

tmsr Design Delivery

Let's design

infographics
illustrations
surveys & reports
collateral
web experiences
animations



tmsr Design Delivery

*M*ore than 22 years of experience creating infographics, illustrations, survey instruments, report systems, collateral, web experiences, and animations.

Bringing a hands-on understanding of constraints, requirements, and the needs of contracted projects to make *your* job easier.

Niche:

On-time (and ahead-of-time) delivery

Let's design



infographics

Infographics: the art of representing complex details using illustrations and simplified numbers to make them easier to understand



Economic Contributions to Arizona's Economy

Key driver of significant historical transportation in the community with a long-term presence in Flagstaff and other communities in North Phoenix. Its Arizona operations are focused on development, as well as the manufacturing and sales of...

In FY16, activity created = \$700M of economic activity

- 1 5,800 Arizona Jobs
- 2 \$24 Million in state and local taxes
- 3 \$440 Million to Arizona workers

NORTHERN ARIZONA UNIVERSITY
The W. A. Franke College of Business
Alliance Bank Business Outreach Center

ARIZONA WINE TOURISM

WINE IS BEST WHEN SHARED
Approximately 67% of wine visitors traveled in groups of men and women together. Groups of women only was the next most common party type, approximately 19%.

SOCIAL MAKEUP
MEN 74% WOMEN 26%
WOMEN ONLY

DID THEY TAKE US HOME?
70% of visitors purchased a bottle of wine while visiting the tasting room.

PURCHASE OF WINE
\$78 Average expenditure on wine
\$101 Average total expenditure

AGE & INCOME AS A FACTOR
An additional year of age for the visitor increases odds of making a wine purchase by 1.015.
Visitors making > \$150,000 have an estimated odds ratio for purchasing a bottle of wine of 1.433 compared to visitors making < \$50,000.

THEY LIKED US!
79% Over 79% of survey respondents rated their tasting room, vineyard, or winery experience as exceeding expectations.

HOW DID WE DO?
The Arizona Wine Tourism Industry - 2017
Prepared for the Arizona Office of Tourism
June 2017
Alliance Bank Business Outreach Center

ARIZONA WINE TOURISM

2017

\$56.2M ECONOMIC OUTPUT
The Arizona wine tourism industry creates an estimated \$56.178.643 in total economic output.

640 JOBS
The Arizona wine tourism industry creates an estimated 640.6 full-time equivalent jobs.

\$3.6M STATE & LOCAL TAXES
Approximately \$3.6 million in local and state taxes are generated from Arizona wine tourism expenditures, indirect effects, and induced effects.

WHERE DO VISITORS TRAVEL FROM?
57% of visitors to tasting rooms, wineries, and vineyards were day visitors; 43% of visitors spending the night in the region.

DAY-TRIPPING IS POPULAR
57% of visitors to tasting rooms, wineries, and vineyards were day visitors; 43% of visitors spending the night in the region.

REPEAT BUSINESS
38% of visitors to tasting rooms, wineries, and vineyards were day visitors; 43% of visitors spending the night in the region.

INCOME VS. OVERNIGHT STAY VISITORS WITH INCOMES...
> \$150,000: 1,867 more likely to stay than those making < \$50,000
\$100,000 - \$149,999: 2,092 more likely to stay than those making < \$50,000

POINT-OF-ORIGIN IN AZ
Approximately 59% of visitors to tasting rooms, wineries, and vineyards were day visitors; 43% of visitors spending the night in the region.

SITES VERSUS SURVEYS
Percentage of survey sites from each area closely match the percentage of surveys received from each area.

SITE LOCATION
SURVEYS RECEIVED

WILSON
AVONDALE
YUMA VALLEY

AWARDS and BENEFITS

AWARDS
2015
2014
2013

BENEFITS
Indirect Economic Contribution
Indirect Economic Contribution
Indirect Economic Contribution
Indirect Economic Contribution

WHY DO THEY COME?

100% PRIZE MONEY
59% PRESTIGE OF THE EVENT
54% LEVEL OF COMPETITION

100% SPECTATORS
53% EXCITEMENT OF THE RODEO
51% TAKING A...

HOW LONG DO THEY STAY?

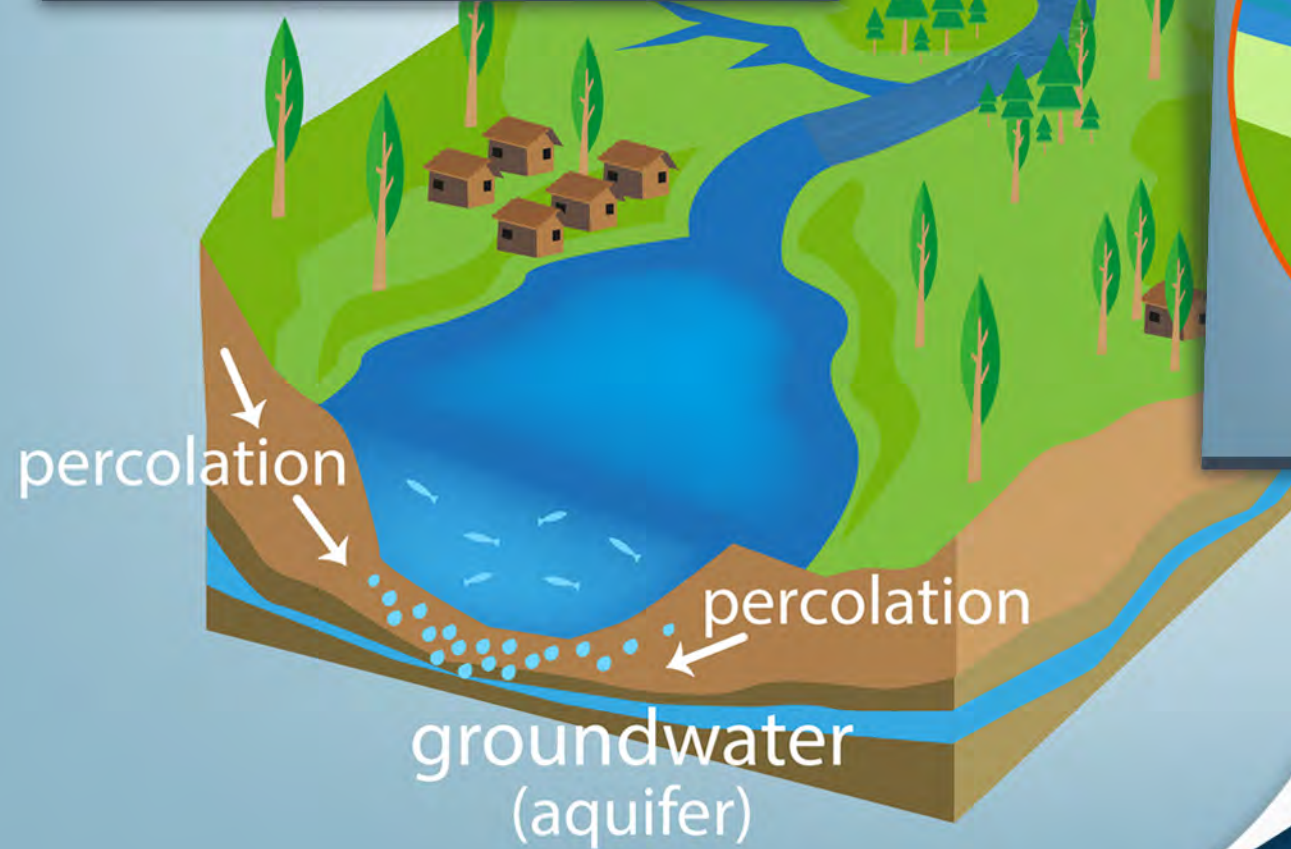


illustrations

Infographics, report data, and surveys – online and in print – as well as video animations are delivered more effectively using illustrations.

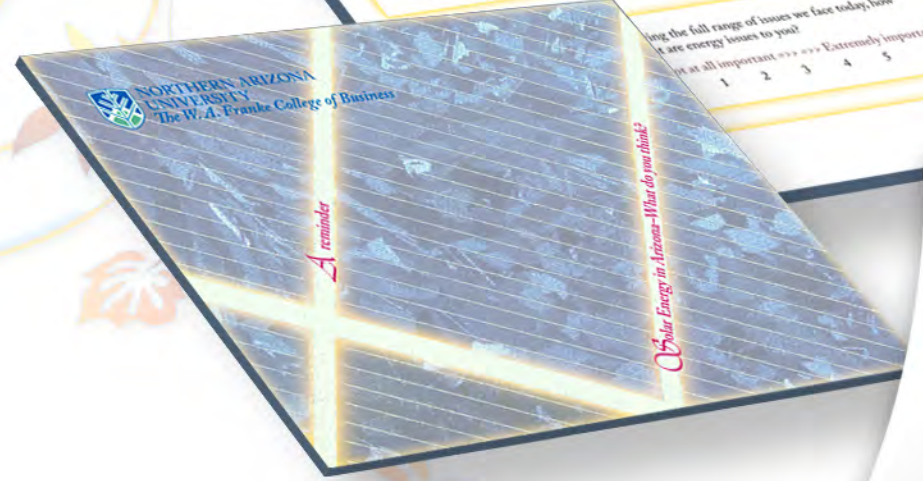
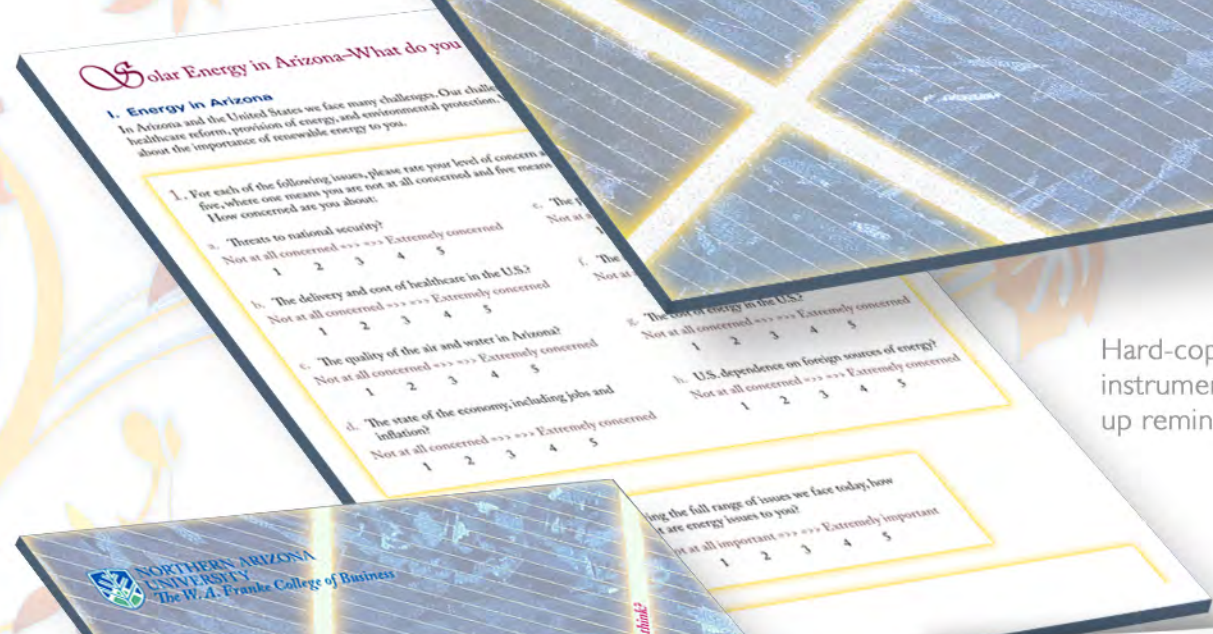
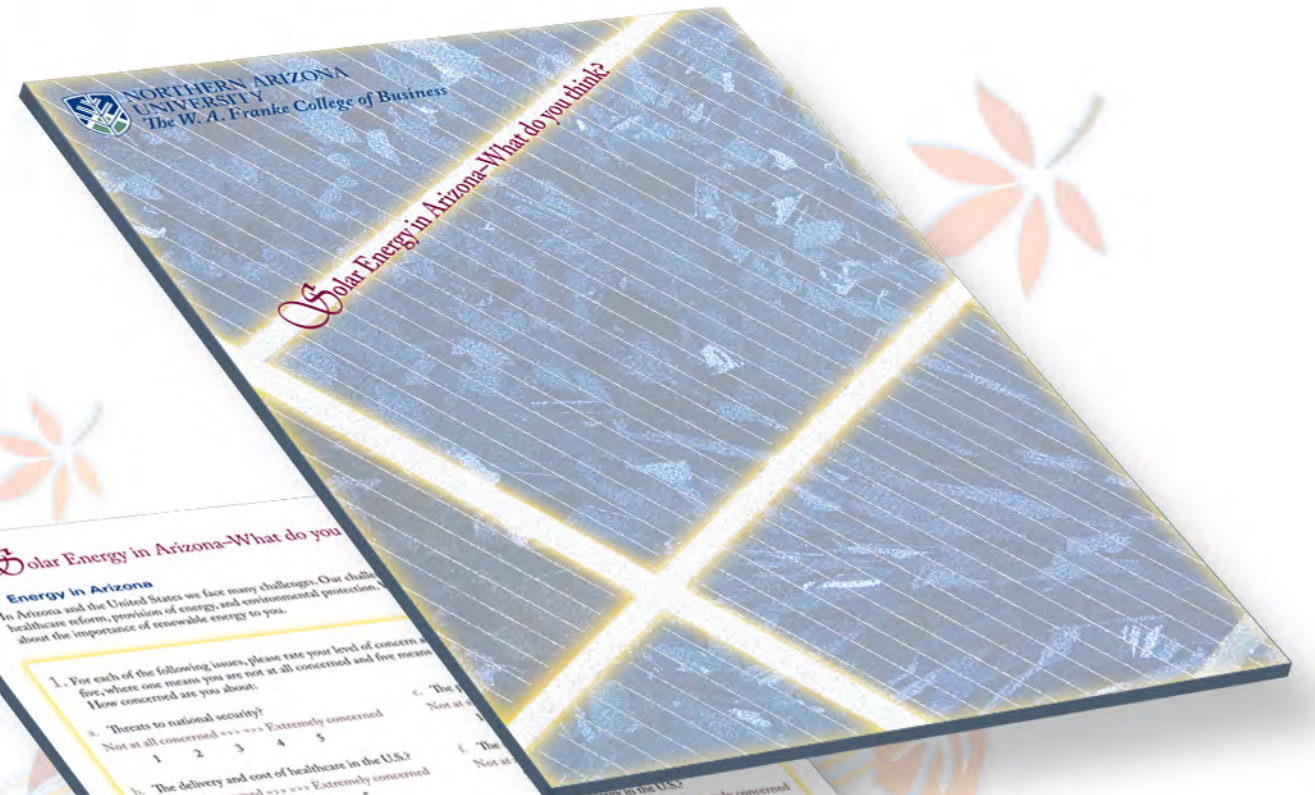
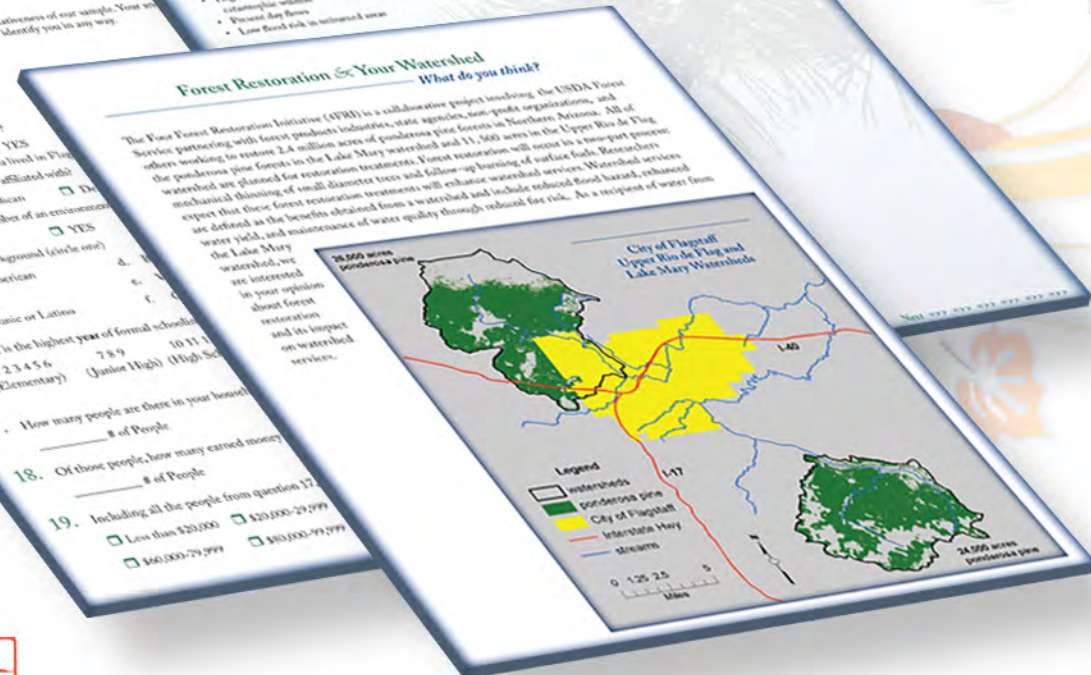


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surveys

Ease of use and straightforward graphic elements combined with inviting layouts are a must when designing survey instruments that compete for the respondent's valuable time.



Hard-copy survey instrument and follow up reminder postcard



reports

It is your job to write a compelling report. It is my job to make someone want to read it!



collateral

Bring professional polish to all of your collateral.

postcards

A vertical postcard with a blue background and white text. It features a photo of a young woman in a white shirt and blue jeans. The text includes "Scholarship still available!", "en-tre-pre-neur, n. lahn-truh-pruh-nur", and "The application for The Jordan Scholars will be open February 14, 2014 through April 11, 2014". It also lists several scholarship foundations and provides a website link: nau.edu/foundation.

A brochure titled "DISCOVERING GASTRONOMY" from Northern Arizona University. It features a collage of photos showing students on a trip to France. The text includes a quote: "We don't put as much thought, love, and passion into our food as the French do." and three numbered points (01, 02, 03) describing the trip's activities and goals. It also includes contact information for the trip.

posters & banners

A vertical poster with a blue background and white text. It features a photo of a young woman. The text includes "classroom opportunity abounds", "Your enterprise", and "Native American Business Organization (NABO) is a student club assisting and encouraging students to complete their degree". It also mentions the "Professionalism Recognition Program" and the "Northern Arizona Center for Entrepreneurship Technology (NACET)".

gate-fold brochures

A poster with a green and white color scheme. It features a graphic of a globe inside a lightbulb shape. The text includes "Non-Profit and Social Entrepreneurship Undergraduate Certificate" and "CREATE SOCIAL CHANGE". It also contains a paragraph about the growth of the non-profit and social entrepreneurship area and a link to learn more: nau.edu/franke/npsc.

business cards

Two business cards. The first is for "FROG & HORSE BOW REPAIR & REPAIR" and features a photo of a woman working on a bow. The second is for "KIMBERLY RUDE" and includes contact information: "928-310-2400", "3517 Ponca Flagstaff, AZ 86005", "frogandhorse.bow@gmail.com", and "Trained at the University of New Hampshire".

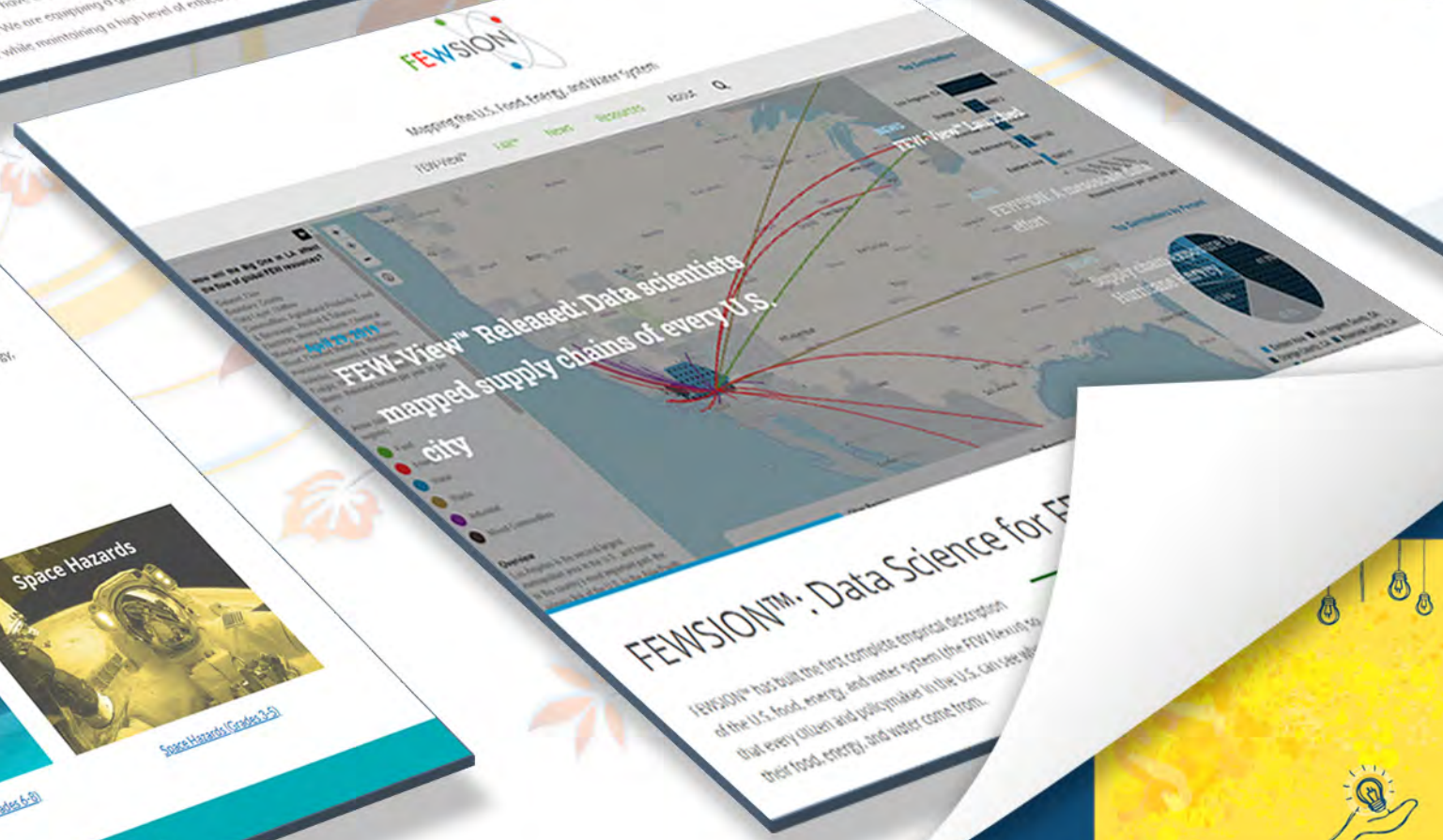
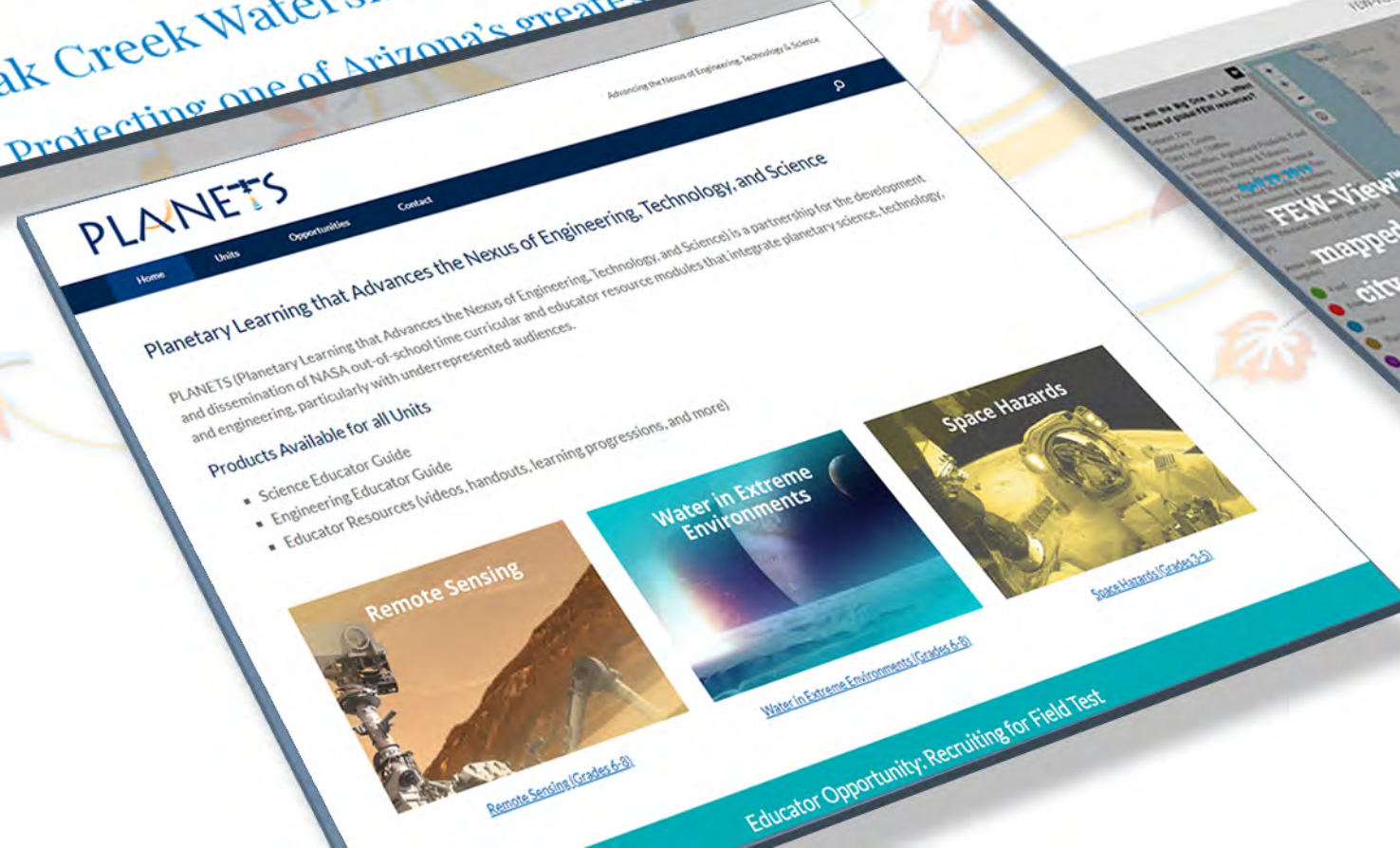
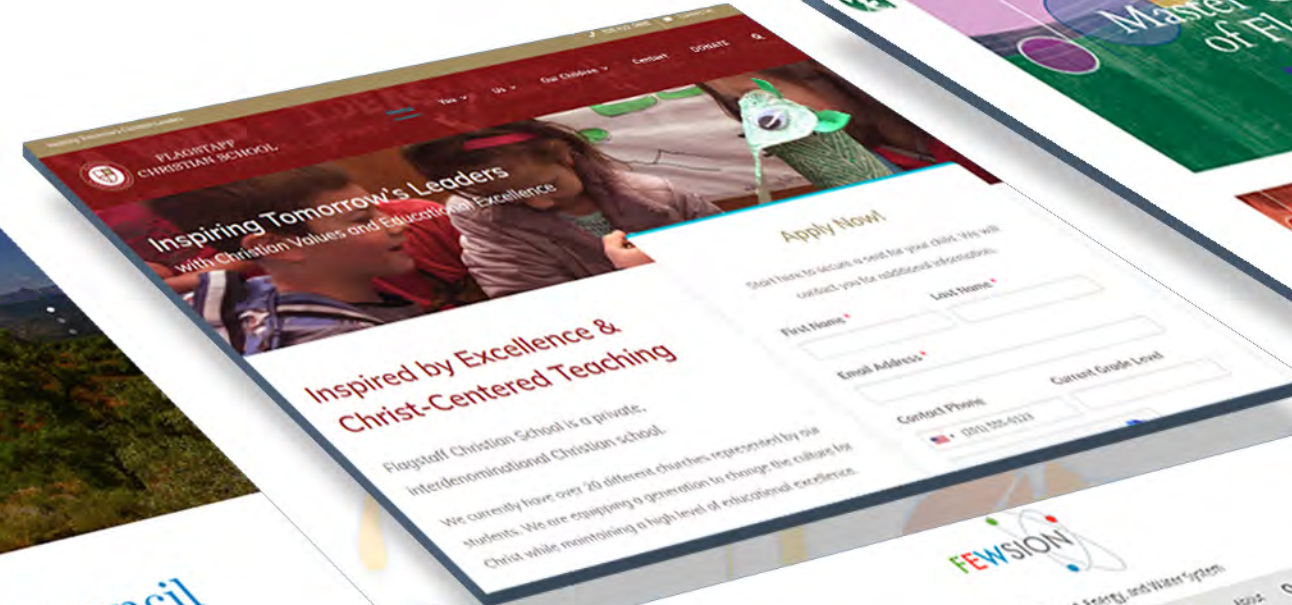
half-fold brochures

A half-fold brochure with a green and white color scheme. It features a central graphic of a hand holding a globe. The text includes "Why was this certificate developed?", "What are the benefits of getting this certificate?", and "Learn more: nau.edu/franke/npsc". It also lists various social impact areas: HUNGER, ENERGY, HOUSING, INDUSTRY, LABOR, and WATER.



web experiences

We craft unique websites for a wide-range of target audiences.



Post-launch content creation and website maintenance provides a well-rounded web experience for our clients as well.

tmsrdesign.com



photo editing

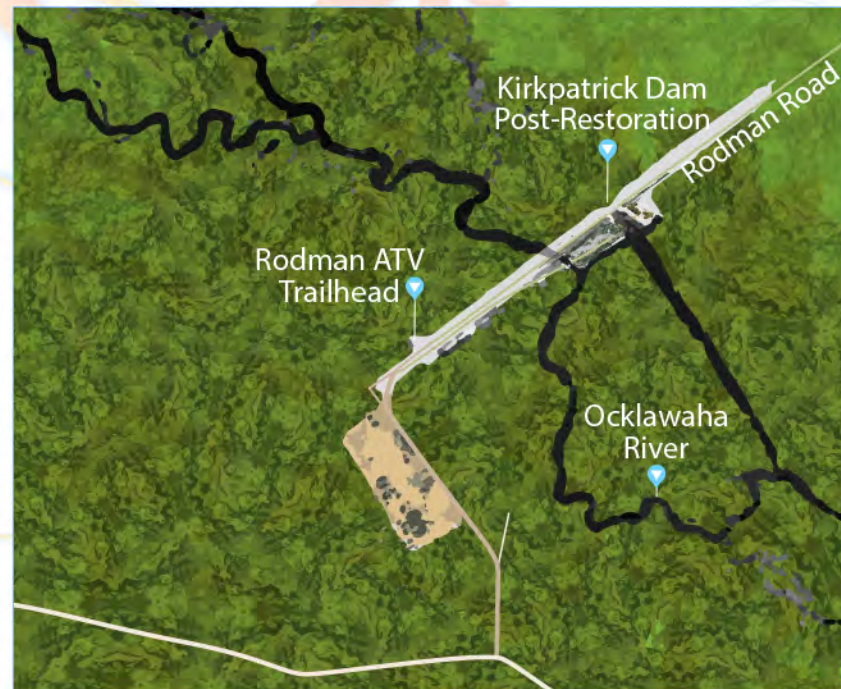
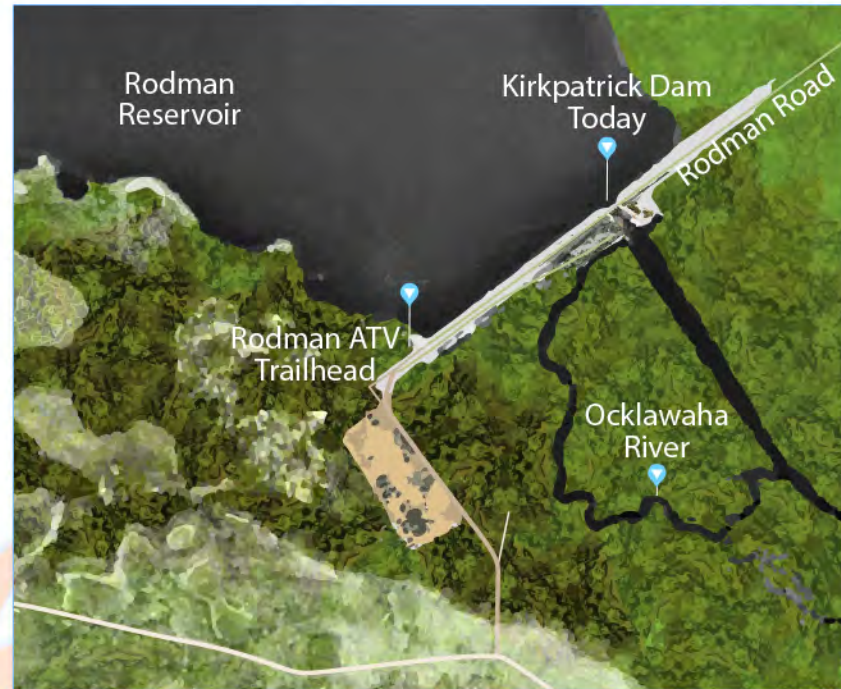
Don't believe photos you see as "real" ~ just sayin'!

Survey Instrument Illustrations

The top image is a composite created from several Google maps of a "now" scenario.

Projection of the Impact of a Restoration Effort

The bottom image is a composite of historic pre-dam photos, engineering diagrams, and the "now" to illustrate what the restoration of the area might look like after a restoration effort.



**Northern Arizona Healthcare:
Community Healthcare Survey**
Cheryl Cothran, Ph.D. | Alliance Bank Business Outreach Center

Beyond the Report

- Less Advertising . . . more *Advertorial*
- Less Customer . . . more *Community*
- Let communities in on *Planning*
- Include a *Call to Action* in ad placements
- *Just-in-time* advertising [targeted mktg?]
- Making the most of *Doctor referrals?*
- Can't manage it, if you don't measure it. . .
- Search or Social?

THE PRIMARY MARKET- FLAGSTAFF SURVEY



additional services

Electronic media including PowerPoint presentations, maps, TV monitor slides, stationery design, video editing, display ads, magazine layouts, event invitations, and signage as well as copy editing.



NORTHERN ARIZONA UNIVERSITY
The W. A. Franke College of Business
www.franke.nau.edu

Your Study Environment - Open for Business in 2006

FACTS AT A GLANCE
39,000 of our 111,000 square feet is dedicated to student out-of-classroom use
12 front porches—the interactive, technology-rich spaces at the entryway of classrooms
Undergraduate and graduate student lounges
LEED Gold certified (sustainability measurement)
Cafe with outdoor patio
5 computer labs: 3 stationary and 2 mobile
18 student breakout spaces
NAU is an Equal Opportunity/Affirmative Action Institution.

Study in the Heart of the Great Outdoors
The 738-acre NAU campus is situated 90 miles from the Grand Canyon, less than an hour from Sedona, and approximately two hours from the Phoenix metropolitan area.

COMPLIMENTARY ISSUE FROM NORTHERN ARIZONA UNIVERSITY-FRANKE
The McGraw-Hill Companies SEPTEMBER 16, 2008 | BUSINESSWEEK.COM

BusinessWeek

At FCB, it's not business as usual. It's personal.

Big enough to offer all the courses you need but small enough to know your name

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Study in the Heart of the Great Outdoors
To the north, students can enjoy hiking and mountain biking trails on the 10,000-foot Gan Francisco Peaks, as well as skiing and snowboarding at Arizona Snowbowl.

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The Business Communication Center

Need BCC's Help?
There's a New Option

skype™

Stop in to make your consultation appointment today!

NORTHERN ARIZONA UNIVERSITY
Grand Opening of HRM East
School of Hotel & Restaurant Management
Monday, October 3, 2011
5:00 p.m.

Jon Hales, Associate Professor, SHRM, Master of Ceremonies
John D. Haeger, President, Northern Arizona University
Eugene Hughes, President Emeritus, Northern Arizona University
Mason Gerety, Interim Dean, The W. A. Franke College of Business & Vice President for University Advancement
Mark Koehler, Chair, Vice President Operations Finance-Americas, Four Seasons Corporate Office & SHRM National Advisory Board

Thank you for joining us today.

HRM

WEST FORK: THE GEOLOGY: The Canyon walls are composed mainly of cross bedded Coconino Sandstone (white cliffs) laid down about 270 million years ago. The red cliffs at creek level are composed of Shinarump Hill Formation, laid down during the Permian period of the Paleozoic age 270-275 million years ago. The red color of the rocks is due to a thin coating of iron oxide mineral. The black "stains" are called "desert varnish" and are a result of an iron-manganese reaction.

THE VEGETATION: Mixed deciduous forests, conifers, and Sonoran vegetation. High-elevation Ponderosa pine and Gambel oak coexist with the wetland species such as Bowdler. Ferns line much of the undergrowth area. **Caution:** Poison ivy is plentiful. It has leaves in 3 which can be confused with Bowdler (see photos). Each of these are colorful in the Fall, however most people seek the red of Bigtooth Maple which are more prominent beyond the 8th stream crossing.

Parson Ivy
Bowdler
Bigtooth Maple

MAYHEW LODGE RUINS: Constructed around 3 cabins, the oldest of which was built by "Bear" Howard in the 1870's, known for its homely atmosphere and great meals which included local trout and fruit from the orchards.

Aekses - Trails & MAP
West Fork
Cocconino National Forest
Oak Creek Canyon, AZ
Trail Type: Canyon Trail along stream (avoided by beautiful cliffs, mixed deciduous forests, conifers & Sonoran vegetation)

Trail climbs onto slickrock
Sandbar/Log Jam
Canyon walls close in
End Trail
Natural Red Rock Vista
Evidence of Slide Fire
Rock Slide
1 mi. 1.6 km
2 mi. 3.2 km
3 mi. 4.8 km
3.4 mi. one way
West Fork Trail Profile
Renegade trails - - - Contour = 200 ft (60m)
Cocconino National Forest
Trail #108
Oak Creek
Cave Springs Campground
89A
4385
Call of the Canyon Day Use Area
Wilderness Register
Mayhew's Lodge Ruins

restrooms from parking lot, over scotteridge, past Mayhew Lodge's remains, to the West Fork of Oak Creek.
West Fork Trail: Moderately-Easy; 3.4 mi. (5.4 km) one way; Gain 270 ft. (82.3 m).
Note: The creek must be forded several times, which requires rock hopping over ankle deep water. Staying with the main trail may become confusing. This is due to winter floods that cause the sandbars and stream crossings, and thus the trail to shift each year; however, the trail will remain fairly close to the stream. If confused, water flows downhill back towards the Wilderness Register. The canyon walls and the trail, forcing it into the stream at the 3.4 mile point except in dry years.
Water: Bring your own or purify that which is there. **Trash:** Pack it out!
Restrooms: Only in parking area. If necessary, deposit human waste in catholes 200 ft. from stream.
Concerns/Notes: Private Land along Oak Creek should be avoided. No camping within 6 miles of trailhead. Leave flowers for others to enjoy, and tread lightly on this fragile habitat. This is a designated Wilderness Area; wilderness rules apply.

Outside of the classroom here that prepares you to take on the World!

Find out what our alumni already know.

It's just as much what happens outside of the classrooms here that prepares you to take on the World!

Warren Buffet Experience
Career Development office
In-house academic advising office
Business Communications Center
Pathways—our extra-curricular business world prep sessions
Executive Job Shadowing
HRM experience at the High High Country Conference Center
Franke CEO Speaker Series
ACC-Professional Program in Accounting: get ready for your CPA in our 5-year program
Internships
Career Exploration Day
On-site employer interviews
Scholarship assistance available for select summer internships

The 10-month advantage
Save time, carry less debt. No shortcuts, just hard work.

PROGRAM HIGHLIGHTS
Fully accredited by AACSB International
Team-based, cross-function core classes
Small class size, high faculty-to-student ratio
New building with state-of-art technology
Business Communication Development
Career Development program

The difference that matters
Your MBA in just 10 months

Accredited by AACSB INTERNATIONAL

"My professors know me and how important it is to take back what I learn to my community."
—Crystal Morris
Senior, Applied Indigenous Studies
www.franke.nau.edu

The Princeton Review Recognition
From over 290 of the best AACSB-accredited Master of Business Administration programs we were named:
Best Professors #4
Best Campus Facilities #9
Greatest Opportunity for Minority Students #10.
www.franke.nau.edu/mba

A Best Business School
The Princeton Review

[Placeholder for a quote from an MBA student?]



client sampler

Illustrations for Qualtrics surveys in support of grant-funded projects for professors from the University of Florida and from Northern Arizona University including a collaboration between NAU and the USGS-Fort Collins

Academic website builds:

NAU's Center for Science Teaching & Learning's NASA Grant site, PLANETS, planets-stem.org; FEWSION.us, fewsion.us; Information Theory, geoinfotheory.org; Complex Systems Information Laboratory, csil.rc.nau.edu.

A note about tmsr's 20 years of service to a state university:

I had the honor of working at Northern Arizona University providing graphic design to faculty and staff of more than a hundred in The W. A. Franke College of Business.

Expanded client list at tmsrdesign.com/client-list/

Does our design sense
resonate with you?
If so, *let's talk.*

Services are not place-bound.
Clients are located across the
United States.

Amazing customer service that
makes *your* job easier!

Bring ACTION to your vision.

about

tmsr Design Delivery brings ACTION to your vision leaning on more than two decades of experience creating design solutions for 165+ clients.

about you

For tmsr Design Delivery, it is all about you, your target audience, and your personal style. We'll listen to your vision and find ways to make it happen.

We'll look at the pros and cons of the various options to achieve your communication goals within the guidelines of being user-friendly and visually pleasing; providing the best means of delivering your message; and doing this while fitting your budget.

Your solutions may lie in a website build or beyond web in print materials or electronic options including social media.

tmsr Design Delivery focuses on customer service and value-added collaborations. Our passion lies in bringing to reality client's visions of design they wanted but could not attain – before they met tmsr Design Delivery. They are shocked by our ability to hit their design on the proverbial head so quickly and by our ability to produce results in time they had not thought possible.

We love what we do and enjoy most those moments when we hear our clients say, "I LOVE it!"

We...

- :: draw on a broad skillset honed from diverse experience in graphics and website design;
- :: offer high-level creative designs even when given quick turnaround deadlines (a forté);
- :: choose the right software for the need;
- :: bridge the gap between you and the technical aspects of the project; and
- :: hold high standards in all project details.

Design concepts that drive our vision:

- :: form follows function;
- :: the KISS principle;
- :: oriental elegance; and
- :: the beauty of white space.

Serving clients since 2003.

Providing affordable, professional, innovative designs and customer service that makes *your* job easier.



Capability Statement

CAGE Code: 81NE9 | D-U-N-S# 165754040

tmsr Design Delivery is a graphic design business specializing in website design, infographics, collateral, promotional items, reports, surveys, and illustrations; services are not place-bound so clients are based across the United States. Serving clients since 2003.

Core Competencies

- Web site design, implementation, and/or renovation
- Desktop publishing design of reports, including creation of infographics
- Print collateral including business cards, stationery, brochures, posters, and more
- Electronic media including illustrations, PowerPoint presentations, video, and animation
- Copy editing services

Differentiators

- 16+ years in business with 22 years of experience in this field
- Delivery of professional, high-quality web and graphic design products in amazing turnaround times.
- tmsr Design Delivery provides customer service that makes *your* job easier.

tmsr Design Delivery is certified as an SBA Women-Owned Small Business (WOSB) and Economically Disadvantaged WOSB (EDWOSB).

NAICS & PSC Codes

541430: Graphic Design Services
541490: Other Specialized Design Services
541511: Custom Computer Prog. Services
541512: Computer Systems Design Services
T001: Photo/Map/Print/Pub.- Arts/Graphics
D302: IT and Telecom- Systems Development
R499: Support - Professional: Other

Past Performances



COCOPAH - SEDONA, AZ
www.bendofthemonkclub.com



**Friends
of the
ROUGE**

FABRIC MAVEN
Your online fabric superstore



**GUTTERMAN
LAW**



tmsr Design Delivery accepts credit cards.

tmsr Design Delivery

Let's design

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Bring ACTION to your vision

