

ORIGINAL

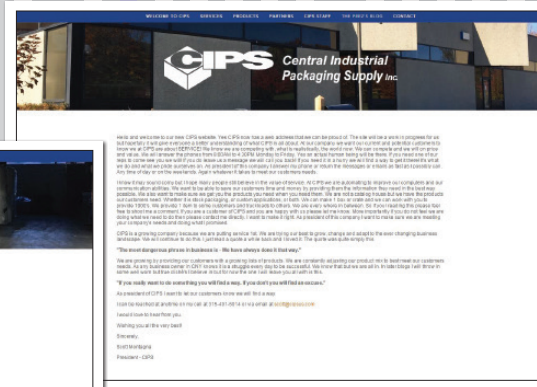


# WEBSITE DEVELOPMENT

## Central Industrial Packaging Supply

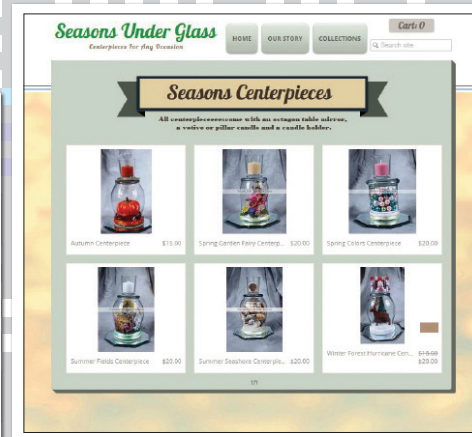
Central Industrial Packaging Supply provides a wide variety of packaging and shipping supplies to the business community across the country. They reached out to us in early 2015 for a new website that was compatible with an online store component that they are looking to start early 2016. We developed a new, modern and flexible website with the ability to add ecommerce when they are ready for the next phase.

REDESIGNED



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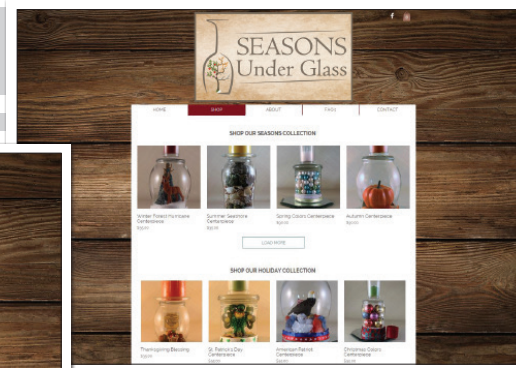
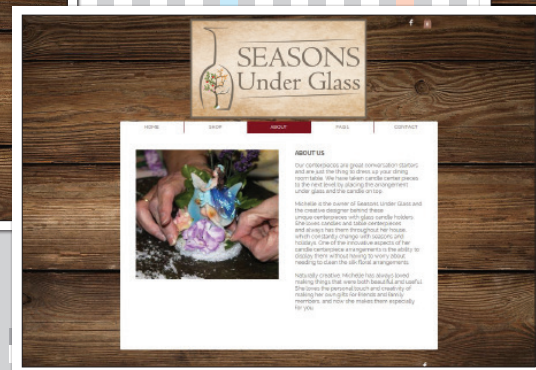


# WEBSITE DEVELOPMENT AND LOGO REDESIGN

Seasons Under Glass

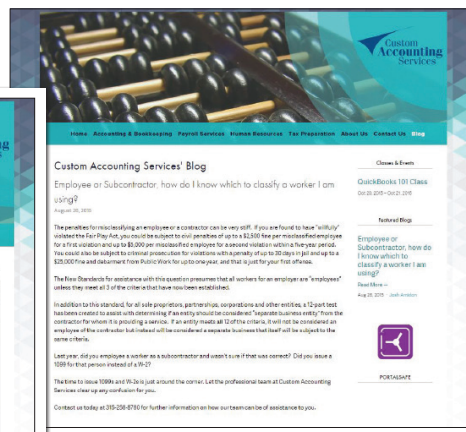
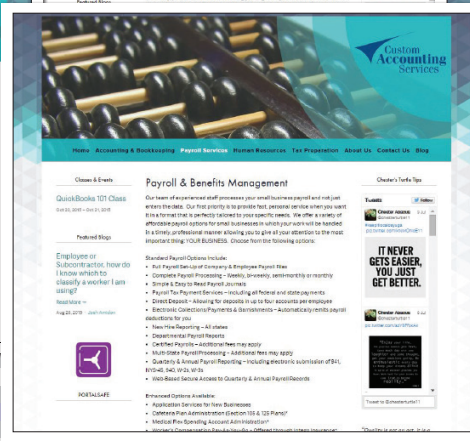
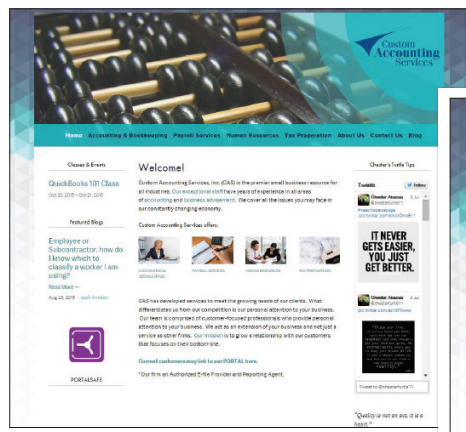
Seasons Under Glass came to us toward the end of the year in 2015 and asked us to create a new website for their custom, hand-made centerpiece business. They wanted a “warm, inviting and homey website”. With that in mind, we went to work and created a website with a wood textured background and a small viewing window in the middle of the page that was both pleasing to the eye and easy to navigate throughout their site.

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# WEBSITE DEVELOPMENT

## Custom Accounting Services

Custom Accounting Services is a local small business in Auburn, NY that provides accounting, payroll, human resources and tax prep services. They asked for an entire new website in mid-to-late 2015. They provided most of the written content, but needed a new and modern way to showcase it. We went to work with the focus of creating something visually appealing, but would still keep the current content the focus of their site.

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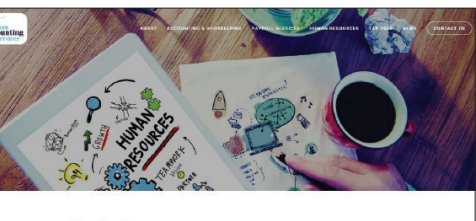


Don't let our affordability and friendliness fool you - we are accounting experts. Custom Accounting Services, Inc. (CAS) is the premier small business resource for all industries. Our exceptional staff have years of experience in all areas of accounting, payroll, human resources and tax prep. We cover all the bases you may face in our seamlessly changing economy. CAS has developed services to meet the growing needs of our clients. With affiliations to four non-competitive tax preparers, we provide personal attention to your business. We are an extension of your business and not just a service to other firms. Our mission is to give a relationship with our customers that focuses on their business here.

If you're looking for a way to increase productivity and lower employee costs in your business, then the professionals in Custom Accounting Services are ready to work for you. No matter what kind of client you are, we offer the same professional advice in any area that concerns the financial stability of your company. Our *unlike any other accounting/bookkeeping service, our top quality and provide you with a sense of security and confidence that your financial house is in order.*

**WHAT MAKES US UNIQUE?**

- Custom Accounting Services' staff is comprised of experienced professionals, all backed by an excellent education and high school credentials.
- Staff engages in continuing education programs to ensure their skills provide you with an outstanding product delivered with efficiency.
- Staff are not just accounting professionals, up-to-date on the latest rules and regulations, ensuring that your information reflects changes as they happen.



**Human Resources**

"Well-structured Human Resources (HR) policies and procedures can save companies a considerable amount of money pertaining to recruiting, retention, conflict, compensation, unemployment and lawsuits. With the ever-changing workforce and business landscapes, it is hard to keep up on all of the facets of managing employees. Custom Accounting Services (CAS) has Human Resource (HR) experts with many years of experience in the field would be glad to assist your business.

Custom Accounting Services (CAS) provides small businesses with a Human Resource (HR) solution in a cost-effective manner. CAS can concentrate services to serve your needs on a project basis or as an "AS NEEDED BASIS". This means that you only pay for these services that you need and when you need them. These services include:

- Compliance Review
- Employee Handbook



Our team of experienced staff processes your small business payroll and not just enters the data. Our first priority is to provide fair, personal service when you want to start a business that is periodic called to our needs. We offer a variety of affordable payroll systems for small businesses in which your work will be handled in a timely, professional manner allowing you to get all your attention to the most important thing: YOUR BUSINESS. Choose from the following options:

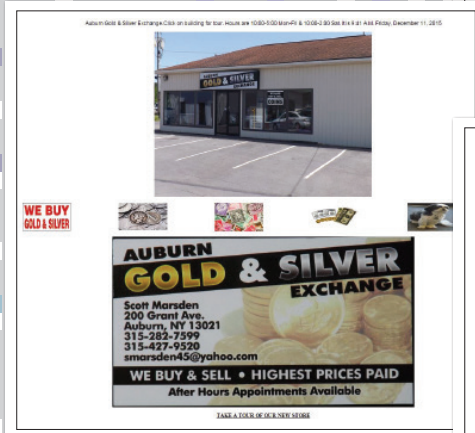
Standard Payroll Options Include:

- Full Payroll for 50 or Fewer Employees or Business Payroll Plan
- Complete Payroll Processing - Weekly, bi-weekly, semi-monthly or monthly
- Single & Group Term Life Insurance
- Payroll Tax Payment Services - Including all federal and state payments
- Direct Deposit - Allowing for deposits in up to four accounts per employee

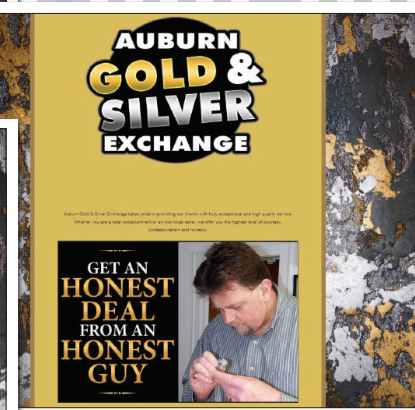


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# WEBSITE DEVELOPMENT

## Auburn Gold & Silver Exchange

Auburn Gold & Silver is a gold and silver exchange and also sells different collectables. Their previous website was designed by a family-friend many years ago and needed to be redesigned and updated with additional SEO so Google and different search engines could find easily find it. While small, the new website now is at the "top of the page" for several search terms and helping to provide additional income.



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# CUSTOM MADE

Social Media Ads



Formal Letters



Seasons Under Glass  
8 Oak Drive Ext.  
Union Springs, NY 13160  
(315) 889-5068  
SeasonsUnderGlass@Gmail.com  
www.SeasonsUnderGlass.com

Dear Gift Shop Owner;

I know your gift shop sells attractive and unique gift items and thought that you may like to take a look at some of my products.

I design and make all my own handcrafted centerpieces with materials that have been specially sourced, this way I can ensure that my products are unique and different from anything else in the market place.

In my experience I have found that my clients really appreciate the uniqueness of my centerpiece collections and this results in high levels of sales and repeat business.

Recently I decided to branch out and offer my designs on a wholesale basis and I am approaching a select number of retailers and offering them the opportunity to stock my latest designs for the Winter and Spring 2016 seasons.

As you can appreciate, to keep the range special, I am only sending this letter out to a select number of retailers who I feel match the profile of the type of customer my collection appeals to.

If you'd like to talk about selling my unique centerpiece collections in your store, please contact me at the number above to secure a viewing of a select range of designs I have set aside for your personal consideration. I am asking you to do this because if you are not interested in seeing the collection I have set aside for you, I need to be able to offer it to another gift boutique that has a similar customer demographic.

I look forward to meeting you and showing you the collection I have selected for you shortly.

Sincerely,

Michelle DeAngelo  
Owner / Designer  
Seasons Under Glass

Product Inserts



# SALES AND MARKETING

Formal Letters  
Product Inserts  
Social Media Ads

After creating a new successful website Seasons Under Glass – they reached out again and requested us to create additional content for their social sites and sales team. We created a social campaign, this includes researching the market and targeting the right audience. Also, we created new a sales letter and product inserts for the sales team, this was used to help pitch new prospective buyers to sell product in their store.



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# PRINT MEDIA

# EVENT MANAGEMENT

In 2015 and 2016, the Chamber of Commerce trusted us to run, manage, promote and sell their event, The Finger Lakes Entrepreneurial Expo. The event brought small business owners of every industry together from all cross the finger lakes and CNY. Part networking, part educational, part entertainment - it was a show that was NOT to be missed.



## Are you PROUD? It's time to be LOUD!

Do you know a local entrepreneur? Maybe you are one. Either way, you should be involved!

Our local economy is becoming tougher and tougher for small businesses to stay afloat. As small business owners, we owe it to ourselves, our employees and our customers to band together during these challenging times. One way we can do that is by showing our pride & participating in FLEX. As a vendor you will accomplish so much more than just setting up a booth to promote your business. You will build relationships with other decision makers that offer commodities that your business will benefit from. There are classes and seminars

available to help you stay competitive, and you will be given tools & resources that will help you to keep your business growing. Small businesses employ more people than all large corporations combined, and the people of our communities depend on our partnerships within the small business community to shape our local economy. **It's time to be loud. Reserve your booth today.** (100% of your booth reservation goes towards advertising.)



Wednesday, November 18, 2015 | 10am - 7pm | Holiday Inn, Auburn  
 FOR MORE INFORMATION CALL: (315) 258-8780 • EMAIL: JOSH@ASTERFG.COM • VISIT: WWW.ASTERFG.COM



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## LOGO REDESIGN

Spera's Old  
Fashioned Meat  
Market & Deli



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## CUSTOM MADE



## PRODUCT TAG DESIGN

Auburn Leather Crafters. Tuscan Collection product tag



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# LOGO REDESIGN

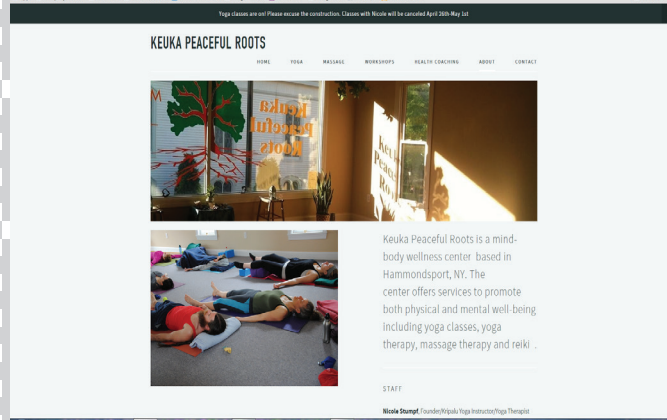
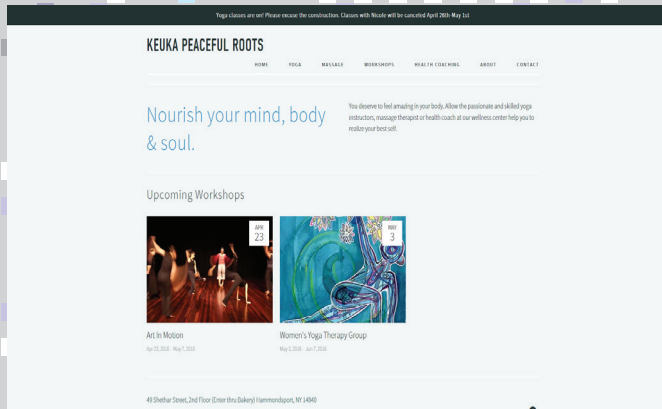
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Auburn Leather  
Crafters

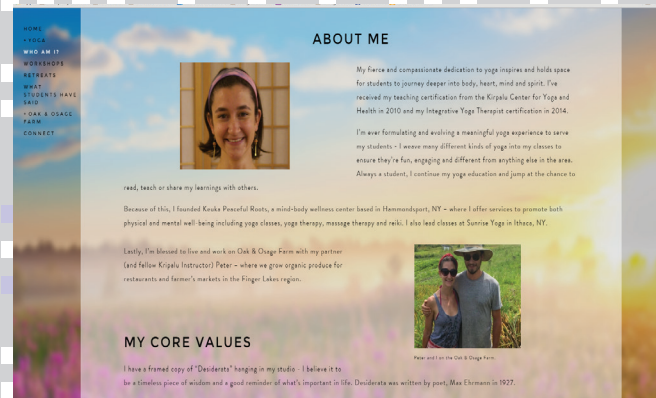


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# ORIGINAL



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# WEBSITE REDESIGN

Nicole Stumpf  
Yoga



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# LOGO



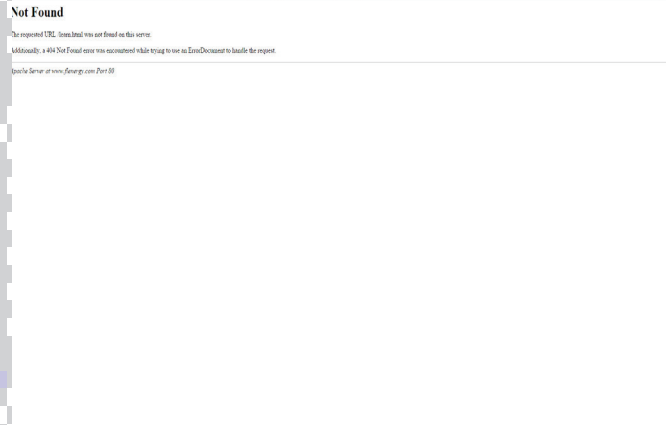
# LOGO DESIGN

Nicole Stumpf  
Yoga

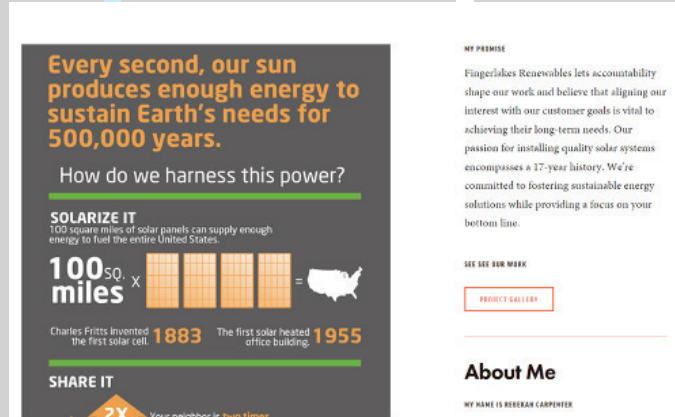


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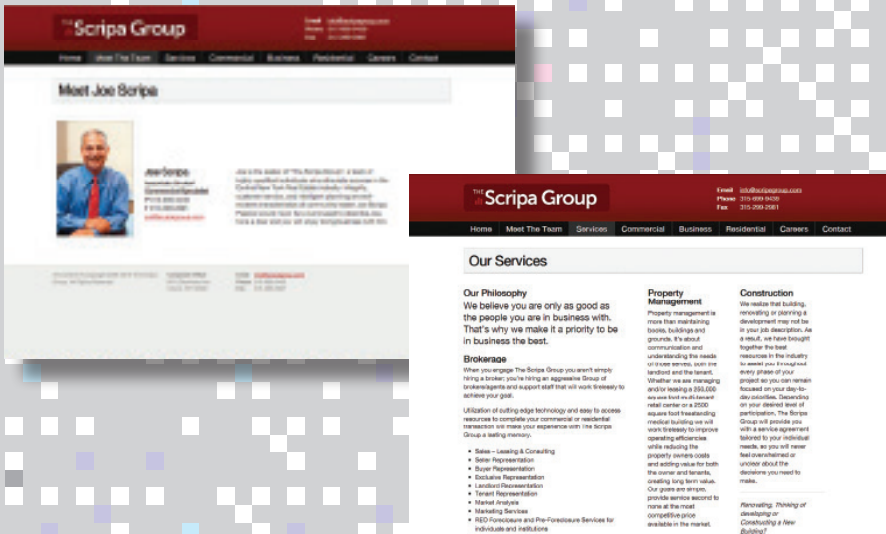
# WEBSITE REDESIGN

Finger Lakes Renewables



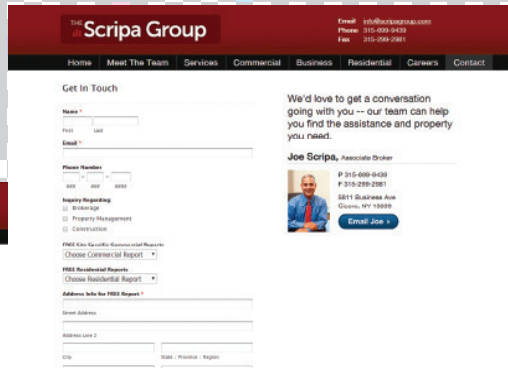
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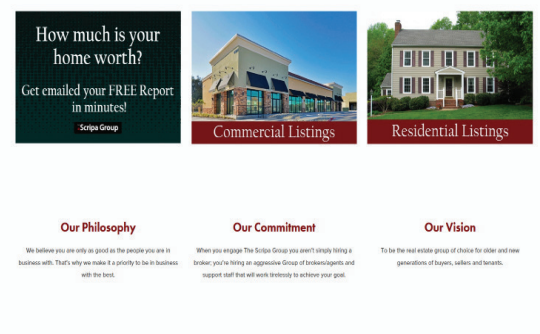


WEBSITE REDESIGN

Scripa Group



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Our Team...



**Joe Scripa**  
 ASSOCIATE BROKER / COMMERCIAL SPECIALIST

Joe is the leader of "The Scripa Group", a team of highly qualified individuals who stimulate success in the Central New York Real Estate Industry. Integrity, customer service, and intelligent planning are well-earned characteristics of commercial broker Joe Scripa. Fewest would never be a word used to describe Joe, he is a doer and you will enjoy doing business with him.



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# DESIGN

# WEBSITE DESIGN

Renaissance  
Hairstyles

WELCOME  
SERVICES  
ABOUT ME  
REVIEWS  
CONTACT

## Renaissance HAIRSTYLES

BECAUSE YOU DESERVE THE BEST

WELCOME  
SERVICES  
ABOUT ME  
REVIEWS  
CONTACT

## Renaissance HAIRSTYLES

BECAUSE YOU DESERVE THE BEST

### ABOUT

Stella Avcişoy is a gifted hair artist that has been designing hair for over 30 years. Originally from Southampton NY, Stella grew up outside of Ithaca NY. In 1994, Stella founded Renaissance Hairstyles in Ithaca, NY. Stella has been designing hair for The Schwartz Center at Cornell University for over fifteen years. This has given her the

WELCOME  
SERVICES  
ABOUT ME  
REVIEWS  
CONTACT

### READY TO BOOK AN APPOINTMENT?

Renaissance Hairstyles  
8329 Main Street  
Interlaken, NY 14847  
(607) 273-1337

Name \*

Phone \*

Email Address

Message \*

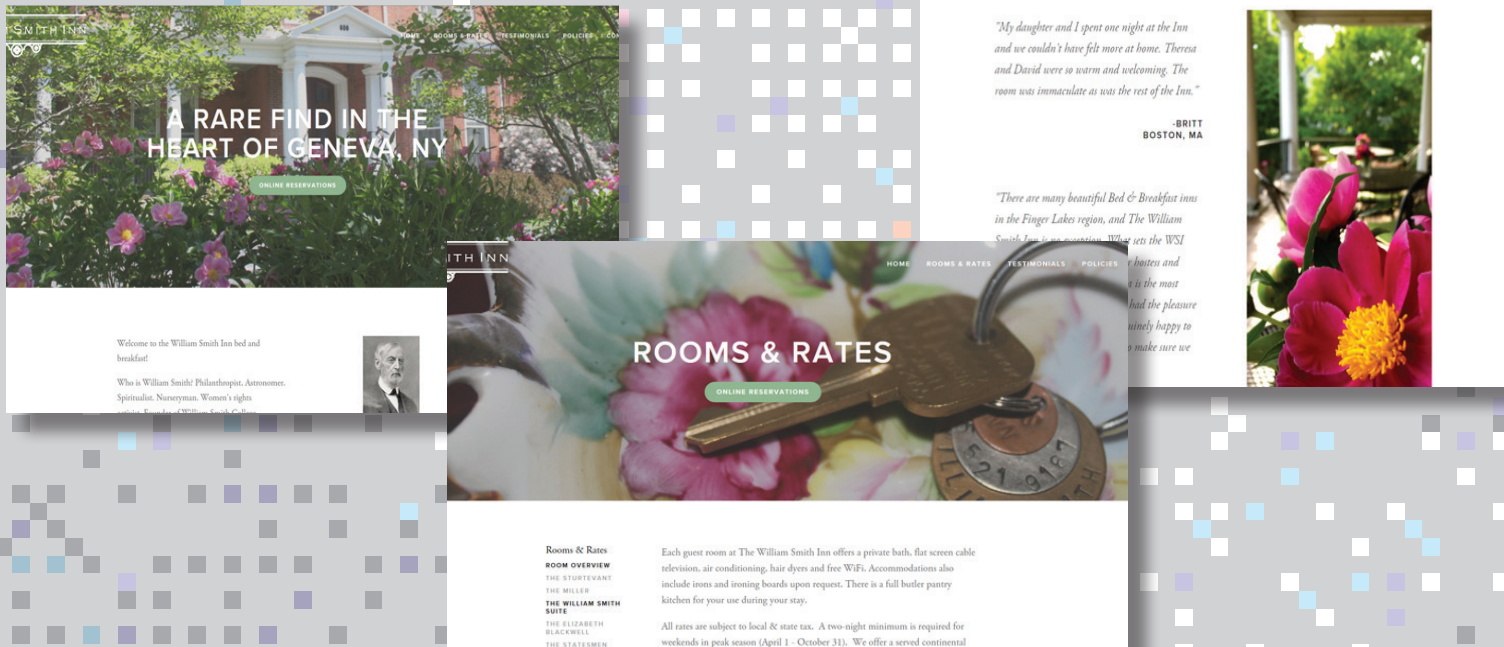


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# WEBSITE REDESIGN

William Smith Inn



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## LOGO DESIGN

Gary's Auto Body



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# DESIGN

# WEBSITE DESIGN

Gary's Auto Body

Special! Receive a FREE NIS Inspection with the purchase of any Oil Change! Call us @ (315) 497-0914 to setup your appointment. Location: 1000 N. ...



HOME ABOUT SERVICES REVIEWS CONTACT



## MECHANIC SERVICES

- All Models
- All Makes
- Foreign & Domestic
- Preventative



## Mechanical:

- Tires
- Front End Alignment
- Exhaust
- Brakes
- Steering/Suspension
- Electrical Diagnostics
- Check Engine Light Diagnosis

## Body Shop:

- Paint & Body Repair
- Restorations
- Major Collision Repair
- Frame Machine
- Detailing - Interior/Exterior

\*Green Shop using all waterborn paint that we mix ourselves in house for perfect paint matches.

HOME ABOUT SERVICES REVIEWS CONTACT

Since 1985, Gary's Automotive has provided Moravia, NY with comprehensive auto repair that includes everything from general services (brakes, oil changes, tune ups, etc.) to body shop services (paint repair, restorations, collision repair, etc.). Our goal is to offer the best customer service available at fair prices to get you back on the road in no time.



You'll be hard-pressed to find the same level of expertise that our auto mechanic specialists provide! We have years of experience working on both domestic and import vehicles of all makes and models and can work with you to find cost-effective repair and maintenance alternatives.

For years, we've provided the most trusted and reliable collision repair. Whether you're a resident or just visiting, you'll quickly feel like a neighbor when you visit Gary's Automotive.

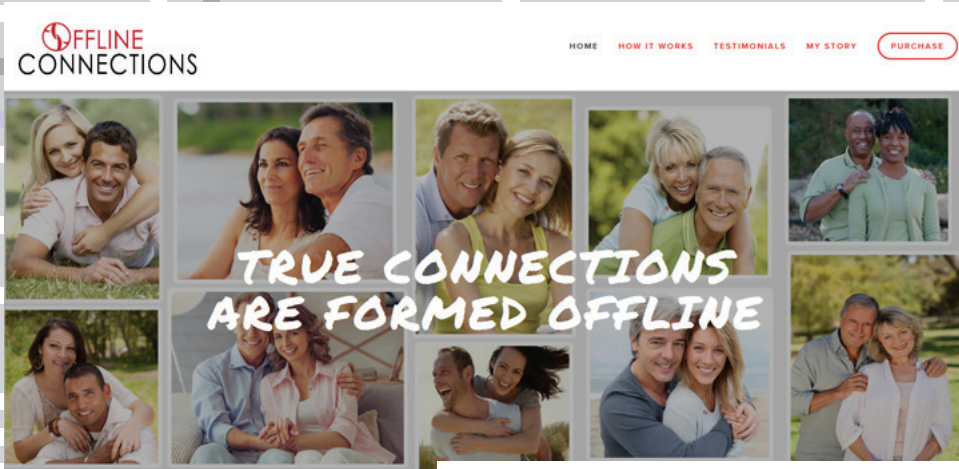


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marketing

# DESIGN

# WEBSITE DESIGN

Offline Connections



## About The Founder Of Offline Connections

In 2015, I found myself divorced and alone. At first, I was proud of myself for being strong. Very soon after I realized I didn't want to be alone anymore and God bless them, but being a nun is not for me.

Now what do I do? I can't bring myself to walk into a bar and let's face it, do you really want to be with someone that hangs out in a bar? Not me, not at my age.

Okay, I will go to online dating thing - everyone is doing it. Never found anyone ten years ago when I tried and I've never known anyone that it has worked for but hey what else can I do? I paid my monthly fees on my first dating site, and they asked me a million questions because that's how they find you a match. Then I start going through



...were over 50 miles away. So I thought I



Buying your Offline Connections Pin has revolutionized the dating world. Just going to the grocery store, you could meet the one you have been hoping for.

No more wondering if the person walking by you is in a relationship or single - because you know they're looking. You see each other, your eyes meet and you feel that instant attraction.

And there it is, you both are wearing the Offline Connections Pin. It takes all of the guess work out of it, all the worry and wonder. You both will have the confidence to say hello. Then you leave the grocery store with eggs, milk and a date for Friday night!

No more looking for a ring on their left hand or wondering if you don't see a ring. Think about the great



ORIGINAL

 **FFLINE**  
**CONNECTIONS**

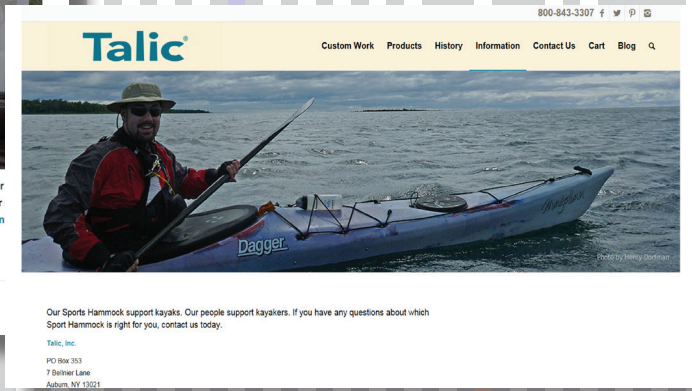
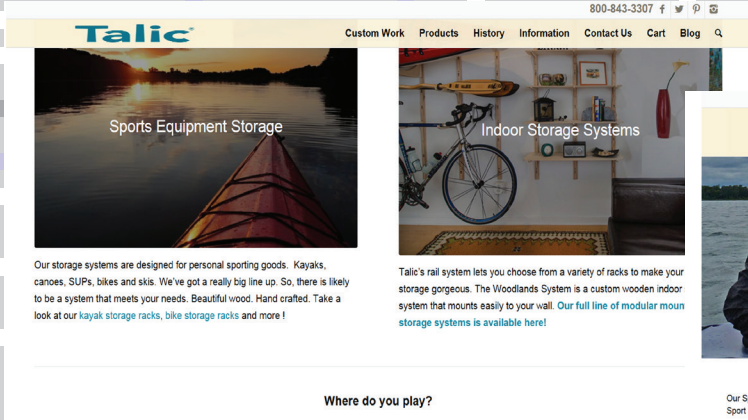
LOGO  
DESIGN

Offline Connections



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# WEBSITE REDESIGN

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