

Katie Fisher

fisherkv@gmail.com

www.wordink.com

2012 - present

Wray Ward, Charlotte, NC Senior Copywriter

Concept, write and execute creative campaigns for B2C and B2B clients across a range of mediums

Develop compelling print ads, banner ads, eblasts, direct mail, social media, video and radio scripts

Engage with clients to present work and gather feedback

Clients include: Sunbrella, VELUX, Britax, Dal-Tile, Crescent Communities, Huber Engineered Woods and Grohe

2011 - 2012

Studiobanks, Charlotte, NC Copywriter

Gather content and write compelling, long- and shortform Web copy for B2C and B2B clients

Manage, develop strategies, and write content for internal blog posts and social media efforts

Concept and write copy for digital ad campaigns

2009 - 2011

Balfour Beatty Construction, Charlotte, NC Marketing Project Lead

Developed copy for internal and external communications, ads, newsletters, award submissions and proposals

Served as production designer for ads, proposals, awards, newsletters and presentation materials

2006 - 2009

Enventys Creative, Charlotte, NC Copywriter

Worked closely with designers to concept, create, develop and execute extensive branding and advertising initiatives

Crafted copy for print, packaging, outdoor, Web, newsletters, brochures, television, radio, promotional materials, direct mail, guerilla campaigns and proposals

Awards & Recognition

Judge's Choice Award, 2013 & 2014 Charlotte ADDYs

Communication Arts Annual 2008

Excellence in Copywriting Award, 2007 Charlotte ADDYs

National Silver ADDY, 2007 and 2008

Print Magazine Regional Design Annual 2007

Education

Wake Forest University, Winston-Salem, NC

Graduated Cum Laude May 2003

Bachelor of Arts in English with a double major in Art History

references available upon request



When your partner is perfect
your dress is gorgeous
and your handwriting is terrible.



GRIFFIN GLAZE CALLIGRAPHY

GRIFFINGLAZE.COM/CALLIGRAPHY

*They may not save the date
but they'll definitely
save the invitation.*



GRIFFIN GLAZE CALLIGRAPHY

GRIFFINGLAZE.COM/CALLIGRAPHY

Some invitations
are destined for the trash.
Others, a frame.



GRIFFIN GLAZE CALLIGRAPHY

GRIFFINGLAZE.COM/CALLIGRAPHY

THEIR
PASSION
WAS
INFECTIOUS.

UNFORTUNATELY

SO WERE THEIR

INSTRUMENTS.



HINT HILL COUNTRY DOCTOR'S MUSEUM

Dedicated to preserving the history of medicine in rural America.
hillecountrydoctorsmuseum.org

AN
APPLE
A DAY
KEPT

THE AMBULANCE

WELL



FED.

MINT HILL COUNTRY DOCTOR'S MUSEUM

Dedicated to preserving the history of medicine in rural America.
mhc-countrydoctorsmuseum.org

KITCHEN
TABLE.

OPERATING
TABLE.

BACK THEN
IT WAS THE



SAME TABLE.

MINT HILL COUNTRY DOCTOR'S MUSEUM

Dedicated to preserving the history of medicine in rural America.
mhc-countrydoctorsmuseum.org

ENGINEERED TO STROLL. | DESIGNED TO STRUT.

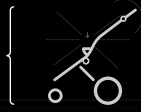
Handle the twists and turns of motherhood with style, grace and superior engineering. Introducing the new Affinity stroller from Britax. It's time to dial up the mommytude.

FRAME: WHITE

COLOR: COOLBERRY



FOLDED



FRAME



STANDARD



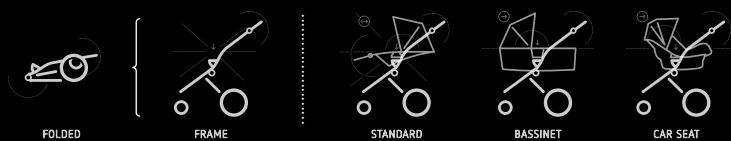
BASSINET



CAR SEAT

the affinity stroller | by **britax**





FOLDED

FRAME

STANDARD

BASSINET

CAR SEAT

FRAME: BLACK

COLOR: BLACK

PUSH FASHION FORWARD

With the new Affinity stroller from Britax, the trends follow you. Block after block, it's the ultimate in crosswalk couture.

the affinity stroller | by **britax**



TURN SIDEWALKS INTO CATWALKS



FOLDED



FRAME



STANDARD



BASSINET



CAR SEAT

FRAME: SILVER

COLOR: CHILI PEPPER

Other moms may take the sidewalk, but you can own it. With sleek lines and bold, arresting colors, the new Affinity from Britax lets you accessorize your stroll with style.

the affinity stroller | by **britax**





a view this beautiful shouldn't make your palms sweat

see the world in a new way, learn to swim.

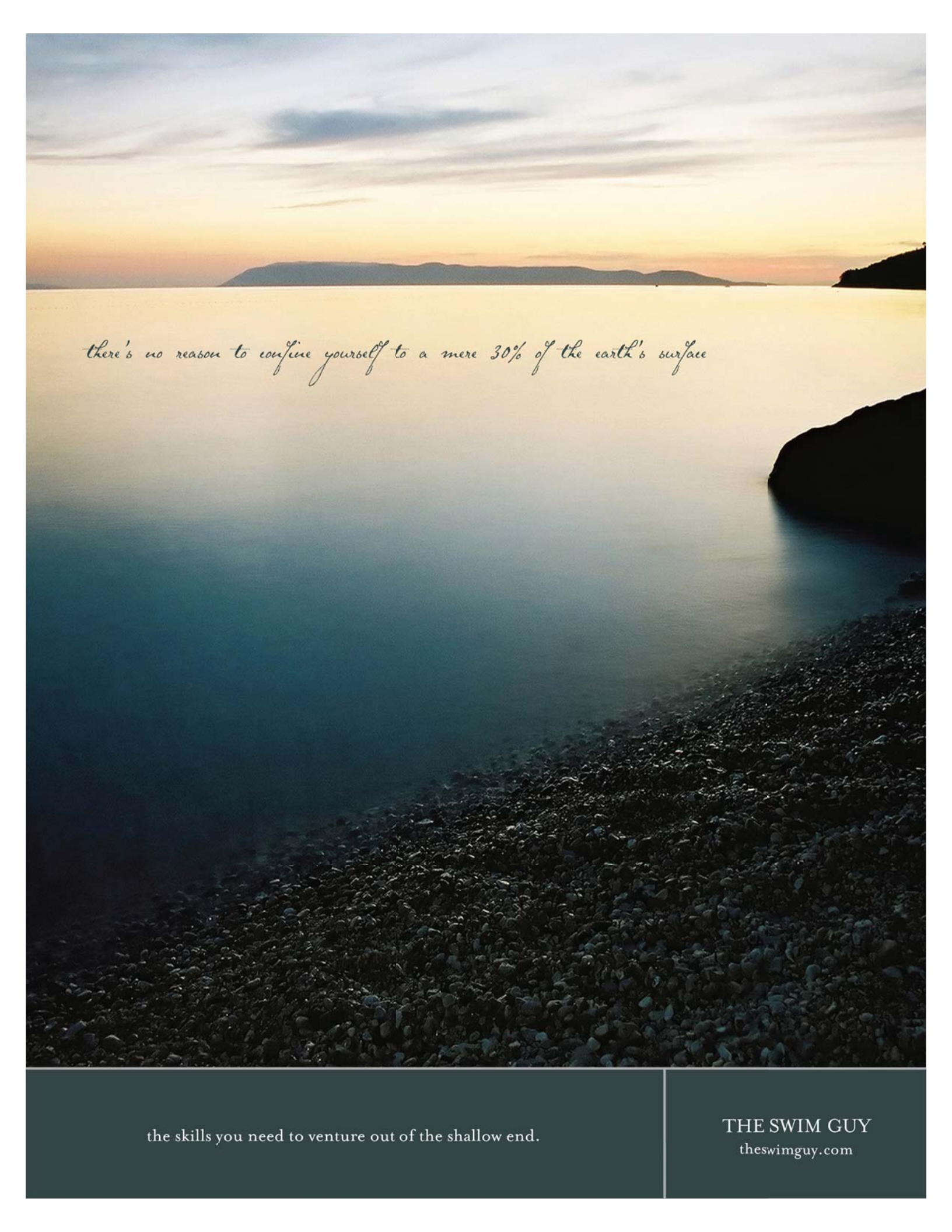
THE SWIM GUY
theswimguy.com



two Hydrogen molecules shouldn't be the difference between panic and relaxation

the confidence to free yourself from your floaties.

THE SWIM GUY
theswimguy.com



there's no reason to confine yourself to a mere 30% of the earth's surface

the skills you need to venture out of the shallow end.

THE SWIM GUY
theswimguy.com

**YOU'RE DONE
WHEN YOU RUN OUT OF
BRANCHES**



THE 6TH ANNUAL | **NORTH CAROLINA
TREE CLIMBING
CHAMPIONSHIP**

SATURDAY | **7:45AM - 5:00PM**
FEBRUARY 17th | **Eastover Park at
THE MINT MUSEUM**

for more information call: **704-363-1271**

LOWERING SQUIRRELS'
SELF ESTEEM
ONE TREE AT A TIME



THE 6TH ANNUAL | **NORTH CAROLINA TREE CLIMBING CHAMPIONSHIP**
SATURDAY | **7:45AM - 5:00PM**
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SEE
FLANNEL
IN ITS NATURAL HABITAT



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blueharbor bank Now, this is banking

SO MUCH FOR VELVET ROPES AND FREE TOASTERS.

INTRODUCING THE END OF THE BIG, OUT OF TOWN, UNINSPIRED BANK.



our coffee : our story

Warm, inviting, comforting. It's what you expect from your coffee, but probably not from your bank. Well at blueharbor we do things a little differently. Stop by our branch and take a minute to relax and try a cup of our special Costa Rican blend of premium coffee. It's deliciously bold and invigorating. Kind of like our customer service.

[» LEARN MORE](#)

featured product

NEON BLUE CHECKING

HIGH INTEREST, JUST BECAUSE WE FELT LIKE IT

[» LEARN MORE](#)

bluedirect 24-7

CHECK YOUR BALANCE, INITIATE A TRANSFER,
MAKE A LOAN PAYMENT AND MUCH MORE.

locations & hours

Located at Morrison Plantation
106 Corporate Park Dr.
Mooresville, NC
704.662.7700

Monday - Thursday
8:30 am - 5:00 pm

Friday
8:30 am - 6:00 pm

Saturday
9:00 am - 12:00 pm

Mailing address:
Post Office Box 3546
Mooresville, NC 28117

blueharbor bank about us

[About Our Coffee](#) | [Officers & Staff](#) | [Board of Directors](#) | [Locations & Hours](#) | [Careers](#)

Warm, inviting, comforting. It's what you expect from your coffee, but probably not from your bank. At blueharbor we do things a little differently. Customer service is our number one priority, so the minute you step inside our bank you'll probably notice that you don't feel like you're in a bank at all. Take our coffee for instance. Forget that stale, bottom-of-the-pot, run-of-the-mill cup of joe you usually get at a bank. We offer a delectable blend of premium Costa Rican coffee created especially for our customers. Take a cup for the road, or heck, take a whole bag. They're for sale at the counter. Delicious coffee, happy, caffeinated people—for us, that's what customer service is all about.



blueharbor bank personal accounts

[Checking](#) | [Savings & Investments](#) | [Loans](#)

Personal Accounts

Taking control of your finances isn't as hard as you think. Whether you're opening your very first savings account or are trying to keep track of the finances for your whole family, we've got just the thing to help you meet your goals.

» [Personal Checking](#)

Checking accounts were created to make your life simpler. At least that's the way we see it. From great rates to extra perks, we've got the accounts and services that can help you make sense of it all and get more from your money. Welcome to the new era of checking.

» [Personal Savings and Investments](#)

The golden rule of saving is that it's never too early-or too late-to start. We created our savings and investments accounts for every stage of life, so if you're putting money away for retirement or for that hot new video game, we've got just what you need.

» [Personal Loans](#)

Having cash on hand for major purchases isn't always possible; thankfully there are plenty of other ways to meet your financial goals. From auto loans and lines of credit to credit cards and second mortgages, we offer an array of options tailored to meet your needs. Our experienced lenders take the time to get to know your situation so they can help you choose the product that's right.



blueharbor bank personal accounts

[Checking](#) | [Savings & Investments](#) | [Loans](#)

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You Don't Need A Bank, You Need A Banker.

Live Chat

Unavailable

Online Banking Login | Signup

Personal/Business

Cash Management



PERSONAL

BUSINESS

CUSTOMER SERVICE

OUR CUSTOMERS

About Us News Offices Contact



At Cornerstone Community Bank we take community banking to a whole new level. Our decision makers are here to work with you to make your banking personal again.

Business

Whether you're expanding or just starting out, we offer

Personal

With tailored accounts, online banking, and



Switch To Cornerstone
We make switching banks simple.

Customer Service

Customer service is more than a smile and a warm welcome, it's about how you're treated on every level.

Customer service is being treated fairly and with respect whether you're making a deposit or are looking for someone to help your business take the next step. This spirit of service is at the very foundation of who we are and it drives everything we do.

In addition to offering the same products and tools you'll find at national banks, we give our customers the personal attention, support and resources to reach their financial goals. Utilizing the latest technology is just one of the ways we provide a higher level of service. We're constantly upgrading and assessing tools like online banking and remote deposit capture to ensure we offer the most efficient and effective technology to help businesses meet their goals.

Outstanding Personal Service

We know that for banking is more than numbers, accounts and balances. It's family vacations, prom dresses, braces and college educations. We get to know you one-on-one so we can uncover your financial goals for today and tomorrow.

We work closely with you to select the best financial solutions so you're prepared for everything you've planned for and even a few things you haven't. At Cornerstone Community Bank, our relationship with our customers is our number one priority, so going above and is just how we operate.

Work With Decision Makers

With most large national banks, tracking down decision-makers can be an exercise in futility. At Cornerstone Community Bank, we strive to be as accessible as possible, so our decision makers are always front and center in our lobby.

Whether you're a business customer, personal banking customer, or interested in joining the bank, our decision makers are here with the expertise to answer all of your questions. From our tellers to our CEO, we're all dedicated to understanding your goals and helping you make them a reality.

Free ATM Withdrawals

[See all ATM locations](#)



You Don't Need A Bank, You Need A Banker.

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Online Banking Login | Signup

Personal/Business

Cash Management



PERSONAL

BUSINESS

CUSTOMER SERVICE

OUR CUSTOMERS

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Our Customers

At Cornerstone Community Bank, we believe that our customers don't need a bank--they need a banker. That's why customer service is always our top priority. It's not just the fresh cookies at every branch, or the way we always seem to know your name. We go above and beyond with every customer to make you part of our family.

Every person, every business, and every situation is different, so we provide individualized service and advice based on your specific financial needs and goals. Whether you're a personal or business account holder, we take the time to truly get to know you. From our tellers to our branch managers to our president, we go out of our way to make ourselves available and accessible so it's always easy to get in touch with us. The following is what a few of our customers have to say about their experiences with Cornerstone Community Bank.

**Anna Orr**

Bay Area Heart Center

**Bill Norman**

Envirolight & Disposal

**Bob White**

Cross, Fernandez & Riley, LLP

Our Customers

► Overview

Anna Orr

Bill Norman

Bob White

Brian Thornton

Dr. Michael Manning

Dr. Ron O'Neal

Michael Heretick

Rev. Jerry Lancaster

Ronald Damico



Free ATM Withdrawals

SERVING YOU
SINCE 2007



Apparently banks have banks too. Who knew? They're called correspondent lenders and there's a new one on the block these days. United Partners Bank launched early this year with a little help from our team. Like their name? We did that. Their logo, business cards, stationary, slogan and website? That would be us. It's all very classy and sophisticated, mostly because UPB is a classy and sophisticated kind of organization. They've also got a sense of humor, which let us put a twist on the corporate lifestyle with superhero themed ads that will announce their introduction to the correspondent lender arena. Superheroes for a super bank I think our work here is done.

Our Focus. Your Bank.



DIGESTIVE TRACT

Inventors Digest
the flux capacitor of magazines

Boy howdy, do we love magazines. They're like books, only shorter and with more pictures. When we heard Inventors Digest magazine was looking for a publisher, Enventys was all over it like Thomas Edison on a phonograph.

First things first, we said enough with the apostrophe already, let's get rid of THAT nonsense. Then we rolled up our sleeves and came up with a fancy new design, exciting new sections and revamp of their website. We also help put out a monthly newsletter. The first edition of the magazine hit news in April and was cited by people in the know as work of unparalleled beauty and a possible solution to the nation's social security conundrum. We said, "Hey kids, slow down there. It's just a magazine." The greatest magazine for inventors ever, but still, just a magazine.



If you haven't been watching public television, you've been missing out on some of the most exciting programming in the entire world. Yes, it's true; Enventys has entered the realm of reality TV with the show Everyday Edisons™, airing on American's favorite station: PBS. It's a dramatic and moving profile of the beautiful and talented people here in the creative department. Your TV guide might say something a little different, like that the show follows ordinary people as they take their ideas for inventions and turn them into products on store shelves. Or that the inventors get help from a whole bunch of industry professionals here at Enventys, not just us crazy kids on the creative team. But we all know the truth.



CHECK YOUR
LOCAL LISTINGS,
IMMEDIATELY!

THE ADDY'S STRIKE BACK!



When we last left our fearless Enventys crew we'd just gotten word that two of our submissions for the ADDY Awards were headed to nationals. No doubt you've been as anxious as us waiting to hear how it all turned out. Well, let us be the first and proudest to tell you that BOTH the Paul Puckett "Remember Your Catch" campaign and the Batteries Plus interior signage earned National silver Addy's! As they say on the blogs: w00t!!



Much in the same way the jolly tornado from the Wizard of Oz brought color and life to all of Kansas, we here at Enventys have been busy sprucing up the pages of a few local pubs with some sweet ads. Things got started when we teamed up with development company Citiline Resortline to promote The Vyne and The Gallery Lofts, two great properties with cool designs and stellar locations. We created names, ad campaigns, brochures, signage, direct mailers and realtor events for both properties, and developed a corporate campaign to promote their Affordably Cool collection. If you've been frequenting the pages of Creative Loafing, the Observer or Uptown Magazine, we're sure you've noticed the difference in ad quality. You might have even been enticed to mosey over to The Vyne or The Gallery Lofts to see how your couch might look in them. We did the same thing and can report that your couch and other accouterments will look spectacular.

{ AFFORDABLY*COOL }



ON STRIKE.

What does Enventys do for recreation? Oh, the usual. We bowl. Drive around. The occasional all-nighter flashback. In May we dropped pins like it was going out of style over at the Park Lanes Bowling Alley. Delicious food! Splits! Spares! Ron brought his own ball and shoes because he's hardcore like that. While he and Jason and Ashley were busy throwing down strikes, the rest of us showed the children's birthday party down the alley a thing or two about gutter balls. Booyah! It was the kind of midday, midweek outing that really tied the week together.





Travis Air Force Base
California

Sparks



News and Highlights from the Southeast Division: Charlotte | Raleigh | Atlanta
May 2009 Issue No. 5

Across the Division

Project Updates

Raleigh:

Completed the first phase of Duke Medical ICN/TCN

Started Duke Deferred Maintenance

Started Duke Raleigh Monument Entrance Sign/Fountain

TOP PLACES TO WORK

Balfour Beatty Construction is being considered for inclusion on Fortune magazine's list of **100 Best Companies to Work for**. They will be randomly selecting employees to participate in the survey.

The survey is to be released Monday, June 8. If you receive a survey from the **Great Place to Work Institute**, please take approximately 15 minutes to complete the survey. The deadline to complete it is **Tuesday, June 23**. Thank you for participating!!

It's time to expect more.

Balfour Beatty
Construction

Building a Strong Foundation

RT Dooley joins the Communities in Schools program to prepare students for graduation



Students are introduced to the industry with some hands on demonstrations

As spring turns to summer and graduation draws near, students across the nation are facing one of the most daunting job markets in years. Now, more than ever, a diploma is a necessity—one that can help open doors and give individuals an edge when they need it most. To help motivate students to reach the milestone of graduation, RT Dooley has joined forces with Access Services as part of the Communities in Schools (CIS) program.

CIS is the nation's largest dropout prevention organization with a focus on ensuring that students graduate with marketable skills that will help them make the transition from school to successful, meaningful employment. Since January, RT Dooley and Access Services have held five sessions to give students from Garinger High School invaluable exposure to a multitude of career paths in the construction industry.

Covering topics ranging from construction labor, architecture, design, and project management, these extremely interactive sessions provided valuable one-on-one time. Students learned about the lifecycle of a project from concept, budgeting, and

planning all the way through to a finished product. Emily Scofield, RT Dooley safety environmental and MWBE director, was instrumental in coordinating sessions with the students and RT Dooley representatives. "Our goal was to show the students that there are job opportunities in construction right here in Charlotte, and that they range from a skilled carpenter all the way - to an architect."

In April, the students toured RT Dooley headquarters and viewed actual mockups of some of RT Dooley's current projects, including office suites designed for the Duke Energy Center and room designs that will be in the Ritz-Carlton in uptown Charlotte. The students then saw some of the designs in person with a tour of the Ritz-Carlton followed by lunch and a Q&A session with representatives. This month, students put the lessons they've learned to the test at their own school by building new benches and refreshing a footbridge on the campus.

Sophia Davis, CIS site coordinator at Garinger, said sessions like these are imperative to the underserved high school juniors and seniors who participate in the program. One student has already been accepted at NC A&T State University and plans to study architecture there. "This interaction has affirmed his decision, and he also has some contacts that could help him land an internship – and eventually a job," said Davis.

According to Emily, the experience was just as profound for RT Dooley and Access Services, "It's encouraging to see what could be the future of your community—to see potential future business leaders and co-workers. Over the course of the sessions, we saw the students become truly interested in the industry and get accepted into college. Hopefully, we've made a lasting impact on them."

Subcontractor Spotlight

At 84 years old, Irvin Angel is an unusual presence at the jobsite. It's partly because, at his age, you might think he would be relaxing by a pool somewhere enjoying retirement, and partly because he's the kind of mechanical contractor you meet once in a lifetime--if you're lucky.

As the principal and president of the Greensboro-based Benner & Fields, Irvin brings the kind of positive work ethic, impeccable scheduling and consistent follow-through that make working with his team an experience that stays with you long after the project is over. Benner & Fields serves as the mechanical contractor, providing the infrastructure associated with mechanical and plumbing, for the Ritz-Carlton, Bank of America Tower and urban garden project. Paul Spear is effusive in his praise, "Irvin's employees, from the top down, are more respectful, helpful, talented and driven, than any other individual group that I have worked with before."

This month, Benner & Fields again proved themselves worthy of their reputation as they installed all of the mechanical equipment at the Bank of America tower during a single weekend. Starting at 6:00am on a Saturday their team worked around the clock to complete the project by the 6am Monday-morning deadline. Prior to installation, Irvin and his team spent more than a year carefully preparing for the project -- and it showed. His team did the prefabrication and mock-up in their shop in advance and then invited the team to come inspect it so he could gather comments, and make necessary changes and invite everyone back to ensure that the finished product met expectations. During the installation, his team flawlessly assembled and installed the equipment on site with no changes or problems, and cleared the area so that construction could begin again on Monday without interruption,



Another day at the office for Irvin

For Paul Spear, the importance of having a mechanical contractor like Benner & Fields can't be understated. Says Paul, "Their planning, performance and team commitment still exceeds anything I have ever experienced before. I may sound biased, but my fear is that I will never run across another Irvin in my lifetime."

CHOICES

Going for the Gold

Balfour Beatty's NC Museum of Art team pitches in to help the Johnston County Special Olympics



The team gets their hands dirty as they help demolish the backside of a house slated to be Johnston County's Special Olympics main office

It all started, like so many inspired ideas do, over a plate of barbecue chicken. Every year, the Johnston County chapter of the Civitan International community service club holds a barbecue to raise funds for the county's Special Olympics and youth sports programs. Balfour Beatty Construction buys meals at the annual event, and over time, North Carolina Museum of Art Project Manager, Mike Bedell had gotten to know the President of the Johnston County Civitan pretty well. So, it was only natural that they'd get to talking during this year's barbecue. The president told Mike about the house the Civitan had recently purchased and envisioned as the main office space for the Johnston County Special Olympics. It was old and something of a safety hazard, and with the economy putting a strain on nearly everyone, the Civitan was having a difficult time finding people who could help them transform the house into their office.

Mike knew that Balfour Beatty could lend a hand with the project, and offered to donate the services of his team from the NCMA project. And so, eight team members volunteered a day of their time at the house, tearing off an addition, adding siding, and demolishing several outlying structures on the property. The team reached out to Janezic Building Group who donated dumpster services and Sunbelt Rentals who provided equipment at no cost. By the end of the day, the team had finished the job and the house was safe to use. The Civitan was extremely appreciative, noting their pride at seeing a team made entirely of Johnston County residents give back to their community during difficult times.

Volunteers

Mike Bedell
Rich Litwin
Zach Hall
Mike Claiborne
Alejandro Aguilar
Fernando Hernandez
Albert Johnson
Juan Hernandez

Charlotte BBSpirit! Team

Hosting, entertaining and educating dozens of kids for an entire day is a monumental task, but for the Charlotte BBSpirit Committee, it was only half the story. A few months ago, the group decided it was high time for Balfour Beatty to participate in Bring Your Child to Work day. The event would give kids a hands-on view of what their parents do at work while giving them a chance to learn about different careers. There was only one problem: Balfour Beatty had never done anything like this before. That meant the committee would need to design and implement every aspect of the day from scratch, in addition to getting approvals from a number of different sources and coordinating presenters prior to and during the big day. Fortunately, the team was more than up to the task.

The committee thoroughly researched what it would take to make the day successful and organized the event so that it would be fun for the kids without becoming disruptive for everyone else. Entertaining presentations taught the kids, who ranged in age from five to 14, about different professions, while a Lego building contest let them try their hand at construction. Special treats like the Balfour Beatty shirt all the kids wore along with breakfast and lunch with their parent helped put the final touches on the day and made it a rousing success. Many of the kids are already looking

forward to next year, which gives the BBSpirit Committee just enough time to recover and regroup from such a whirlwind day.

We would like to thank the Charlotte BBSpirit Committee for everything they do, and recognize the forethought, teamwork, collaboration and many hours of hard work that went into making Bring Your Child to Work day such a memorable event. The members of the committee are Elena Montagne, Somer Flynn, Christine Grandfield, Pete Davidson, Hank Morgan, Vicki Wardley and Sherrie Ingram. Great job!



BBC to the Rescue!

Balfour Beatty returns \$1.1 million to the Wake County Public School System

It was time to call in the big guns. The Wake County Public School System (WCPSS) knew if they were ever going to get their Cary High School project back on track they'd need some serious help. The WCPSS called in Balfour Beatty to step in for phase III and save the project after the original contractor had left the Cary High School Addition woefully behind schedule during a disastrous phase I.

The Balfour Beatty team sprang into action, assuming CM agent duties to help manage the other contractor, and providing extensive site utility work for the three-story, 46,728-square-foot addition. Phases II and III were designed to connect, so with construction still underway on phase II, Balfour Beatty expertly adapted to the project scope and found a way to seamlessly join phase II and III while avoiding scheduling and logistical conflicts. The addition now offers the students of Cary High School a chance to flex

their brain power with brand new classrooms, science labs, computer labs, and an advanced broadcasting studio that's unique to high schools in the area. The studio features an enclosed control room with an "in-use" light to avoid disruptions during recording. Special acoustical panels and ceiling panels help to enhance the broadcast quality for programs aired on the campus' closed-circuit station. Also included in the addition are lobby areas, and administrative spaces.

Balfour Beatty went beyond providing a positive experience and a quality product with no major set-backs (a welcome change for the WCPSS in its own right). The team completed the project nearly three months ahead of schedule and returned \$1.1 million to the WCPSS. It was the first time Wake County had ever received money back from a contractor at the end of a project. For a school system that's expected to serve more than 20,000 students by the 2010-2011 school year, every penny counts, and with Balfour Beatty at the helm, the school got much more than they ever expected.



Cary High School



PROJECT HIGHLIGHT

Walking in the Footsteps of History

Balfour Beatty Construction undertakes a \$90 million project at West Point Military Academy

In 1841, Charles Dickens visited West Point and said of the academy "It could not stand on more appropriate ground and any ground more beautiful can hardly be." More than 150 years later, Balfour Beatty Construction is walking that same ground, providing new housing for the academy that has helped write American history since the days of the Revolutionary War.

Located on the Hudson River, 50 miles north of New York City, the West Point campus and central post area comprise just a small portion of the nearly 16,000-acre federal military reservation. As part of their effort to improve the communities at this important Army installation, West Point has begun a new housing development funded by a public-private partnership.



Historic Hudson River

The \$90 million project will include 158 new two-story duplex homes, totaling approximately 320,000 square feet. Each home features a double car attached garage, covered front and rear porch, upscale maple cabinets, wood and tile flooring and a colonial exterior design.

West Point asked Balfour Beatty Construction to take on design-build responsibilities after it became clear that the initial project concept simply wasn't feasible. The team dealt with a site plan that required more than one million yards of earth moving and incorporated 750,000 cubic yards of imported materials.

They addressed severe storm water issues and quickly devised a workable solution for solid rock obstacles that threatened the feasibility of the project from both a financial and construction standpoint.

Due to the lack of space for construction storage of materials and workability, the team decided upon a building method wherein the houses would be comprised of modules that were constructed off-site. Beginning in June, these modules will be transported to the field in five or six segments, where they will be erected, attached and finished. The team anticipates that this unique solution will allow them to construct the houses 25% faster than if the houses were built on site.

Dick Dorsch, Senior Project Manager, credits Balfour Beatty's ability to contend with so many challenges to superior teamwork. "Without the total effort and true team concept, this project may never have been built."

The project is scheduled to be completed November 2011.

"Much of the history we teach was made by people we taught."



West Point students gather in formation before lunch

West point's alumni are collectively referred to as "**The Long Gray Line**" and its ranks include:

- Two American Presidents
- Four additional heads of state
- 18 astronauts
- 74 Medal of Honor recipients
- 70 Rhodes Scholars
- 3 Heisman Trophy winners

A few alums you may have heard of:

Ulysses S. Grant, Dwight D. Eisenhower, Jefferson Davis, Stonewall Jackson, William Tecumseh Sherman, Robert E. Lee, George S. Patton, Douglas MacArthur, Wesley Clark, Jim Kimsey (founder of AOL), Edward A. Murphy, Jr. (Murphy's Law), Henry Martyn Robert (Robert's Rules of Order), Ambrose Burnside (namesake of the word "sideburns")

Betcha Didn't Know...

- West Point's entire central campus is a national landmark
- Benedict Arnold committed his infamous act of treason when he attempted to sell the plans for West Point to the British
- Nearly every general officer of note from either army during the Civil War was a graduate of West Point
- West Point began the collegiate tradition of the class ring in 1835
- Forbes.com recently declared West Point as the Best Public College or University in America for undergraduate education

It's time to expect more.

Balfour Beatty
Construction

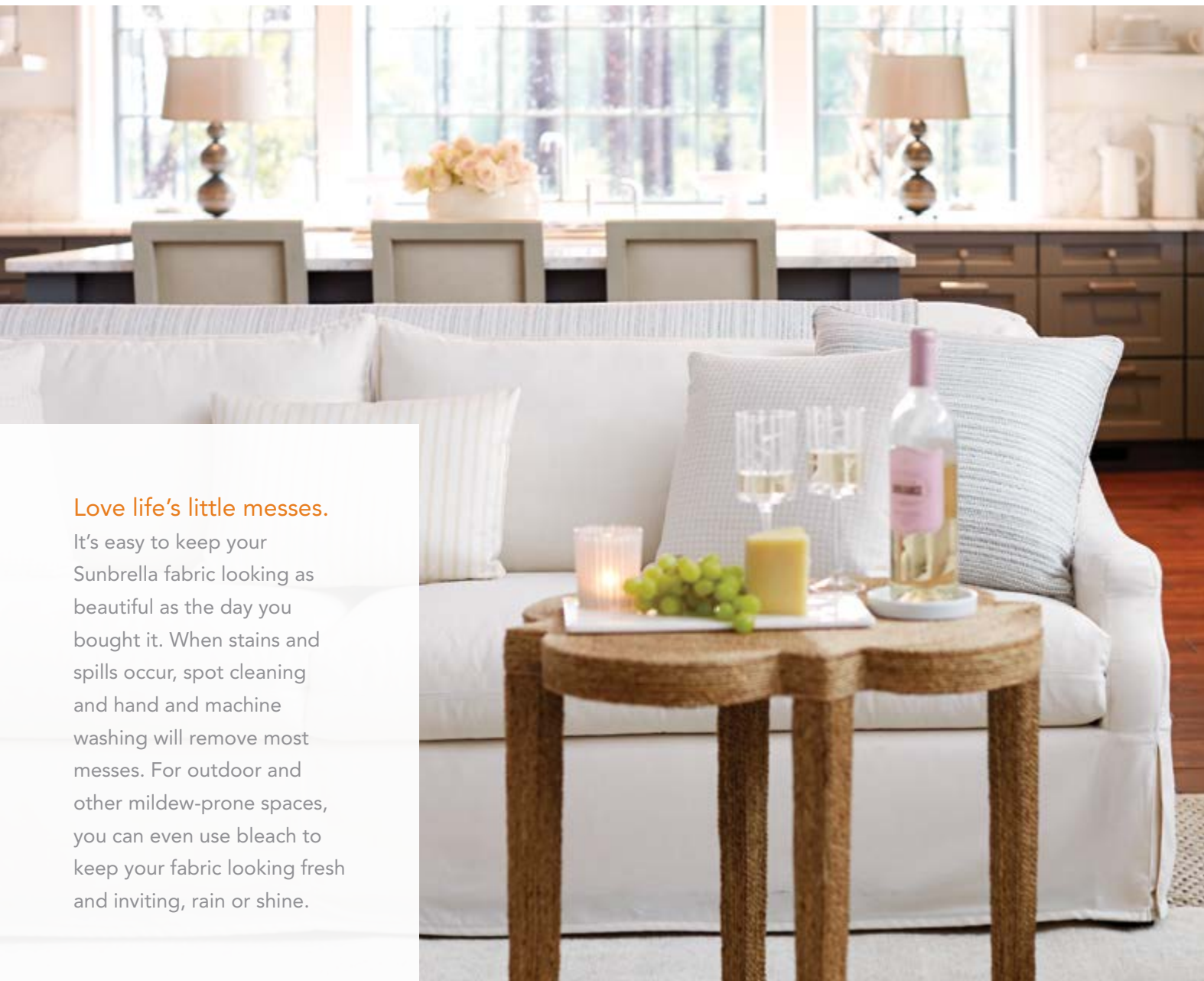


Experience everyday beauty. What good is the perfect sofa if you're too worried about spills and stains to truly enjoy it? From fingerpaints to finger foods, Sunbrella gives you exquisite style that stands up to discerning eyes, muddy paws, spilled drinks and everything else that comes with daily life. Hear from Sunbrella customers whose fabric has stood the test of time at sunbrellashine.com/everyday.



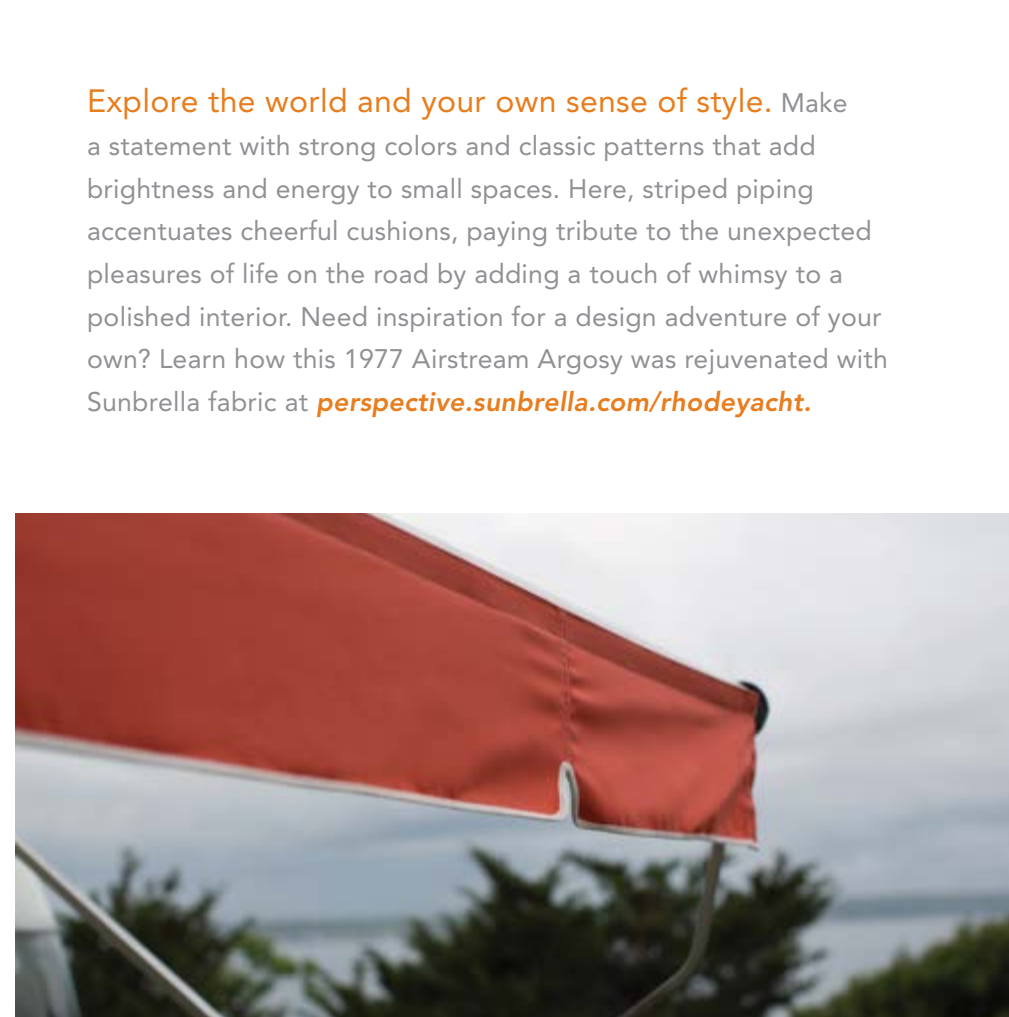


Not sure how to clean a certain stain? We've got you covered. Visit sunbrella.com/clean for a complete care and cleaning guide, helpful videos and a stain reference chart.



Love life's little messes.

It's easy to keep your Sunbrella fabric looking as beautiful as the day you bought it. When stains and spills occur, spot cleaning and hand and machine washing will remove most messes. For outdoor and other mildew-prone spaces, you can even use bleach to keep your fabric looking fresh and inviting, rain or shine.



Explore the world and your own sense of style. Make a statement with strong colors and classic patterns that add brightness and energy to small spaces. Here, striped piping accentuates cheerful cushions, paying tribute to the unexpected pleasures of life on the road by adding a touch of whimsy to a polished interior. Need inspiration for a design adventure of your own? Learn how this 1977 Airstream Argosy was rejuvenated with Sunbrella fabric at perspective.sunbrella.com/rhodeyacht.



Feel at home on the water.

Relax as you soak in the cool breeze and listen to the gentle lapping of the water. Leave the world in your wake as you push your boat to the limit and experience the thrill of a new catch. Whatever your speed, whatever your style, Sunbrella delivers the comfort you need to enjoy the freedom of life on the water. Find out how to design marine-inspired spaces on land and at sea at sunbrellashine.com/nautical.

