

A black and white photograph of three weathered wooden posts standing in a misty sea. The posts are partially submerged and show signs of decay and algae growth. The background is a soft, hazy expanse of water and sky, creating a sense of depth and atmosphere.

Do your marketing
materials get lost
in the haze?

we can make your
marketing materials
stand out

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... something wanted or needed. [DESIDERATE] [des/i der/ə rā/]

Desiderium (di sid/ə rā/)

Desiderare; see DESIDERATE

Desiderii (des/i der/ē ē/), n.

de-sign (di zīn/), v.t. 1. to prepare the sketch or the plans for (a work to be executed in the form and structure of); to design a new definite purpose; a scholarship designed for the prisoner or conceive in the mind; contrive. 2. to form or intention; purpose: He designed to be a painter. 3. Archaic. to mark out, as by a sign; indicate. 4. to form or intention; purpose: He designed to be a painter. 5. to make drawings, preliminary sketches, or plan and fashion the form and structure of an edifice, or a machine, etc. — n. 6. a plan of art, decorative scheme, or structure of an edifice, or a machine, etc. — n. 7. organization or structure of a system.

KEY: act, system

about

I have always been interested in design. As a child I was always drawing something. Growing up with a father who was a professional printer I used to love going to “help my dad” at the shop on Saturdays. I became interested in how the process worked... concept... setting type... layout... camera-ready... the printing press.

After college my first job was as a Quadex 5000 typesetter for The Great Atlantic & Pacific Tea Co. in Paterson, NJ (better known as A&P Supermarkets). Here I built on the knowledge and skills that my father had instilled on me as a youngster. Years, and jobs, later, I entered the digital age. Where once before, and not that long ago, there was a whole team of highly talented specialists working together in an agency or department, there was now one person doing the jobs of all those people. Graphic designers had to learn new skills and forget old ones. The pace increased exponentially to the point where what used to take weeks to do could now be accomplished in just a few hours.

Always wanting to be my own boss I started my own design firm, PC Type, in the late 1980s. Moonlighting at first, I was soon able to go full-time in 1995. I provide design and production services for all types of printed projects, as well as support for digital projects. My clients range from small businesses to global leaders in their fields, many of them for over a decade. In 2017, we became Richard Coda Design, LLC.

I would be thrilled to have you as a client, too. Please take a look at my work in this book and contact me to see how I can help take your marketing materials to the next level.

Call us at 480.751.8684, or email us at rich@richardcodadesign.com to learn more about our services.

clients

BASF (USA)

Bayer (PA)

Covestro (PA)

Chevron (TX)

Alcatel-Lucent (USA)

Avaya (NJ)

AT&T (NJ)

R.P. Delio & Co. (HI/NV/CT)

IGNITE AG (NY)

Virginia Tech University (VA)

Cal Southern University (CA)

Pri-Med/Amazing Charts (RI)

Bailiwick PR (NJ)

AVM Industries (CA)

Market Nexus Media/Growth Capital Investor (CA)

Harper Media (CA)

Smyyth Companies (NJ)

Sheley Marketing (TX)

Accelerant (NY)

Mimaki (GA)

Michael Smith Inc. (CA)

National Air, Sea & Space Foundation (FL)

Hewn Elements (OR)

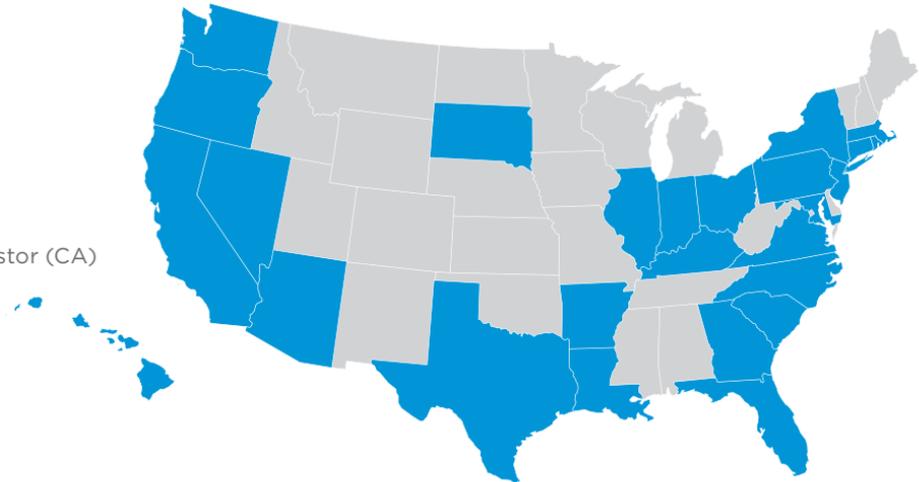
Lexis-Nexis/Martindale-Hubbell (NJ/NY)

Millbrook Inc. (PA)

GradExchange/Career Insights (NY)

Clinicians Complex (GA)

Other local, regional and overseas companies



industries

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Wailea Old Blue

— GOLF CLUB —

“A new hole layout at the far end of a dusty road
on the forgotten shore of southern Maui.”

— Forrest Richardson, *Golf Course Architect*, referring to the day when his friend and mentor,
Wailea Old Blue course designer Arthur Jack Snyder, had created Maui's hidden gem.



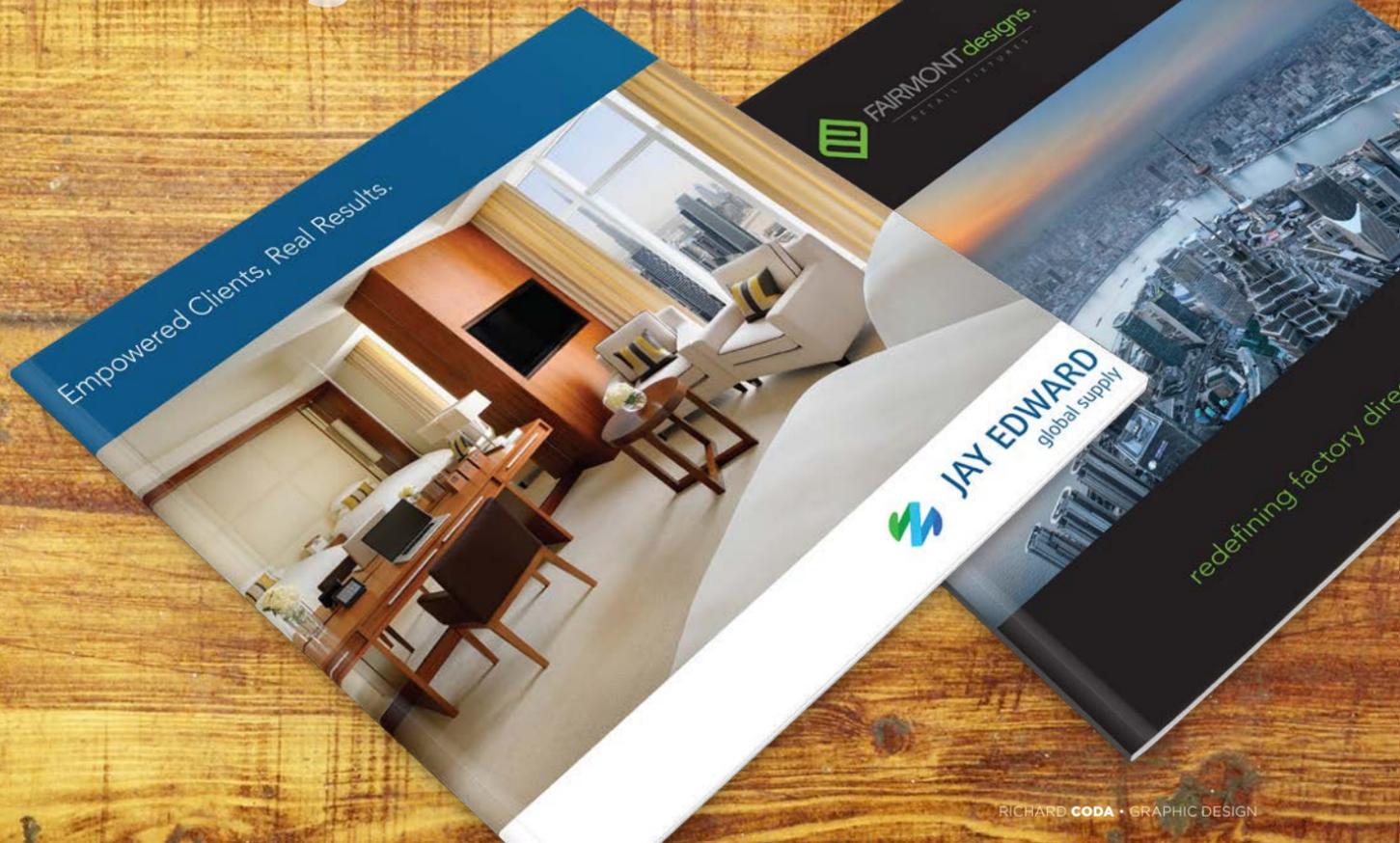
Visit us online at waileaoldblue.com



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Wailea, Maui, Hawaii 96753

808.879.2530
Reservations & Information

marketing collateral







Sourcing and Application Information

Low or high gloss clearcoats as well as pigmented formulations have been developed, along with primers and basecoats. Many national and regional coating suppliers offer commercial coating systems based on the Bayer MaterialScience 2K WB technology. For information on where to source this technology, please contact Bayer MaterialScience at 412-777-2885.

Application Guidelines — Topcoat

Bayer's two-component waterborne floor coatings can be applied by brush or roller. A 3/16" nap or foam roller is preferred. The applicator equipment should be selected to ensure an even, puddle-free coating of approximately 4- to 5-mil wet film thickness (WFT) per coat which will dry to a 2- to 3-mil dry film thickness (DFT). Dry times will vary depending on ambient conditions. WB systems are sensitive to temperature and humidity changes as shown below.

Drytime*

Temperature and Humidity	Water Coating	Wax Coating
10°C/50%RH	20-30 hrs	4-20 hrs
20°C/50%RH	10-20 hrs	4-10 hrs
25°C/50%RH	7-10 hrs	1-10 hr
30°C/50%RH	6-10 hrs	1-10 hr
35°C/50%RH	5-10 hrs	40 min

* Standard Climate

Performance

Coatings made out of Bayer's two-component waterborne floor coating technology exhibit excellent performance properties. General claims are highlighted below to demonstrate the

properties of the final coating including physical properties, chemical resistance and fire staining.

Typical Properties for Two-Component Waterborne Floor Coating based on Bayer resin[†]

Property/Requirement of Material	Water Coating	Wax Coating
Flexural Modulus @ 23°C/50%RH (1 day)	100-2,000 MPa	100 MPa
Flat Ink at 23°C	Approx. 2 hrs @ 50 mil	Approx. 40 min
Shrinkage/Dimensional Stability	Approx. 10 mm @ 23°C/50% RH	Approx. 1 mm @ 20 mm @ 23°C/50% RH
Chemical Resistance (see appendix)	Equal to waterborne	Equal to waterborne
VOC, g/L	<10	<10
SP-Cover	80	>10
TGIC	0	80-10

[†] Films were prepared at a 0.31 MCOORH index and a thickness of 3 mils DFT.

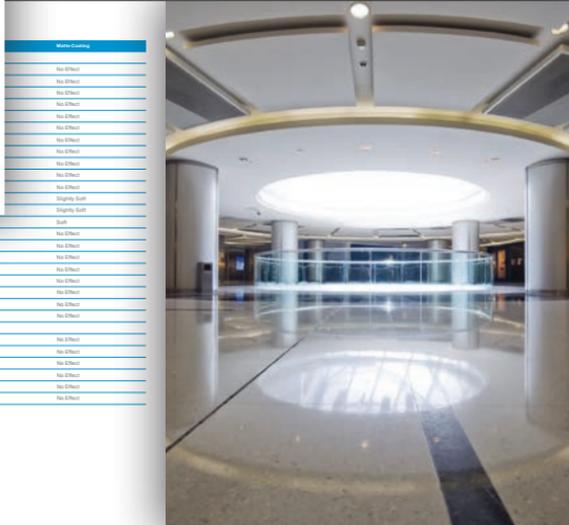
Fire Staining

Many automotive or lawn and garden tires contain additives such as plasticizers or antioxidants that can leach out of the rubber and stain floor coatings. Bayer's two-component waterborne

floor coatings exhibit excellent resistance to the staining and hot tire pick up.

	24 hrs	Soil	
DI Water	4 hrs	No Effect	No Effect
	24 hrs	No Effect	No Effect
Saltwater	4 hrs	No Effect	No Effect
	24 hrs	No Effect	No Effect
90% Bleach	4 hrs	No Effect	No Effect
	24 hrs	No Effect	No Effect
Gasoline	4 hrs	No Effect	No Effect
	24 hrs	No Effect	No Effect
Chemical Resistance Test ASTM D 1585			
Spill/Watermarks	1 day	No Effect	No Effect
	3 days	No Effect	No Effect
	7 days	No Effect	No Effect
Brake Fluid (immersed @ 50°C)	1 day	No Effect	No Effect
	3 days	No Effect	No Effect
	7 days	No Effect	No Effect

* Films were allowed to cure for days at 100% RH before testing.



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FOR YOU

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Covestro is a leading global provider of specialty chemicals. Our products are used in a wide range of applications, from automotive to construction. We are committed to innovation and sustainability, and we strive to provide our customers with the highest quality products and services.

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OF TOMORROW'S WORLD

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Covestro is a leading global provider of specialty chemicals. Our products are used in a wide range of applications, from automotive to construction. We are committed to innovation and sustainability, and we strive to provide our customers with the highest quality products and services.

Sport

Assessment is sport demands full commitment. The clothing and footwear worn by athletes, like the equipment used, must withstand a great deal. Research focuses on how performance, athletic footwear is to have their clothing. Crafted from advanced lightweight technology give your products the strength that exceeded the requirements of a competitive athlete.

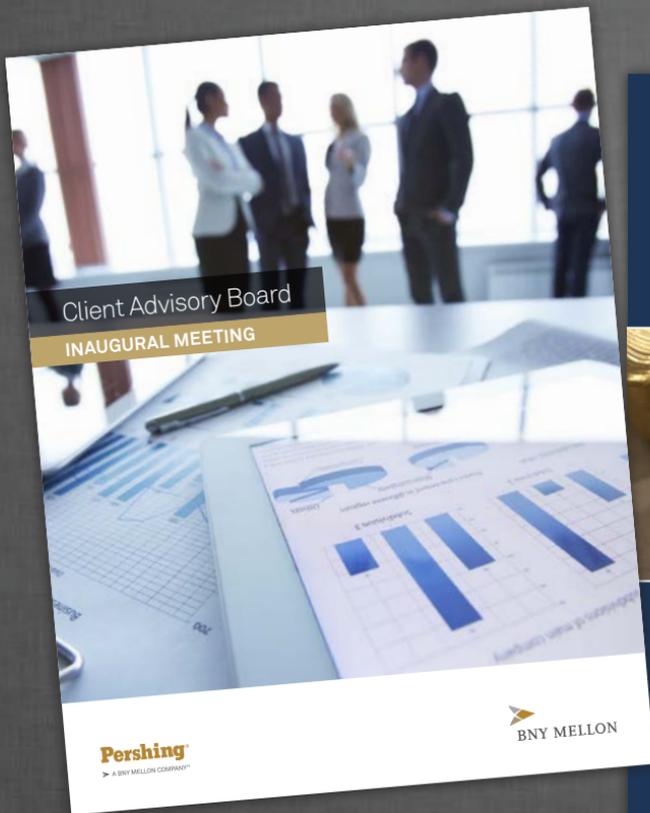
Outdoor Clothing: Fending up to Wind and Water
 Outdoor garments require clothing that provides reliable protection from wind and rain. At the same time, garments must be difficult away from the skin. To ensure a high level of the product's performance in testing and in real life, a range of properties that can be personalized with PO systems based on the product technology, generate values for your products.

Assessing Heat-shield and Durability
 Goods for diversification in goods sport that of small experience. The most likely proper use and durability may be the decisive factor in their usage, in terms of being the most important if they are enhanced by a number of properties of technology.

Ball and Sports Shoes: Safety, Resistance, Water Absorption
 A variety of properties are required for the ball to be used in a wide range of conditions. High-level performance give your products the advantage of being able to provide high-level performance, leading to superior wearability. A full range of properties are required of materials based on the product's performance under laboratory conditions. The use of material science. This helps that the products meet a consistent level of performance, always - has been no keep out step on the ball.

Automotive

Nothing exceeds the comfort, sport, safety, but not a number of features. In these are going power, the use of PO systems, based on original high-level products from DaimlerChrysler, in the automotive market. The most important properties are to ensure the product's performance, leading to superior wearability. A full range of properties are required of materials based on the product's performance under laboratory conditions. The use of material science. This helps that the products meet a consistent level of performance, always - has been no keep out step on the ball.



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SUPPLEMENTAL OFFERING MEMORANDUM

DECEMBER 2016



President's Advisory Board

Westin Austin Downtown, Austin, TX
October 19, 2015



Dell World





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We thrive in this ever-changing environment where cyber threats are constantly evolving. No matter the circumstance or need – be it a Penetration Test, a Vulnerability Assessment, or Managed Security Solutions – our team delivers customized security solutions that will meet your needs and keep you ahead of attackers.



CYBER HIT LIST

TARGETS • TECHNIQUES • MOTIVES



TOP 5

CYBERCRIME TECHNIQUES

- MALWARE
- PHISHING
- NETWORK INTERRUPTION
- SPYWARE
- DENIAL OF SERVICE

2014 TOP TARGETS BY INDUSTRY



CONTACT US

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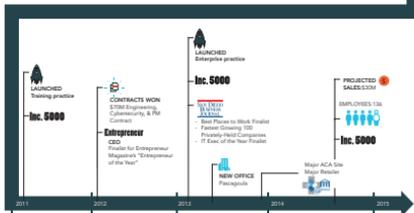
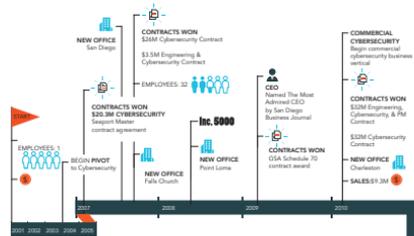
FORWARD'S SOLUTIONS
EMERGED TODAY

WE ARE THE
RELENTLESS
INNOVATORS...

For more than a decade, Sentek Global has provided mission critical, highly technical expertise to support both government and commercial partners. Our Department of Defense certification training, IT project management, military command and control systems engineering, and commercial networking security systems help to ensure the fidelity of our customers' systems.

We approach all we do with surgical precision, steely-eyed determination and a collaborative spirit. Because it's a high-risk world out there, it takes both intelligence and grit to face it. Our "People First" approach means we seek to understand the problem not just in terms of technology systems, but also in terms of the business challenges faced by the people who will operate the system. By doing so, we create workable and innovative solutions for our commercial and government partners, on time and within budget. We put our heart and soul in what we do for organizations. This "Relentless Innovator" spirit is a key reason we're asked to solve the complex problems that have thwarted others.

TIMELINE



ACHIEVEMENTS

TOP COMPANY 2014

INC. 5000

TECH EXECUTIVE OF THE YEAR 2012

SAN DIEGO BUSINESS JOURNAL

HEALTHIEST COMPANY 2010

SAN DIEGO BUSINESS JOURNAL

HIGH TECH AWARDS 2011

TECHSASSICA

MOST ADMIRABLE CEO 2015

SAN DIEGO BUSINESS JOURNAL

WAYPOINT POWER™ – TECHNOLOGY TO TURN SUSTAINABILITY DATA INTO ADDED VALUE

Waypoint Power™ doesn't only monitor and gather sustainability data – it also provides a real-time application for mobile platforms, with the ability to integrate reporting into back-office accounting, billing and ERP systems.

Reporting capabilities include:

- > Acquiring data from meters and loggers 24/7 via email, ftp or http
- > Displaying current as well as monthly demand and consumption data
- > Displaying load profile data in a grid as well as graph
- > Ability to chart and print load profile data over submeter, hour or day
- > Aggregating interval data from multiple sources
- > Displaying consumption and peak demand data by time-of-use (TOU)
- > Displaying measurement of peak demand by time of use
- > Charting load profile data into a local database
- > Allowing user to generate, print, and save a bill
- > Sending email when kill threshold is exceeded
- > Charting consumption for multiple meters
- > Accessing current and past second's kW and kWh data
- > Comparing consumption based on historical usage
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- > Allowing mathematical computation on any data series.

The business benefits arising from this comprehensive set of energy intelligence tools include:

- > Control and monitoring of energy use for greater efficiency
- > Establishing ISO 50001 compliance
- > Identifying and prioritizing the best ROI energy opportunities
- > Simplifying and prioritizing the best ROI energy opportunities
- > Calculation of emissions data for carbon and greenhouse gas accounting requirements
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CURRENT WAYPOINT POWER MICRO-NOCs IN THE U.S.



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What is Waypoint Power™? Intelligent Energy Investments. Underwritten.

Waypoint Power™ is an integrated platform for solving sustainably, smartly throughout your organization. A combination of technology, processes, finance and services, it enables Energy Intelligence that will:

- > Save you money
- > Reduce your operational risk
- > Increase your sustainability
- > Ensure your long term stability

It is the backbone of your organization. It is the business in motion. The Waypoint Power™ Platform (WPP) gives you the tools to measure its debt and flows, placing your finger on the pulse of your organization.

And the benefits extend beyond the financial. As well as tracking cost-savings from more effective and efficient operations, Waypoint Power™ allows you to enabled control and measurement into your organization.

Waypoint Power™ comes a window to day-to-day activities across your portfolio of facilities, signaling disrupted events and highlighting potential risks—thus increasing security of maintenance fully to employees safety—before any harm you.

And because Waypoint Power™ provides the information needed to underwrite energy self-generation, it opens the gateway to energy self-sufficiency and other capability—proving your business against future energy shortages.

THE WAYPOINT POWER™ PLATFORM

At its heart, the Platform is very simple. It is a combination of hardware, software, finance and services that leverages the power of the Cloud. Its sole purpose: treating the Internet as a tool to run an organization's energy flows.

The entire platform is woven together by an innovative SaaS, the Cloud™ architecture, which delivers a comprehensive suite of Energy Management Services to you. Once the sole domain of the Utility, now such sustaining services are available for all who live or work on the edge of the grid.

Its monitoring technologies allow for a detailed understanding of real-time energy consumption, providing intelligence that both drives energy-site decisions and unlocks value across many dimensions of operational operations.

It is the ability to translate data into Energy Intelligence—and so drive actionable projects for realising value—that makes Waypoint Power™ unique. The true pillars of the Waypoint Power™ Platform are:

- > The Platform (Hardware): a non-analog control cabinet that hangs directly on the wall, and which securely meters real-time energy consumption data
- > The MOC (Software): a Network Operating Center where data is transformed into Energy Intelligence by cloud-based analytics tools
- > The Expertise (Services): a cohort of energy engineers and consultants who build and set up the Energy Intelligence
- > The Finance (Services): flexible packages for project financing with no upfront expenditure and attractive rates of return

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www.wpp.com



The Global Language of Business



Case Study

Land O' Lakes

Using GS1 Standards and EDI make reductions in labor and increases in order accuracy as sweet as butter

Challenge

Keeping a vast logistics network on the same page takes seamless coordination and timely, accurate information. A global agricultural co-operative, Land O' Lakes operates approximately 80 plants and 70 warehouses and distribution centers along with managing about 20 third-party warehouses—all where hundreds of products are manufactured, stored, and shipped.

Solution

Within its animal nutrition division, Land O' Lakes is implementing the use of electronic data interchange (EDI) transactions along with Advanced Ship Notices (ASN). Following the lead of its dairy division that has been using ASNs for nearly a decade, each ASN includes GS1 standards like the Global Trade Item Number (GTIN) and GS1 Serial Shipping Container Code (SSCC) to uniquely identify each product on each pallet, included in the pending shipment.

Benefits

Land O' Lakes has reported a reduction in labor by up to 25 percent, a reduction in errors from 11 percent to one percent and an increase of 10 percent to a near perfect 99 percent in order accuracy.

"The ASN delivers. More customers are becoming ASN-driven, so our warehouses are placing a greater priority on implementing it. After all, any time you can ease processes and reduce labor time, there's enthusiasm."

Michelle Worline
Logistics Business Analyst,
Land O' Lakes



"14141 015"

Michelle Worline
Logistics Business Analyst,
Land O' Lakes

About the Companies

About Land O' Lakes

Land O' Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from agricultural production to consumer foods. With 2015 annual sales of \$13 billion, Land O' Lakes is one of the nation's largest cooperatives, ranking 215 on the Fortune 500. Building on a legacy of more than 95 years of operation, Land O' Lakes today operates some of the most respected brands in agribusiness and food production including LAND O' LAKES® Dairy Foods, Purina Animal Nutrition and Winfield United. The company does business in all 50 states and more than 60 countries. Land O' Lakes, Inc. corporate headquarters are located in Arden Hills, Minnesota. www.landolakesinc.com

About GS1 US

GS1 US, a member of GS1, is an information standards organization that brings industry communities together to solve supply-chain problems through the adoption and implementation of GS1 Standards. More than 200,000 businesses in 25 industries rely on GS1 US for trading-partner collaboration and for maximizing the cost effectiveness, speed, visibility, security and sustainability of their business processes. They achieve these benefits through solutions based on GS1 global unique numbering and identification systems, barcodes, Electronic Product Code (EPC)™-enabled Radio Frequency Identification (RFID), data synchronization, and electronic information exchange. GS1 US also manages the United Nations Standard Products and Services Code (UNSPSC™). www.GS1US.org

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SUSTAINABILITY REVENUE MODEL AND VALUE-ADDED SERVICES

Tender Platform

Konsep ini adalah... (text describing the tender platform concept)

Vendor Inklusif

Untuk memastikan... (text describing the inclusive vendor model)



REPORT



reports



SEMIANNUAL REPORT TO THE CONGRESS



OFFICE OF INSPECTOR GENERAL
U.S. GENERAL SERVICES ADMINISTRATION
October 1, 2015 – March 31, 2016

STATISTICAL SUMMARY OF OIG INVESTIGATIONS

October 1, 2015 – March 31, 2016

OFFICE OF INVESTIGATIONS	
Referrals for criminal prosecution, civil litigation, administrative action, suspension & debarment	243
Indictments and information filed on criminal referrals	26
Subjects accepted for criminal prosecution	5
Subjects accepted for civil action	58
Convictions	9
Civil settlements	32
Contractors/individuals suspended and debarred	3
Employee actions taken on administrative referrals involving government employees	18
Number of subpoenas	2
Civil settlements and court ordered investigation techniques	19
	\$45,014,797*

* This total includes the FAR disclosures reported on page 16.

Investigative Workload

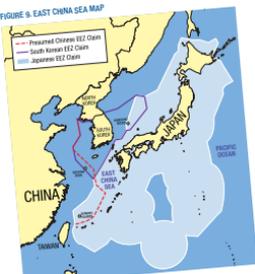
The OIG opened 82 investigative cases and closed 98 cases during this period.

Referrals

The OIG makes criminal referrals to the Department of Justice or other authorities for prosecutive consideration, and civil referrals to the Civil Division or the Department of Justice or to U.S. Attorneys for litigative consideration. The OIG also makes administrative referrals to GSA officials on certain cases disclosing wrongdoing on the part of GSA employees, contractors, or private individuals doing business with the government.

During this period, the OIG also made 20 referrals to GSA officials for information purposes only.

FIGURE 9. EAST CHINA SEA MAP



Source: U.S. Navy, *Maritime Claims Reference Manual*, 2014. Flashes Marine Institute, "EEZ Boundaries" (<http://www.flashesmarine.com/eez-boundaries>). Commission and respective border of maritime claim. Marine and territorial representation are not authoritative. The EEZ representation shown is derived from the straight baseline claims of China, Japan, South Korea, and Japan. None of which is recognized by the United States. Japan's EEZ claim also includes an additional region in the open ocean known as the 'hotel' not shown here.

In Northeast Asia, China seeks to thwart the potential for a trilateral U.S.-Japan-South Korea alliance. Published Chinese views on China-Japan security relations encompass a mix of suspicion, alarm, and concern—especially on the issues of Japan's increasingly robust defense and security establishment, the development of the U.S.-Japan alliance, and perceived lack of Japanese avowal over its wartime past. Conversely, official Chinese views on China's relations with South Korea reflect an interest in continued cooperation between Beijing and Seoul on regional security.

Whereas Japan is balancing against China by boosting its own capabilities and reaffirming its alliance with the United States, South Korea appears to be pursuing a hedging strategy by cultivating its security relationships not only with the United States but with China as well. The challenge for Washington as it seeks to modernize its Northeast Asian alliance will be to balance differing sets of security perceptions and priorities in Tokyo and Seoul as well as manage stemming political tensions stemming from their troubled past.

FIGURE 10. SOUTH CHINA SEA MAP



Source: U.S. Department of Energy, *South China Sea Maritime Claims Map*, 2013. http://www.eia.doe.gov/energyexplained/energy_security/energy_security_china.php. The South China Sea in Focus: Clarifying the Limits of China's Maritime Claims. The South China Sea in Focus: Clarifying the Limits of China's Maritime Claims. The South China Sea in Focus: Clarifying the Limits of China's Maritime Claims. The South China Sea in Focus: Clarifying the Limits of China's Maritime Claims.

Southeast Asia and Oceania generally share the same wary view of the unfolding U.S.-China competition for regional power and influence. China's central objectives with regard to Southeast Asia are to defend its sovereignty claims and preserve its territorial integrity, to secure and ensure access to resources for continued economic development, and to maintain a secure buffer zone around the Chinese mainland. With Australia, China seeks to maintain strong trade ties while pursuing stronger security relations to at least partially counterbalance the formal and robust U.S.-Australia alliance.

Southeast Asian states and Australia are hedging against what they perceive to be strategic uncertainty in the region by building new security relationships, strengthening existing security capabilities, diversifying and strengthening military and paramilitary capabilities, and emphasizing the role of regional institutions and international law to manage disputes. As the United States continues to rebalance to Asia, achieving its security goals in the region will require reassurance and reinforcement of its alliances and security associates in addition to continued strong engagement with regional political and security institutions.

CONCLUSIONS:

- ▶ Beijing has concluded the U.S.-led East Asia security architecture does not benefit its core interests of regime preservation, economic and social development, and territorial integrity. In response, China's leaders began to promote a vision of regional security that marginalizes the United States and "talks on the people in Asia to run Asia's affairs, deal with Asia's problems, and uphold Asia's security"—a vision at odds with the present security architecture encompassing a strong network of U.S. alliances and partnerships in East Asia.

2014 Report to Congress

of the U.S.-China Economic and Security Review Commission



Executive Summary and Recommendations

One Hundred Thirtieth Congress
Second Session
November 2014

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Available via the World Wide Web: <http://www.uscc.gov>

Previous Studies and Associated Management Goals

In order to avoid the most severe effects of climate change over the long term, greenhouse gas emissions must be reduced. Continued delay in mitigating climate change not only makes reducing emissions more costly and disruptive, it also increases the need to plan and implement measures to limit the adverse impacts of climate change. These measures, or adaptation strategies, can take many forms, such as updating infrastructure to accommodate larger, more severe storms; restoring forests and wetlands to improve ecosystem resiliency; and modifying agricultural practices to take advantage of warmer temperatures and changing precipitation patterns. The primary goal of this plan is to develop climate change adaptation strategies for the watershed that increase the resilience of the river, and the resources that are connected to it, in light of the changing physical, environmental and social conditions described in the previous section.

The Taunton River Watershed has been the focus of a variety of reports and planning documents in the last 20 years, many of which serve as a valuable source of baseline information for this plan. These reports also identify a number of management goals that support the primary goal of this plan. Below is a brief summary of the most recent planning efforts for the watershed, along with a list of supporting management goals, as identified within each document and applicable to the primary goal of this plan.



"In terms of an opportunity to participate in environmental decision-making and access environmental resources within the watershed, residents are fortunate to be able to rely on and join a number of active organizations dedicated to protecting, managing and restoring the river's natural resources."

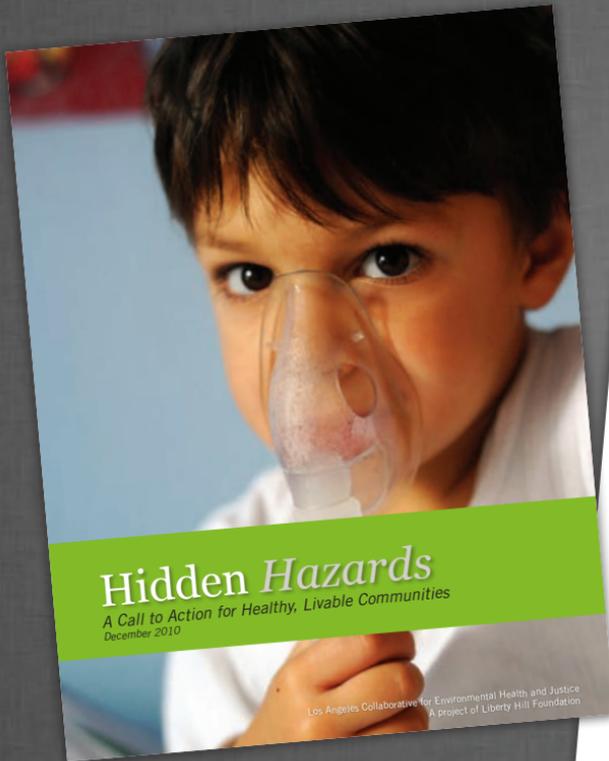
MANOMET CENTER FOR CONSERVATION SCIENCES | MAY 2013

Taunton River Watershed Climate Change Adaptation Plan



Manomet Center for Conservation Sciences
Loni Plocinski, William VanDoren, Eric Walberg
May 2013





Hidden Hazards

A Call to Action for Healthy, Livable Communities
December 2010

Los Angeles Collaborative for Environmental Health and Justice
A project of Liberty Hill Foundation

The Collaborative is proud to be advancing one of the first community-driven municipal policy initiatives to address cumulative environmental impacts in the nation.

The Collaborative is proud to be advancing one of the first community-driven municipal policy initiatives to address cumulative environmental impacts in the nation. We urge the City of Los Angeles to embrace these innovative policy recommendations and partner with established local community-based organizations, economic development organizations, public health agencies, academic researchers and private funders to make measurable, tangible and positive changes in our most vulnerable communities.

The City of Los Angeles has a proven track record of policy innovation and the power to demonstrate the bold leadership required to make groundbreaking advances in environmental health. The City has already implemented a number of these approaches and policy interventions to address significant social and environmental issues, mapping medical marijuana outlets in relation to schools and other sensitive uses, establishing special districts for historic preservation, and requiring new liquor stores to go through a rigorous permitting process. Surely the City of Los Angeles can find a way to creatively apply these traditional planning tools to the overconcentration of industrial land uses that pose significant environmental hazards to human health and safety, not just in overburdened communities, but the region as a whole.

The Collaborative urges Los Angeles' leaders to heed this call to action and take affirmative steps to transform overburdened neighborhoods into healthy, vibrant communities with strong local businesses and green jobs that will pave the way toward a sustainable future.

“There are good businesses in our neighborhood. The challenge is helping them to clean up and green up so that the San Fernando Valley can become a thriving and livable community.”

— Nury Martinez, *Pacoima Beautiful*

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WHITE PAPER



QUARTERLY U.S. SNAPSHOT

The Time is Now: A Closer Look at a Recovering Giant

SEPTEMBER 2012

WHITEPAPER

LOTUS GROWTH
GROWTH CONSULTANTS



GROWTH MARKETING: SECRETS FOR FUELING BOTTOM-LINE REVENUE

A Prescriptive Guide for Marketing Leaders



MANAGING IAM IN UNCERTAIN TIMES



A 5-STEP APPROACH TO MANAGING IDENTITY & ACCESS MANAGEMENT

WHITEPAPER



THE MARKETER'S OPPORTUNITY: ADVANCING PERSONALIZATION WITH MOBILE INSIGHTS

Today's marketers have come a long way to better understand and connect with their consumers. Increasingly, marketers are delivering more relevant content to consumers, using their own sophisticated CRM systems and multi-channel marketing operations. The idea of tailoring content to deliver more personalized consumer experiences is not new.

Yet, the demand for marketers continues to center on gaining greater clarity about their consumers. With expanded, more precise awareness of "who their consumers really are," marketers can create highly targeted, engaging and highly relevant content to improve their personalization strategies.

Advancing personalization via specialized segmentation is possible only when consumers "opt in" or consent to share their mobile insights with a specific brand.

Consider how advancing personalization impacts both a consumer and retailer. When Sally searches for a dress on the retailer's website, she receives an email the next day, reminding her to "not miss out" on getting the dress. She gets email alerts when the dress is discounted or for other offers that may motivate her to purchase. So the retailer understands Sally - her basic demographic profile and shopping behaviors - within the context of its in-store and e-commerce environments. However, the retailer cannot completely understand Sally since many of her activities and behaviors occur outside of its span of visibility.

For example, Sally is currently researching Disney World as a family vacation destination. During breaks at work, she browses various travel websites and downloads the Disney app on her smartphone. While walking through the mall, she scans the QR code on a Disney World poster to learn about seasonal discounts.

Sally is also researching new car's online and visits dealerships on weekends. And lately, Sally has developed a keen interest in cooking healthier meals for her family, visiting organic food stores and browsing popular cooking websites. If the retailer understood Sally's interests in her "mobile life," would it show her its vacation clothes, price sensors and other specialty cookware? Would it make her aware of its car financing division? Would she receive special offers on food QR code the answer is a "yes" since the retailer could then make its relationship with Sally more inclusive and meaningful.



Primordial: 2010

PHOTOGRAPHS OF THE ARIZONA MONSOON

large graphics

**MISS
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YET?**



PHOTO: RICHARD CODA



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 **CLEAR CHANNEL**

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INVENTING
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GE GUIDE
California Southern Brand

CALIFORNIA SOUTHERN
UNIVERSITY

identity

LOGO CLEAR-ZONE

On signature arrangements, at all times maintain a clear-zone area around the logo to maximize identification. The areas should never have a conflict upon any other element. The measurements are as follows:

- Primary horizontal logo - 100% height of the logo
- Alternate vertical logo - 50% height of the logo

MINIMUM SIZE

In printed media the logo should never be smaller than the minimum size.

- Primary horizontal logo - 1/2" in height
- Alternate vertical logo - 3/4" in height

COLOR SPECIFICATIONS

The California logo utilizes three spot colors: Burgundy, Ink, and Apple Blue. Pantone 430C may also be used for text as in the branding guide.

This full color version is the preferred usage for all printed materials or promotional items.

Pantone Matching System colors are specified here for other purposes. When 4-color offset printing is used for printed materials, the logo may be reproduced in the 4-color equivalents of the Pantone colors.

RGB and HEX values are provided for onscreen usage only.

California Burgundy	California Ink	California Blue	Pantone 430C
CMYK: 100% 0% 0% 0%	CMYK: 0% 100% 0%	CMYK: 0% 0% 100%	CMYK: 0% 0% 0% 100%
RGB: 192 0 0	RGB: 0 0 192	RGB: 0 0 255	RGB: 0 0 0
HEX: #C00000	HEX: #0000C0	HEX: #0000FF	HEX: #000000

MONOCHROMATIC LOGO

When using the 3 University spot colors or their 4-color equivalents in not an option on printed materials, a monochromatic version of the logo may be used. Preferred applications such as uniforms, signage, and promotional items.



SOUTHERN UNIVERSITY

SOUTHERN UNIVERSITY







CENTER FOR
SUSTAINABLE ENERGY



envisun



envisun

waypoint
POWER™



LightLink®
SOFTWARE

photography









PHOTO: RICHARD CODA

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