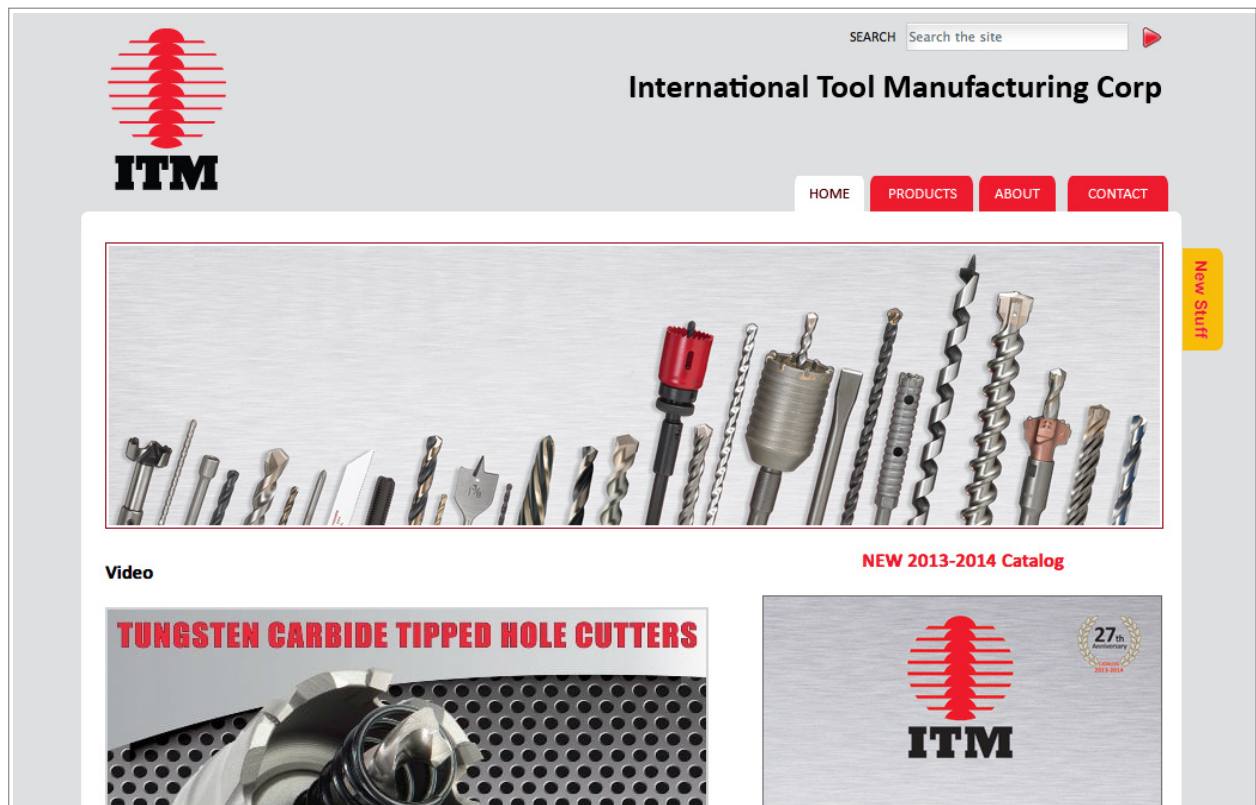


John De Santis Creative Director Project Case Study

CLIENT: INTERNATIONAL TOOL MANUFACTURING

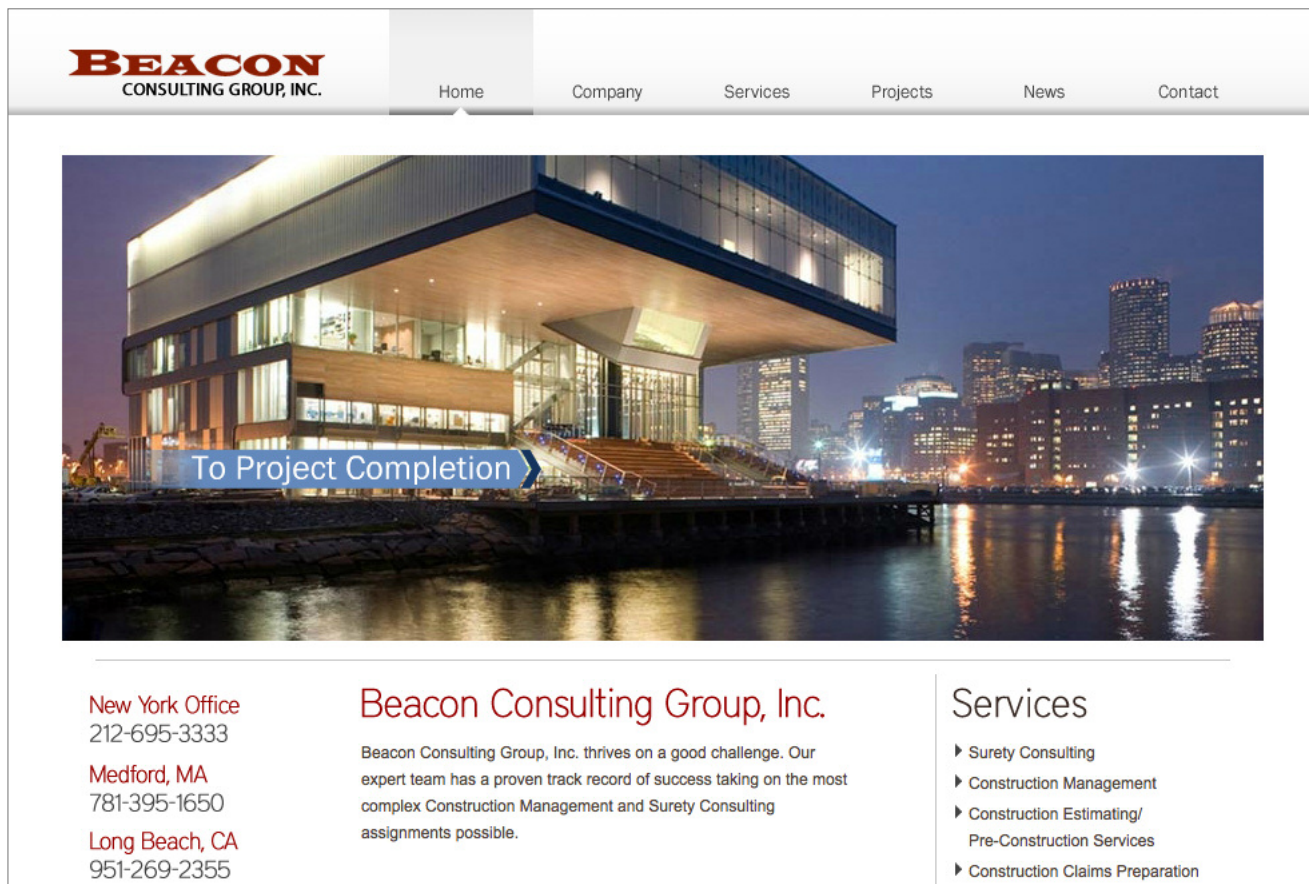
- Role: Visual design
- Marketing product site presents entire company product lines.
- All products searchable and downloadable for potential clients.
- www.itmtools.com



John De Santis Creative Director Project Case Study

**CLIENT: BEACON CONSULTING GROUP
CONSULTING ENGINEERS**

- Role: Visual design
www.beacon.ws



John De Santis Creative Director Project Case Study

**CLIENT: DISTRICT COUNCIL IRONWORKERS FUNDS OF
NORTHERN NEW JERSEY**

Website www2.ironnj.com

- Role: Visual design

**IRONWORKERS LOCAL 11
BENEFIT FUNDS & TRAINING FACILITY**

June 23, 2015
Tel: 973-376-7230

- WELFARE
- PENSION
- ANNUITY
- VACATION
- TRAINING
- YOUR BENEFITS

BENEFITS INFORMATION SITE

Welcome plan participants. This website has been developed as a resource for information about the various funds administered by the Ironworkers Local 11 Benefit Funds and Training Facility. Here, you can find useful information such as "Summary Plan Descriptions" (SPD's) that provide an overview of the four benefit funds administered by this office. Additionally, here you will also find information such as recent plan changes, downloadable forms, website links to our providers and useful fund office information. For your participant specific information check out the "Your Benefits" area of the site and request your own username and password.

William A. Kolfenbach, Jr. – Executive Director

PLAN CHANGES

» Index of Plan Changes

LATEST NEWS

» Current News Index
» News Archive

May 15, 2015

Benecard PBF Rank's #1 In The Nation. BENECARD PBF RANKS #1 IN THE NATION IN PBM'S ANNUAL PBM CUSTOMER SATISFACTION SURVEY

More >>

John De Santis Creative Director Project Case Study

CLIENT: FURNITURE DESIGNER MARIE GUERINÀ

- Role: Visual design

Site: www.collectionmarieguerin.com

Webb worked with furniture designer Marie Guerin to launch her online furniture collection portal. The new site highlights the line of furniture which includes: tables, consoles, lamps, bookcases, and mirrors



John De Santis Creative Director Project Case Study

CLIENT: GAFFCO, INC.
Site for high-end security company

- Role: Visual design
www.gaffco.com



The screenshot displays the GAFFCO Ballistics website. At the top, there is a dark green header with the GAFFCO logo and the text 'GAFFCO Ballistics' and 'Global Security Solutions'. A navigation menu includes links for Home, News, Contact, Get a Quote, and Ballistics Chart. Below the header is a secondary navigation bar with categories: About GAFFCO, Bullet Resistant Systems, Safe Rooms, Bullet Resistant Products, and Ballistic Armor. The main content area features a large, high-angle photograph of a massive, multi-story industrial or commercial building complex with a large parking lot. Below the image is a section titled 'A Better Way to Secure Homes & Workplaces' with a paragraph of text and a 'Read More' link. To the right of this section is a 'Current Projects' list with four items, each preceded by a blue dot. At the bottom of the main content area are two buttons: 'GET A QUOTE' (yellow) and 'LEARN MORE' (blue).

GAFFCO Ballistics
Global Security Solutions

Home | News | Contact | Get a Quote | Ballistics Chart

About GAFFCO | Bullet Resistant Systems | Safe Rooms | Bullet Resistant Products | Ballistic Armor

A Better Way to Secure Homes & Workplaces

For more than 25 years, Gaffco, Inc. has been protecting companies, private citizens, and government personnel through the design, manufacture and installation of safe rooms, bullet-resistant systems and related products and services. The company's mission is to deliver products of the highest quality to help assure the safety, security, and protection of our clients, their families, employees, and property. [Read More](#)

[GET A QUOTE](#) [LEARN MORE](#)

Current Projects [See all](#)

- **New York City USA** : Design / Build residential safe room.
- **Mexico City Mexico** : Design / Build residential safe room.
- **Los Angeles USA** Financial Office : Design / Build safe room in an office building for an investment firm.
- **Lagos Nigeria** : Installation of bullet resistant doors private residence.

John De Santis Creative Director Project Case Study

CLIENT: GRAND LEIGH
**Distributor of products - hospitals, nursing homes
and other institutions)**

- Role: Visual design

www.grandleigh.com

The screenshot shows the Grand Leigh website homepage. At the top left is the Grand Leigh logo in a blue-bordered box. To its right is the tagline "Small Enough To Know You, Big Enough To Serve You". Further right is contact information: "TO ORDER CALL 1-800-255-4836 OR E-MAIL info@grandleigh.com". On the far right is a pink banner for "Easter Egg Hunt" with a basket of eggs and a link to "Learn More". Below the header is a navigation bar with "ABOUT", "PRODUCTS", "NEWS", and "CONTACT". The main content area features a large image of colorful Adirondack chairs on a beach, with the word "furniture" and a right-pointing arrow overlaid. To the left of the image is a text block about the company's services. To the right are smaller images of clothing and bedding. At the bottom is a "OUR PRODUCT LINES" section with icons for Garments, Bibs, Briefs, Gloves, Janitorial, Bedding, Furniture, Shower Curtains, Table Linens, Towels, and Underpads.

John De Santis Creative Director Project Case Study

CLIENT: FEDEX



- Role: Visual design

Webb Communications developed the UX interface and programmed a custom parcel tracking solution for FedEx. FedEx's International mail "Track & Trace" website(s) are actively used by FedEx clients, including Fortune 500 companies, large retailers and consumers. Webb Communications delivered (and manages site and database hosting) for these highly scalable site(s) which handle hundreds of thousands of queries per month, enabling FedEx customers to track the delivery of International mail parcels.

Among the many features implemented are:

- Ability for customer to track groups of packages or an entire Airway Bill group
- System enables customers to download a report (or generate an email) with package tracking details for individual packages or groups of packages
- 24 hour monitoring of site via an external tracking solution
- Redundant hosting
- Automated data import and error checking

FedEx Ship Track Manage Learn FedEx Office

FedEx International MailService®

Enter Shipment Information

Find both air waybill and package level information as your shipments reach their destination.

Enter up to 5 FedEx International Mail Service (FIMS) air waybill numbers or 5 postal ID numbers (one per line). Combinations of Air Waybill Numbers and Postal IDs are not permitted.

Postal ID Number
Documentation number for shipment provided by local postal services

Submit

FedEx Ship Track Manage Learn FedEx Office

FedEx International MailService®

MailView Home | FIMS Overview | Glossary | FAQ | Contact Us

Enter Shipment Information > Package Summary

Package Summary

Filter by Country (Select) Filter by Status (Select) Enter Keyword Search Filter Results per page: (20) (2)

Country	Postal ID No.	Shipper Ref. No.	Last Reported Status	Date of Last Status	Details
<input type="checkbox"/> Taiwan	CD504845251SE	NONE	In transit to destination country	Sep. 28, 2013	Hide
			In transit to destination country	Sep. 28, 2013	
<input type="checkbox"/> South Korea	CD504845438SE	NONE	In transit to destination country	Sep. 28, 2013	Hide
			In transit to destination country	Sep. 28, 2013	
<input type="checkbox"/> Hong Kong	CD504845469SE	MAILVIEW-9-19-13	Successful delivery	Sep. 27, 2013	Hide
			Successful delivery	Sep. 27, 2013	
			Unable to deliver	Sep. 26, 2013	
			Released by destination customs	Sep. 26, 2013	
			Received by destination post	Sep. 26, 2013	

John De Santis Creative Director Project Case Study

CLIENT: DirectLink International



- Role: Visual design

Webb Communications developed two international package-tracking websites for Direct Link, a Sweden Post Group company. Direct Link provides international mail services to major corporations and non-profit institutions worldwide. Wholly-owned and operated by one of Europe's highest rated postal companies, Sweden Post, Direct Link offers global mail and distribution solutions. As a part of Posten Norden, a merger of Sweden Post and Post Denmark completed in 2009, Sweden Post and Direct Link are supported by a system with over 50,000 employees handling over 40 million mail items per day.

Webb Communications developed two applications for Direct Link's U.S. operations: A Track & Trace application, which allows businesses and individuals to track the status of their international mail shipments from a web-based interface. The system tracks the status of parcels sent to more than 240 countries worldwide. Webb also upgraded Direct Link's "Global Hot Spots" system which helps alert shippers about potential "disruptions" in international mail services caused by postal strikes or other events. The site is a valuable resource for international mail shippers in North America and beyond.

« Track & Trace Home

Tracking No.	Status	Date / Time	Destination
CD4000053975E	Item was unable to be delivered.	Sep 28, 2013 09:10 (local)	Netherlands
	Item was successfully delivered.	Sep 28, 2013 08:53 (local)	Netherlands
	Item has been released by Destination Customs Agency.	Sep 27, 2013 21:42 (local)	Netherlands
	Item has been received at destination Post's International Mail Acceptance Office.	Sep 27, 2013 15:25 (local)	Netherlands
	Item has been dispatched by Direct Link to destination country.	Sep 24, 2013 17:33 (local)	Netherlands
CD4000060185E	Item was successfully delivered.	Sep 27, 2013 18:33 (local)	Spain
	Item has been received at recipient's local Postal delivery location.	Sep 27, 2013 07:36 (local)	Spain
	Item has been released by Destination Customs Agency.	Sep 26, 2013 08:12 (local)	Spain
	Item is with Destination Customs Agency for clearance.	Sep 06, 2013 17:53 (local)	Spain
	Item has been received at destination Post's International Mail Acceptance Office.	Sep 06, 2013 17:51 (local)	Spain
	Item has been dispatched by Direct Link to destination country.	Aug 31, 2013 11:11 (local)	Spain

Welcome Steven Collins
These are the **Global Hot Spots** for the week of your choice (2013.38) (Sep 15 to Sep 22, 2013)

Global Hot Spots

Mexico Impact: High [●●●]

SepoMex advises that Hurricane Ingrid on the Gulf coast and Tropical Storm Manuel on the Pacific coast have resulted in major damage to the national communication infrastructure. Consequently, there will be delays in the delivery of postal items in nearly all parts of the country from 18-23 September.

[Weekly overview](#)

Need help? [Contact Direct Link](#)

John De Santis Creative Director Project Case Study

CLIENT:
MySmileGuide.com MySmileGuideU.org



- Role: Visual design

Webb Communications designed and built MySmileGuide.com -- the world's first full-featured online Oral Health education, evaluation and monitoring portal. This oral health online learning site is used by major insurance providers such as Emblem Health, HIP USA, Liberty Dental and HealthPlex, as well as large corporate benefits companies, schools and universities. This highly scalable & secure health promotion portal is now being expanded through MySmileGuideU.org, a non-profit organization whose mission is to serve schools, community organizations and other groups globally.

A consistent and logical navigation scheme was implemented to let the user easily navigate a large amount of information. The project provides detailed oral assessments and tracking of oral health progress. A back-end system provides reporting on the progress of specific groups to monitor overall health impact. The system is built upon a scalable platform capable of handling millions of users.



John De Santis Creative Director Project Case Study

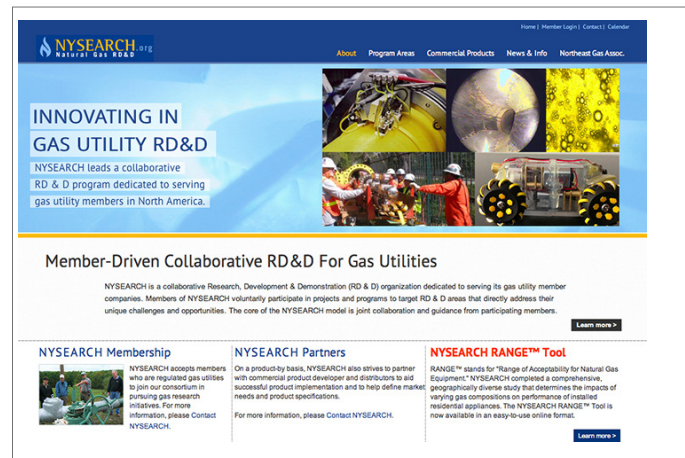
CLIENT: NYSEARCH / Northeast Gas Association
www.nysearch.org / m.nysearch.org




- Role: Visual design

NYSEARCH is a collaborative Technology Research, Development, and Demonstration managed by major gas utility companies. The members of NYSEARCH invest heavily in the development and demonstration of technologies to operate their gas distribution systems in a safer and more efficient manner. Webb Communications has provided NYSEARCH with all of the following services in recent years:

- Website design and programming
- Mobile Website Development
- E-commerce Solution Development
- Development of members-only reports solution
- Development of technology reporting website
- Logo / Corporate identity work
- Content Management System (CMS) implementation
- Technology Report design
- Website update training
- Security consulting
- Website hosting
- Email hosting



John De Santis Creative Director Project Case Study

 Istituto Nazionale per il Commercio Estero
Italian Trade Commission - Government Agency

GOVERNMENT OF ITALY / ITALIAN TRADE COMMISSION

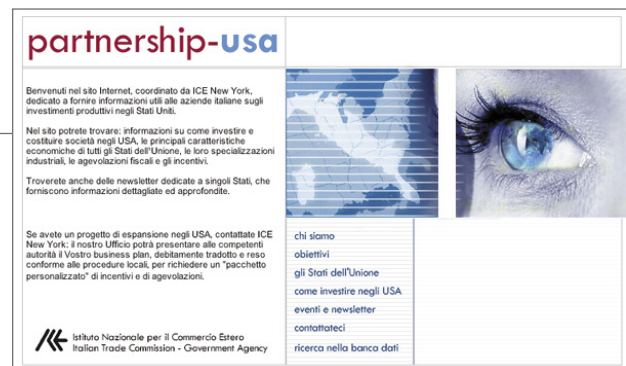
- Role: Visual design

Working for the Italian Trade Commission's investment division, Webb Communications created a portal (Partnership-USA) that served as an economic resource for Italian companies seeking to do business in the United States market. The portal helped Italian companies to identify appropriate locations to open up operations in the U.S. from a logistics, economic incentive, and demographic market standpoint.

Webb Communications worked with the Italian Trade Commission's investment division, which sought to create a portal that serves as an economic resource for Italian businesses interested in entering the United States market.

The site contains an extensive database of reports and, for each state, statistics addressing current information such as population, economic activity, tax incentives, and rental costs. The enhanced usability, functionality and development of the dynamic database-driven statistical and financial data make it easy for Italian firms to access a wide range of detailed information.

Webb Communications conceptually developed and designed the site's architecture, navigational layout, visuals, and the dynamic pages generated from a database. The design strategy emphasized the usability experience of the Italian online demographic. Webb also helped with online marketing that increased exposure and traffic to partnership-usa.com by 138%.



WEBB COMMUNICATIONS

Case Study

MILAN CHAMBER OF COMMERCE

- Role: Visual design

Webb launched the U.S. media campaign for the Milan Chamber of Commerce's web portal initiative promoting Italian artisans in the areas of house-furnishing, textile-apparel and artistic handicrafts. The cross media effort included print ads, direct mail, media plans and coordination of the launch event.



artisanexpo

Italian Craftsmen and Their Products On-line

Visit our site at www.artisanexpo.it: open the doors to the best Italian craftsmen's workshops in the home, fashion and artistic crafts sectors.

At www.artisanexpo.it, besides looking all over all the products on display, you can also contact the craftsmen directly and ask for a custom-made item, consult a catalogue of products 24 hours a day, send orders or buy directly online.

Sign up for the newsletter and you'll be kept up-to-date on all the latest news from the site!

www.artisanexpo.it

For more information:
PROMOS: Via Camperio, 1 • 20123 Milano • Tel. ++39-02-8515.5264 •
 Fax ++39-02-8515.5227 • Email: ebusiness@mi.camcom.it

Italian Artisans and their products on-line

Italian Giftware

Italian Fashion

Italian Home Furnishing

www.artisanexpo.it

John De Santis Creative Director Project Case Study

CLIENT: Esquire Litigation Solutions / Hobart West

- Role: Visual design

Hobart West is a national company with over 80 offices and more than 700 employees. Through its subsidiary organizations, The Hobart West Group operates two lines of businesses: legal services and commercial staffing.

Webb Communications developed online branding for The Hobart West Group and its subsidiaries: Esquire Litigation Solutions (ELS) and Esquire Deposition Services (EDS). Combined, ELS and EDS represent the nation's largest providers of professional staffing, project support and technology services to the Legal Services industry. Among the many high-impact marketing and web projects completed: Redesign of three separate websites, development of co-branded sites for ELS clients, and print advertising design.



John De Santis Creative Director Project Case Study

CLIENT: BIRRA PERONI USA

**PROJECT: BIRRA PERONI USA
SALES INCENTIVE SITE**



PROJECT BENEFITS

- Role: Visual design
- Sales incentive site provides an effective way to motivate and reward top salespeople.
- High-quality incentive gifts can be ordered easily and securely from the extranet site.
- Site differentiates Peroni from competitors and

Webb Communications worked with Birra Peroni USA and Barton Beers, Ltd., to design and build a national sales incentive website. The goal of the site was to motivate and reward U.S. beer distributors and internal staff members who exceeded sales targets. Although Peroni is the #1 selling Italian beer in the U.S., a challenge faced by Birra Peroni was how to motivate its outside sales force of distributors across the U.S. who wholesale many different beer brands. The sales incentive website provides an effective means of motivating and rewarding valued distributors, while differentiating Peroni from its competitors.

Unlike most sales incentive sites, the Peroni extranet is branded to match Birra Peroni's corporate ID. Thus, when members of the outside sales force login to the site to preview or order incentive gifts, the site continually reinforces the quality and image of Birra Peroni. Central to the site's appeal is the use of "Peroni Dollars" for incentive gift purchases on-line.

Each award-winning distributor is provided with multiple gifts certificates having values of \$100 Peroni Dollars or more. Managers at the distributors can give out the certificates to their internal salespeople. Each certificate has a unique login code that enables the recipient to register to "shop" for rewards on the PeroniUSA.com site.



Once registered, the user is greeted with a customized message, including their name and how many "Peroni Dollars" they have available to spend. They can then shop for and order high-end gifts and can return to the site until their reward dollars are depleted. Secure credit card processing enables users to purchase more Peroni Dollars to order gifts costing more than their available reward dollars. A reporting system allows Peroni to track all order activities by region, company and individual user.

John De Santis Creative Director Project Case Study

CLIENT: BIRRA PERONI USA

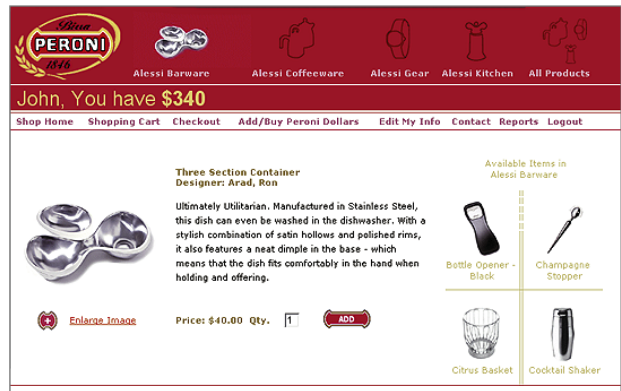
**PROJECT: BIRRA PERONI USA
SALES INCENTIVE SITE**



HOME PAGE



LOGIN PAGE



PRINT SALES CERTIFICATE



WEBB COMMUNICATIONS Case Study

ITALY-AMERICA CHAMBER OF COMMERCE 

ITALY AMERICA CHAMBER OF COMMERCE

- Role: Visual design
Site www.italchamber.org



John De Santis Creative Director Project Case Study

CLIENT: Juvent Medical

JUVENT ≈

- Role: Visual design

Juvent is a medical device company focused on the development and marketing of devices for treatment of osteopenia, osteoporosis, and various vascular conditions. Webb developed and promoted the Juvent brand via multi-country online marketing portals. Webb was also retained to develop a multi-country / multi-language online promotional plan, to increase awareness about the technology to patients, medical professionals, and prospective investors.

Marketing/information portals were implemented for the U.S., Canada, Ireland, the United Kingdom, Germany, Austria, and Australia/New Zealand. These portals provided a means of introducing the Juvent brand and the company's unique technology to a worldwide audience. These portals ensure that branding is accessible to consumers and care givers, while medical professionals are comfortable with the research and science behind the technology.



John De Santis Creative Director Project Case Study

CLIENT: Italy-America Chamber of Commerce

PROJECT: Online Event Promotion

- Role: Visual design



Join us for an evening of fine dining, showcasing New York's top Italian restaurants and winners of the prestigious "Ospitalità Italiana – Ristoranti Italiani nel Mondo" Seal of Quality award. Don't miss this unique opportunity to sample tasting menus from New York's finest Italian restaurants all under one roof!

Monday, September 23rd, 6-10 p.m.

The Metropolitan Pavilion

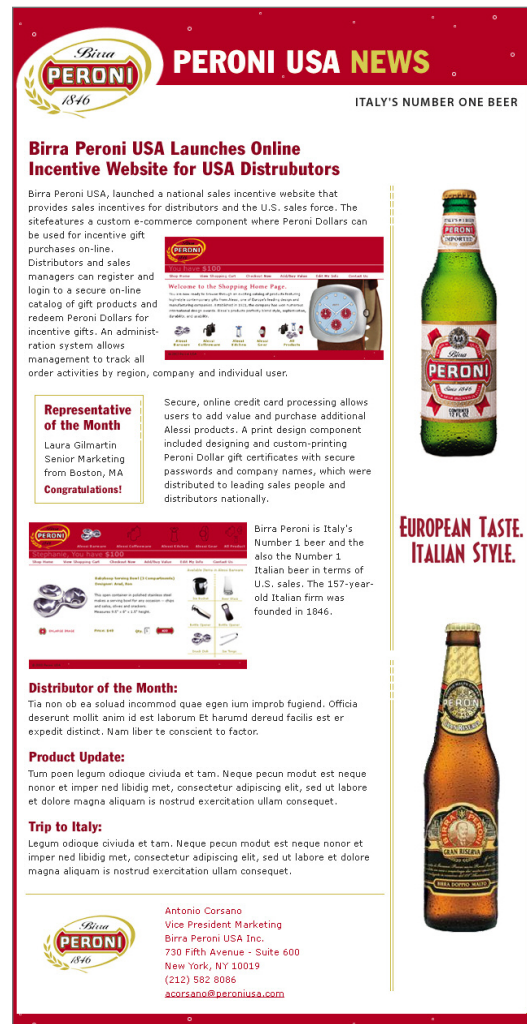
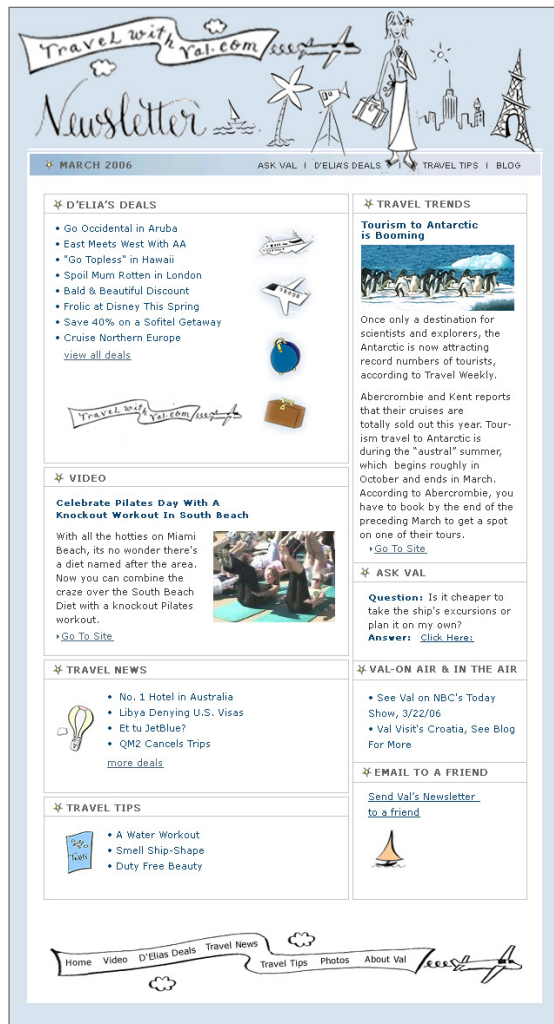
- 110 West 19th Street, (between Sixth and Seventh) / NYC
- To purchase tickets, visit www.italchamber.org & go to "Events"
- For the exclusive restaurant ticket price of \$50, use this code when purchasing tickets:



John De Santis Creative Director Project Case Study

PROJECTS: Enewsletters

- Role: Visual design



John De Santis Creative Director Project Case Study

PROJECTS: Enewsletters

- Role: Visual design

US Plant | Product Sheet | Contact

MX Solar USA
photovoltaic industries

News

Manufactured in the USA Polycrystalline Photovoltaic Modules

MX Solar USA United States Plant Operational

MX Solar USA, a part of MX Group, has arrived in the United States as a new company producing "Made in the USA" photovoltaic modules.

MX Solar USA is new to the US market, but it is backed by the full experience of an industrial group that has operated in the European PV Market for 10 years. The Group owns and operates two module manufacturing facilities in Italy having a combined production capacity of 180 MW.

The headquarters and manufacturing operations of MX Solar USA are located in a 138,000 square foot facility in Somerset, New Jersey. The company started manufacturing in December 2010 and will achieve full ramp-up by March 2011 with 120 full-time employees.

Technologically-sophisticated manufacturing machinery, experienced personnel combined with specific training, and strict quality-controls on the final product mirror the Group's European operations. This allows MX Solar USA to achieve the highest qualitative standards, defined by the market as "Premium Quality" in terms of efficiency and performance.

The production line will have an initial capacity of 65 MW, which will increase to 130 MW by the end of August 2011.

After the start of production, MX Solar USA will offer training for solar industry professionals, including developers and installers.

MXSolar USA
2301 Cottontail Lane
Somerset, NJ 08873 - USA

www.mxsolarusa.com
info@mxsolarusa.com
732 366 7300

ETL Intertek TUV CE

Product Sheet **Contact**

LA CAMICERIA[®]
Italiana

ITALY'S Finest Shirts
in NEW YORK

La Camiceria Italiana[®] Opens US Flagship Store in New York

Offering Italian-Made Artisan-Quality Men's Shirts & Accessories At

509 Madison Avenue
(between 52nd & 53rd streets)
New York City
(212) 752-0823
info@lacamiceriaitaliana.net

NEW YORK - Nuova Apertura

La Camiceria Italiana ha inaugurato il nuovo Store di New York, a Madison Avenue. Il punto vendita, localizzato nel cuore di Manhattan con una superficie di 280 m2 su due livelli, propone alla propria clientela sia la camicia confezionata che quella su misura, oltre agli altri innumerevoli prodotti di alta qualità italiana come le cravatte, la maglieria, il capospalla, gli accessori.

LA CAMICERIA ITALIANA • 509 Madison Avenue • New York, NY 10019
(212) 752 0823 • info@lacamiceriaitaliana.net

John De Santis Creative Director Project Case Study

CLIENT: Italy-America Chamber of Commerce

PROJECT: Online Event Promotion

- Role: Visual design



YOU ARE INVITED
IACC Fall Luncheon
Friday, September 27, 2013
Registration and Reception: 12:30 p.m.
Luncheon & Award Ceremony: 1:00 – 2:30 p.m.
The Palace Hotel
455 Madison Avenue, NYC
Business and Culture Award
Presented by the
Italy-America Chamber of Commerce
Women's Forum
to
Matilda Raffa Cuomo
Founder, Mentoring USA
Producer and Editor of
"The Person who Changed my Life:
Prominent People Recall Their Mentors"
Former First Lady of New York State
\$250 for members • \$275 for non-members
RSVP: (212) 459-0044 • errante@italchamber.org
Italy-America Chamber of Commerce



Italy-America Chamber of Commerce
2010
ANNUAL
Gala
DINNER
FRIDAY, NOVEMBER 19, 2010
THE MANDARIN ORIENTAL
NEW YORK CITY



ITALY-AMERICA CHAMBER OF COMMERCE
IACC
2011
GALA
Friday, November 18, 2011
MANDARIN ORIENTAL NEW YORK
80 COLUMBUS CIRCLE AT 60TH STREET
NEW YORK CITY
COCKTAIL RECEPTION AT 7 PM • DINNER AT 8 PM
BLACK TIE
Italy-America Chamber of Commerce
ABOUT THE ITALY-AMERICA CHAMBER OF COMMERCE
Founded in New York in 1987, the Italy-America Chamber of Commerce is a private, not-for-profit, membership organization that represents the interests of companies that have, or that are endeavoring to establish, business and commercial relations between the United States and Italy. The IACC brings together businesses – ranging from individual entrepreneurs to large corporations – advancing the interests of its members through contacts and interaction with government agencies, trade associations and leading international organizations. The Italy-America Chamber of Commerce is a member of Assamerestero, the world association of Italian bi-national chambers, and is affiliated with the United States Chamber of Commerce.
For more information visit www.italchamber.org
AMBASSADOR CIRCLE PRESIDENTS' CIRCLE

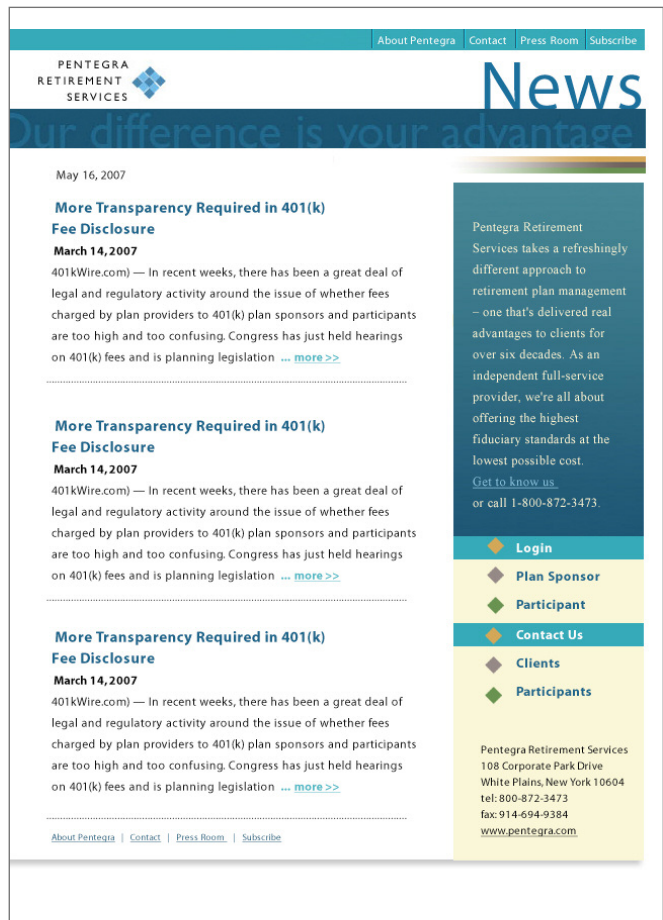
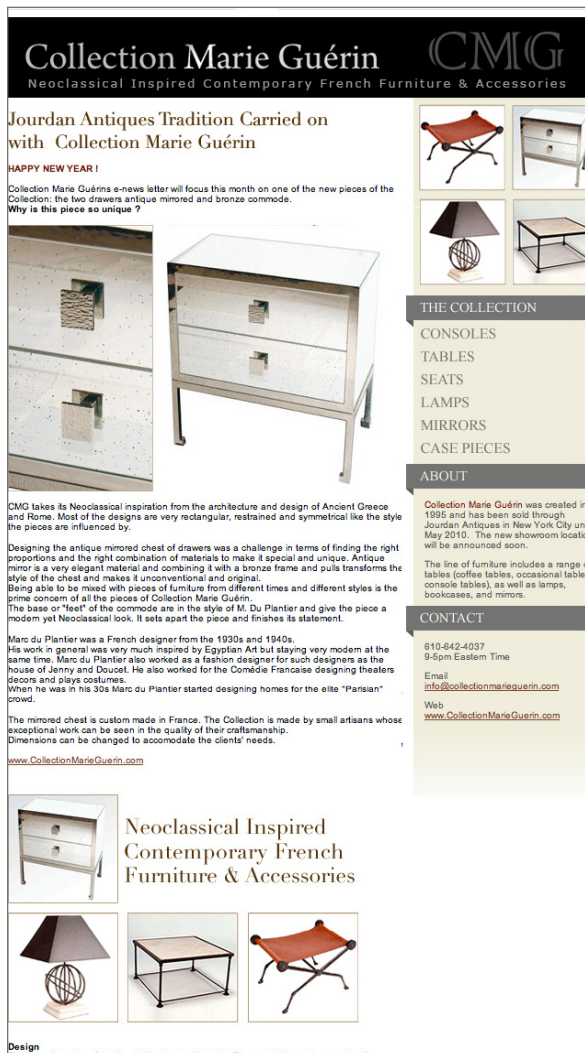


Italy-America Chamber of Commerce UNASCO
Olive Oils of Italy
The Delicious Essence of Wellbeing
An initiative financed by the Italian Ministry of Agriculture and organized by UNASCO (Association of Italian Olive Oil Producers – www.unasco.it & www.olivoolivetre.com) and the Italy-America Chamber of Commerce Inc.
November 12
6:30 – 7:15 p.m.: Registration & Cocktail Reception
7:15 – 10:00 p.m.: Tasting Dinner & Presentation
Alfredo of Rome
4 West 49th Street • NYC
Please join us for a presentation and tasting of Italian olive oils sponsored by UNASCO, the Association of Italian Olive Oil Producers. Ela Fiorillo, President of UNASCO, will give an educational talk highlighting the nutritional and overall health benefits of a diet incorporating olive oil as well as a description of the most renowned Italian PDO olive oils. Guests will have the opportunity to sample several PDO/PGI extra-virgin olive oils from Italy and will be treated to a delicious meal featuring this key ingredient.
SPACE IS LIMITED. Reservations will be accepted on a first-come, first-served basis. This invitation is NON-TRANSFERABLE and is valid for ONE person. To RSVP, please contact Brandon Mucco at the IACC. (Tel: 347.284.3741; email: mucco@italchamber.org) by November 9, provide your name, company & telephone number.
MINISTERO DELLE POLITICHE AGRICOLE ALIMENTARI E FORESTALI

John De Santis Creative Director Project Case Study

PROJECTS: Enewsletters

- Role: Visual design

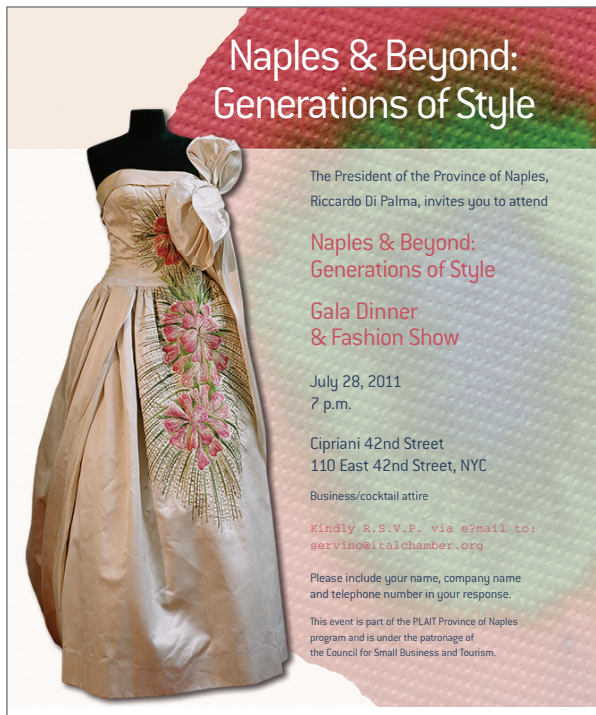


John De Santis Creative Director Project Case Study

CLIENT: Italy-America Chamber of Commerce

PROJECT: Online Event Promotion

- Role: Visual design



**Naples & Beyond:
Generations of Style**

The President of the Province of Naples,
Riccardo Di Palma, invites you to attend

**Naples & Beyond:
Generations of Style**

**Gala Dinner
& Fashion Show**

July 28, 2011
7 p.m.

Cipriani 42nd Street
110 East 42nd Street, NYC

Business/cocktail attire

Kindly R.S.V.P. via e-mail to:
servino@italchamber.org

Please include your name, company name
and telephone number in your response.

This event is part of the PLAIT Province of Naples
program and is under the patronage of
the Council for Small Business and Tourism.



Divine Jazz
Vinosophy Collection

Please join us for **DiWine Jazz**, a unique
wine tasting experience designed to
engage and delight your senses.

September 19
Trattoria Cinque
363 Greenwich Street, New York, NY
Registration: 5:30 PM
Dinner and tasting: 6 – 9 PM

Conceptualized by Franco D'Eusano, owner and winemaker of
Chiusa Grande Winery located in Italy's Abruzzo region, DiWine
Jazz is an evening of evocative music paired with nine wines
from the Chiusa Grande portfolio. Based on its unique character-
istics, each wine will be playfully paired with a jazz composition
written especially by the Tony Pancella Rhythm'n Sing Sextet to
complement and enhance the wine's distinctive personality.

SPACE IS LIMITED. Reservations will be accepted on a first-come, first served basis.
This invitation is NON-TRANSFERRABLE and is valid for one person.

RSVP: Contact Brandon Nuccio at the IACC: 347.294.3741 / nuccio@italchamber.org
by Tuesday, September 13. Please include your name, company & telephone number.

 Italy-America
Chamber of
Commerce

 Chiusa Grande
Vini biologici

John De Santis Creative Director Project Case Study

CLIENT: Counterpoint Strategies

Out of Step with American Families



The USDA's new nutrition guidelines state unequivocally that Americans need to eat more fish. But if Greenpeace has its way, there won't be enough canned tuna to go around. They want



Your Donations at Work



Greenpeace is a \$300 million-a-year international fundraising giant. It needs to raise nearly \$1 million per day just to keep the lights on, but somehow still found \$32 million to spend on