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MEET MILO AND MOXIE

The Arizona Burn Foundation's new kid-friendly fire safety program may soon have a national audience *page 2*

THE FOREVER FAMILY

Forever Living Products remains firmly planted in its traditional values while celebrating 40 years in business *page 4*

A HEALTH-Y PARTNERSHIP

Bringing creative solutions and seamless service to Dignity Health *page 5*

moving businesses forward

CATAPULT USES 'VISUAL INTELLIGENCE' TO STRATEGICALLY BUILD REMARKABLE BRANDS

by Jill Schildhouse

agency feature



Top left: Shamrock Farms limited edition U.S. Ski and Snow Board sponsored milk bottles. Top right: Calbee Harvest Snaps pouches. Right: Catapult staff (left to right) Ally Franzone, Dave Duke, Art Lofgreen, Brad Ghormley, Megan Schlimmer, Raymond Holling and Andrew Harrison. Lower left: Boy Scouts of America Annual Report. Lower right: City of Phoenix Graphic Standards manual. Bottom left: Parker's Maple Syrup, Maple Butter, Maple Cotton Candy labels. Bottom right: Shamrock Farms; The Scoop Ice Cream and Protein Smoothie Shop at the University of Arizona Campus.

LEONARDO DA VINCI famously said: "Simplicity is the ultimate sophistication." It's this shared philosophy that brought together three brilliant marketing minds — Brad Ghormley, Dave Duke, and Art Lofgreen — to form Catapult in 1999.

"Catapult is both a verb and a noun...it really identifies what we do for people," says Duke. "We help move businesses forward by turning businesses into remarkable brands, regardless of where they are in their growth cycle. Our proprietary process, Visual Intelligence, means we think strategically before we execute creatively. We look at our clients not as businesses, but as brands with meaning. Then, we help them understand how they can build that brand to meet their short and long-term business objectives. We aren't just creating for the sake of being creative. Our client's work is instead driven by clear marketing strategies."

Whether the client is B2B, consumer products, a municipality, or even a non-profit association, Catapult leverages its unique approach to brand building. This means every customer touch point delivers a consistent, cohesive message — a rarity in the industry — from packaging, environmental signage programs, company and product naming, and collateral materials to identity, websites, social marketing, advertising, and retail merchandising.

CATAPULTING CLIENTS

"A client might tell us they need a new identity," says Duke. "So we'll ask what they want that logo to communicate and if there's an established brand position. Oftentimes, even multi-million dollar companies are reactionary marketers rather than planned marketers. We've helped numerous companies develop brand positions and creative strategies to deliver long-term messages that resonate with their customers, have meaning, and drive brand loyalty and engage their brands. That overarching brand position is what drives everything they do and say about their business."

The firm, which is moving into a new Tempe headquarters this fall, is well known for its packaging prowess. "Packaging won't go away," says Ghormley. "Packaging is complex, and requires you to take all your brand messaging and put it in one small space. Brands with real package power not only compete with others on the shelf, they are compelling and drive customers to engage and purchase, whether online or in retail stores."

Catapult — which handles strategic planning, identity, packaging design, collateral materials, and trade show displays for notable clients such as Harvest Snaps (Fairfield, CA), Parker's Real Maple (Canton, NY), Harkins Theatres and Plexus Worldwide (Scottsdale, AZ), Armorock (Boulder City, NV), TrickTape (San Diego, CA), Shamrock Foods and Shamrock Farms (Phoenix, AZ), — appreciates Prisma for all of its services and especially its grand format printing and installation crews. "Prisma had the foresight years ago to not just be a printer, but a full-service solutions company," says Ghormley. "Our clients want everything faster, cheaper and better — and so we have to continue to be more and more efficient." catapultu.com





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special partnerships

Well, another summer is almost to an end and it is back to school for our family and friends!

One of the great programs for our Arizona schools rolling out this year is Milo and Moxie, the Smart Safety Rangers. Arizona Burn Foundation has partnered with our state's Fire Departments to educate over 100,000 students. Burns and scalds are the fourth leading cause of deaths among children, and many can be prevented with education and training. Please take the time to read about their wonderful work and lend your time or money to Arizona Burn Foundation.

Ironically, one of the biggest supporters of Arizona Burn Foundation is Forever Living Products. A truly entrepreneurial organization, Rex Maughan has built the largest privately held company in Arizona. Growing their own aloe, manufacturing their own products, and distributing to their team members in the field, Forever Living has truly built a magnificent brand. All this by helping team members succeed and earn extra income all over the world.

A great partner of ours is Brad Ghormley and his team at Catapult. They have creatively helped their clients grow their brands with world-class ideas. Brad helped Prisma rebrand 11 years ago, and really pushed me and my team out of our envelope. I will be forever grateful for how he helped us look at getting out of our comfort zone, moving Prisma to being viewed as a total solutions provider.

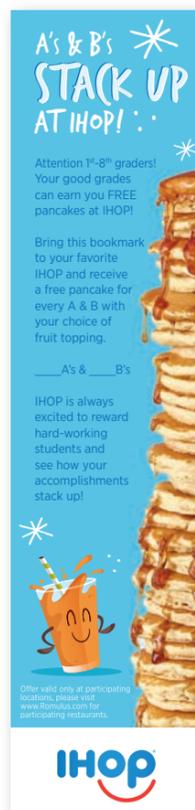
We have worked with Dignity Health on quite a few special projects. From the Muhammad Ali banners, to annual reports, to a wonderful integrated package created specifically for their network doctors.

We are grateful for all of our clients and we wish you all a wonderful and eventful fall.

Stay cool and see you all soon,

Bob Anderson
CEO, Prisma

A FEW COOL PROJECTS...



Top left: A collaboration between the Cardinals, Albertsons and Safeway, this scratcher was a big hit with fans at the Cardinals/Bears game. Bottom left: These custom die-cut mini trucks helped promote the #UHAULFAMOUS social media initiative. Middle and top right: A few pieces from the IHOP Back-to-School Incentive Program for hardworking students and educators alike.

meet milo and moxie

THE ARIZONA BURN FOUNDATION'S NEW KID-FRIENDLY FIRE SAFETY PROGRAM MAY SOON HAVE A NATIONAL AUDIENCE

by Jill Schildhouse



Images from Camp Courage and the Annual Holiday Festival of Trees.

WHAT DO A loveable dog and an inquisitive hummingbird know about teaching children how to prevent burn injuries and be fire safe in their homes? As it turns out, everything.

“Two months ago, we rolled out *Milo & Moxie: Smart Safety Rangers*, a new education program for preschool to fifth graders,” says Robyn Julien, CEO of the Arizona Burn Foundation, which celebrates its 50th anniversary this year. “Death from burns and scalds are the fourth leading cause of accidental death, and so many of these occurrences are preventable. That’s why our mission is to improve the quality of life of burn survivors and their families while promoting burn prevention education in Arizona. In the past, we were able to reach about 1,000 kids in Arizona with our fire safety messaging — our goal with Milo and Moxie is to expand our audience to 100,000 by the end of the first year.”

EDUCATING ARIZONA

Julien joined the nonprofit organization nearly two years ago and immediately used her background in finance and fundraising to build a strategic development plan that focused on fundraising efforts. In her relatively short tenure, their signature annual fundraiser — the Holiday Festival of Trees, which funds about 30% of their operation — has experienced an 85% increase to their net profit. Similarly, they have tripled the amount of money that has come in through their grant-writing process, and their third-party fundraisers have grown, too.

This successful fundraising has allowed the organization to more than double the benefits and services they can provide to burn survivors and their family — such as providing free hotel rooms for the family while their loved one is healing in the hospital, helping with medical expenses and prescriptions, and providing assistance for their rent, utilities or mortgage payment.

“Our fundraising efforts allowed us to create Milo & Moxie, which was crucial to our mission because no other comprehensive product existed in the marketplace,” says Julien. “So many of these programs are either run or funded by the various fire departments throughout the country and their budgets have been cut significantly over the last several years.”

THE PRISMA PARTNERSHIP

The Milo & Moxie program has several components, all produced in English and Spanish by Prisma: A large storybook that volunteers or the fire department can take into the classroom and read to children and interact with them through games, coloring and activities; a take-home activity book; a teacher’s guide; a smaller version of the storybook for teachers to keep in their classroom library; flashcards for activities; and

a full-size poster teachers can display that lists all 14 fire and burn safety rules.

“Prisma has been involved in this project from very early on,” says Julien. “I’ve known Bob Anderson since my time with the American Heart Association and engaged him early on to start thinking about what the components of this program would look like. But what’s even more important is that Bob saw early on the possibilities of this program. He’s been working with us to secure potential donors as well as put a program in place for rolling it out nationally in the next year. Bob has been helping us strategize on that and he’s such a great partner to have.”

Arizona Burn Foundation relies on volunteers and key community partners to spread these educational messages to young audiences. Currently, 30 fire departments throughout the state teach this program in the schools (including Phoenix, Tucson, Scottsdale, and Tempe). In addition, several of the hospitals and healthcare facilities, such as Phoenix Children’s Hospital, Maricopa Integrated Health Systems and Cardon Children’s Medical Center are also implementing versions of this program. Finally, volunteers have been trained to go into the YMCAs, Boys and Girls Clubs, and a variety of libraries and other organizations throughout the Valley. An animated version of the Milo & Moxie book is currently in production, which will be helpful for firefighters who teach this program to larger audiences in school cafeterias and gyms.

CAMP COURAGE

For one week every June, Arizona Burn Foundation welcomes roughly 90 children ages 6-15 to Camp Courage, one of their signature programs. “These burn survivors spend a week learning about themselves, connecting with friends, and beginning that lifelong journey of healing and emotional support,” says Julien. “It’s a safe environment where they can engage with others who have been through similar circumstances. We like to say miracles happen at Camp Courage.”

The camp welcomes donations, such as those provided by Forever Living Products each year — cases of sunscreens, lotions, shampoos and toothpaste. They also provide those products for the burn survivor families, which get bundled into care kits and put up in the hotel rooms family members stay in while their loved one is healing in the hospital.

“Forever Living Products has been involved in our organization as one of our largest donors for a couple decades now,” says Julien. “We had financial struggles years ago and they’re an important reason why we’re now thriving. They produce wonderful aloe products that are essential for burn survivors — they are very gentle products that help them heal.”

FOR MORE INFORMATION on community partnerships, contact Bob Anderson at randerson@prismagraphic.com

Donations and Volunteers Appreciated

"We still aren't able to fund everything that we want to, but we are moving in the right direction and solidifying our services in the community."

If you'd like to donate or volunteer, visit <http://azburn.org/make-a-difference/>.



Shelly Jamison (left) Deputy Chief, Operations Safety of the Phoenix Fire Department collaborated with Robyn Julien (right) CEO of the Arizona Burn Foundation, on the *Milo and Moxie Smart Safety Rangers* book.

packaging



Vice President, Global Events Nick Woodward-Shaw (left) and Brand Manager Edward Mosqueda (right) proudly display components of the infinite by Forever® advanced skincare system.

FOR MORE THAN 6,000 years, aloe vera has been a go-to plant for healing everything from burns to digestive issues — it was depicted on stone carvings in Egypt.

Today, Forever Living Products is the largest grower of aloe vera in the world, with farms in Texas and the Dominican Republic, manufacturing facilities in Dallas and Phoenix, and a distribution center in Holland.

“We own the fields the plants are in,” says Nick Woodward-Shaw, vice president of global events. “The people who harvest it are our staff, the people who process it are our staff, and then we ship the final product to 160 countries. We control the entire process because quality is so vital to us.”

Forever Aloe Vera Gel® is the company’s most iconic product, while Aloe Sunscreen

Spray, Forever Aloe Lips®, Forever Bright Toothgel®, Aloe Heat Lotion, Aloe Vera Gelly and Aloe Moisturizing Lotion are all extremely popular.

HELPING THE WORLD LOOK BETTER, FEEL BETTER

As a multi-level marketing company, Forever Living Products hosts more than 10,000 events each year all over the world — and Prisma is their partner for the corresponding speaker cards, brochures and name badges.

Prisma designed and executed new packaging for the four-piece infinite by Forever™ advanced skincare system, which launched in April. “We were under the gun to get this done quickly and Prisma has always gone above and beyond to meet our short timelines,” says Edward Mosqueda, brand manager. Prisma engineered a 100% recyclable box to not only beautifully display the quartet of products, but also ensure they wouldn’t shift while being shipped around the globe.

“Our relationship with Prisma was built on a handshake Bob Anderson and I had 15 or 20 years ago and that still matters to us,” says Aidan O’Hare, executive vice president of Asia, Europe and marketing. “His company offers good quality, flexibility and a personal relationship. We’re a very traditional company. We value relationships.”

CREATING JOBS AND PERFECTING PRODUCTS

Since the health and nutrition market is such a fast-moving industry, Forever Living is focused on refining its offerings to stay ahead of the competition. This means removing artificial ingredients and replacing them with natural ones for higher quality.

The company — which will celebrate its 40th anniversary next year — is experiencing significant growth in many markets currently, including India, Malaysia, South Africa and

Nigeria. And that means new opportunities for previously untapped markets to experience a network marketing business model.

“We are looking to create a profitable environment where individuals can, with dignity, be who they want to be,” says O’Hare. “We provide an opportunity for people to get an extra income source or create a lifetime revenue stream and we offer that to anybody anywhere in the world.”

CEO Rex Maughan’s vision still drives the organization, his community ties and charitable endeavors are still at the heart of the company (including its annual product donations to the Arizona Burn Foundation’s Camp Courage), and his family values permeate the team.

“On a daily basis, we refer to our Forever Family,” says Woodward-Shaw. “People have retired from here after 35 years of employment.”

O’Hare couldn’t agree more: “The people I work with are my best friends. We vacation together and hang out together. It’s just the way we do business.”

FOR MORE INFORMATION on special projects, contact Amy Pierson at apierson@prismagraphic.com

the Forever family

FOREVER LIVING PRODUCTS REMAINS FIRMLY PLANTED IN ITS TRADITIONAL VALUES WHILE CELEBRATING 40 YEARS IN BUSINESS

by Jill Schildhouse



a health-y partnership

BRINGING CREATIVE SOLUTIONS AND SEAMLESS SERVICE TO DIGNITY HEALTH

by Jill Schildhouse



THESE DAYS, HEALTHCARE is moving at the speed of light — and that means marketing efforts need to keep pace, too. At Dignity Health, for instance, Jessica Dixon, director of marketing and communications, Population Health, is in charge of branding and communications strategies for its Clinical Integration and Population Health. These physician-owned networks determine healthcare standards so all patients receive the best care possible.

“We have one big network in Arizona and seven others in California and Nevada,” she says. “Each network’s branding is unique and has to be respected.”

MORE THAN A VENDOR

Dixon’s previous employer used Prisma, so when she switched companies, she decided to bring trusted vendors along for her new venture — and Prisma was at the top of that list.

“I built a relationship with Account Executive Shelley Tritch, and a year-and-a-half later, she’s my number-one go-to source,” says Dixon. “Anytime I need something with a quick turnaround, which is everything we do, she handles it all for me. It’s an absolutely seamless process for me. She is amazing.”

SPECIAL PROJECTS

Earlier this year, Dixon was charged with executing a high-profile annual report. “I knew all of our competitors would be looking at it, so we wanted it to be impressive,” she says. “I met with Shelley and told her we had a great design, but asked how we could make it really pop. She suggested a design where the front cover is cut out and has a velvety touch ... her professional guidance led us down the right path. It was released in February and to this day we still receive praise on it.”

Of course, that’s not to say that projects don’t have hiccups along the way. Long before the annual reports had even started printing, Dixon received a last-minute request to share samples with C-suite leaders who were convening in Pasadena. Prisma printed and shipped them, scheduled to arrive at 4 p.m. the day before the meeting. When Dixon found out they had not arrived, on the morning of the big meeting, she frantically called Tritch to ask where they were.

“We learned that FedEx had lost the package,” Dixon says. “The Prisma team reprinted the batch that morning, and got them out for same-day delivery. They arrived for the meeting, literally as the agenda item for the annual report came up. We made it by the skin of our teeth thanks to their quick work.”

Another successful project, a promo box for providers new to the network, was conceived during a lunch meeting between Dixon and Tritch. “I mentioned that I wanted to come up with a giveaway box concept,” says Dixon. “Shelley showed me an example of a box with customized foam slots for giveaways. It was top notch. What I love about working with the same vendor is that they are privy to previous projects — so we have a common thread through everything. We did the outside of the boxes in the same velvety touch as the annual report. The executive directors were absolutely astounded by these boxes. I can’t say enough good things about Shelley and the quality of work that Prisma delivers.”

FOR MORE INFORMATION on special projects, contact Shelley Tritch at stritch@prismagraphic.com

Dignity Health’s Jessica Dixon is pictured here with the provider promotional box. The box (pictured above) contains a stainless steel travel mug, pen, and portable power bank. All have custom imprinting to create a comprehensive promotional giveaway.



ARIZONA BURN FOUNDATION



TO BENEFIT THE MANY PROGRAMS OF THE ARIZONA BURN FOUNDATION INCLUDING, MILO AND MOXIE: SMART SAFETY RANGERS, CAMP COURAGE, AND CLIENT CARE SERVICES FOR OUR BURN SURVIVORS AND THEIR FAMILIES.

SAVE THE DATE
SATURDAY
DECEMBER 9, 2017
6PM



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