

Corporate Capabilities Statement

Rock Creek Strategic Marketing

Branding
Strategy
Communications

Margaret Johnson, President
mjohnson@rockcreeksm.com

Scott Johnson, Principal
sjohnson@rockcreeksm.com

2 Wisconsin Circle | Suite 1010
Chevy Chase, MD 20815

301 657 0800 P
301 657 9555 F

www.rockcreeksm.com



ROCK CREEK
STRATEGIC MARKETING

PARTIAL CLIENT LIST

WORLD BANK
AMERICAN LAW INSTITUTE
NATIONAL ASSOCIATION OF COLLEGE AND UNIVERSITY
BUSINESS OFFICERS
NATIONAL ASSOCIATION OF CORPORATE DIRECTORS
CARNEGIE INSTITUTION FOR SCIENCE
GENERAL AVIATION MANUFACTURERS ASSOCIATION
POPULATION REFERENCE BUREAU
AMERICAN TYPE CULTURE COLLECTION
U.S. DEPARTMENT OF AGRICULTURE
U.S. DEPARTMENT OF COMMERCE
U.S. DEPARTMENT OF LABOR
U.S. DEPARTMENT OF THE TREASURY
U.S. ARMY CORPS OF ENGINEERS
ADMINISTRATION ON AGING
DRUG ENFORCEMENT ADMINISTRATION
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
U.S. SECURITIES AND EXCHANGE COMMISSION
ARMY NATIONAL GUARD
NATO
PFIZER
VISUALHOMES
WILLIAMS MULLEN
HARFORD COUNTY, MD
MONTGOMERY COUNTY, MD
LOS ANGELES COUNTY, CA
STATE OF NEW YORK

COMPANY DESCRIPTION

Rock Creek Strategic Marketing was founded in 1987 based on the idea that strong brands build strong businesses. Twenty-two years later, our expert in-house team continues to build our clients' organizations—including some of the world's largest government agencies, nonprofit organizations, and corporations—by developing and implementing innovative and results-driven strategic branding, communications, and design solutions.

Rock Creek's unwavering dedication to results defines our brand. Our time-tested management processes, quality control methods, and a state-of-the-art work environment ensure that our clients' most complex projects are delivered on time, on budget, and on message. As a result, we enjoy enduring relationships with our existing clients, as well as a constant flow of new business. Year after year, we receive accolades from our clients and industry peers for our leadership and excellence in strategic branding, marketing communications, and graphic and web design.

CAPABILITIES & EXPERTISE

A full-service branding, strategy, and communications firm, Rock Creek provides the following services:

- Brand assessment, development, positioning, and management
- Message development and messaging platforms
- Market research and intelligence gathering
- Strategic planning
- Marketing, advertising, and public awareness campaign management
- Graphic design of brochures, manuals, reports, publications, conference materials, public information kits, tradeshow exhibits, and banners and signage
- Website design and development
- Search engine marketing
- E-mail marketing
- Blogs, blog outreach, and blog monitoring
- Magazine and newsletter design and production
- Development of online, print, radio, and television advertising
- Content development, copywriting, and editing
- Print management
- Large-format printing, mounting, and laminating

Unique in our industry, Rock Creek offers in-house printing, publishing, web development, prepress, and tradeshow management capabilities in addition

to our core marketing and creative services. We are equipped to handle large customer orders as well as quick-turnaround surge requests.

ROCK CREEK LEADERSHIP

Margaret Johnson, Co-Founder and President

Margaret has more than 20 years' experience in marketing, publications, and management. She co-founded Rock Creek with her husband Scott in 1987 and continues to be a driving force in the firm's success.

Scott Johnson, Co-Founder and Principal

Scott's extensive marketing and creative experience have been instrumental in developing an international client roster and placing Rock Creek on the list of top creative firms in the Washington, DC, area. For the past 22 years, he has helped hundreds of organizations create successful marketing campaigns and brands consistent with their mission and core values.

Chris Lester, Principal

Chris is an innovative marketing professional with more than 20 years' experience delivering compelling, effective communications through branding, advertising, and marketing initiatives. His work reflects a broad range of skills, from strategic planning to concept and content development to award-winning design.

David Rinaldo, Chief Operating Officer

Skilled in all aspects of shepherding a growing business, David orchestrates multiple resources and priorities at Rock Creek to maintain its reputation for exceptional quality and customer service. David has more than 20 years' experience in sales, management and government contracting.

Our Experience

NONPROFIT & CORPORATE EXPERIENCE

Rock Creek has successfully delivered award-winning work for hundreds of private sector clients, including nonprofit organizations, trade associations, and some of the world's largest corporations. Recent projects include:

- Renaming, branding, and website design and development for the Carnegie Institution for Science
- Market research, strategic planning, messaging, and identity design for the American Law Institute
- Marketing and communications for the National Volunteer Fire Council's nationwide awareness program
- Branding, publications, and multimedia work for Pfizer
- Advertising, corporate collateral, and custom display design for THALES
- Strategic marketing, writing, website, and marketing collateral for Axentis
- Rebranding, marketing collateral, and website design and development for the General Aviation Manufacturers Association
- Member loyalty software for the American Society of Plastic Surgeons as part of a \$6 million public education campaign
- Branding, tradeshow marketing collateral, and magazine design for the American Association of Blood Banks
- Rebranding and package design for Foggy Bottom Lager and Ale, a 130-year old national beer brand
- Branding, packaging, and environmental design for Pitango Gelato
- Design and development of marketing materials for National NeighborWorks Week
- Branding and positioning for VisualHOMES

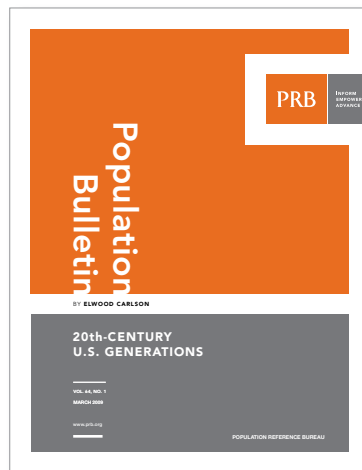
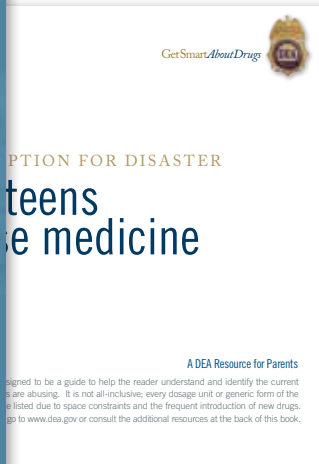
GOVERNMENT EXPERIENCE

Rock Creek has completed branding, strategy, and creative marketing projects for government and quasi-governmental clients including:

- Educational outreach and awareness portal for the Drug Enforcement Administration
- Educational outreach materials, multimedia presentation, and website for the Army National Guard
- Strategic planning, messaging platform, and identity design for the Securities and Exchange Commission
- Integrated marketing campaign and public education materials for the Department of Labor
- Content-managed e-learning website for the Department of Commerce
- Publications strategy and design for the World Bank
- Branding, conference, and media materials for NATO
- Marketing materials for the National Institute of Standards and Technology
- Display design for the Department of the Treasury
- Advertising campaigns for Los Angeles County
- Healthcare consumer guides for New York State
- Tradeshow marketing and branding campaign for the Federal Aviation Administration
- Public transit awareness campaign for Montgomery County, Maryland
- Strategy, positioning, and design for the International Finance Corporation
- Strategy and design for the Army Corps of Engineers
- Print production for the Department of Agriculture

Our Work

CORPORATE CAPABILITIES STATEMENT



Our Work

The screenshot shows the American Society for Nutrition (ASN) homepage. The header includes the ASN logo and the tagline "Excellence in Nutrition Research and Practice". A navigation menu lists various sections: About ASN, Our Members, Publications, Public Affairs, Education & Professional Development, Meetings, News, and Contacts. The main content area features a large image of a kitchen scale and a spoon, with the text "Excellence in NUTRITION RESEARCH and PRACTICE". Below this, there is a section titled "LEARN HOW ASN MAKES A DIFFERENCE..." with three sub-sections: "In Research", "In Clinical Practice", and "Around the World". The "OUR PUBLICATIONS" section highlights "The Journal of Nutrition" and "The American Journal of Clinical Nutrition". The "NEWS & HOT TOPICS" section includes a "Follow us" button and a "Check your" section. The footer contains contact information for the ASN headquarters in Bethesda, MD, and a copyright notice for 2007.

The screenshot shows the website for the Primary Care Coalition of Health-Care Providers. The header features the organization's name and a search bar. The main content area includes a large image of a woman and a child, with the text "Primary Care Coalition of Health-Care Providers". Below this, there are sections for "ABOUT PCC", "SERVICES", "PCC CONTACTS", and "COMMUNITY HEALTH CLINICS". The "SERVICES" section lists various services offered, and the "COMMUNITY HEALTH CLINICS" section provides information about the organization's commitment to primary care.

The screenshot shows the website for the Carnegie Collection for Science. The header includes the organization's name and a search bar. The main content area features a large image of a globe, with the text "Carnegie Collection for Science". Below this, there are sections for "ABOUT", "RESEARCH", "EDUCATION", and "OUTREACH". The "RESEARCH" section highlights various research projects and findings, and the "EDUCATION" section provides information about the organization's educational programs.

The screenshot shows the website for Extending the Curve. The header features the organization's name and a search bar. The main content area includes a large image of a woman and a child, with the text "EXTENDING THE CURVE". Below this, there are sections for "ABOUT", "RESEARCH", and "CONTACT". The "RESEARCH" section highlights various research projects and findings, and the "CONTACT" section provides information about the organization's contact details.

At Cachendo, you will make an impact on the world's most influential organizations.

CachendoSM

Taking IT Higher

Next Level Telecommunications

Where IT Means Innovative Thinking.

Cachendo combines leading-edge technology with telecom expertise to offer the most comprehensive solutions to complex projects.

STRATEGIC CONSULTING
Cachendo's consultative work shoulder-to-shoulder with your organization is essential to define your future and goals. After a thorough assessment of your current business performance, we create a customized higher-level strategic plan that sets the foundation for growth and long-term success. Our commitment to customer satisfaction, by drawing from our extensive experience and knowledge in various industries, we create solutions that capitalize on investments in existing enterprise systems and allow you to leverage technology to a modern technology environment.

INFORMATION ENGINEERING
Well-designed engineering solutions and robust products are essential assets to any organization. They provide a maintenance responsibility, meeting compliance, operational and ongoing support. Cachendo's engineers, implement, operate, maintain and service network infrastructure according to your organization's specific strategic goals. Our highly qualified technicians and resources are available to respond to service the globe to provide a full range of scalable maintenance plans, installation services and support to maintain your critical infrastructure components.

PROFESSIONAL SERVICES
By managing specific business processes or functions for your organization, Cachendo can help you reap the benefits of increasing performance and equipment and savings for professional services include:

- Project management
- System design
- Network and systems integration
- Security engineering
- Independent testing and evaluation

OPERATIONAL SUPPORT
Our operational support capabilities allow you to quickly react to any issues without compromising knowledge economy. After evaluating your existing and planned investments, Cachendo identifies where our best cost and operational skill complement your existing staff. We then have what the staff Cachendo has recruited for the project. Our network of employee engagement ensures that your project will be staffed by the best and brightest.

Successfully navigate your most difficult and complex technology challenges

General Aviation Statistical Databook 2005

City Review & Work Briefing

GAMA

The General Aviation Manufacturers Association Represents 56 of the World's Leading Manufacturers of Fixed-wing general aviation airplanes, engines, avionics and components in addition to building nearly all of the general aviation aircraft being built, GAMA's member companies also cover the aircraft fleet, airport based operations, pilot training and maintenance facilities worldwide. [Learn More about GAMA](#)

GAMA Features | **Environment** | **Statistics** | **Featured Plane**

2005-2006 Statistical Databook
2005-2006 Statistical Databook
2005-2006 Statistical Databook



ROCKCREEK
STRATEGIC MARKETING

Rock Creek Strategic Marketing

2 Wisconsin Circle | Suite 1010
Chevy Chase, MD 20815

301 657 0800 P
301 657 9555 F

www.rockcreeksm.com