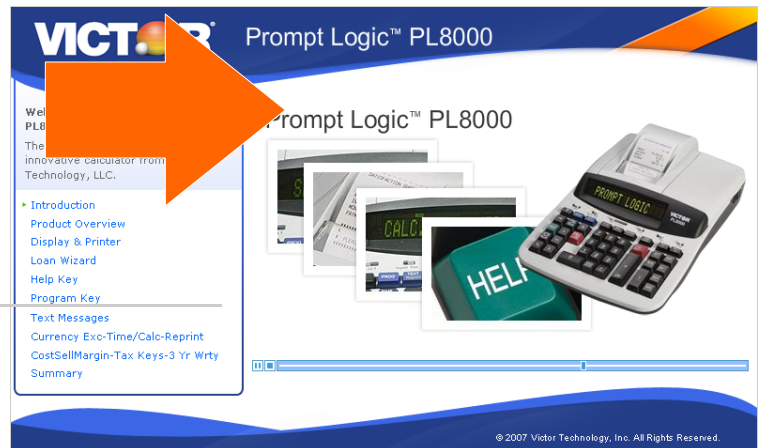
Interactive

SHOW HOW IT WORKS WITHOUT EVEN BEING THERE

One of the best ways to engage audiences is by giving them a way to personally interact with your messages, products or services. This can be done through an animated product demonstration, a 360 degree product overview highlighting unique features, or through live Webinar training and informational sessions where virtual meetings and programs run as effectively as being there in person. Interactive marketing tactics can also be useful when trying to make a sales presentation stand out or can be used as CD card or USB flash drive stored leave-behinds when launching new initiatives. Whatever your interactive needs are, Market M has the solution.



View the Prompt Logic PL8000 demo live at:
www.victortech.com/Demos/PL8000/PL8000_Demo.asp

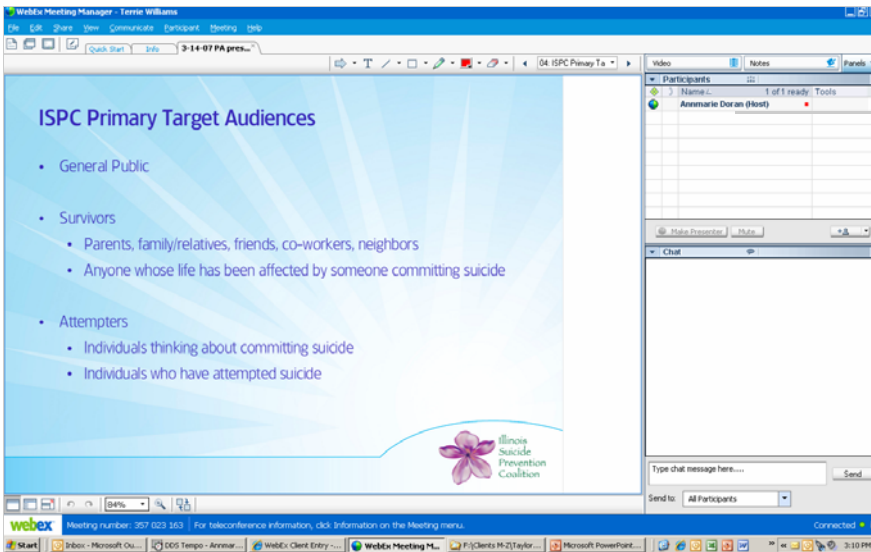


Flash Product Demos

With a customized flash product demo, you can conduct sales presentations any time, without actually being there. Market M will work with you as a full service production partner and manage all parts of demo development, including:

- Script Development
- Storyboard Development
- Demo Design
- Flash Programming
- Audio Voice-over Recording
- Sound Editing/Demo Sync

Starting at \$4,000.00



Webinars

We can help you save valuable time and money by producing and coordinating meetings, presentations, and training sessions online.

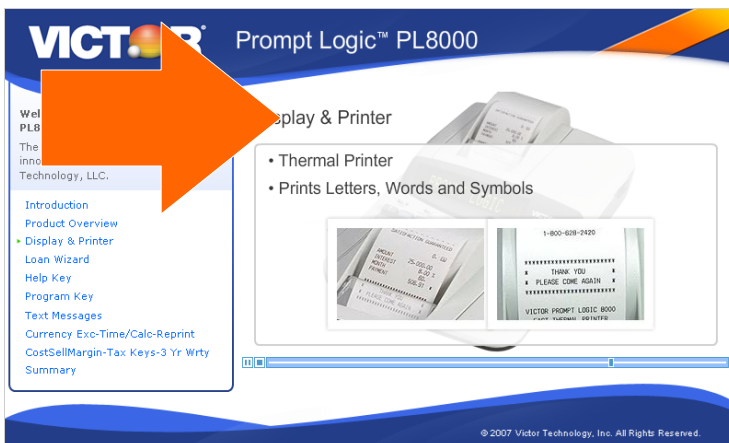
Starting at \$1,000.00



360 Degree Product Views

Give you customers the flexibility to rotate, zoom in, zoom out, and look your products from any angle in order to increase sales returns.

Starting at \$1,000.00



Our Approach

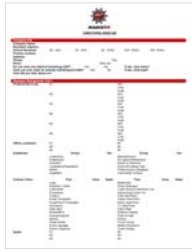
Individual Projects & Strategic Projects

Any project in our print catalog can be ordered one project at a time or multiple projects can be packaged and managed over a certain period of time.



1. Search Catalog

Start the process by reviewing our print catalog, which is available online at www.marketm.com, to get a sense of what you need.



2. Call Consultant

Call us at 1-866-571-9594 to speak with a marketing consultant or to connect with your account manager. In an online or in person meeting, they will help you choose the best project to achieve your goals.



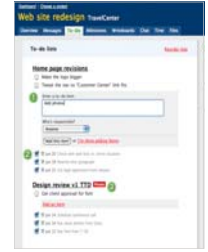
3. Place Order

Once specific projects have been selected, we create a scope of service agreement outlining cost & project deliverables for you to sign. A deposit equaling 50% of the project total is due to start work, or you can pay for the entire project at once and receive a 5% discount.



4. Fill Out Creative Brief

After placing your order, your account manager will help you fill out a creative brief and manage the development process. They will also create a new account for you in our online project management system where you can communicate with our team and review work.



5. Edit & Approve Work

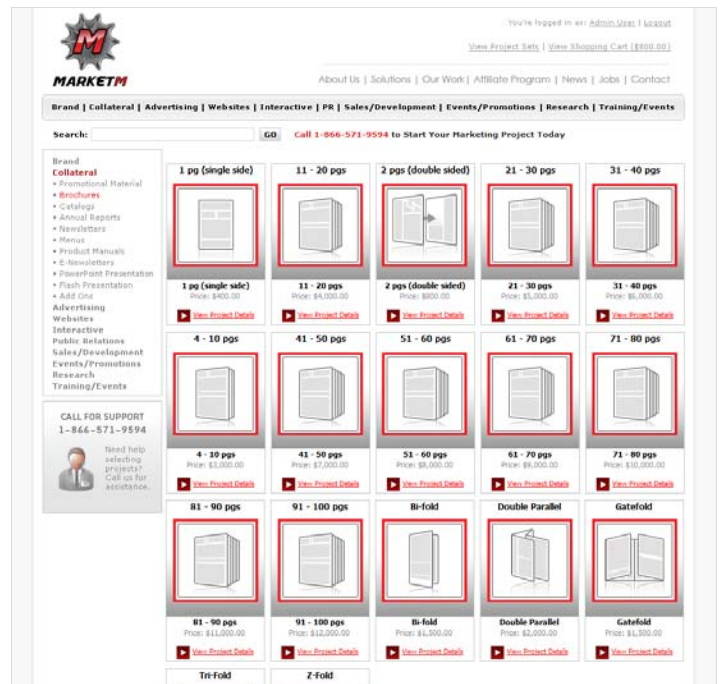
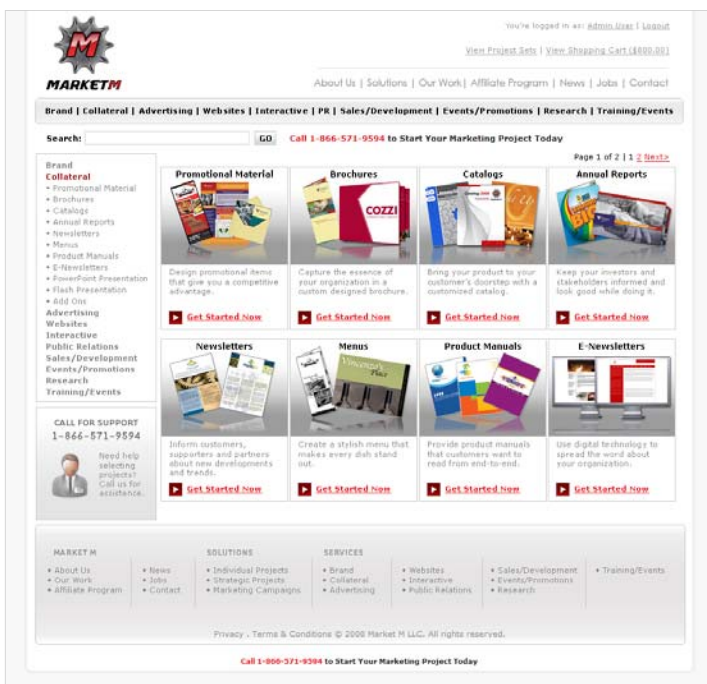
The account team will begin developing project drafts which will be submitted to you for approval in a series of revision rounds on our online project management system. Once the project has met your specifications, a final draft will be created with all applicable balance payments due upon approval.

Introducing the new www.marketm.com e-commerce solution, launching in 2009!

Market M is pleased to announce that in 2009, we will be launching a new e-commerce platform that will allow our clients to shop for, purchase and manage the development of all their marketing projects online. Here's how it works.

1.) Select a Category: Choose from one of our 10 different service categories to find the type of marketing project you are interested in.

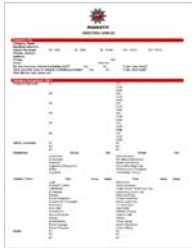
2.) Select a Project: Choose an individual marketing project based on the size and scope of your needs.



Our Approach

Marketing Campaigns

If your organization needs more strategic help, Market M can help you plan and package multiple projects in order to execute a category specific or fully integrated campaign to help you achieve your goals. Here's how the process works:



1. Consultation

Each campaign starts with an individual planning session where a Market M consultant will analyze your company and gather information needed to develop the best marketing plan.



2. Research & Planning

Based on the initial consultation, the Market M team will research and develop a category specific or fully integrated series of marketing recommendations to support the business goals identified during the consultation.



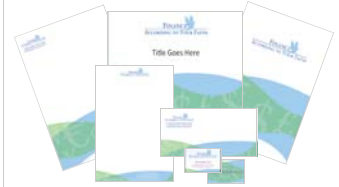
3. Plan Presentation

Each Market M marketing plan will provide up to four different combinations of recommended marketing tactics for consideration. Once the plan is complete, the lead Market M consultant will present the plan and its options for review.



4. Plan Refinement

After you have been able to review the plan, a follow-up meeting is held to discuss which of the tactical recommendations meet your desires and budget.



5. Campaign Launch

Once the final combination of tactics is agreed upon, contracts are signed and work begins.

3.) Select Project Quantities: Review project details and deliverables, and select the quantity of projects you would like to order.

4.) Build Project Sets: Add projects you are interested into project sets to compare costs and process your order.

The screenshot shows the Market M website interface. At the top, there's a navigation bar with links like 'About Us', 'Solutions', 'Our Work', 'Affiliate Program', 'News', 'Jobs', and 'Contact'. Below that is a search bar and a call to action: 'Call 1-866-571-9594 to Start Your Marketing Project Today'. The main content area features a 'Tri-Fold' product listing with a quantity selector (set to 1) and a price of \$1,500.00. There are buttons for 'Add to Cart' and 'Add to Project Set #1' through #4. A description box explains that the Tri-Fold format is effective and space-efficient. A sidebar on the left lists various marketing services like 'Brand Collateral', 'Advertising', 'Websites', etc. At the bottom, there's a 'CALL FOR SUPPORT' section and a footer with copyright information.

The screenshot shows the 'Build Project Sets' interface on the Market M website. It displays a grid of project sets for comparison. Each set includes a 'Project Name', 'User Define Name', 'Project Name', 'Variant', 'Qty', and 'Cost'. For example, 'Project Set # 1' has a quantity of 1 and a cost of \$1,000.00. There are buttons for 'Delete', 'Add to Cart', and 'Update & Save Project Set'. A 'Project Set # 1 Total' summary shows a shipping cost of \$8,000.00. The interface also includes a 'Continue Shopping...' button and a 'checkout here' button.



Public Relations

LEVERAGE THE MEDIA TO TELL YOUR STORY

Your audiences look to the media to receive news that can affect their lives. With an effective public relations/media outreach strategy you can become a part of the news cycle to increase your exposure to drive business returns. If you need to issue a press release about a new product launch, pitch local reporters to cover a new office opening, run an internal communications campaign to keep employees informed, or develop a strategy and messages to abet a crisis; Market M has a strong team of public relations professionals to keep you on message, on strategy and generating media impressions that create business results.

Media Alert

Use a media alert to get on the planning calendar of your local news station.

Starting at \$500.00



*** MEDIA ALERT ***

True Star Magazine Celebrates Staff of 175 Chicago Area High School Students at Spring Issue Launch and Gala Celebration
T. Hudson Williams, Corporate Diversity Director of Toyota Motor North America to Receive the True Star Community Empowerment Award

WHO: True Star Magazine is a free publication written, edited, designed and marketed by local high school students in Chicago. True Star is a partner with leading Chicago non-profit After School Matters.
WHAT: True Star Magazine will honor its student staff members and unveil its spring issue featuring a close interview with interlocking champions like Star Star at the True Star Spring Issue Launch and Gala Celebration. T. Hudson Williams of Toyota Motor North America will receive the True Star Community Empowerment Award.

June 7, 2007
11:00 AM
11:00 AM
Janice Truitt
Freeman Museum
3000 Ave.
L 60411

Contact: Annette Dwan
312-264-2578 (office)
773-588-4728 (cell)

Media List

We can help you pull a list of any reporter covering any beat so you can get your media material directly in the hands of the right person.

Starting at \$100.00

Organization	First Name	Last Name	Beat/Title Selected	Phone Number	Fax Number	Email
1 WBEA-TV	Erica	Hill	News Assignment Editor	312222601	312222671	erica.hill@wbea.com
2 WFLX-TV	Marlene	Saranta	News Assignment Editor	312792500	312792500	msaranta@wflx.com
3 WFTS-TV	Lisa	Shamalt	News Assignment Manager	312969532	312918132	lisa.shamalt@wftv.com
4 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
5 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
6 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
7 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
8 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
9 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
10 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
11 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
12 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
13 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
14 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
15 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
16 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
17 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
18 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
19 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
20 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
21 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
22 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
23 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
24 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
25 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
26 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
27 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
28 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
29 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com
30 WISN-TV	Michelle	Saranta	News Assignment Editor	312969532	312918132	msaranta@wisn.com

Press Release

Craft the perfect press release to generate media coverage.

Starting at \$500.00

COZZI
CONTACT INFORMATION
345 McClellan, Suite 300
Buckeye, AZ 85002
www.cozzipartners.com

FOR IMMEDIATE RELEASE Contact: Courtney Hill 312.205.3125 (office)
312.342.4073 (cell)

Glendale Iron & Metal Purchased by Cozzi Partners
Historic Arizona Scrap Processor Will Be Led by Top Industry Management Firm

Chicago, IL - April 7, 2008 - Cozzi Partners, LLC, recently announced the acquisition of Glendale Iron & Metal, one of the oldest scrap processors in the Phoenix, AZ area. Since 1965, Glendale Iron & Metal has specialized in providing metal recycling services to manufacturers, construction industry and trades, tool and die machine shops, and other companies that handle ferrous and non ferrous materials.

"Phoenix Arizona is one of the fastest growing metropolitan areas in the country. We are pleased to acquire a company that is well positioned to capitalize on the continued growth in this market," said Albert Cozzi, a partner at Cozzi Partners.

Cozzi Partners, LLC is a new company formed in 2006 by members of the Cozzi family. The Cozzi's have a long history in the scrap metal business, having built Cozzi Iron & Metal into one of the largest regional players in the industry prior to selling it to Metal Management in 1997. The company is led by Albert Cozzi, former CEO of Metal Management, and Frank Cozzi, national chief of the Institute of Scrap Recycling Industries. This experience will prove valuable in helping Glendale Iron & Metal to continue to grow as a leading scrap processor.

Glendale Iron & Metal will continue to be a former owner and general manager under the new ownership.
"Glendale Iron & Metal has a hard working and talented employee

Omnios RightPoint Consulting

Contact: Annette Dwan
312-264-2578 (office)
773-588-4728 (cell)

FOR IMMEDIATE RELEASE

RightPoint Consulting and Geniesi Enter Strategic Partnership to Enhance Services to Clients

CHICAGO, IL, November 1, 2007 - Today, RightPoint Consulting and Omnis announced a strategic partnership allowing both companies to provide clients with an end-to-end integrated solution to meet all of their business, technology, finance and project management needs.

"We are very excited to be working with Omnis," said Brad S. Schneider, co-founder and principal, RightPoint Consulting. "It is a natural fit for our companies to work together based on the complementary nature of our services and a similar vision for client service and organizational culture."

RightPoint and Omnis will now be able to offer their respective clients a wide breadth of services based on each organization's core competencies.

RightPoint's core competencies include:

- Business Solutions - Provides pragmatic business solutions that improve how companies communicate with customers, manage internal operations and use technology to meet business objectives.
- Revenue Solutions - Provides effective, targeted sales solutions to companies focused on expanding a customer's entire experience while lowering operating and acquisition costs.
- IT Outsourcing Solutions - Providing valuable insight on how companies can test new technology to support business operations while giving practical solutions to support IT infrastructure.

Omnis core competencies include:

- Business & Financial Management Consulting - Helps companies update and redesign key business and financial management processes during key periods of change.
- Financial & Project Management Solutions - Assisting mid-to-large organizations to review and solve their procedural inefficiencies, multi-system integrations and data analysis issues.

"Both RightPoint and Omnis take pride in providing our clients with the solutions that best fit their needs," said Mike Zimer, partner, Omnis. "Through this partnership, we can give our clients enhanced solutions, an integrated best-practice approach and superior service."

Press and photo opportunities with True Star student staff, few directors and After School Matters representatives. Use and photo opportunities with True Star winners the 2007 True Community Empowerment Award recipient. Use and photo opportunities with distinguished guests, including IRS and Influencers in Government, Business, Media, Non-Profit, TV and Law. Use and photo opportunities with event persons including Annette, A. Toyota, General Electric and the Black Women's Openness Journal (BWOJ).

5/24/07
J. Ho-Tar Thompson
thompson@truestar.com
773.333.3389



Greenmaker Building Supply
Media Coverage and Total Impressions

Publication Type	Media Impressions
Print	12,147,311
Web	24,432,277
Television	7,777,742
TOTAL MEDIA IMPRESSIONS	44,357,330

Date	Publication	Headline	Author	Impressions
April 25, 2007	Start-Up Chicago Business	An entrepreneurial success story... Greenmaker Building Supply... (text partially obscured)	Maguire	187,776
April 26, 2007	Chicago Sun Times	How to get green... (text partially obscured)	Maguire	1,000,000
April 26, 2007	Chicago Sun Times	Localize Green... (text partially obscured)	Maguire	1,000,000
April 26, 2007	The Star Chicago	Entrepreneur profiles... Greenmaker Building Supply... (text partially obscured)	Maguire	180,000
April 15, 2007	Chicago Sun Times Business	Local Green... (text partially obscured)	Maguire	811,000
April 15, 2007	Chicago Tribune	Local Green... (text partially obscured)	Maguire	1,000,000
April 12, 2007	Business Week	Local Green... (text partially obscured)	Maguire	20,000
April 14, 2007	Today's Newsmakers	Local Green... (text partially obscured)	Maguire	500

Clip Book

Do you have a stack of media clips sitting around the office? We'll sort and categorize it, calculate total media value, and create a digital archive for you to keep.

Starting at \$500.00

Media Training

Do you have a big interview up and need help preparing, our custom media training session will teach you everything you need to look like a media pro.

Starting at \$1,500.00

**Illinois Suicide Prevention Coalition
Local Media Toolkit
May 2007**

Illinois Fact Sheet

The Reality Suicide in Illinois

roughly a person dies by suicide; 86 people take their own life each day; and 100 attempt suicide in the United States.

1,200 Illinoisans die each year by suicide, which exceeds the number of deaths due to HIV/AIDS or deaths by impaired driving.

Every 6 immediate family members and close friends are dramatically affected by the death.

Most suicide deaths in Illinois occur among individuals ages 15-24.

It is five times higher for males than females in Illinois.

Adolescent suicide, there are an estimated 100 suicide attempts. For every adult there are an estimated 25-30 attempted suicides.

The rate for non-urban Illinois counties is nearly 15% higher than the rate for urban areas.

It is used in six out of every 10 suicides in Illinois.

It is the third leading cause of death for youth, teenagers and young adults ages 10 - 19.

It is the fourth major cause of death for adults ages 18 - 65.

Over 100,000 Veterans have died by suicide from the number of soldiers who died during WWI.

For more information or to join the Illinois Suicide Prevention Coalition (ISPC), please visit www.ispc.org.

If you or someone you know is having suicidal thoughts, please call 1-800-273-TALK (1-800-273-8255) for help.

Association of Suicideology, LLC, Chief of Public Health, Center for Health Statistics, Suicide Risk Center Report

Page 18 of 18

Media Pitch

Develop a great media pitch to capture a reporter's attention.

Starting at \$300.00

White Paper

Position yourself as an expert to build credibility.

Starting at \$3,000.00



Biz INTEGRATION CHALLENGES

The contents of this white paper contain confidential information. The use of this information is restricted to the recipient of this document. If you are not the intended recipient, you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake. Contact your system manager for more information on this e-mail.

The Top 10 Challenges of Integration

While both B2B and B2C companies find integration challenges, the top 10 challenges are as follows:

1. Lack of integration strategy
2. Lack of communication
3. Lack of data integration
4. Lack of process integration
5. Lack of technology integration
6. Lack of organizational integration
7. Lack of cultural integration
8. Lack of change management
9. Lack of leadership
10. Lack of resources

Page 2

The Biz Provider's LLC

Merchandising White Paper
Biz Provider's LLC

Sales/Development

THE RIGHT MATERIAL FOR YOUR SALES AND FUNDRAISING EFFORTS

The ultimate goal for any company is to increase product or service sales. For non-profits, it is to increase funding to support and expand programs and services. To meet these goals, organizations need effective communication tools to educate potential clients, customers and donors about the advantages of working with or supporting the organization. Market M can help you create impactful sales or fundraising letters, pitch book templates and a wide variety of other material that can launch new sales/fundraising/capital campaigns or infuse new life into existing ones. We also run training sessions to help sales/development teams refine their pitch and streamline their messaging.



Yes, I want to Make a Difference

Dare to reach out your hand into the darkness to pull another hand into the light
 Today I changed a life and my life was changed!
 - Anonymous

I would like to get involved and support the mission of VOA of Illinois in the following ways:

Please check all that apply:

- I judge a financial contribution in the amount of \$_____. I will make this contribution by _____ (cash).
- I would like to donate my professional services or those of my company/organization (legal, real estate, marketing, etc.).
- I would like to donate in-kind resources, such as equipment, supplies, etc.
- I would like to participate in or attend VOA of Illinois fundraising events.
- I am interested in learning more about planned giving opportunities.
- I am interested in being a Board Member.
- I am interested in serving on a Board committee.
- I am interested in joining VOA of Illinois' Auxiliary Board.
- I would like to volunteer my time to help support program activities, including preparing hygiene kits for women, distributing scholastic books for children, etc.
- I would like to be included on your mailing list and decide at a later time how I can contribute to the mission of VOA of Illinois.

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Daytime Phone: _____ Evening/Weekend Phone: _____
 Email: _____

Please only contact me at the following time(s):
 During work day
 In the evening
 On the weekends

Volunteers of America of Illinois is a charitable organization under section 501(c)(2) of the Internal Revenue Code. Contributions are tax-deductible to the extent allowed by the law.

Sales Letters

Create custom sales letters to maximize the return of your leads.

Starting at \$600.00

Pledge Card/Pledge Form

Give your fundraising and development efforts a boost with customized pledge cards and pledge forms.

Starting at \$150.00

Events/Promotions

PLANNING AND MARKETING SUPPORT FOR ALL YOUR EVENT NEEDS

Planning a successful event is a very tedious and time consuming endeavor. Fundraising galas, press conferences, product promotions, sales meetings and client appreciation events are just a few of the tremendous number of formats in which an event can take shape. When looking for a qualified event planner, Market M can serve as your end-to-end solution provider offering comprehensive strategy, planning and onsite logistics management solutions. We also offer comprehensive event marketing solutions so that your organization can drive attendance and media coverage to maximize exposure.



4 x 6 Invite (double sided)

Make sure you capture all the right attendee information and look good in the process.

Starting at \$400.00

NAME: _____

BUSINESS/ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

ATTENDING: _____ X \$60.00 = _____

CREDIT CARD (VISA OR DISCOVER)
VISA, MASTERCARD, AMERICAN EXPRESS, OR DISCOVER

CARDHOLDER NAME: _____

ACCOUNT NUMBER: _____ EXP. DATE: _____ CODE: _____

SIGNATURE: _____

PRESENTING SPONSORS:
Exelon
TV
Wilbur Smith
Wilbur Smith
Wilbur Smith

SUPPORTING SPONSORS:
Northern Trust
SRI.BY

ADDITIONAL 2007 FORUM EVENTS

Title: "Building MBEs through Corporate Partnerships and Mergers and Acquisition Activity"

Date: June 1, 2007

Time: 9:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

Title: "MBE-to-MBE Partnering"

Date: September 7, 2007

Time: 8:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

Title: "2007 Forum Year Wrap-Up"

Date: November 9, 2007

Time: 8:30a.m. - 10:30a.m.

Location: Metropolitan Club, Sears Tower, 66th Floor

CONTACT

The Taylor Group, LLC
8770 West Bryn Mawr
Suite 1200
Chicago, IL 60631

800-626-6166
EMAIL: info@taylorgroup.com
WEB: www.taylorgroup.com

Event Planning/Logistics

Market M's event planning and logistics services are comprehensively packaged to include:

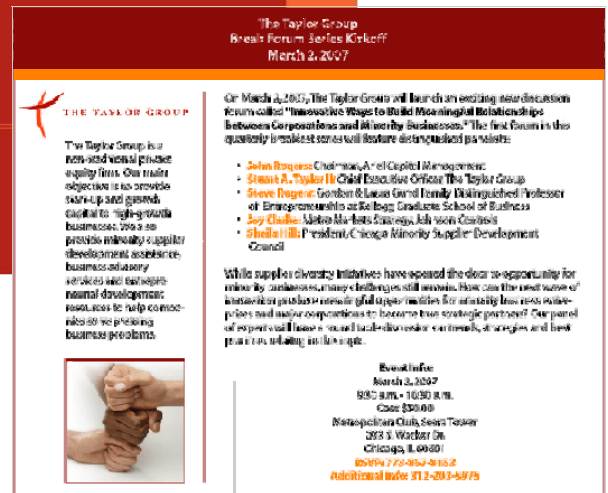
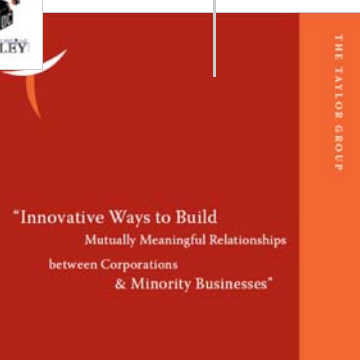
- Transportation coordination
- Security coordination
- Program script development
- Sponsor letter development
- Gift/award coordination
- Event work plan development
- Site selection assistance
- Menu selection/catering coordination
- Audio/visual/staging coordination
- Décor, table settings and interior design
- Talent/entertainment arrangements

Starting at \$500.00

Event Program

Capture and engage your audience with a well crafted event program.

Starting at \$400.00



Email Invite

The most popular format for invitations.

Starting at \$800.00

Research

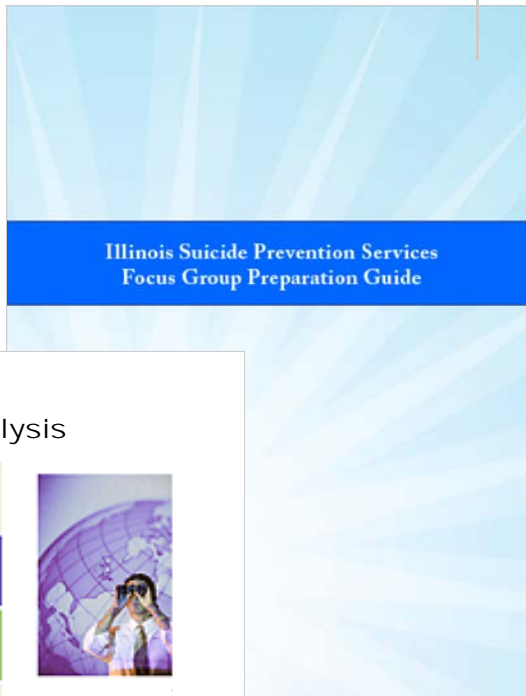
GET THE INFORMATION YOU NEED TO STAY AHEAD

Knowing your market, competitors and clients can be the key to meeting your business objectives and goals. This knowledge can be discovered through various research methods including a market or competitive analysis, as well as client surveys or focus groups. The results of this research can provide the business insight to effectively launch a new product or service in a market, gain a competitive advantage or strengthen customer relationships. Market M's research team can help you plan and manage custom research projects to leverage the power of refined information for organizational success.

Focus Group

Test a product or judge customer interest to make better business decisions.

Starting at \$2,000.00



Market Analysis

Stay on top of changing market trends that affect your organization.

Starting at \$5,000.00

2008 Competitive Analysis

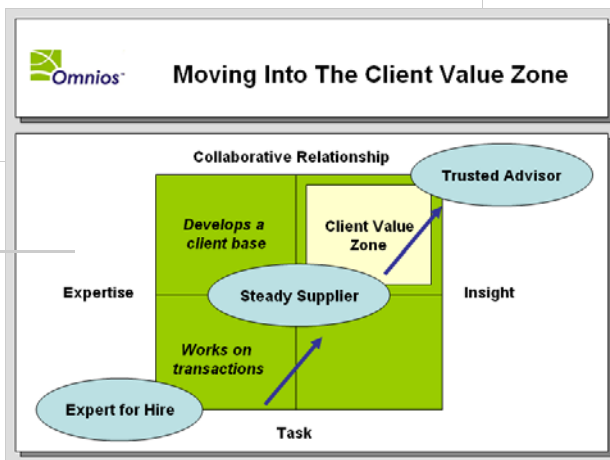
Competitive Analysis

Make sure you accurately measure the competitive landscape to ensure future success.

Starting at \$5,000.00



2008 Market Analysis Genius Systems, LLP



Client Service Analysis

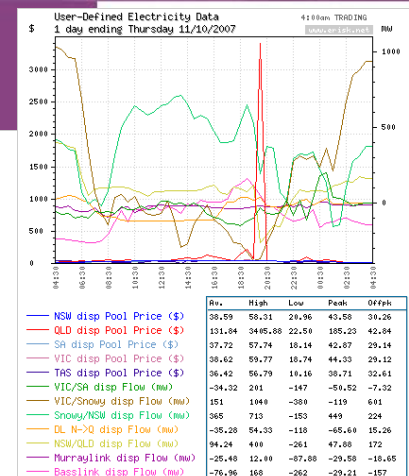
Learn how to maintain better client relationships.

Starting at \$5,000.00

Price Analysis

Are you properly pricing your products or services? We'll help you find out.

Starting at \$5,000.00



Research

Media	Issue Day	Cost	July	August	September	October	November	December
			Water Sale - 15% off	Caesarstone for the price of Laminate	Caesarstone for the price of Laminate	Order now for delivery before X-mas	Order now for delivery by the New Year	Caesarstone for the Price of Laminate
			4 11 18 25	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	6 12 19 26
Cumberland Home Living								
North Zone		\$ 2,330.00		1	1	1	1	1
Central Zone		\$ 2,330.00		1	1	1	1	1
Local Press								
Hill Shore Times	Tue	\$ 1,156.24						
Honolulu Advocate	Thu	\$ 1,205.48	1	1				
North Shore Times	Wed	\$ 2,213.06	1	1				
Northern District Times	Wed	\$ 1,620.87	1	1				
Central Coast Express	Fri	\$ 5,412.21	1	1				
Inner West Weekly	Thu	\$ 1,020.11						
The Gallop	Thu	\$ 1,024.21						
Inner Western Courier	Tue	\$ 875.50	1	1				
Metropolitan Press								
Sun Herald	Sun	\$ 5,564.00	1	1	1	1	1	1
Television								
Channel 9								
Channel 7	Mo-Su	\$ 7,000.00		1	5	1	1	1
Channel 10				5				
SBS								
Leads			27 32	23 25 29 22	31 45 22 42 28 21 14	34 23 20 16 11	9 11 24 16	12 8 7 11
Monthly Total			\$ 31,354.34	\$ 35,118.80	\$ 35,118.80	\$ 35,118.80	\$ 29,118.80	\$ 35,118.80

Media Plan

Develop multi-media or single line media plans to manage your advertising campaigns.

Starting at \$1,000.00

Partner Marketing Research

Identify business organizations and associations to partner with for developing leads.

Starting at \$2,500.00

Partner Recommendations



Survey

Conduct research surveys to gain valuable feedback to guide your decisions.

Starting at \$500.00

Omnios™

Name: _____
 Company: _____
 Account Manager: _____
 Software Program: _____ Version: _____
 Installation Date: _____ Annual Project Expenditures: _____

1. In terms of service to your account, how do you rank OMNIO (scale of 1-10, 10 being the highest)?
 1 2 3 4 5 6 7 8 9 10
 Comments: _____

2. In terms of results delivered to your account, how do you rank OMNIO (scale of 1-10, 10 being the highest)?
 1 2 3 4 5 6 7 8 9 10
 Comments: _____

3. How do you rank OMNIO's strategic counsel to your account (scale of 1-10, 10 being the highest)?
 1 2 3 4 5 6 7 8 9 10
 Comments: _____

4. In terms of billing and reporting process, how do you rank OMNIO (scale of 1-10, 10 being the highest)? (i.e. accuracy, complete with details, timely)
 1 2 3 4 5 6 7 8 9 10
 Comments: _____

5. What are your expectations of the OMNIO partnership?
 6. Are we meeting these expectations?
 7. Are the objectives still on target or have they changed?
 8. If so, has OMNIO program and focus changed appropriately?
 9. Are you happy with the level of involvement by senior OMNIO partners on your account?
 10. In what way would you like to see more involvement from senior OMNIO partners?

Pay-Per-Click Strategy

Let our team of professionals develop and manage a comprehensive cross search engine pay-per-click advertising campaign.

Starting at \$1,000.00



Copy

Copy writing

No matter what you need, Market M's copy writing team can help you write or edits for any type of correspondence or material.

Starting at \$600.00

OPERATION BACKPACK 2007 Give Back. Give Pack.

The first day of school can be tough for any boy or girl no matter the grade or school especially if you don't have the right supplies. This is where you can help and give a kid a great first day of school by donating a backpack and school supplies.



Volunteers of America of Illinois' 2nd Annual Operation Backpack is asking for donations of backpacks and school supplies for the hundreds of foster kids under its care. Our kids need:

- Backpacks for grades pre-K through 12th grade for boys and girls
- Pens, #2 pencils, markers, crayons, highlighters
- Loose leaf paper (wide and narrow rule), spiral notebooks, 3 ring binders
- Assignment notebook(s) daily planners
- High School Dictionary, thesaurus
- Calculator, protractors

These items only briefly touch upon the needs of our kids. For a complete list of school supplies per grade, please visit www.operationbackpack.org.

Operation Backpack donations should be dropped off by Monday, August 20 at the Volunteers of America of Illinois office located at:

Volunteers of America of Illinois
47 West Park Street
Suite 210
Chicago, IL 60605

For more information on Operation Backpack, please call 312-544-2306 or email info@voa.org.

Thank you for helping us make the first day of school great for our kids!

nurturing empowerment supporting

Volunteers of America
ILLINOIS



Cozzi Consulting
161 McDevitt • Suite 123
Burlington, IL 62207-0827
P: 312 323 4547
F: 312 323 4547
www.cozziconsulting.com

February 16, 2006

Mark Howard
President
Ace Metals
Detroit, IL 67168

Dear Mr. Howard:

Are you getting the best price for your scrap by-products? Inadequate internal controls and practices such as "front loading" have recently been documented in industry trade journals and by association groups such as the Tooling & Manufacturing Association as the cause for thousands and sometimes millions of dollars in lost revenue for scrap producers.

My name is Albert Cozzi, and my firm, Cozzi Consulting Group, is a nationwide sales and management consulting firm that specializes in the marketing of scrap metal, cast and plastic. Founded and managed by the Cozzi family, one of the most successful and better names in the scrap business, Cozzi Consulting Group helps manufacturers, demolition contractors, scrap companies and other generators of scrap products maximize the value and revenue generated from their recyclables stream.

For more than 30 years I can help you the largest scrap processing firms in the Midwest and the world as the former CEO of Cozzi Iron & Metals and Iron Management, Inc. During this time, my team and I developed a wide variety of proprietary market-based sales models and international connections that we are now using to help scrap producers guarantee the best price returns on your scrap. Cozzi Consulting Group can also conduct custom analysis of environmental compliance, production, storage, transportation and financial processes that can save as well as make you additional revenue.

A number of U.S. Department of Justice investigations have led to indictments and fines against companies who have defrauded their customers, raising industry sensitivity to the need to better monitor their scrap selling practices. Cozzi Consulting Group is one of the only firms with the skill sets and experience needed to help you protect your legal and financial interests as they relate to your scrap by-products.

All our commitments would like to arrange a meeting with you to show you just how much more money you can be making by maintaining the revenue potential of your firm.

Sincerely,

Albert A. Cozzi
Partner, Cozzi Consulting

COZZI

6 PAGE

PROMOTIONS AND SPECIAL EVENTS

The Illinois Lottery had a ball with both Illinois professional baseball teams in FY06. We kicked-off the year by celebrating the White Sox World Series win and closed out the year at Wrigley Field for the "Set for Life" finale.

On Oct. 28, 2006, Lotto ball ambassadors were scheduled to pass out Halloween candy in Chicago's Loop, but the event took an unexpected and fun turn when the city announced that the White Sox ticket sale

total available prizes. Lottery players sent in more than 580,000 entries consisting of \$30 worth of non-winning Pick 4 Play and instant tickets to qualify for the promotion. Over the course of 16 weeks, the Lottery drew a new finalist to participate in the grand finale event at Wrigley Field. Each contestant had the chance to win the cash equivalent of a new leased car or a fabulous vacation for a lifetime. But only one would walk away with the grand prize: \$100,000 per year for life!

By the time they reached the finale, the 16 winners' excitement had reached a fever pitch. Just before the first inning, they gathered on the landmark baseball field with "Set for Life" agents - a treat in itself for the long-time Cubs' fans in the group. Enormous baseball cards waited for them on the warning track, and each finalist lined up in front of their card. On cue, the

parade would also occur on the same day. Rather than abandon the plan, the Lotto ball ambassadors joined in the fun, passing out candy to joyful Sox fans.

Lottery closed the circle at the end of FY06 when Wrigley Field and the Chicago Cubs hosted the "Set for Life" finale. "Set for Life" - the Lottery's largest ever second-chance promotion, featured \$200 million in

baseball card was about to win a chance to become a millionaire with a free "\$250 Million - Millionaire Club" instant ticket. The remaining six finalists saw a pot of gold on their tickets, indicating they remained in the running for the grand prize.


By that point, both Cubs' fans and the remaining "Set for Life" finalists were on the edge of their seats. Not only would one winner walk away with \$100,000 every year for the rest of his or her life, but 1,000 fans were able to receive the opportunity to change their lives in an instant. As fans entered Wrigley Field, 16,000 baseball cards were passed out that corresponded to one of the "Set for Life" finalists. Each Cubs fan holding the grand prize winner's

"Oh my God, oh my God, oh my God, I don't believe it," said Denis the moment he found the won \$100,000 every year for the rest of his life.

The "Set for Life" agents had another twist up their sleeves. Each agent carried an attaché case that the players had randomly picked that morning. In "Deal or No Deal" fashion, players had the opportunity to keep their previously picked case or take a new one on the field. Each of the six finalists knew that only one case held the key to the grand prize. After making their decision and receiving a second cue from Lottery Marketing Director Sarah Cummins, the agents opened the attaché cases for each of the six finalists. The winner, Christy Davis of Yorkville, was understandably thrilled!

CHRISTY DAVIS
YORKVILLE

ILLINOIS LOTTERY 2006 ANNUAL REPORT



CALL 24/7
1-800-273-TALK

WE ARE HERE WHEN YOU NEED US.

FIND LOCAL MEMBERS

HP

Media Relations

Member Information

Member Activities

ISPA Meetings

PSA Section

MEMBER ACTIVITIES

Following please find a calendar listing of various ISPA member events for month to month.

<< JULY 2007 >>

July 10, 2007
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July 23, 2007
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August 13, 2007
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August 13, 2007
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NEWS

Youth Programs Work
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ISPA MEETINGS

July 10, 2007
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July 23, 2007
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September 9, 2007
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To add your event to the ISPA Calendar of Events, please submit the Events Form from the ISPA Media Outreach & Press Guide (www.cozziconsulting.com) or fax to: 312-368-0200/Anytown, Colorado.

Events will be added within two to three business days of receipt.

Home | Media Relations | Member Information | Member Activities | ISPA Meetings | PSA Section | Donors | Privacy Policy | Site Map

All rights reserved. This is only a demo. Our website promotes public awareness campaigns to a group of the Illinois Epidemic Prevention Alliance (ISPA).

© Copyright 2007 ISPA.




Contact: Annmarie Moran
312-266-3074 (office)
773-388-8728 (cell)

FOR IMMEDIATE RELEASE

RightPoint Consulting and Omnicos Enter Strategic Partnership to Enhance Service to Clients

CHICAGO, IL, November 1, 2007 – Today, RightPoint Consulting and Omnicos announced a strategic partnership among both companies to provide clients with an end-to-end integrated solution to meet all of their business, technology, financial and project management needs.

"We are very excited to be working with Omnicos," said Brad D. Schneider, co-founder and principal, RightPoint Consulting. "It is a natural fit for our companies to work together based on the complementary nature of our services and a similar vision for client service and organizational culture."

RightPoint and Omnicos will have the opportunity to offer their respective clients a wider breadth of services based on each organization's core competencies.

RightPoint's core competencies include:

- Business Solutions** – Provides pragmatic business solutions that improve how companies communicate with customers, manage internal operations and use technology to meet business objectives.
- Interactive Solutions** – Provides effective, targeted Web solutions to companies focused on enhancing a customer's online experience while lowering operating and development costs.
- IT Outsourcing Solutions** – Providing valuable insight on how companies can best use technology to support business operations while giving practical solutions to support IT infrastructure.

Omnicos core competencies include:

- Business & Financial Management Consulting** – Help companies update and redesign key business and financial management processes during key periods of change.
- Financial & Project Management Solutions** – Assisting project-centric organizations to review and solve their procedural inefficiencies, multi-system integrations and data analysis issues.

"Both RightPoint and Omnicos take pride in providing our clients with the solutions that best fit their needs," said Mike Silver, partner, Omnicos. "Through this partnership, we can give our clients enhanced solutions, an integrated best teams approach and superior service."

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Our Value

- Provide strategy and planning to guide project selection.
- Offer a-la-carte pricing so you have maximum control over your budget.
- Offer enterprise quality services so smaller organizations get the same quality as big companies.
- Prices are published in our catalog for full transparency.
- Unbundled services so you can pick and choose only what you need.
- Offer every type of marketing service to act as a single source provider.
- No pressure for big retainers or long-term commitments.
- Flexible payment system for better cash management.
- Handle individual projects or long-term campaigns.
- Specialists in small business, mid-sized business, nonprofit marketing.
- All projects are completed with scalability and growth in mind.



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to see more examples of our work.

**Prices subject to change. Contact a Market M consultant to confirm prices before ordering.*