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Bartel Communications Inc.

Florville Catalyst, Inc.

Strategic Marketing, Public Relations and Branding Solutions for
the Cornerstones, Stepping Stones and Milestones of Your Business.



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For the cornerstones, stepping stones and milestones of your business, Bartel Communications and Florville Catalyst deliver strategy, creativity and results. We are your marketing, public relations and branding-solutions partners for:

Cornerstones: from Seed to Start-up. Through the corporate identity and marketing materials we create as the cornerstones of your business, we'll help you establish a customer base and a market presence.

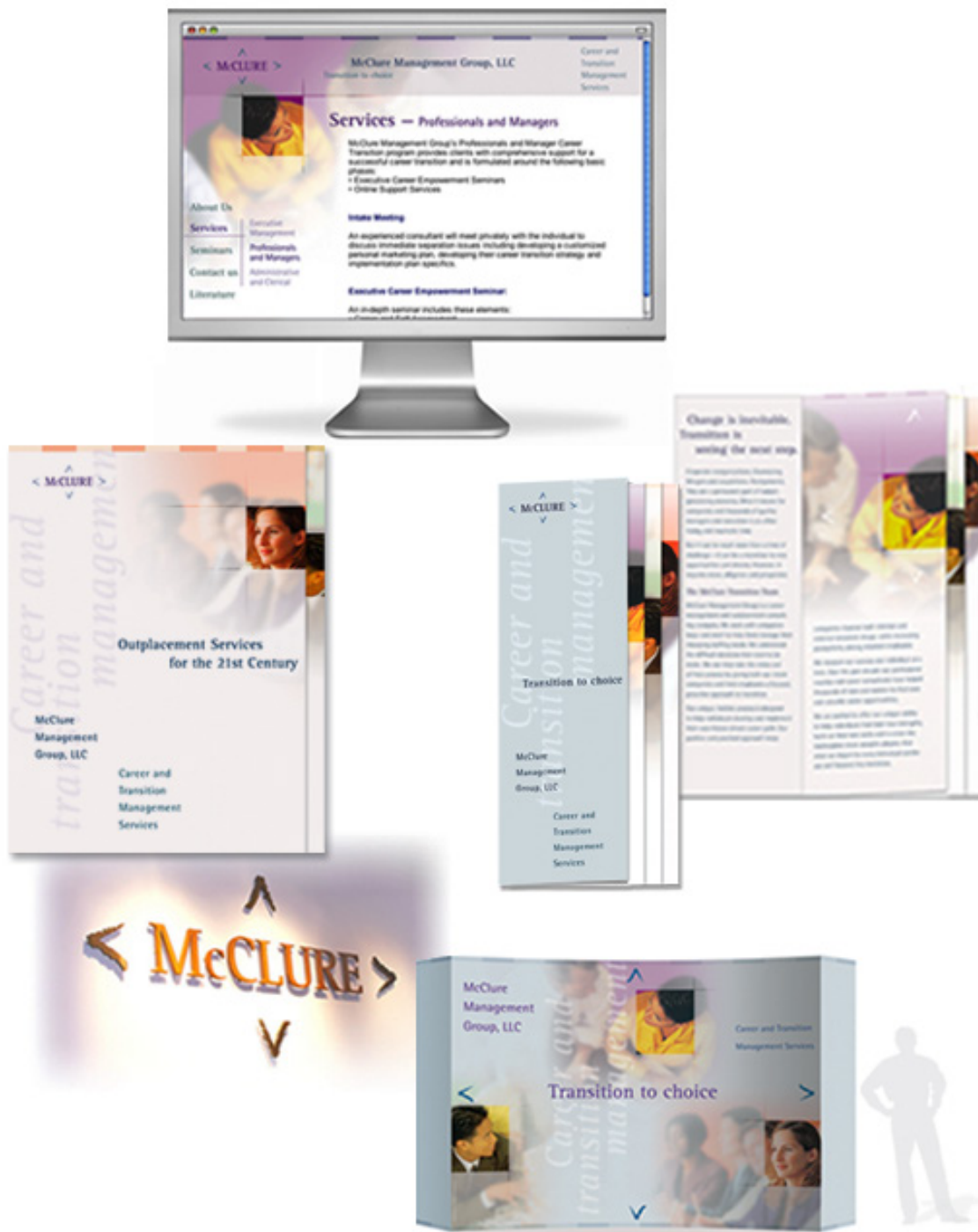
Stepping Stones: from Growth to Expansion. Through our strategic marketing and branding solutions, we'll help you launch innovative products and services and move into new markets, which are the stepping stones to greater success.

Milestones: from Leading Edge to Maturity. Through our public relations and business anniversary marketing initiatives, we'll help you approach milestones such as leadership transitions, mergers and acquisitions and significant business anniversaries.

We blend creativity and experience for the strategic marketing, public relations and branding solutions that will bring you greater customer engagement and brand loyalty. The following excerpts demonstrate what we've done for clients in all business phases.

McClure Management Group, LLC

A successful staffing firm, McClure Management Group was a new player in the outplacement field and needed a compelling presence among larger and more established competitors. Our branding strategy illustrated their point of distinction -- The McClure Methodology entitled *FOCUS™*: a proprietary, holistic process committed to the needs and success of each participant. With a competitive presence, McClure Management Group became a new service provider to several corporations, fulfilling their outplacement services needs.



Expressions of Gratitude

Expressions of Gratitude needed an infusion of customers and revenue during a make-or-break year. Our branding strategy for this corporate and special-occasions gift basket company included two community service initiatives, *"Baskets of Hope"* and *"Baskets of Learning,"* and print, radio and television publicity campaigns. This integrated strategy energized business for Expressions of Gratitude and yielded a 30% increase in revenue over the prior year. The publicity generated lucrative corporate contracts, enabling Expressions of Gratitude to grow and sustain sales over the next two years to \$2.3 million in annual revenue.

THE DAILY GAZETTE

THE LOCALLY OWNED VOICE OF THE CAPITAL REGION



Martha Luzinas, one of the co-owners of Expressions of Gratitude on Ushers Road, makes up one of the baskets that will be donated to Saratoga County Domestic Violence Services in Saratoga Springs. The baskets contain some of the necessities that many of the women who are victims of domestic abuse have to leave behind at their homes when they seek shelter.

MARC SCHULTZ, Gazette Photographer

GOODWILL GESTURE

Women in crisis get gift baskets

By ELYSIA NEST
Gazette Reporter

CLIFTON PARK — Martha Luzinas and Deborah Duffy believe hope comes in a basket.

The co-owners of Expressions of Gratitude are heading up a community service project known as "Baskets of Hope" from their Clifton Park corporate and special-occasions gift basket company.

In May, Luzinas and Duffy gathered small bottles of shampoo and conditioner, tubes of toothpaste, toothbrushes, sewing kits, facial tissues and makeup, and tucked sets of the items into wicker baskets along with a special daily crocheted by Duffy's grandmother.

Each basket contained a small card that read, "This daily was handmade especially for you by a 94-year-old grandmother who cares."

The baskets were surrounded by silk flowers and ribbons and then secured with colorful wrapping and bows before being dropped off at Domestic Violence Services in Saratoga Springs, the only domestic violence shelter in Saratoga County.

The basket drop was done just in time for Mother's Day. "Our wish was that our

baskets would bring a sense of hope for women in crisis," Luzinas said. "Women who flee their homes often leave with only their clothes on their backs and their children by their sides. They have nothing else, not even a toothbrush. We wanted to make sure that they would have something to start rebuilding their lives."

Domestic Violence Services is a nonprofit agency providing free and confidential services and shelter to victims of domestic violence.

Maggie Fronk, executive director of the agency, said, "It is wonderful to know that people in the community like Martha and Deborah not only care about our clients but are willing to demonstrate a concern in a material way."

Ongoing effort

Inspired by the positive reaction to their donation of baskets, the friends and business partners decided to extend their one-time initiative to an on-going community service campaign.

The pair placed a large basket in their retail store in Northway 10 Professional Park and regularly encouraged customers and business associates to drop off items for future baskets.

"One customer was so excited about the project that she



These are some of the finished baskets prepared at the Clifton Park business.

turned around and drove all the way back home to Niskayuna and returned with a bag full of items to donate, including new children's clothing and children's videos," Luzinas said.

A local dentist donated four cases of toothpaste, an area Mary Kay associate contributed dozens of makeup samples and other residents dropped off children's clothes, a crib and even a sofa bed.

Luzinas and Duffy said they are always looking for donations of personal care items and other items.

School supplies

Besides filling "Baskets of Hope," another service project is in the works to help the children of domestic violence victims obtain school supplies in time for the start of the new school year.

For "Baskets of Learning," the women are seeking donations of pens, notebooks and other basic back-to-school supplies.

"The one thing we try to do is have these kids go back to a normal school day," Luzinas said. "We can help by giving them school supplies."

Expressions of Gratitude is located at 311 Ushers Road and is open from 9 a.m. to 3 p.m. Monday through Friday.

For now, all donations are benefiting Domestic Violence Services, but Luzinas said she could easily see helping additional agencies in the future.

"I could definitely see where this could roll across to other entities. There is just so much need out there," she said.

Reach Gazette reporter Elysia Nest at 518-443-0100 or enestg@timesunion.com.

timesunion

Baskets of Learning sends kids off to school with supplies

By KATYA ROYTBURD
Staff writer

Deborah Duffy and Martha Luzinas have amassed piles of school supplies this summer, ranging from pencils and pens to backpacks. But these signs that fall is near were not for their own children — the supplies are for children staying with their mothers at the shelter run by Domestic Violence Services of Saratoga County.

Duffy and Luzinas are co-owners of Expressions of Gratitude, a gift basket company based off Exit 10 in Ballston Lake. The children's project, called Baskets of Learning, was an outgrowth of their successful Baskets of Hope effort, for which they collected personal care items such as shampoo, toothpaste and makeup for the women staying at the shelter and assembled attractive baskets to deliver in time for Mother's Day.

"We had a great response," said Duffy. From mid-April until Mother's Day, customers and business associates they knew through Saratoga Business and Professional Women had donated enough items to make 18 baskets.

"Then we continued to get donations," Duffy added. So she and



SKIP DICKSTEIN/TIMES UNION

SCHOOL ITEMS fill a need for children as Deborah Duffy, left, and Martha Luzinas work on their Baskets of Learning project at their Ballston Lake business. Maggie Fronk, right, of Domestic Violence Services of Saratoga County, receives the supplies.

Percon Technologies Corporation

An ambitious, fast track entrant in the competitive IT arena, Percon Technologies needed an effective integrated marketing program to create a compelling and competitive presence among larger, more established tech firms. The marketing program we developed empowered them to compete more effectively, be included in more important RFPs and win more important projects.





Barnard College Centennial Anniversary Theme

Having developed the theme “*A Century of Infinite Possibilities*,” we morphed an infinity sign and the number 100 to create an engaging and memorable identity for Barnard College’s centennial anniversary.



Lumina Creative Inc.

We branded Lumina Creative Inc, a full-service marketing communications firm, with a mission to engage and enlighten audiences.



Hudson Fusion LLC

This brand identity is the cornerstone of a branding program we developed for Hudson Fusion, a full-service web design and digital marketing firm.

The Chamber of Southern Saratoga County

Sandwiched between two larger chambers of commerce, The Chamber of Southern Saratoga County needed an image campaign to position itself as dynamic organization with a significant history of achievements in one of upstate New York's fastest growing counties. The 40th anniversary image campaign we developed produced record-breaking attendance and revenue numbers for Chamber events and more than 1.5 million positive media impressions. Spin-off campaigns sustained the momentum and contributed to twin milestones: The Chamber reached its long-held goal of attaining 1,000 members, and the organization was named "2014 Chamber of the Year" by The Business Council of New York State.



Chamber of Southern Saratoga County Garners State's 'Chamber Of Year' Award



Chamber CEO Pete Bardunias (right) poses with Marsha Gordon of the Business Council of Westchester and Mick Fleming of the Association of Chamber of Commerce Executives.

Bennett Contracting

For its 100th anniversary, Bennett Contracting wished to showcase its design and construction skills through a community service project and tell the company's story of beginning as a plumbing shop and evolving into the area's oldest and largest full-service home remodeling company in New York's Capital District. Through our *"Building Strong Roots"* project, an employee team designed, constructed and installed a garden shed and grape arbor in a community garden where more than 50 families grow their own food. A media campaign followed the project from start to finish and generated more than one-half million positive print and broadcast impressions.

[View TV Segment](#)



From left to right are Gregory Bennett Jackson, president of Bennett Contracting, Inc., Tony Cicchino, John Gilman, Brian Olmstead, Andy Downen, Bob Downen, Steve Shanholz and Chris Brozowski.



Volunteers from Bennett Contracting work to construct a new garden shed and grape arbor at the Capital Roots community garden in Lincoln Park, where 52 South End families grow their own food using organic techniques.

Black Mesa Golf Club/New Mexico Tourism

We created the theme *"Timeless. Masterpiece."* Our branding objective for this multifaceted marketing program was two-fold: Promote the breath taking Black Mesa golf course in New Mexico and the rich Native American heritage of the Santa Clara Pueblo.



Fusco Builders' Inclusion Program

"Inclusion. Our blueprint for success" was the theme we developed for branding Fusco Builders' new inclusion program. Conveying the essence of inclusion, the letter "S" in the identity consists of two arrows, suggesting different points of view that work together for a single purpose. The two arrows also represent the very nature of a builder, taking a plan to its fulfillment. Echoing the theme line, the blueprint concept branded and unified all the collateral material.

INCLUSION

OUR BLUEPRINT FOR SUCCESS





Bartel Communications, Inc., is an award-winning corporate communications firm, specializing in public relations, marketing, business anniversary marketing, custom-content strategy and implementation. We provide brilliant ideas for building your brand. We start there and then deliver award-winning results.

Bartel Communications believes that brilliant ideas blossom through close collaboration with clients. That means we ask questions and listen to your answers until we understand your goals, your message and your audience. We synthesize information, share ideas and shape the direction of each project – together. Then we add the essential elements of our work: creativity, excellence and results.

Our creativity combines fresh thinking, insights and vision with logic, planning and execution. Since we have an innate desire to deliver a superior experience, excellence is threaded throughout all we do. We strive to exceed expectations – yours as well as our own. Therefore, we succeed in building your brand by positioning your company, providing inspired solutions and promoting competitive marketplace advantage for increased profitability – results that speak for themselves.

Expertise

- Branding
- Business Anniversary Marketing
- Custom Content (Strategy and Implementation)
- Public Relations
- Marketing
- Strategic Storytelling

Brands

- ABC-CLIO
- Albany Molecular Research, Inc.
- Bennett Contracting, Inc.
- Berkshire Hathaway
- HomeServices Blake, REALTORS®
- The Chamber of Southern Saratoga County
- Cengage Learning
- Coldwell Banker
- Corso's Cookies
- Expressions of Gratitude
- Federal Emergency Management Agency (FEMA)
- Mercer Development
- NYS Environmental Conservation
- The Otsego County Chamber of Commerce
- Rowman & Littlefield Publishing Group
- The Sage Colleges
- Snyder Printer
- Venturemark International Corp.

Industries

- Education
- Finance
- Government
- Health, Medicine & Wellness
- Heritage Tourism
- Hospitality
- Law
- Non-Profits
- Public Relations
- Publishing and Printing
- Real Estate and Construction
- Training and Development

Contact

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Bartel Communications, Inc., is a certified NYS Woman-owned Business Enterprise.

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Florville Catalyst, Inc., is an award-winning design firm, specializing in strategy, branding and marketing communications. With over 25 years' experience, we empower small businesses, non-profits and global brands across a wide spectrum of industries. Our mission is simple: Create engaging, effective and timeless solutions to help strengthen, transform your brand and generate ROI.

Our solutions are guided by a philosophy that goes beyond the aesthetics. The success of our work is attributed to strong analytics – thoroughly understanding your challenges, objectives and audience – and conceptual strength – bringing your message and audience together through engaging and compelling communications that generate results.

We're proud of our industry's recognition. Our work has won national and international awards and is part of the permanent collection of the Smithsonian Institute National Design Museum, at Cooper Hewitt.

See our client-proven solutions for:

- Corporations: <http://www.florville.com/corporate>
- Non-profits: <http://www.florville.com/non-profits>
- New ventures/small businesses: <http://www.florville.com/new-ventures>

Expertise

- Branding
- Integrated Marketing
- Motion Design
- Print Communications
- Products and Packaging
- Web/Interactive

Brands

- Avon Products
- Colgate Palmolive
- Citigroup
- HBO
- JP Morgan Chase
- L'Oreal
- Madison Square Garden
- MasterCard
- Merrill Lynch
- Met Life
- New York Life
- Pfizer
- Time Warner
- United Way
- US Dept of Commerce
- World Hope International
- Verizon

Industries

- Financial
- Education
- Health & Beauty
- Non Profits
- Advertising
- Travel & Entertainment
- Public Relations
- Communications
- Publishing

Contact

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Florville Catalyst, Inc., is a certified NYS Minority Business Enterprise.



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The cornerstones, stepping stones and milestones of your business deserve the strategy, creativity and results that Bartel Communications and Florville Catalyst deliver. Discover how you can benefit from our marketing, public relations and branding solutions by arranging an initial, complimentary consultation.

Contact us today!

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