

creating in tandem HEATHER BIANCHI DESIGN



I DESIGN IN TANDEM—TO ACCOMMODATE YOUR NEEDS.

You need a designer who can creatively and skillfully handle a project from conception to completion.

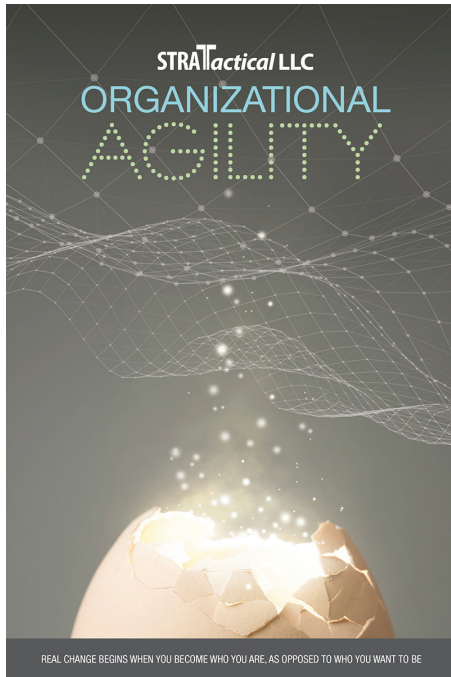
I CAN TAKE THE LEAD.

You need a designer who can follow design standards, an established look or pick up a job mid-way.

I CAN FOLLOW THE LEAD.

You need a partner in creative brainstorming and concept development.

WE LEAD THE WAY TOGETHER.



OUR APPROACH

LISTENING, OBSERVING, CONVERSATIONAL LEADERSHIP

Each client and each project receive a customized approach from STRAtactical. The approach will be iterative and agile to meet the needs of the situation. Together, we will accomplish a contracting phase, likely to be followed by a quick data gathering and analysis phase. These two phases will be followed by design, delivery and evaluation for the specific solution(s). All of these phases are undertaken by listening, observing, and conversational leadership. Along with a project plan, there is typically a change management plan supporting the entire initiative.

RESULTS

- Over **\$15 MILLION COST AVOIDED** from knowledge retention
- 2X INCREASE IN REVENUE** due to re-organization
- INCREASED ALIGNMENT** and 4x engagement from policy co-creation

BEHIND 4,000 PEOPLE Internationally certified and trained in Knowledge Management and Organization Development

CASE STUDY

International Defense Contractor

SITUATION
The international defense contractor brought in a new Chief Executive Officer (CEO). The CEO studied the organization and decided that they needed to lead in a new direction. This decision had major ramifications for the organization, therefore an opportunity was created for external consultants to support the initiative.

ANALYSIS
The CEO partnered with STRAtactical International LLC to continue the analysis of the organization. Several initial assumptions were challenged to include the overall performance of the executive leadership team. The CEO and STRAtactical International LLC also found that the internal company culture was not fit-for-purpose as measured by customer satisfaction.

DESIGN, DELIVERY & EVALUATION
STRAtactical International LLC developed an overall program management plan that included several large projects. One project was designed to re-structure the entire organization, including the executive leadership team. Another project was to understand the company culture and mission/correlation across functions and business areas (e.g. sales). In support of these two projects, there was a "change management" project to ensure that all employees were engaged and included in these major changes. The client partnered with STRAtactical International LLC and delivered all 3 projects. The client measured success from an employee engagement perspective as well as customer retention and financial perspective. All 3 regions were reported as great success!

There was a "CHANGE MANAGEMENT" PROJECT TO ENSURE THAT ALL EMPLOYEES WERE ENGAGED AND INCLUDED IN THESE MAJOR CHANGES.

STRATACITICAL 4

GLOBAL AFFILIATIONS

STRAtactical International has partners in over 17 countries around the world. This global reach and diversity is a major aspect of our innovation and agility.

This was a transformational experience for me, I truly believe STRAtactical is changing the world in a positive way.
— Programme Director, United Kingdom

StraTactical Company Overview

This 12-page company brochure highlights Stratactical's approach to "people-related" organizational challenges.



APRIL 7-9, 2024
SAVE THE DATE
Denver Convention Center, Denver, Colorado

Who Attend Lifesavers?

Education & Training

- Participate in over 75 workshops from ten tracks addressing hot topics, latest trends & cutting-edge programs
- Learn from traffic safety experts, practitioners & national leaders

Networking

Engage in formal & informal exchanges with safety professionals from American Automobile Association, American Association of Motor Vehicle Administrators, Federal Highway Administration, Federal Motor Carrier Safety Administration, Governors Highway Safety Association, Insurance Institute for Highway Safety, Mothers Against Drunk Driving, National Safety Council, National Highway Traffic Safety Administration, National Safety Council, National Transportation Safety Board, Safe Kids Worldwide, the auto & insurance industries and more...

Exhibits

- National and global private companies, non-profits & government agencies
- State of the art products & services

Who Attends Lifesavers?

- Local, tribal, state & federal highway safety officials
- Law enforcement officers, prosecutors & first responders
- Child safety advocates, technicians & instructors
- Private & non-profit traffic safety program providers
- Victim advocates
- Auto & insurance industry leaders
- Public health professionals
- Safety & injury prevention specialists
- Students, researchers & academics
- Transportation planners & engineers

Online registration opens in early November. To learn more, watch our conference video on the homepage at www.livesaversconference.org

Visit the website in August for the link to the conference event site, the schedule of events, hotel information, and other conference information. The conference hotels are the Hyatt Regency, Hyatt Place Denver Downtown, or Hyatt House Denver Downtown

Whether you're a novice or seasoned safety professional, LIFESAVERS is for you!

APRIL 7-9, 2024
SAVE THE DATE
Colorado Convention Center, Denver, Colorado

Who Attend Lifesavers?

- Local, tribal, state & federal highway safety officials
- Law enforcement officers, prosecutors & first responders
- Child safety advocates, technicians & instructors
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- Auto & insurance industry leaders
- Public health professionals
- Safety & injury prevention specialists
- Students, researchers & academics
- Transportation planners & engineers

EXHIBIT AT LIFESAVERS

Obtain national exposure as you interact with 2,000 highway safety professionals representing all 50 states, as well as American territories and foreign countries.

Exhibitors are listed on the website, mobile app and event site, including a brief product description.

Exhibit hours are designed for maximum exposure and networking opportunities, with hours on Sunday, April 8, on breakfast and morning and late afternoon sessions, all scheduled in the exhibit hall.

Register online at <https://livesaversconference.org/registration/>

EXHIBIT RATES

For Public: \$1,750 per booth
Non-Profit: \$900 per booth
Exhibit Personnel: First representative is complimentary, second rep is \$275, additional reps are \$405 each.

EXHIBIT HOURS/ EVENTS IN EXHIBIT HALL

Sunday, April 7

9:00 - 5:00 p.m.	Exhibit Hall Open
9:30 - 1:30 p.m.	Break & Go to Lunch
3:00 - 4:00 p.m.	Networking & Complimentary Refreshments

Monday, April 8

8:00 a.m. - 4:30 p.m.	Exhibit Hall Open
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(Closed during Public Service Awards Luncheon)

8:30 - 8:45 p.m. Breakfast & Social
9:45 - 4:00 p.m. Networking & Complimentary Refreshments

SPONSORS

INCREASE YOUR VISIBILITY AS A LIFESAVERS SPONSOR

Present your organization in expertise and become a 2024 Lifesavers sponsor. Benefits include recognition on the Lifesavers website, registration site, event site, email blasts, mobile app, and signage, and special seating and recognition at the Public Service Awards and closing primary luncheon. Pay to go Champion sponsors receive a complimentary exhibit booth space.

JOIN OUR 2024 SPONSORS (TO DATE)

- American Highway & Auto Safety
- Insurance Institute for Highway Safety
- Go Safe Be Safe
- National Safety Council
- Naturemade
- Put In The Breaks, Inc. aka BRAKES
- Safe Kids Worldwide
- Sharp Start, Inc.
- State Farm

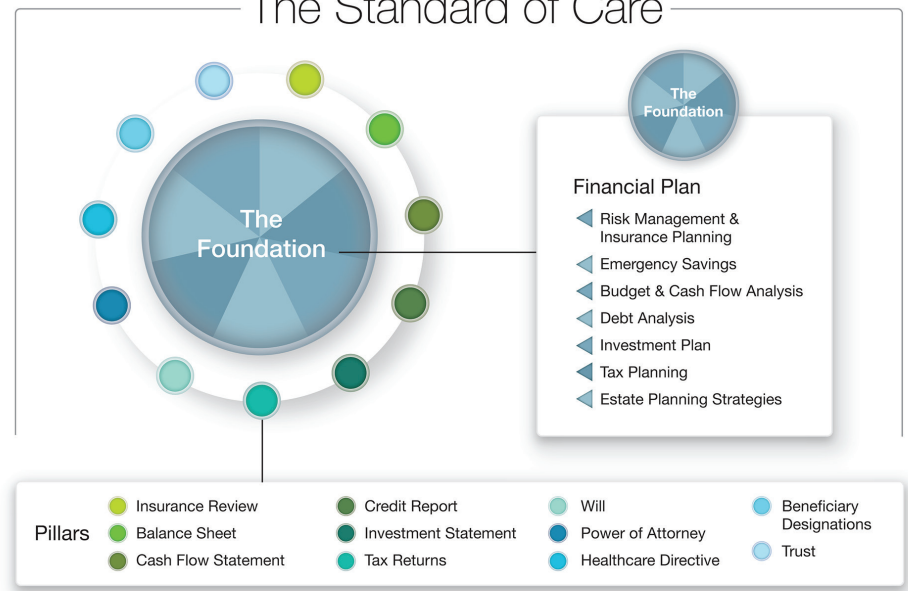
For more information, visit <https://livesaversconference.org/home> or call 720-822-7944 or email Kendall.King@livesaversconference.org

Lifesavers '24 Conference Suite

This annual event brings together highway safety professionals to explore the latest research, best practices, and initiatives. Each year's unique location, in the United States, is reflected in the conference identity, from the custom logo to the Save the Date flyer, Save the Date postcard, floor plan and brochure. In 2024, the host city was Denver.

The Krokenberger-Cummings Group at Morgan Stanley

The Standard of Care



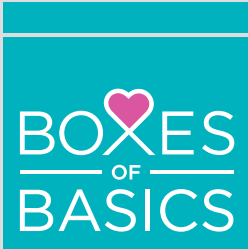
Morgan Stanley Info Graphic

A modern, sophisticated graphic representation of a Standard of Care. Given to clients to provide them with an overview of care, this info graphic is engaging and easily understood.



Like Minds Logo

Like Minds is a non-profit, consulting group with an emphasis on communications and fund raising. They have a network of independent consultants and small businesses to aid in all aspects of this management.



BOXES OF BASICS

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ABOUT US

Did you know that parents will spend an average of \$264 on their children's seasonal clothing? But that number is out of reach for many families.

Our mission is to empower kids with seasonal wardrobes packed with love and compassion. We work with school counselors, social workers, faith leaders and human services agencies to provide children with stylish, quality clothing that will give kids confidence and help them thrive!

BOXES OF BASICS YOUR SPRING CLEANING
CAN CHANGE LIVES



Boxes of Basics collects new and gently used children's clothing and carefully curates them into personalized wardrobes for local kids in need. Each box provides well-fitting, stylish outfits to help children feel confident and comfortable as they grow. By repurposing donated clothing, we ensure that every child has access to the basics they deserve.

Our model for getting the clothes to children removes the stigma that goes along with needing help. By providing clothing that kids are proud to wear, we empower children to succeed in the academic environment.

WHAT'S IN THE BOX?

- Make a Donation
- Follow us on Facebook @boxesofbasics
- Sort Clothing & Pack Boxes of Basics
- Deliver Boxes of Basics
- Organize a Donation Drive
- Shop our Amazon or Walmart Wishlist
- Become an Ambassador



Each Box of Basics is lovingly curated by one of our volunteers. Every child receives a full seasonal wardrobe including new socks and underwear, shorts, pajamas, a variety of tops and bottoms to mix, match, and layer and outerwear appropriate to the season. School outfits, play clothes, a dental hygiene kit, age-appropriate book and more, each Box of Basics contains everything a child needs for the season.

YOU CAN HELP

For volunteering & donation opportunities, visit WWW.BOXESOFBASICS.ORG



Boxes of Basics Branding

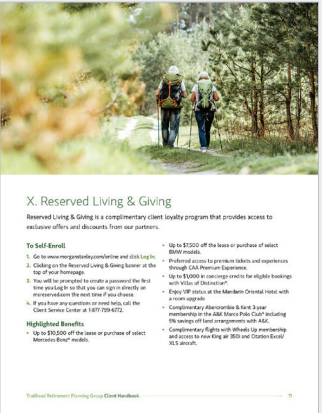
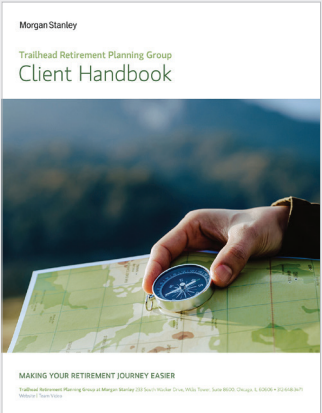
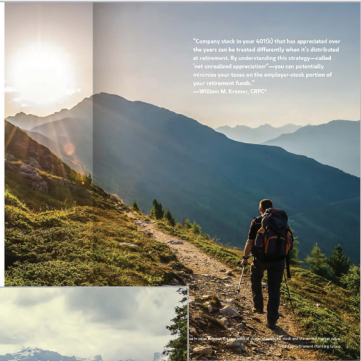
A nonprofit providing children in need with seasonal wardrobes. Boxes of Basics wanted its branding to reflect the love and care behind every package. The identity highlights the feeling of receiving a special gift, with logo submarks tailored for boys and girls. The system extended across collateral including stationery, packaging, and fundraising materials.



Focused retirement planning knowledge

While many financial advisors provide retirement planning services, we at Trailhead Retirement Planning Group at Morgan Stanley are among the most focused on retirement.

When working together to work to meet the client's needs, we can help you understand the full range of options available to you. Our team of experts can help you understand the full range of options available to you. Our team of experts can help you understand the full range of options available to you.



Morgan Stanley (Trailhead) Marketing Suite

Playing off of the name *Trailhead*, this suite uses the visual theme of a hike to unify the materials. The brochure, client handbook, and retirement journey flyer illustrate how the Trailhead team guides clients from their primary careers into a fulfilling and comfortable retirement.



The Tao Institute Logo

The Tao Institute specializes in Qigong, an “internal” martial art that emphasizes inward healing. Their mission is to empower clients to cultivate self-healing, self-empowerment, and overall well-being to enhance quality of life. The logo reflects the connectedness of these three elements.

THE VALLEY HEART AND VASCULAR INSTITUTE

TAKING STEPS TO ADVANCE HEART CARE LIKE NO OTHER

WINTER 2022



In alliance with



VOTE FOR VALLEY IN THIS YEAR'S U.S. NEWS BEST HOSPITALS SURVEY

Each year U.S. News & World Report asks physicians to cast their votes in its Best Hospitals Survey. Valley has an excellent chance of ranking this year as one of the Best Hospitals for Cardiology & Heart Surgery (one category), but we need your support.

Paper surveys have been permanently retired, and the only way to vote is via Doximity.

If you don't have a Doximity account, registering is quick and easy:

1. Go to [Doximity.com](https://www.doximity.com) (or scan the QR code below)
2. Enter your first and last name on the home screen
3. Click on "find my profile"

Surveys will be available in February. Watch your email and your Doximity profile for the opportunity to vote. As you cast your ballot for cardiology and heart surgery in the U.S. News Best Hospitals survey, please remember to **vote for Valley!**



THE VALLEY HEART AND VASCULAR INSTITUTE

The Valley Heart and Vascular Institute is known for its depth of experience, high-quality care, and its alliance with the world-famous Cleveland Clinic Heart, Vascular & Thoracic Institute. Cleveland Clinic is ranked No. 1 in heart care by U.S. News & World Report (2021-22). Valley's multidisciplinary team approach to care represents a forward-thinking and integrated strategy for the treatment of cardiovascular pathologies that is centered on each individual patient's needs.

We would like to present a snapshot of our cardiovascular program.

For more information about The Valley Heart and Vascular Institute, please visit valleyheart.com/heart.

The Valley Hospital Cardiac Update Mailer

A quarterly mailer was designed to keep the community and cardiology professionals informed about The Valley Hospital's capabilities and achievements. A bold, rectangular framework organizes content into clear snapshots, highlighting the hospital's depth of expertise and commitment to high-quality care.

MEET THE STRUCTURAL HEART TEAM

Valley's multidisciplinary structural heart team provides a collaborative approach to developing individualized treatment plans for each patient, ensuring that all treatment decisions are appropriate after an objective assessment. Our team also benefits from a collaboration with the Center for Comprehensive Heart Failure Care and Advanced Cardiovascular Imaging Program.

Structural Interventionalists



Rajiv Teyal, MD, MPH
Director, Structural Heart Program and Cardiac Catheterization Laboratory

Haseeb Y. Kim, MD
Associate Director, Cardiac Catheterization Laboratory

Hussain M. Rahim, MD
Structural Heart Specialist

Cardiac Surgeons



Jason Gray, MD
Director, Catheterization Surgery

Alex Zaprawski, MD
Cardiac Surgeon

Habib Jabagi, MD
Cardiac Surgeon

MEET OUR PHYSICIAN TEAM!

To learn more about the program, scan the QR code.



INTEGRATED AORTIC PROGRAM

Valley's Integrated Aortic Program is unique in the region both by volume and quality outcomes. Our well-established diagnostic, surgical, and surveillance program offers comprehensive care and education to patients and family members living with aortic aneurysms and acute aortic syndromes. Our aortic aneurysm team has treated a variety of conditions including, aortic root and ascending aneurysms, aortic arch and descending aortic aneurysms, bicuspid aortic valve disease, aortic stenosis and insufficiency, thoracic/abdominal aortic aneurysms, and abdominal aortic aneurysms.

Our team is pleased to welcome cardiothoracic surgeon, Habib Jabagi.

MD, FRCS: Dr. Jabagi specializes in aortic and aortic valve procedures, including open surgical and endovascular techniques including transcatheter aortic valve replacement (TAVR), and thoracic endovascular aortic stents (TEVAR). Dr. Jabagi has completed an Advanced Open and Endovascular Aortic fellowship at the University of Michigan's renowned Frankel Cardiovascular Center, where he spent time perfecting his skills in aortic surgery and treating complex aortic pathologies. Dr. Jabagi is dedicated to providing personalized aortic care, tailored to the unique needs of each of his patients, using the latest and best evidence in aortic surgery.



Rendering of an ascending aortic aneurysm.

VALLEY CURRENTLY HAS MORE THAN 1,500 PATIENTS UNDER SURVEILLANCE IN THE PROGRAM, RANGING FROM 17 TO 90 YEARS OF AGE.

To learn more about the program scan the QR code.



6. To refer a patient to The Valley Heart and Vascular Institute, please call 1-800-VALLEY1 (1-800-825-5393).

7. For more information about The Valley Heart and Vascular Institute, please visit valleyheart.com/heart.

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