

DEAN MARKETING

COMMUNICATIONS AND DESIGN



RESEARCH

DIFFERENTIATION

Value Proposition

ROI

Creativity

Customer Satisfaction

TARGET AUDIENCE

INNOVATION

GOALS AND OBJECTIVES

RESPONSIVENESS

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

SERVICES

Dean Marketing Communications and Design is a full-service, results-driven advertising agency built on creativity, respect, and raw energy. Our approach is structured around understanding, enhancing, and progressing the specific goals and objectives of every client and brand we work with. We function as a comprehensive agency and as an extension of our clients' existing marketing and communications departments with one common goal: to drive measurable, actionable business growth, awareness, and communication.

610-334-2428

marketing@deanmktg.com

www.deanmktg.com

ADVERTISING

- Copywriting
- Creative Development
- Digital: Email, Web, Social Media
- Multimedia Displays: Trade Shows, Event Planning
- Outdoor: Billboards, Transit
- Print: Magazine, Newspaper, Direct Mail
- Radio

BRANDING

- Brand Strategy
- Graphic Corporate Standards Manuals
- Logo Development

LAYOUT AND MEDIA

- Brochure, Flyer, Manual, Package Design
- Collateral Development
- Event Displays
- Multimedia Presentations
- Print Design and Production
- Trade Show Displays
- Video Production

SOCIAL MEDIA

- Account Development and Administration
- Campaign Integration
- Strategic Planning
- Targeted Advertising

STRATEGIC PLANNING

- Advertising
- Branding
- Marketing
- Web

SEO

- Website optimization for page 1 of Google*
- Quality keyword selection
- Create website relevance with Google
- Create website trust with Google

**87% of our customers are on Page 1 of Google after six months.*

WEBSITE DEVELOPMENT

- Email and Mobile Marketing
- Microsite Development and Design
- Website Development and Design

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

MEET THE TEAM

At Dean Marketing, we are a team of highly-collaborative and experienced individuals who work to create meaningful interactions and messages for our clients and their customers. We combine the personalization of a small, local business with the experience and expertise of a global advertising agency. Our individualized personalization allows us to establish long-lasting relationships built on mutual trust, respect, and passion – all while working within each brand's specific guidelines.

DEAN FRYMOYER
PRESIDENT



WILLIAM DALEY
DIRECTOR, CLIENT SERVICES



MICHAEL STANISLAW
CREATIVE DIRECTOR



PRINT DESIGN

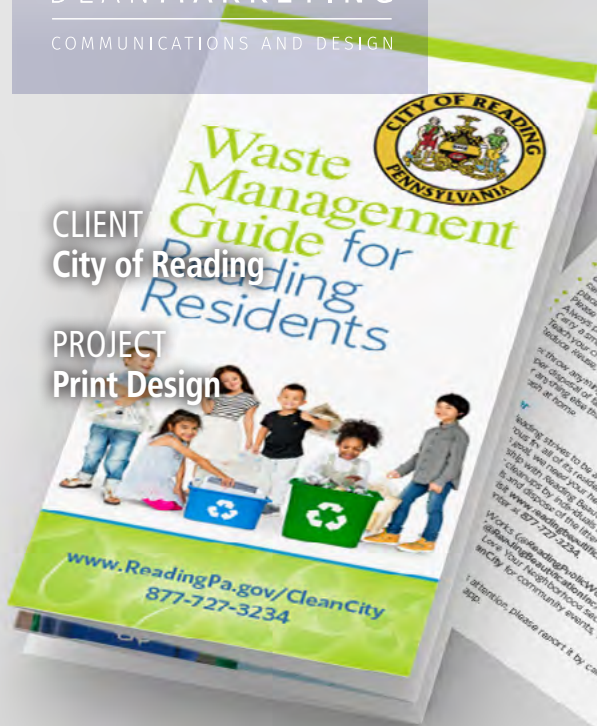
DIGITAL

BRANDING

ILLUSTRATION

CLIENT
City of Reading

PROJECT
Print Design



DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT

Total Wine & More

PROJECT

Print Design

In-Store Signage

*Conjured this
perfect luscious
red blend
for late night fun!*

**WITCHING
HOUR**

**BORRASSCA
CAVA**

This light and bright sparkling
makes every party POP!

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Tower Health

PROJECT
Print Design



PRINT DESIGN

DIGITAL

BRANDING

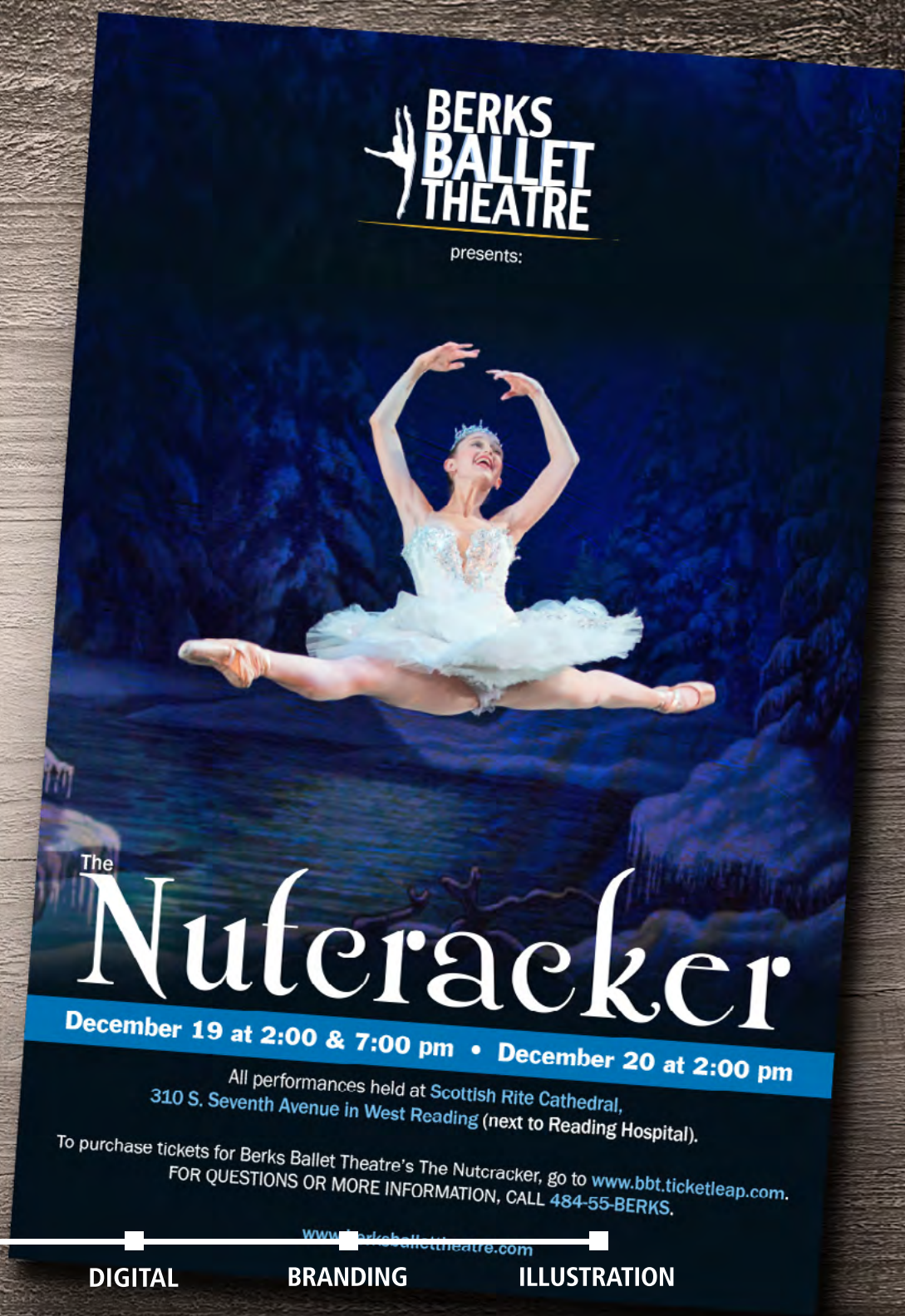
ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Berks Ballet Theatre

PROJECT
Print Design



**BERKS
BALLET
THEATRE**

presents:



The
Nutcracker

December 19 at 2:00 & 7:00 pm • December 20 at 2:00 pm

All performances held at Scottish Rite Cathedral,
310 S. Seventh Avenue in West Reading (next to Reading Hospital).

To purchase tickets for Berks Ballet Theatre's The Nutcracker, go to www.bbt.ticketleap.com.
FOR QUESTIONS OR MORE INFORMATION, CALL 484-55-BERKS.

www.berksballettheatre.com

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

CLIENT
Timco

PROJECT
Print Design

SAFELY AND PERMANENTLY SUPPORT YOUR INDUSTRIAL EQUIPMENT WITH TIMCOLITE™ CRIBBING PLATES AND OUTRIGGER PADS

Timco, headquartered in Buchanan, MO, is an industry leader in the manufacture and supply of cribbing plates and outrigger pads for concrete paving equipment, utility trucks and drilling rigs. For over 45 years, we've combined our highly skilled workforce, comprised of expert machinists, logistics specialists and technical service engineers, with modern technology to produce engineered components in our ISO 9001 facility that offer exceptional wear resistance and longer part life.



THE TIMCO GUARANTEE IF YOU BREAK A CRIBBING PLATE OR OUTRIGGER PAD UNDER NORMAL CONDITIONS, TIMCO WILL REPLACE IT FREE OF CHARGE.

OPTIONS FOR EVERY JOB

Timco offers three standard product lines for cribbing plates and outrigger pads: **Timcolite Utility Grade**, **Timcolite Super Tough** for the heaviest of tasks, fact-engineered for multiple applications and maximum efficiency – can be customized for surface finish, color (such as safety orange) and size (depending upon your specific needs). Fabricated from lightweight, high-quality polymer, our cribbing plates and outrigger pads can be handled and positioned by one person and never warp like wood or concrete like steel. They have no off-gas value – scrap dealers won't pay a penny for them and are so strong that we guarantee them not to break from normal use or we will replace them absolutely **FREE**.

MORE GRIP, MORE PROTECTION

In addition to our standard **Timcolite** cribbing plates, Timco now offers gripping plates. These plates are outrigger pads made of **Timcolite™**, a molecularly bonded two-layered material made of thermoplastic elastomer (rubber) on one side and **Timcolite** on the other. This **Timco** exclusive product offers the same wear and strength as our other **Timco** products, while providing reduced noise and vibration while providing reduced noise and vibration and superior grip for steady crane operation. The rubber side grips and protects the street or any other surface on which your crane must rest and is ideal for impact or scratch sensitive materials.

MEET OUR PRODUCT LINE OF CRIBBING PLATES AND OUTRIGGER PADS

PROPERTIES	TIMCOLITE™ UTILITY GRADE - An industry grade product for heavy street and job pads.	TIMCOLITE™ SUPER TOUGH - Superior strength and grip for multiple applications.	TIMCOLITE™ SUPER TOUGH - ST - Premium product for superior strength and load applications.	TIMCOGRIP™ - We combine Timcolite with rubber to provide superior grip and protection on sensitive surfaces.
Lightweight with low weight factor in the industry	✓	✓	✓	✓
Available in many plates	✓	✓	✓	✓
Available in many plates	✓	✓	✓	✓
Available with 45-degree corner (square plates only)	✓	✓	✓	✓
Zero water absorption	✓	✓	✓	✓
Compatible with the bucket	✓	✓	✓	✓
Non-Conductive	✓	✓	✓	✓
Extreme resistance to abrasion	✓	✓	✓	✓
Stack Size - "Super"	32" x 32" x 0.75" 24" x 36" x 0.75" 18" x 36" x 0.75" 12" x 36" x 0.75"	24" x 36" x 1.0" 20" x 20" x 1.0" 22" x 20" x 1.0" 22" x 20" x 1.0"	36" x 36" x 1.0" 30" x 30" x 1.0" 30" x 20" x 1.0" 36" x 36" x 1.0"	36" x 24" x 1.0" 30" x 20" x 1.0" 36" x 36" x 1.0" 36" x 36" x 1.0"
Stack Size - "Standard"	36" x 36" 30" x 30" 48" x 24" 48" x 24" 48" x 24"			

AT A GLANCE
BENEFITS: Lightweight, Strong, Resilient and Cost Efficient

- TIMCO PLATES AND PADS:**
- Are 1/2 the weight of steel and 1/3 the weight of aluminum.
 - Have more traction caused by having no slip and easy to handle for one person.
 - Can handle up to 1000 psi of compressive load (a 24" x 36" x 1.0" plate can carry 200 tons of load).
 - Are resistant to warping, warping, shrinking, splitting or cracking under normal conditions for the life of the product.
 - Have "cold chills" to prevent heat and corrosion.
 - Are specially formulated to resist heat and corrosion.
 - Are resistant to chemicals, acids (HCl) or no water absorption and heat conducting electricity.
 - Have no change when used (cannot be scrapped like metal plates).
 - Are completely proof with vehicle clearance markings.

Timcolite™ Cribbing Plates and Outrigger Pads



ENGINEERED POLYMER PLATES AND PADS FOR INDUSTRIAL EQUIPMENT



DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Reading Fire + Ice Fest

PROJECT
Print Design
Branding

THIRD ANNUAL
 **Reading Fire+Ice**
FEST

JANUARY 13 + 14

Join the Reading Downtown Improvement District for the 3rd annual Reading Fire + Ice Fest in downtown Reading, Pennsylvania! This signature event will provide a great weekend of outdoor and indoor activities, including:

- Live Ice Sculpting Competitions
- Free Outdoor Music
- Chili Cook-Off
- Large Interactive Ice Sculptures
- Snowfall Ball featuring the Swing Fever Dance Band
- Salsa Dancing
- Corps Fitness 5K and 1-Mile Fun Run
- Food Trucks

Admission to outdoor activities at the Reading Fire + Ice Fest is free. Nominal admission fees for special events.

www.readingfireandicefest.com   @RDGfireandice | #RDGfireandice



Funding provided by the Hawley & Myrtle Quier Fund of the Berks County Community Foundation

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEANMARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Berks Ballet Theatre

PROJECT
Print Design



BERKS BALLET THEATRE PRESENTS:

Alice's ADVENTURES IN WONDERLAND

The Miller Center for the Performing Arts | 4 N. 2nd Street, Reading, PA 19601
Saturday, October 25, 2 p.m.
Adult: \$15 | Children: \$10

Follow Alice down the rabbit hole in this thrillingly entertaining ballet. A perfect blend of classical dance and sheer entertainment that brings to the stage many of the familiar characters from the book, but in ways, and in such choreographic arrangements, that we feel we're meeting them for the first time.

To purchase tickets, go to www.bbt.ticketleap.com or tickets can be purchased at the box office the day of the show.

For more information, call 610-373-7577 or email: info@berksballettheatre.com.

To purchase tickets, go to www.bbt.ticketleap.com or tickets can be purchased at the box office the day of the show.

For more information, call 610-373-7577 or email: info@berksballettheatre.com.

FREE Pre-performance **MAD HATTER PARTY** on the day of the event, complete with refreshments, crafts, magical and character meet and greet, 12:30 to 1:30 p.m. in the theater lobby.

BERKS BALLET THEATRE

www.berksballettheatre.com

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

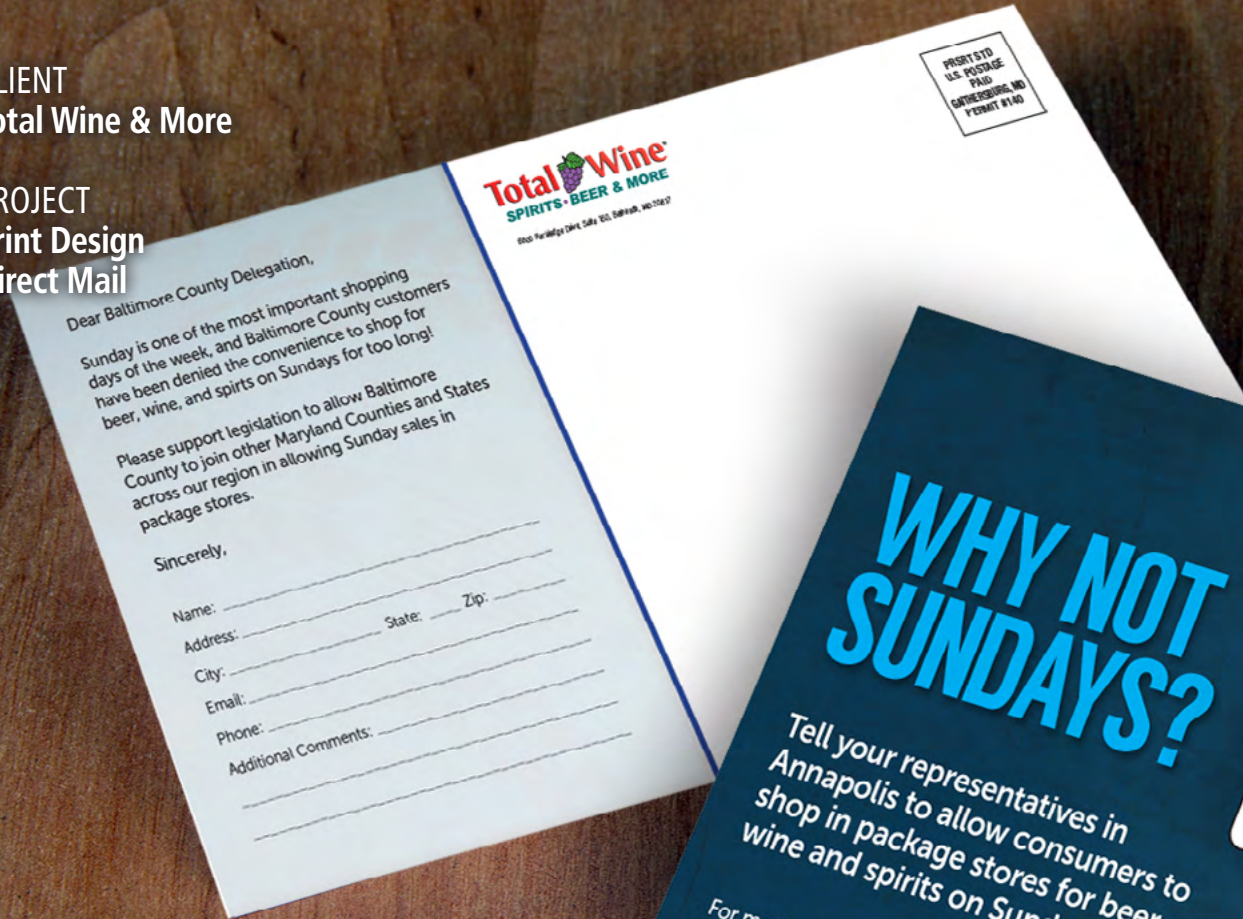
CLIENT
Tower Health

PROJECT
Print Design



CLIENT
Total Wine & More

PROJECT
Print Design
Direct Mail



Dear Baltimore County Delegation,
Sunday is one of the most important shopping days of the week, and Baltimore County customers have been denied the convenience to shop for beer, wine, and spirits on Sundays for too long!

Please support legislation to allow Baltimore County to join other Maryland Counties and States across our region in allowing Sunday sales in package stores.

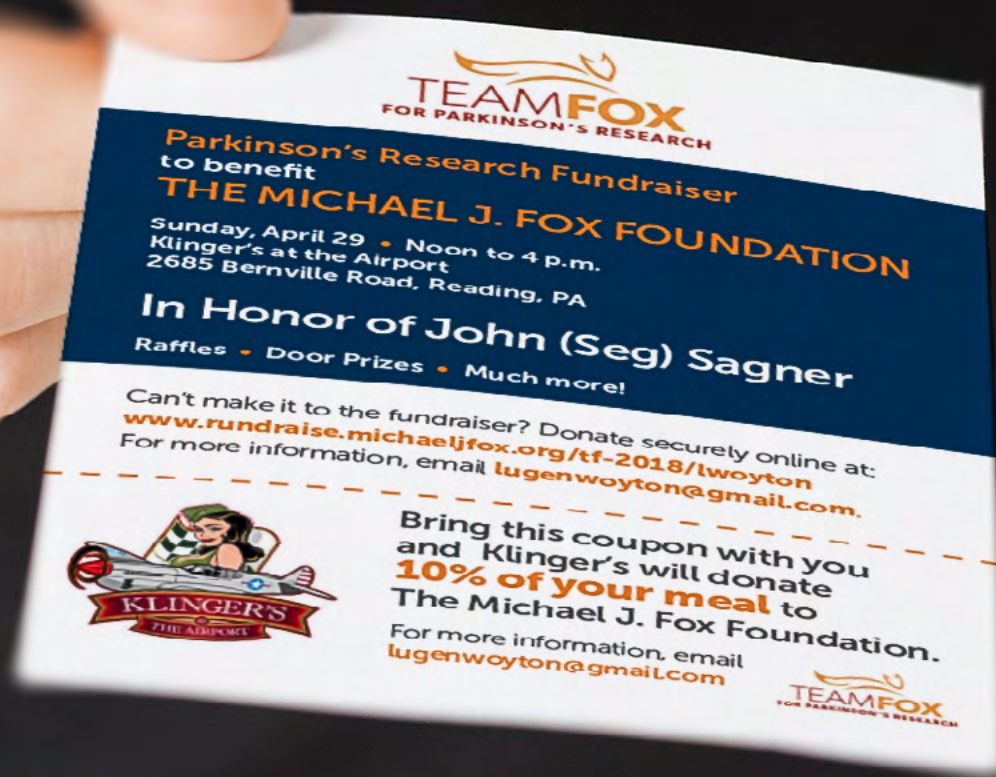
Sincerely,

Name: _____
Address: _____ State: _____ Zip: _____
City: _____
Email: _____
Phone: _____
Additional Comments: _____



CLIENT
Team Fox

PROJECT
Print Design



CLIENT
Tower Health

PROJECT
Print Design

ORTHOPEDIC SURGEON OPPORTUNITY

The Bone & Joint Care Center, a private practice associated with Tower Health, is seeking a **Fellowship-Trained Joint Replacement Surgeon** to join their high-quality, collegial and busy practice located in West Reading, PA.

About the Bone & Joint Center

- Busy private practice specializing in hip and knee arthroplasty and a member of a multi-divisional comprehensive orthopedic group
- Located in the Doctor's Office Building attached to Reading Hospital
- Newly-renovated office space with 60-inch smart-board for integrated x-ray viewing
- 1:10 paid general ortho call; no trauma responsibility
- Ancillary revenue opportunities

Reading Hospital

- 700+ bed, tertiary, independent academic medical center
- New surgical tower with 24 ORs, featuring state-of-the-art equipment, including Hana Table and computer-guided radiography
- Separate 19-bed Joint Care Center performing 1200 hip and knee replacements annually
- Well-staffed OR, ER and orthopedic units with dedicated orthopedic PAs
- Five-Star Recipient For Total Knee Replacement, 2017
- Five-Star Recipient For Total Hip Replacement, 2017
- Joint Commission Advanced Certification for Total Hip and Total Knee Replacements; achieved by only 6% of Hospitals in the US
- Ranked #1 in Pennsylvania by ProPublica for Knee and Hip Replacements

Berks County maintains a perfect balance of urban, rural and suburban settings. Our community offers diverse outdoor and cultural activities, outstanding schools and quality of life with easy accessibility to shore points, airports and major metro areas, such as Philadelphia, New York City, Baltimore and Washington, DC.

What We Offer

- Two-year partnership track
- Competitive compensation and benefit package
- Sign-on bonus
- Relocation assistance
- Educational loan repayment assistance
- Malpractice insurance
- Generous CME allowance

For more information, please contact:
Carrie E. Moore, MBA, Physician Recruiter
484-628-8153 • Carrie.Moore@towerhealth.org

Reading Hospital
TOWER HEALTH
Advancing Health. Transforming Lives.

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEANMARKETING

COMMUNICATIONS AND DESIGN

CLIENT
3SI Security Systems

PROJECT
Print Design
Tradeshow

As seen in Booth B11131



YOU'VE JUST BEEN ROBBED.

Now Sit Back and Relax.

You've taken precautionary measures to deter crime and secure your store. But you've seen the statistics and know it is still likely you will be robbed. So when the crime happens, what should you do? With 3SI Security Systems' Jewelry Tracker™, the answer is simple: Don't worry. We've got this.

Our technology is a specialized, live-tracking GPS solution that automatically detects a robbery and silently alerts law enforcement to track the criminals AND recover your stolen jewelry. With Jewelry Tracker, you are protected even when deterrents fail.

So, what should you do after you've been robbed? Carry on with business as usual, and let us track and recover your stolen jewelry.

BOOTH B11131 | 3sisecurity.com/wegotthis | 844.474.0374



#SaferWorld

PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

CLIENT
American Heart Association

PROJECT
Print Design



CLIENT
Tower Health Medical Group

PROJECT
Print Design

WE'RE MOVING!

As of **Monday, August 20, 2018**,
this Urgent Care practice
is relocating to
2101 State Hill Road, Suite #5
Wyomissing, PA 19610.



FEATURES:

- Convenient access from Route 422 and Route 222
- State-of-the-art facility to provide quality care
- Spacious waiting area to accommodate easier check-in
- Increased number of exam rooms
- Easy access and convenient parking



Tower Health
Medical Group

Advancing Health. Transforming Lives.

www.towerhealth.org

CLIENT
Tower Health

PROJECT
Print Design

¿Qué es una Prueba de Ejercicio de Estrés?

Una prueba de ejercicios de esfuerzo ayuda a su médico a ver cómo su cuerpo responde físicamente a la presión arterial mientras el ritmo cardíaco ayuda a los doctores a saber si usted tiene algún problema cardíaco. Esta prueba es parte de una observación total a su función cardíaca. Se pueden utilizar varios tipos de ejercicios. El más común es tener que caminar sobre una máquina de correr.

Lugares Donde se Realiza la Prueba de Esfuerzo con Ejercicio

- Miller Regional Heart Center
Reading Hospital
420 S. Fifth Avenue
West Reading, PA 19611
- Miller Regional Cardiac Testing
1320 Broadcasting Road, Suite 100
Wyomissing, PA 19610

Día Antes del Procedimiento

Evite las bebidas que contengan cafeína por lo menos 24 horas antes de su cita.

Día del Procedimiento

- No coma por dos horas antes de la prueba.
- Siga las instrucciones que su médico le dé.
- Tome cualquier medicamento que su médico le haya dicho que tome.
- Si usted tiene diabetes, consulte con su médico para ver si usted debe tomar sus medicamentos para la diabetes si no le permiten comer.

- Vístase cómodamente como lo haría para hacer ejercicios, incluyendo zapatillas de deporte.

Qué Traer

- Forma legal de identificación con fotografía, como una licencia de conducir.
- Tarjetas de identificación del plan de salud.
- Formularios de referencia, si lo requiere su plan de salud.
- Una lista de alergias que usted tenga a comidas, medicamentos o al látex.
- Una lista de todos de sus medicamentos actuales. Esto incluye medicamentos recetados por su médico y cualquier otro medicamento que tome. Esto puede incluir medicamentos de venta libre, remedios herbales, vitaminas, suplementos y píldoras dietéticas. Digamos el nombre exacto de la medicina, la cantidad, la dosis que toma y la frecuencia que las toma. Esta información está en la etiqueta de todos los medicamentos recetados y otros medicamentos.

Admisión - Reading Hospital

Estacionamiento: Utilice el estacionamiento del 5th Avenue. Usted recibirá una tarjeta de estacionamiento antes de su cita. Por favor cuelgue esta etiqueta del espejo retrovisor. Estacione en los espacios marcados con rojo del Miller Regional Heart Center símbolos que coincidan con el símbolo en su etiqueta de estacionamiento. El servicio gratuito de valet parking también está disponible en la estación de valet al otro lado del estacionamiento.

Entrada: Utilice la entrada del 5th Avenue al Miller Regional Heart Center (Edificio-N 1er piso). Siga el pasillo recto y gire a la derecha en la pared de ladrillo. Tome la primera a la izquierda en el área de admisión.

Admisión - Broadcasting Road

Estacionamiento: Estacione en el lote a la entrada principal del edificio.

Entrada: Miller Regional Cardiac Testing está en el primer piso, Oficina 100.

Admisión: Repórtese con la recepción cuando llegue. Usted verificará la información del plan personal y de salud.

Familia: Su familia puede estar en la sala de espera hasta que haya terminado.

Admisión - Hamburg

Estacionamiento: Estacione en el lote a la entrada principal del edificio.

Entrada: Miller Regional Cardiac Testing está en el primer piso, Oficina 150.

Admisión: Repórtese con la recepción cuando llegue. Usted verificará la información del plan personal y de salud.

Familia: Su familia puede estar en la sala de espera hasta que haya terminado.



DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Rozzi Brothers, Inc.

PROJECT
Print Design



PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

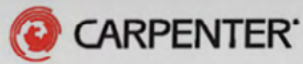
DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Carpenter

PROJECT
Print Design

modern carpet bright
vivid living room
vivid decorated in-
terior decor living real
vivid design archi-
tecture residence resi-
dential studio condo
modern home spacious
vivid apartment vivid
contemporary decor
cozy furniture
inside indoor resi-
dential room kitchen studio
vivid home spacious
vivid decor living real
vivid design architecture
residential couch loft
bright modern
island floor appli-
cations concrete bal-
cony architecture trendy
residential couch



We're proud to be part of this historic **CELEBRATION.**

Carpenter Technology Corporation congratulates Boeing on their centennial celebration. We are proud to have a great business relationship with Boeing and we look forward to manufacturing specialty alloys for another one hundred years, and beyond.



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PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Alvernia University

PROJECT
Print Design

The Bachelor of Science in Healthcare Science program at Alvernia University is ideal for new or transfer students wanting to obtain a Bachelor's degree in the Healthcare field. This program creates experts with a broad array of skills in health and wellness, health system policies and health management to help address communities and health and individuals in the following positions could benefit from this degree for career advancement:

- Surgical Technologists
- Dental Hygienists
- Physical Imaging Technologists
- Medical Therapist Assistants
- Occupational Therapy Assistants
- Respiratory Therapists
- Other Allied Healthcare Professionals

A DEGREE DESIGNED FOR THOSE WHO WANT UPWARD MOBILITY OPPORTUNITIES

Affordability

Alvernia's Healthcare Science program provides a great value for your money. From our competitive tuition, to our financial aid options or tuition deferral program, you'll find there are several ways Alvernia can make your education more affordable.

Admission Process

Alvernia continually reviews and accepts applications, making it easy to become part of our learning community.

This process helps you start classes according to your schedule. You can even begin taking courses while completing the application process!

Applicants must provide transcripts from former institutions of higher learning. Alvernia will carefully review and establish any possible course-to-course or elective credit transfers. As part of the admission process, students receive a curriculum sheet that details what coursework transferred and what coursework is required to complete the program.

Please note that the Healthcare Science Program is enrollment dependent. Should you be offered at your preferred location, we will accommodate you by providing the course offered through a video conference or course at another location.



Healthcare Science
Degree Program

ALVERNIA
UNIVERSITY



PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

CLIENT
Gorlin Syndrome Alliance

PROJECT
Print Design

What is Gorlin Syndrome?

Gorlin syndrome (also known as Nevoid Basal Cell Carcinoma syndrome, Gorlin-Goltz syndrome or Basal Cell Carcinoma Nevus syndrome) is a rare genetic disorder. It can affect many parts of the body including the skin, hair, nails, teeth, bones, heart and brain. Individuals with Gorlin syndrome are at increased risk of developing cancers and non-cancerous tumors. It is estimated that 1,000 people in the US live with this syndrome.

Gorlin syndrome is usually caused by a mutation of PTCH, a tumor suppressing gene. (There are less common mutations that may cause the syndrome as well.) The PTCH gene signals to cells when to stop growing and dividing. In Gorlin syndrome, the PTCH gene does not function properly, causing cells to proliferate and form tumors. Gorlin syndrome can be inherited from a parent with the disease or caused by a spontaneous genetic mutation in individuals with no family history. In both these instances, Gorlin syndrome is present from birth. Individuals with the disease have a 50% chance of passing it to their children.



Small pits. May also be present on the soles of the feet.

Symptoms & Treatments

Gorlin syndrome has many known manifestations, but the combination and degree vary from person to person. Common signs include a type of skin cancer called basal cell carcinoma (BCC), cancerous skin lesions, nonmalignant growths of the jaw (keratocystic odontogenic tumors or odontogenic keratocysts), small pits in the palms and soles of the feet (palmar pits), and calcification of the midline of the brain. Less common manifestations include: enlarged head, prominent forehead, skin cysts, improperly formed bones of the spine, ribs, feet and skull, fibroid tumor growth in the ovaries and/or heart, and medulloblastoma (a malignant brain tumor in young children.)

Individuals with Gorlin syndrome need to see a variety of medical specialists to manage and treat their manifestations. Regular visits with a dermatologist and oral surgeon are important. X-rays and CT scans can increase the growth of BCCs and should be limited when possible. Affected individuals should always use sunscreen and/or sun protective clothing, hats and sunglasses when outside.

Gorlin Syndrome Education

The GSA is the leading patient resource and advocacy group. Our materials are vetted by medical experts and are available to anyone impacted by Gorlin syndrome. The GSA manages a substantial library of educational resources, including a comprehensive website, physician referrals, and symptom-specific webinars.



Gorlin Syndrome Research

Gorlin syndrome research is undergoing a dramatic surge as diagnostic tools, pharmaceuticals, and biomedicine rapidly progress. The GSA serves as a liaison between these promising advancements and people with Gorlin syndrome. We manage a patient registry with anonymous data and have conducted the only global Gorlin syndrome survey. We use these tools to engage leading experts in additional research.

Gorlin Syndrome Support

We support anyone impacted by the disease, and our programs are designed to serve you. Living with a rare disease can feel lonely. Interaction with someone in your shoes can change everything. The GSA facilitates a peer-to-peer network, national/regional live and virtual meetings, and a private Facebook group. We are always available to provide support, educational materials, and a personal connection.



DEANMARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Tower Health

PROJECT
Email Marketing



PRINT DESIGN

DIGITAL

BRANDING

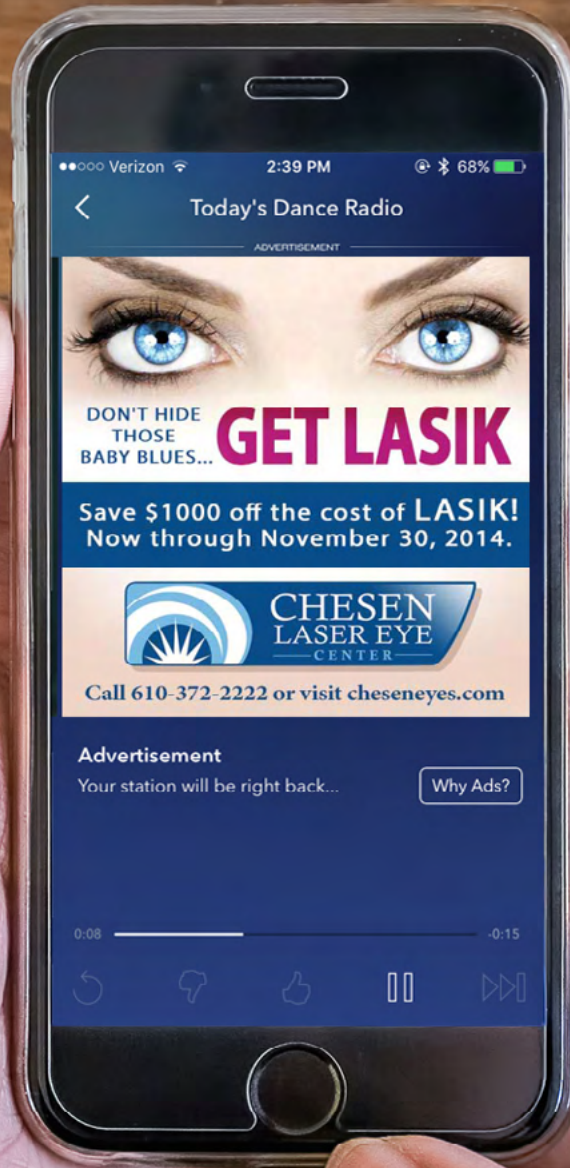
ILLUSTRATION

DEANMARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Chesen Laser Eye Center

PROJECT
Digital Advertising



PRINT DESIGN

DIGITAL

BRANDING

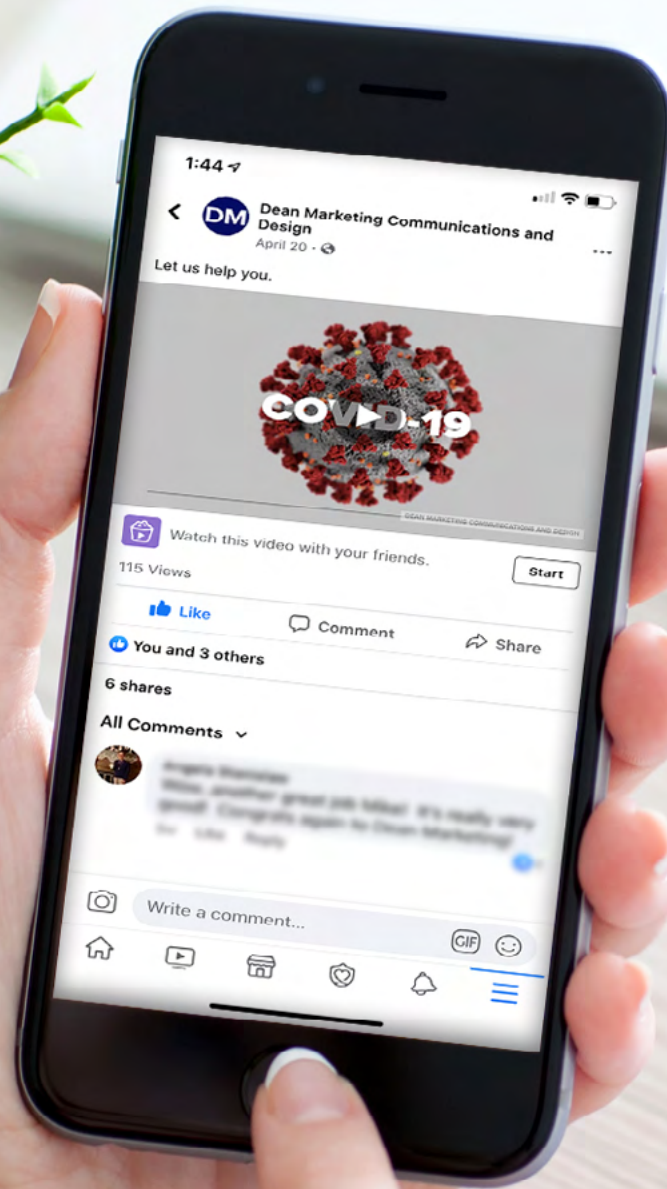
ILLUSTRATION

DEANMARKETING
COMMUNICATIONS AND DESIGN

CLIENT
Dean Marketing Communication
and Design

PROJECT
Self-Promotion Social Media Video

**Video supporting Small Businesses
during the COVID-19 pandemic*



PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
CASA Soccer League

PROJECT
Web Banner Contest
www.phillysoccer.org

**Contest Winner*



PRINT DESIGN

DIGITAL

BRANDING

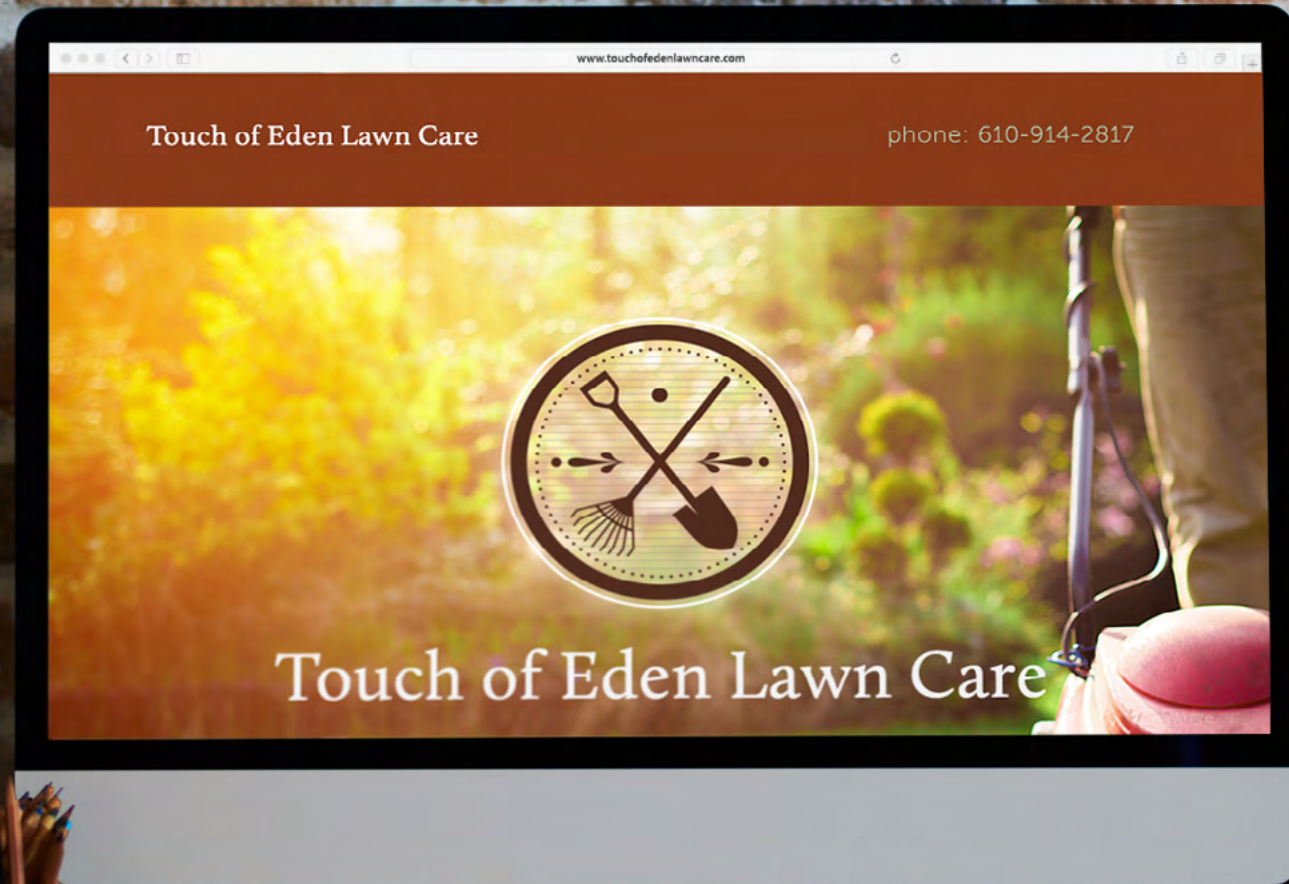
ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Touch of Eden Lawn Care

PROJECT
Website Design



PRINT DESIGN

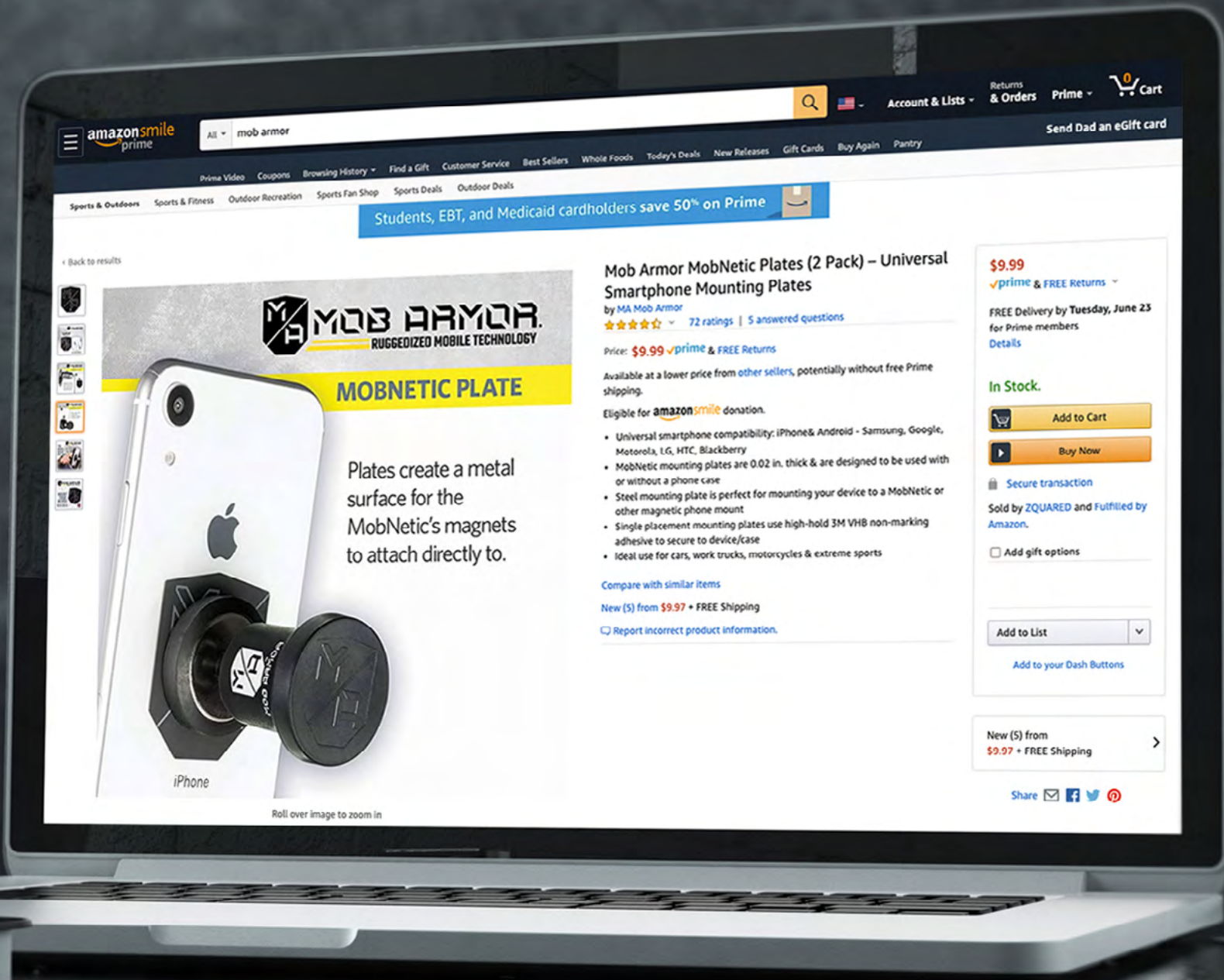
DIGITAL

BRANDING

ILLUSTRATION

CLIENT
Mob Armor
ZQUARED

PROJECT
Amazon E-Commerce



DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT

Talos4 Enterprises

PROJECT

Branding



PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
Reading Fire + Ice Fest

PROJECT
Branding



PRINT DESIGN

DIGITAL

BRANDING

ILLUSTRATION

DEAN MARKETING

COMMUNICATIONS AND DESIGN

CLIENT
J&D Power Wash

PROJECT
Branding
Print Design



Picture Perfect Results
Boost Curb Appeal
FREE ESTIMATES!

j&d power wash

Siding • Decks • Patios • Porchas • Sidewalks • Driveways • Fences • Much More!

Phone: **484-721-9941** • josephdiaz255@yahoo.com

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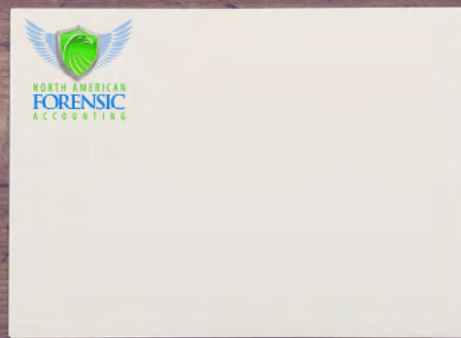
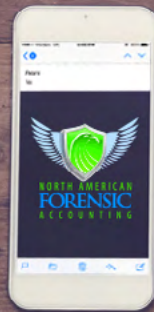
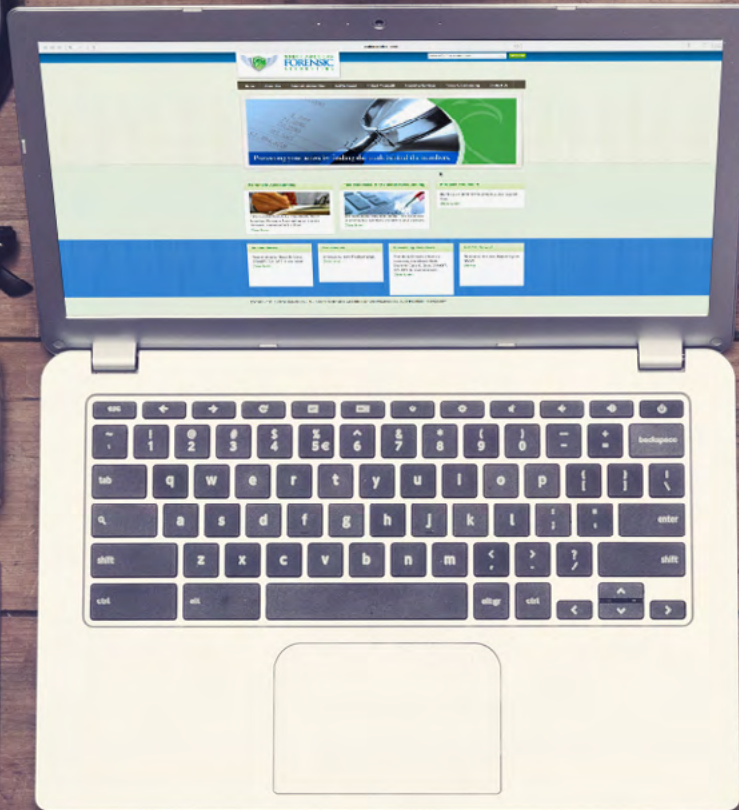
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Traumatic Brain Injury

Traumatic Brain Injury (TBI) can cause a wide range of functional changes affecting thinking, language, learning, emotions, behavior and/or sensation. It can also cause epilepsy and increase the risk for conditions such as Alzheimer's disease, Parkinson's disease and other brain disorders that become more prevalent with age.

HOW Many People Suffer from TBI?
1 million who sustain a TBI each year in the United States

- 90,000 die
- 236,000 are hospitalized
- 5.1 million are treated and released

The number of people with TBI who are not seen in an emergency department or who receive no care is unknown.

WHAT Causes TBI?
The Leading Causes of TBI are:

- Vehicle Accidents: 20%
- Fall: 28%
- Struck by or Against Object: 19%
- Assault: 11%
- Explosions and War: 11%

Explosions and War are a leading cause of TBI for active duty military personnel in war zones.

WHO is at Highest Risk for TBI?

- Males are about 1.5 times as likely as females to sustain a TBI.
- The two age groups at highest risk for TBI are 0 to 4-year olds and 15- to 19-year olds.
- Certain military duties (e.g., paratrooper) increase the risk of sustaining a TBI.
- African Americans have the highest death rate from TBI.

WHAT are the Long-Term Consequences of TBI?
The Centers for Disease Control and Prevention estimates that at least 5.3 million Americans currently have a long-term or lifelong need for help to perform activities of daily living as a result of a TBI. According to one study, about 40% of those hospitalized with a TBI had at least one current need for services one year after their injury. The most frequent current needs are:

- Improving Memory and Problem Solving
- Managing Stress and Emotional Upsets
- Controlling Temper
- Improving Job Skills

WHAT are the Costs of TBI?
Direct medical costs and indirect costs, such as lost productivity, of TBI totaled an estimated \$60 billion in the United States in 2010.

Parkinson's Disease Statistics

WHO Has Parkinson's Disease?

1 million
As many as one million Americans live with Parkinson's disease, which is more than the combined number of people diagnosed with multiple sclerosis, muscular dystrophy and Lou Gehrig's disease.

60 thousand
Approximately 60,000 Americans are diagnosed with Parkinson's disease each year, and this number does not reflect the thousands of cases that go undiagnosed.

4% diagnosed
Incidence of Parkinson's disease increases with age, but an estimated four percent of people are diagnosed before the age of 50.

7 to 10 million
An estimated 7 to 10 million people worldwide are living with Parkinson's disease.

Men more likely
Men are 1.5x more likely to have Parkinson's disease than women.

WHAT Does Parkinson's Disease Cost?

- The combined direct and indirect costs of Parkinson's disease - including treatment, social security payments and lost income from inability to work - is estimated to be nearly \$25 billion per year in the United States alone.
- Medication costs for an individual person with Parkinson's disease average \$2,000 a year, and therapeutic surgery can cost up to \$100,000 per patient.

Stroke Statistics

Stroke is the fifth leading cause of death for Americans.

Someone in the United States has a stroke every 40 seconds. Every 4 minutes, someone dies of stroke.

Every year more than 795,000 people in the United States have a stroke. About 610,000 of these are first or new strokes.

About 185,000 strokes - nearly 1 of 4 - are in people who have had a previous stroke.

About 67% of all strokes are ischemic strokes, in which blood flow to the brain is blocked.

Stroke costs the United States an estimated \$34 billion each year. This total includes the cost of health care services, medicines to treat stroke, and missed days of work.

Stroke kills about 140,000 Americans each year - that's 1 out of every 20 deaths.

Stroke is a leading cause of serious long-term disability. Stroke reduces mobility in more than half of stroke survivors age 65 and over.

EARLY ACTION Is Important for Stroke
Patients who arrive at the emergency room within 3 hours of their first symptoms often have less disability 3 months after a stroke than those who received delayed care.

STROKE RISK Varies by Age
Stroke risk increases with age, but strokes can occur at any age.
In 2005, 24% of people hospitalized for stroke were less than 65 years old.

AMERICANS at Risk for Stroke
High blood pressure, high cholesterol, smoking, obesity and diabetes are Leading Causes of stroke. 1 in 3 American adults has at least one of these conditions or habits.

- High Blood Pressure
- High Cholesterol
- Smoking
- Obesity
- Diabetes

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