In Strictest Commercial Confidence

[ company summary & portfolio sample ]
FULLcycle was founded in 1999 by Jarrette Burckhalter as a non-traditional marketing resource. FULLcycle is a multi-disciplined Marketing & Communications company specializing in connecting our client’s mission, leadership, stakeholders and target audience(s). We manage the tasks, projects and processes that help organizations communicate, sell, position or differentiate themselves in their markets.

In 2004, FULLcycle formed C4 Corporate Communications to address and deliver on our client’s live event needs. C4 is a full-service communications company focusing on below the line, live communications. We develop, design, produce and manage live meetings, trade shows, special events, etc... designed to help our clients make their message live. Our guiding principles are the four 'C's that make up C4... We foster a collaborative environment with our clients, that recognizes their primary role in the communication of corporate messages in the creative arena.

Our process model has been developed and refined over the last ten years and has been applied to tasks that have touched millions of people. Our expertise comes from our collective experience across three continents and with multi-national and local small entrepreneurial enterprises. Our innovative creative expressions have been featured on the front pages of some of the world’s most prestigious publications or simply placed in the hands of a few well-chosen target customers and decision makers.

We are eager to try new things and to repeat well-proven successes. We love what we do and love sharing our knowledge capital with like-minded thinkers, doers and innovators.
The following represent a cross-industry sampling of FULLcycle clients:

**General Corporate Clients**

- **Aegis Engineering** - Company Launch, Branding, Marketing and Communications Plan Development and Implementation
- **Automatic Data Processing (ADP)** – Research against Vertical Market Sector for the Development and Implementation of Trade Show and Marketing Collateral Strategy
- **Bank of America** - Live Event Development & Production for SE United States Region (>100 events in 3 years)
- **Carpenters Rule** – VP Marketing on Retainer - Company Launch, Branding, Strategic Marketing & PR Plan Development & Implementation.
- **Computer Associates** - Live Event Development & Production
- **CompUSA** – Development of In-Store Cooperative Marketing Program for Home Automation Product / Service.
- **Fastenal, Inc.** – Live Event / Trade Show Development & Production.
- **Ford of Great Britain** – Communications Audit and Media Development for Internal Communications Dealer Network Program
- **FreeBeeAtlanta** – Chief Operating Office on Retainer - Company Launch, Branding, Marketing & PR Plan Development & Implementation. Live Event Production.
- **Future Networks** - Company Launch, Branding, Marketing and Communications Plan Development and Implementation including Public Relations and Investor Relations launch
- **GoodCents Solutions** – VP of Marketing on Retainer - Company Launch, Branding, Marketing & Communications Plan Development & Implementation, Live Event / Trade Show Development & Production.
- **Honda Motor Corporation** - Online Dealer Communications Development & Branding
- **Infinite Dimensions** - Company Launch, Branding, Marketing & Communications Plan Development & Implementation
- **Kimberly-Clark Corporation** - Professional, Healthcare & International Divisions - Internal Communications Program Consultation and Production, Live Event Development & Production (2003 & 2004 Domestic & International National Sales Meetings (>500 attendees ea.).
- **PeopleSoft Corporation** - Live Event Development & Production
Public Sector Clients

♦ **A.L. Burruss Institute of Public Service** – Content and Creative Development, Human Development and Performance Improvement, Public Relations

♦ **Andrew Young School of Policy Studies** (Georgia State University) – General PR counsel. Notable projects included Awarding the Andrew Young Medal of Honor to President Jimmy Carter and the President of Rwanda

♦ **Atlanta History Center** – Ongoing OutTasking for project management and marketing communications. Projects include, web site management and development, eMarketing and eCommerce

♦ **Boys & Girls Clubs of America** – Web-based Internal communications and HR program

♦ **Georgia Regional Community Policing Institute** – Marketing Collateral Development, Public Relations, Training

♦ **Metropolitan Atlanta Crime Commission** – Management, Public Relations, Content Development

♦ **Metropolitan Atlanta High Tech Crimes Task Force** – Public Relations, Management, Training

♦ **The Salvation Army** – Research, Market Segmentation, Marketing Development and Implementation of Territory-wide External Communications Campaign

♦ **United States Attorneys Office** – Public Relations, Management for SE United States Region including Corporate Partners, US Attorneys Offices and Local Law Enforcement Agencies

♦ **United States Department of Justice: Office of Community Oriented Policing Services** – Public Relations, Training, Marketing Collateral Development

♦ **Young Audiences of Atlanta** – Online and Website strategy development
[ personal summary ]

Jarrette Burckhalter owns and operates FULLcycle, LLC and is a marketing executive with experience from start-up to Fortune 50 companies.

Jarrette is responsible for the development of corporate marketing strategy and oversight of all client marketing operations including the planning, development, execution and management of corporate communication and marketing strategies to align with revenue and profitability goals.

- 10+ years marketing communications management experience
- Track record of designing and executing successful marketing and PR programs (above and below the line)
- Experience communicating with both internal and external stakeholders
- Action oriented with a proven ability to work in rapidly-changing environment
- Excellent interpersonal skills; the ability to work effectively with all levels of a firm
- Extensive experience working with international resources

Jarrette specializes in:

- Development of corporate marketing strategy to ensure a strong presence & consistent messaging in the marketplace
- Management of overall marcomm production including concept development, design, content, budget, vendor selection, production & distribution
- Management of live / special event & trade show activities from conception through implementation and post-event evaluation
- Assessment of marcomm ROI
- Management of external agencies
- Monitoring industry & competitor trends
[portfolio sample]

The following is a small sample of GENERAL projects completed in the last 12 months.

**International Environmental Products Company**

Public Relations and Marketing Communications Program (12 Months)

**Program Goals Include:**
- Acknowledgement as the North American expert in water related environmental products
- Positioning and reinforcement of company as thought leaders in the industry
- Facilitate more proactive operations versus reactive, i.e., to gain more control in business operations
- Feed capitalization of the company and improve overall profitability
- Educate executives
- Achieve balance between corporate goals, customers and water resource stake holders
- Gain recognition for corporate achievements and employee contributions

The following represents a synopsis of deliverables for this effort.
- Complete Corporate Message and Identity Development (Internal and External)
- Analysis and Communications Audit
- Message Bank
- Media Training
- Press Kit
- Online Press Room
- Photography
- Set-up of Distribution and Press Contact Mechanisms
- Cooperative Marketing
- Live Events including Speakers Bureau – existing and planned (branding, publicity, scheduling, development of support materials)
- Media Relations
♦ Press Releases
♦ Marketing and Communications (internal and external)
♦ Awareness Campaign Activities - Media Relations, Press Activities, Speaking Opportunities (identification and pursuit of), Local Media Awareness, Government Relations, Community Relations Opportunities (identification and pursuit of)
♦ Ongoing Assessment
♦ Future Planning - Consumer Push Activities, Investor Relations Kit, Industry Leadership Event(s)
Medical Practice

Marketing Communications Support – Business Grand Opening Event – B2C

Program Goals Include:

♦ Support overall grand opening activities through targeted marcomm activities
♦ Create media and press interest in the new business
♦ Create differentiated positioning for practice
♦ Produce Event
♦ Deliverables to support future ongoing marcomm activities for practice

The following represents a synopsis of deliverables for this effort.

♦ Press
  ♦ Media Alert (pre and post event placement and follow-up)
  ♦ Background Press Release
  ♦ Fact Sheet
  ♦ Services Press Release/Listing
  ♦ Bios Development - Key Staff (Dermatologist, Medical Aestheticians & Laser Specialists)
  ♦ Story angle press releases

♦ Marketing
  ♦ List Event at Online Event Calendars such as Atlanta Illustrated, Access Atlanta, Google Local, Etc...
  ♦ Finalize website
  ♦ Design and distribute email blast (10,000 opt-in names owned by practice) pre-event
  ♦ Design (graphics and copy) - Exterior Building Signage, Banners, Branded Bags, Post-event Mailer for Attendees, Post-event Mailer for Press / Media
  ♦ Video and DVD Production – open house activities, procedure demonstrations, post-event interviews with staff and select patients (includes integration into website as appropriate)
  ♦ Photographer on-site to record (photographically) event - for use in DVD, website, future collateral
  ♦ Gather customer testimonials for use in press and other materials.

♦ Event
  ♦ Pre, Onsite and Post Production – décor, f&b, av, entertainment, etc...
Non-profit Museum
Retained Internet Marketing Support and Ecommerce Integration – B2C

Program Goals Include:

♦ Content development and overall management for new online web presence
  ♦ Drive traffic to the site and market the organization
  ♦ Engage visitors and motivate them to “buy” the organization’s offering
  ♦ Differentiate the organization from competition
  ♦ Present a professional, consistent image
  ♦ Provide a meaningful online interaction between visitor and organization
  ♦ Provide site owners with usable / valuable information regarding site visitors
♦ Overall ecommerce / online store design, implementation and maintenance
♦ Brand online photo archives interface (ContentDM) to match organizations online brand image
♦ Expand ContentDM functionality to allow for the purchase of select items/collections (13k images)
♦ Integrate into ongoing FULLcycle ecommerce development for organization
♦ Allow for access, browse, search, view, purchase and download of all images.

The following represents a synopsis of deliverables for this effort.

♦ Develop and Incorporate Program site-wide banner for City Pass
♦ Incorporate Margret Mitchell House link(s) into site
♦ Develop, Implement and Manage Cooperative Marketing Component (work with partners like CityPass, Marta, AT&T, etc… and link to local cultural attractions and request same,)
♦ Develop Search Engine Optimization
♦ Establish Google Adwords plan
♦ Design and Implement Banners for Sponsors / Sponsor Offerings for Web Visitors
♦ Develop Flash and Streaming Video components for Distance Learning, Virtual Tour(s), Interactive Games, etc...
♦ Develop Interactive Web Components for Integration into Museum Kiosks
♦ Develop Web Content Planning Guide
♦ Execute Overall Site / Content Management
♦ Graphic Design, Content Development and Integration
♦ ContentDM Home Page / Landing Page Design and Integration (includes lay out to match current AHC website and ecommerce look and feel as much as possible with Content DM program capabilities)
♦ Design and Integrate Secondary Page(s) - Browse Page / Functionality, General Search Page, Advanced Search Page, Tabbed Support Pages, e.g., What’s New, Collections, Ordering and Permission, About the Archives, Help
♦ Customize ContentDM Database for Ecommerce Catalog Integration
♦ Provide Ongoing Support - Yearly SSL certificate renewal, Hosting, Security Audits (every 6 Months), Cart Version Upgrades (1 Version a year), Maintenance Upgrades/Patches/Support (10 hours a month), Ongoing ‘User Experience’ Maintenance including Copy Editing, Addition / Removal of Items, etc…, Trouble Shooting, Monthly Reporting
Program Goals Include:
♦ Design integrated field event program to support overall corporate sales cycle

The following represents a synopsis of deliverables for this effort.
♦ Marketing & Production
  ♦ Design (graphics and copy) – Pre and post event communications (save the date, direct mail postcard, invitations, event-specific websites, post-event follow-up, event book)
  ♦ Develop event theme
  ♦ Develop all event related graphics
  ♦ Produce Events – turn-key all staging, audio, visual, lighting, scenic, speakers, etc...
    ♦ Four separate “tail-gate” events throughout SE – existing and potential clients
    ♦ User Group Conference – existing and potential clients
    ♦ Corporate Golf Tournament
  ♦ Coordinate with outside vendors including Hotels and Destination Management Co.