Kristie McGlaughlin

VISUAL COMMUNICATIONS DESIGNER

DESIGN
PORTFOLIO

Contact: **info@kristiecreations.com** | **614-596-3661**
URL: **kristiecreations.com**

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WELCOME
TO MY PORTFOLIO



Thank you for taking the time to review my portfolio!

My career has taken me through agency, corporate, nonprofit, and freelance environments, with work spanning branding, editorial design, print, web, email, social media, and motion. As the visual arts field evolves, I evolve with it, learning new techniques and tools along the way.

I particularly enjoy working with stakeholders to discuss strategies and transform complex information or loosely defined ideas into organized, engaging, and useful communication. That includes:

- writing/editing copy
- enforcing brand standards
- updating outdated designs
- using AI to improve workflows
- managing multiple projects & deadlines
- creating fresh designs
- generating video/images with AI
- streamlining processes
- editing photos/video as needed

The following pages represent selected work from my career and personal creations. Additional projects and case studies are available at **kristiecreations.com**, including my resume.

Warm Regards,

Kristie McGlaughlin

NOTE: I've designed this portfolio to be fully interactive for easy navigation.
Just click the page numbers in the **Table of Contents** to go directly to that page.
To quickly return, just click on the page number in the top corner of each page.

REACH CAPITAL CAMPAIGN

TOOLS:
Adobe Photoshop, Illustrator, InDesign & MS Word

ORGANIZATION:
Worthington Christian Church

PROJECT:
REACH Initiative / Capital campaign

CHALLENGE:
Build an integrated visual campaign across print, digital and environmental communications to introduce and support a new capital initiative.

MY ROLE:
Creative direction, logo design, visual identity, team collaboration, copywriting, print/digital design & off-site pre-press production.

DELIVERABLES:
Brochure (also available for **PDF download**), dinner invites, pledge cards, website, promotional magnets, posters, flyers, retractable vertical banners, motion graphics (bumper videos & slideshows), and social media graphics.









CONTACT

We would love to hear from you! Please feel free to send us an email at info@worthingtoncc.org.

The REACH Initiative web page is the best place to go for timely updates, progress reports, FAQs, and photos/floor plans as they become available. Just scan the QR code to the right to visit the site directly or go to **worthingtoncc.org/REACH**.

> Now to him who is able to do immeasurably more than all we ask or imagine, according to his power that is at work within us, to him be glory in the church and in Christ Jesus throughout all generations, for ever and ever! Amen.
>
> — Ephesians 3:20-21

REACH

HERE, THERE, EVERYWHERE

WORTHINGTON CHRISTIAN CHURCH
8145 N. High St | Columbus, OH
worthingtoncc.org | info@worthingtoncc.org

FOLLOW **JESUS** TOGETHER

REACH

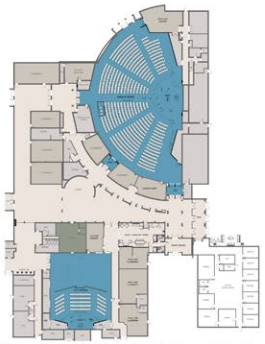
Worthington Christian Church has sought to REACH the community surrounding us for over 45 years. In that time, we have seen a lot of growth in that community and massive developments to the technology that we use each and every day. With all that change, we felt compelled to take a hard look at ourselves and our vision — or, more specifically, our building, property and technology — and ask:

- Are we meeting the needs of our congregation and community with our current space?
- Can we do better? If so, in what way?
- How would potential changes better help us to **FOLLOW JESUS TOGETHER** and reach our One?

As always, our first step was to seek guidance from God through prayer and scripture (Eph. 3:20-21). Those prayers led us to more serious discussions, collaborations and research.

Today, we feel confident in this: **we feel led to invest in the redesign of some critical ministry spaces, plant an additional campus and upgrade technology so that we may more effectively REACH our community, you, and your family.**





Additional information, photos and/or floor plans may be found on our website (worthingtoncc.org/REACH) as they become available.

REACH HERE

When was the last time you renovated your home? Five years ago? Ten? It's been 30 years since we last updated the Worship Center. That's right — the Worship Center looks pretty much the same as it did in 1993 and it is time for us to "re-envision" that space.

The following facility updates would allow us to continue to REACH our community and serve current members and their families as we FOLLOW JESUS TOGETHER:

- Create a more dedicated and engaging space for our Middle School, High School and College-age ministries
- Redesign and improve the functionality of the Kids space (worship, classrooms, teacher area, etc.)
- Install new seating in the Worship Center to accommodate more families
- Repurpose the choir loft
- Update & redesign the stage to be more functional
- Update audio, video and lighting capabilities

REACH THERE

We are keenly aware of the explosive population growth in Delaware County, and the likelihood of additional growth with the Intel plant currently being built in central Ohio. **We need to look ahead to the future and think about how we can be even more intentional in reaching our growing community.**

Over the last few years, some serious discussion has taken place about the possibility of planting an additional campus north of us in Delaware County. These plans are only in the very early stages of consideration, but it is a possibility that we ask you and your family to pray about.

REACH EVERYWHERE

Now that we are live streaming our worship services every week, we need to celebrate that our church has a new front door — online.

While it is always our primary desire for everyone to come together, in-person, to worship each and every Sunday, we understand this isn't always possible. Many people are only able to engage with us online due to illness, injury or vacation plans, while others watch the stream as a means to simply get to know us better.

Understanding that reality has influenced a lot of thoughtful prayer and discussion, which led us to the conclusion that we must stay up-to-date with technology to REACH everyone, *everywhere*.



NOW WHAT?

As you can see, we have had a lot on our hearts! **We are constantly asking ourselves how best we can REACH our community as we work to FOLLOW JESUS TOGETHER.** Now, we'd like you to ask yourselves the same questions we have been asking ourselves over the last several years:

- Are we meeting the needs of our congregation and community with our current space?
- Can we do better? If so, in what way?
- How would potential changes better help us to **FOLLOW JESUS TOGETHER** and reach our One?

In the meantime, we invite you to join us in the following:

ENGAGE

Our vision to **FOLLOW JESUS TOGETHER** has always been about engaging our relationship with Jesus and others. For that vision to become a reality, our engagement is vital. Join us on this journey! The Lord has use for all of us. **Ask Him how He can use you, and engage.**

PRAY

A lot was discussed in this brochure and we know that for many people, change can be uncomfortable. **We ask for grace and patience as we commit to the REACH Initiative together and hope that you will join us in prayer over the coming months.**

SUPPORT

The "together" part of **FOLLOW JESUS TOGETHER** includes everyone — you, your family, and our community. As you know, there are a lot of people in our community who are yet to know Jesus and we need to re-envision our space to better REACH them. **One of the best ways to support REACH is to make a financial commitment to the initiative.**

More details about the financial side of REACH, and an opportunity to donate, can be found on our website (worthingtoncc.org/REACH). **Join us on this journey!** Your engagement, prayer and support are vital.



_____

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_____

Please use postage.

Worthington Christian Church
8145 N High St.
Columbus, OH 43235-1494

REACH
HERE, THERE, EVERYWHERE

REACH

We believe that the most important decision we can make on this side of eternity is to follow Jesus, and the best way to do that is together!

REACH is about re-envisioning our space to ***reach*** everyone — you, your family & our community — with the love and truth of Jesus. **After much prayer and consideration, we have embraced this vision of the future and invite you to join us!**

VISION COMMITMENT PATH

Will you join us?

NUMBER NEEDED	TWO YEAR COMMITMENT	TOTALS
2	$500,000	$1,000,000
10	$100,000	$1,000,000
10	$50,000	$500,000
40	$20,000	$800,000
100	$10,000	$1,000,000
100	$5,000	$500,000
100	$1,000	$100,000
200	$500	$100,000
562		**$5,000,000**

HOUSEHOLD NAME:

_____

MY TWO-YEAR FINANCIAL COMMITMENT:

$ _____

Your response will be for office use only and kept strictly confidential. Please fill out this card, seal it inside an envelope and drop it into any of the Generous Bins located throughout the church or send it to us by mail (Worthington Christian Church, 8145 N. High St., Columbus, OH 43235). Please visit our REACH website at worthingtoncc.org/REACH for updates.

Thank you!

You're invited!

REACH

VISION DINNER

WHEN: Wednesday, December 14 at 6:00 PM

WHERE: Family Life Center at Worthington Christian Church

DETAILS: Please RSVP to Terri Gallahue by Monday, December 5.

email: tgallahue@worthingtoncc.org | **phone**: 614-885-8389



The REACH website can no longer be accessed.
Please **check this video** to see what it looked like.

▶️ WATCH VIDEO

HERE, THERE, EVERYWHERE

REACH

EDITORIAL
DESIGN

TOOLS:
Adobe Photoshop, Illustrator, InDesign & MS Word

ORGANIZATION:
Worthington Christian Church

PROJECT:
Changed booklet

CHALLENGE:
Create a 42-page booklet that will answer the most common questions about faith, baptism, and Christian living.

MY ROLE:
Creative direction, visual identity, print & web design, web graphics, and in-house production/finishing.

DELIVERABLES:
42-page booklet produced and finished in-house, supported by web content and a **PDF download**. The '**Living a Changed Life**' site is still available online (**view it here**).





Unlike a paycheck, your new identity in Christ was not given to you because you earned it. Your new identity is actually a gift from God. The Bible says it's a free gift given by God to replace the old identity we used to carry.

It's not uncommon for people to believe that what makes them a Christian is their good works. Most people have a list of "duties" such as church attendance, moral living and giving to the poor that they think defines them as a Christian. However, the Bible says that going to God and trying to earn our salvation with our "good deeds" is like presenting "filthy rags" to Him (Isaiah 64:6).

Our new identity is a free gift given to us by God when we accept Christ as our savior and the leader of our life. There was nothing you needed to do other than receive God's free gift of Salvation through His son, Jesus. This is what is known as "grace" and it is not something you can earn.

But, do our behaviors change? Absolutely, but our behaviors aren't what earn the gift of salvation and our new identity in Christ.

ROMANS 5:15-17

But the gift is not like the trespass. For if the many died by the trespass of the one man, how much more did God's grace and the gift that came by the grace of the one man, Jesus Christ, overflow to the many!

Nor can the gift of God be compared with the result of one man's sin: The judgment followed one sin and brought condemnation, but the gift followed many trespasses and brought justification.

For if, by the trespass of the one man, death reigned through that one man, how much more will those who receive God's abundant provision of grace and of the gift of righteousness reign in the life through the one man, Jesus Christ!

WHAT'S THE STORY WITH THE CRACKER AND JUICE?

Each week at WCC we take something called "communion." Communion is an important part of how we as believers remember and celebrate all that Jesus did on the cross. If you come from a Catholic, or similar religious background you may be familiar with communion, but what about the purpose and meaning behind it?

Communion began on the night Jesus was betrayed by Judas and is still carried on in tradition today. The Bible records that important night and the first communion in the Gospels.

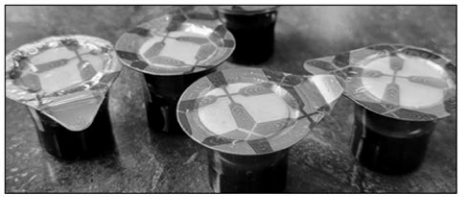
LUKE 22:19

And he took bread, gave thanks and broke it, and gave it to them, saying, "This is my body given for you; do this in remembrance of me."

Jesus instructs us to take communion together and remember him and his sacrifice regularly as we come together through the bread and juice.

Now, the bread (or crackers) and juice don't have any magic or miraculous powers (even the gluten-free ones). They symbolize the elements that allow for a universal connection to the sacrifice Jesus made to bring us into relationship with God for all eternity.

So, we continue this tradition to this day.



IS IT NORMAL TO FEEL LIKE I'LL NEVER MEASURE UP?

When Jason & Kelly Stewart knew that God was leading them to adopt a child, those around them were not surprised. However, what did surprise their friends and family was that God was leading them to adopt a child from Ethiopia. It was a long and complicated adoption process, but after getting past all the hoops and hurdles they were finally able to bring their little boy home. Jason and Kelly changed his name from Obsi to Judson Stewart. (Judson was the name of their home church, which inspired the Stewarts to show Christ's love to orphans around the world.)

From that day forward, Judson became a Stewart — and he will always be a Stewart. He had a new name, new family and a new identity.

Adoption is the clearest picture that we have of our relationship with God. We were once orphaned from God's family, but He changed that through Christ.

EPHESIANS 1:5

He predestined us for adoption to sonship through Jesus Christ, in accordance with his pleasure and will.

If you were to ask Jason and Kelly about their son, they would tell you that Judson was always, and will always be, a Stewart. He did not need to prove himself or earn the last name, it was given to him as a free gift and along with it all the benefits, rights, privileges and standings that belong to their other three children. Judson is not a second class member of their family, but a full-fledged Stewart.

When you were adopted by God through Jesus Christ you became a full-fledged member of the family of God. Along with it came every gift, freedom, benefit and right. You don't need to measure up—your last name has permanently been changed to "Christian." **You are a child of God.**

Too often, believers buy into the lie that even though they have received Christ there is still more work they have to do in order for God to really value, love, or use them in His kingdom. This simply isn't true. God isn't waiting on you to reach a certain level of Christianity prior to really accepting you or for you to be a "strong believer" before using you for His kingdom. He isn't comparing you to any other child of His. Don't buy into this trap.

GALATIANS 4:6-7

Because you are his sons, God sent the Spirit of his Son into our hearts, the Spirit who calls out, "Abba, Father." So you are no longer a slave, but God's child; and since you are his child, God has made you also an heir.





A **MESSAGE** FROM JAY

Dear WCC Family,

What a year 2021 has been! Now, we could say that for many reasons, some good, some perhaps, not so good. Yet as we take time to reflect upon God's goodness, we come to realize time and time again the eternal truth we find in Romans 8:28, *"And we know that God causes everything to work together for the good of those who love God and are called according to his purpose for them."* As we journey with Jesus one day at a time and one step at a time, we are able to see that in the midst of trial, there is deep joy that comes in and through our journey with Jesus.

I was once encouraged by a close friend with this question: ***What are you celebrating? Because what you celebrate sure says a lot about you.*** So what do we celebrate? The vision of our church is to FOLLOW JESUS TOGETHER. We believe that the most important decision we can make is to FOLLOW JESUS, and the best way to do that is TOGETHER. Therefore, we celebrate moments and opportunities where we get to do just that, FOLLOW JESUS TOGETHER. This happens in many ways.

In this annual report, we will catch just a glimpse of how our vision becomes a reality. While this report highlights some metric influences throughout the past year, it is obvious that there is just no way to capture all the life-changing moments that take place in the life of our community each week as we FOLLOW JESUS TOGETHER.

As we reflect upon what God has done and anticipate what God will do, we will see some of the influential ways our church is helping others connect to Jesus, grow in Jesus, and impact our community with Jesus. While we continue to seek His wisdom on how to navigate these changing times effectively, we have seen that Jesus is more than faithful and always makes good on His promises. The best is yet to be!

Through our generosity, in time, talent, and treasure, the good news of hope continues to spread throughout our community, our mission partners, and throughout all generations. Our prayer is that 2022 will be a year that will go beyond all we could hope or imagine (Ephesians 3:20).

Let's continue to **FOLLOW JESUS TOGETHER!**

Dr. Jay Scott

Worthington CHRISTIAN CHURCH
8145 N. High Street • Columbus, OH 43235
worthingtoncc.org • 614-885-8389 • info@worthingtoncc.org



connect » grow » impact 2022

WEEKLY ATTENDANCE (average in-person)
956
* All three services combined

WEEKLY ATTENDANCE (average online)
653
* Based on multiple viewers per IP address

BAPTISMS
46
* Includes kids

1ST TIME GUESTS (in-person)
639

MONTHLY VISITORS TO WEBSITE
2,831
* worthingtoncc.org

WCChurch APP DOWNLOADS
2,821
* The app can be downloaded at worthingtoncc.org/app

RIGHTNOW MEDIA USERS
712
* Request a free invite at worthingtoncc.org/RNM

eVIEW SUBSCRIBERS
919
* Subscribe to the weekly newsletter at worthingtoncc.org/eView



SUPPORT THE **MISSION**

NEW GIVERS
135

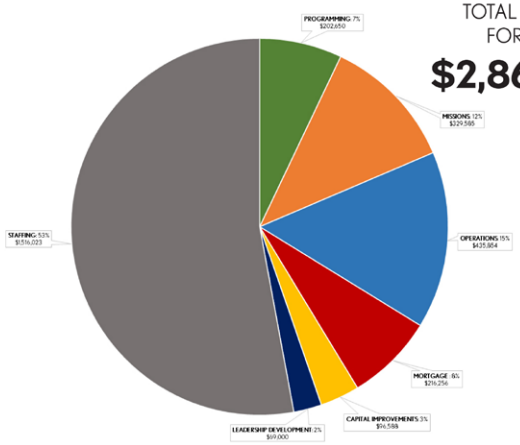
TOTAL GIVERS
709

MISSIONS SUPPORTED
32
* International and domestic combined

AVERAGE WEEKLY BUDGET NEED
$51,115

THANKSGIVING OFFERING
(November special giving emphasis)
$134,695
*Goal was $100,000

TOTAL BUDGET FOR 2022
$2,865,956



5

ORGANIZATION:
Worthington Christian Church

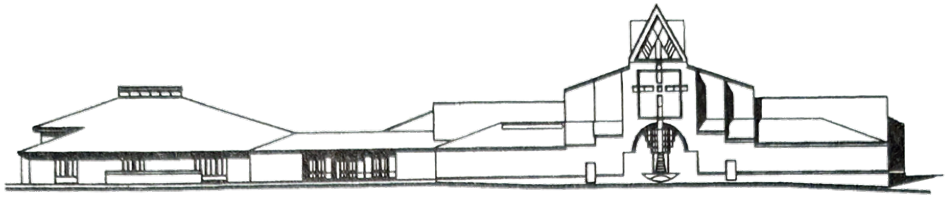
PROJECT:
2021-2023 Engagement Report

CHALLENGE:
Create a multi-ministry engagement & financial report.

MY ROLE:
Creative direction, team collaboration, visual identity, print/digital design & production.

DELIVERABLES:
Six-page Engagement Report available in print or **downloadable PDF**; print & finish in-house. In 2023, the Engagement Report moved to a digital format, which can be viewed in video format.

▶ WATCH VIDEO



ORIGINAL WCC LOGO (1995-2003)

BRANDING
DESIGN

TOOLS:
Adobe Photoshop & Illustrator

ORGANIZATION:
Worthington Christian Church

PROJECT:
WCC logo & branding

CHALLENGE:
Refresh and/or redesign the branding for Worthington Christian Church—which primarily focused on the logo, business stationery and all Sunday morning publications (bulletin, inserts, etc.).

MY ROLE:
Creative direction, team collaboration, visual identity, logo design, print design (stationery), and update web graphics.

DELIVERABLES:
Redesign original logo with a more modern look. The transitional logo from 2003 pleased stakeholders and created a path forward for the next version of the logo in 2010. The logo has been further simplified into a 'W.' A comprehensive **Brand & Style Guide** defining logo usage, typography, color and voice, was also developed (in 2010) and incorporated into the organization's policy manual.



TRANSITIONAL WCC LOGO (2003)



UPDATED WCC LOGO (2010)



NEW WCC LOGO (2026)





LOGO
DESIGN

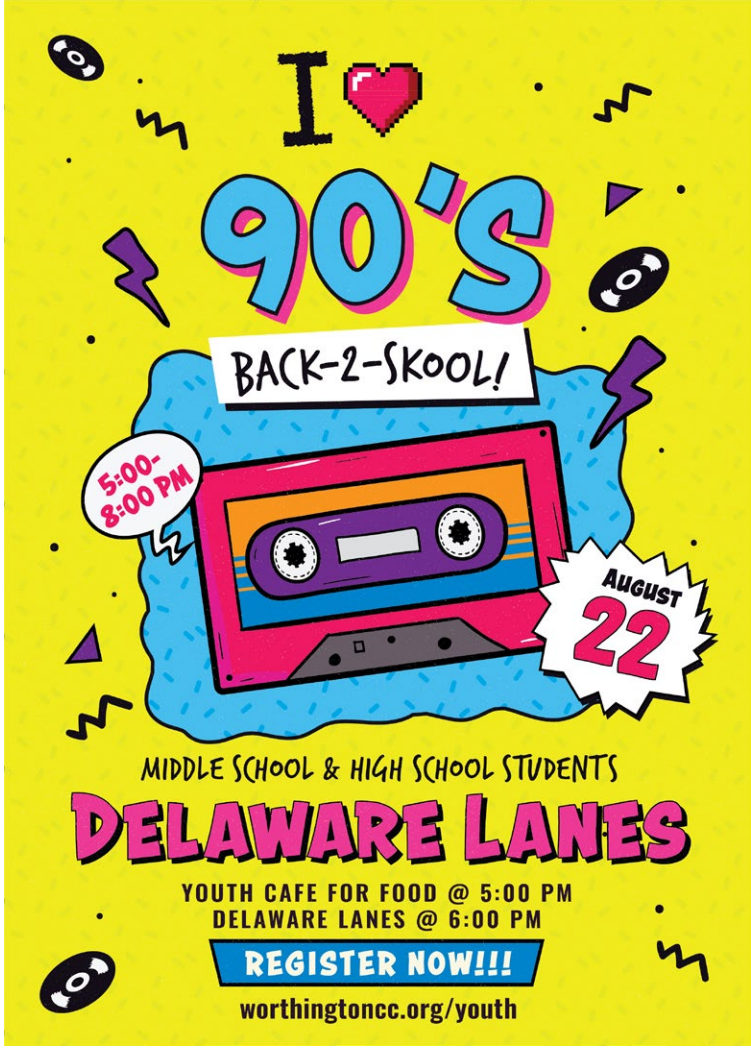
TOOLS:
Adobe Photoshop & Illustrator







FLYER / POSTER
DESIGN



TOOLS:
Adobe Photoshop, Illustrator & InDesign

ORGANIZATION:
Worthington Christian Church

PROJECT:
Poster/flyer creation to promote various events or studies as needed.

CHALLENGE:
Design posters and flyers tailored to specific audiences, from kids to adults, that drive event awareness, engagement and registration across print and digital channels (via the WCChurch app, **LinkTree**, and / or **website)**.

MY ROLE:
Creative direction, design, visual identity, team collaboration, copywriting, website development, event registration management.

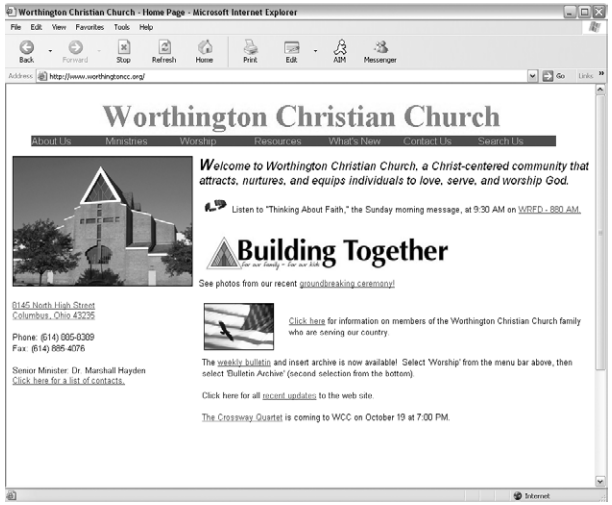
DELIVERABLES:
11x17 flyer, 22x28 poster, **website**, event registration, and social media graphics.

Christmas Eve

1:00 | 2:30 | 4:00 | 5:30 | 7:00 PM



WEB / UI
DESIGN



WCC WEBSITE IN 2003

TOOLS:
Adobe Photoshop, HTML/CSS, WordPress, Subsplash (SnapPages)

ORGANIZATION:
Worthington Christian Church

PROJECT/CHALLENGE:
Website management, maintenance, updates, and redesign. (And, when necessary, migration.)

MY ROLE:
Creative direction, stakeholder collaboration, copywriting, photography, motion graphics, and visual identity.

DELIVERABLES:
Consistently managed, updated, redesigned and/or migrated website since 2003.

Learned basic WordPress in 2010 with the goal of eventually migrating the WCC website to that web content management system in 2011.

Migrated website to **Subsplash web builder** in 2018. The WCC website (**worthingtoncc.org**) remains there today.

NOTE: Websites that I manage privately (**kristiecreations.com** & **bykristie.net**) run on WordPress.

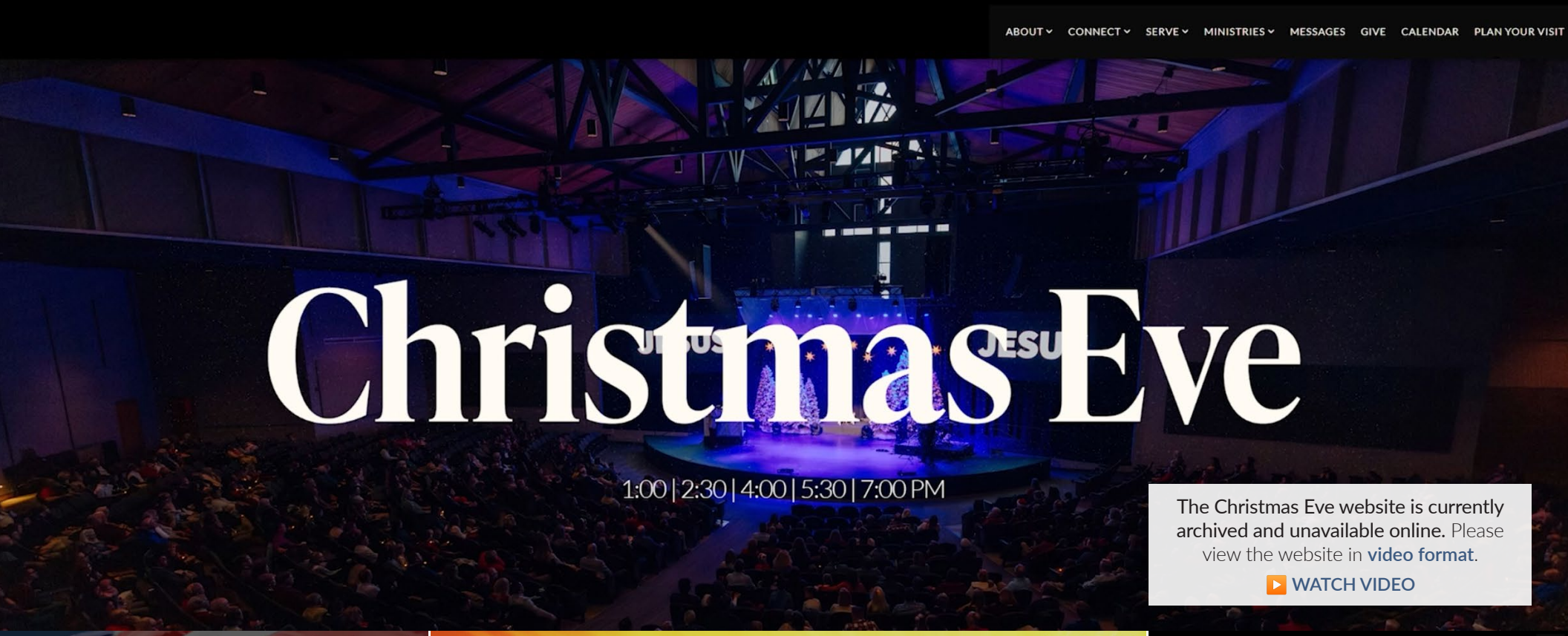


Everyone is Welcome

At Worthington Christian Church, Groups are important to our community of believers. They provide an opportunity to spend time connecting with God and others through regular Bible study, fellowship and serving.

Please visit the Worthington Christian Church website at: worthingtoncc.org

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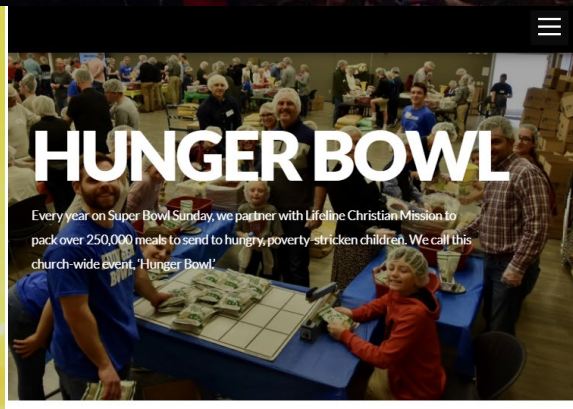
Military Recognition Slideshow

On Sunday, July 5, during our 9:00 AM and 10:30 AM worship services, we will honor the brave men and women of our church community who have served or are currently serving in the military.



CELEBRATE EASTER WITH US!

7:30, 9:00, and 10:30 AM



OUR GOAL

Our goal is to pack over 250,000 meals in five separate one hour sessions in the Youth Center on Sunday, February 8. To do this we need 160 volunteers per hour on the morning of Super Bowl Sunday!

Our next Hunger Bowl is Sunday, February 8

What to expect

The work is fairly simple and easy, making it a great service opportunity for Elementary-age children, teenagers and/or adults. For a basic idea of what a meal pack looks like, be sure to check out this video!

DIGITAL
DESIGN

TOOLS:
Adobe Photoshop, Constant Contact, Subsplash (WCChurch app and SnapPages), Hootsuite, Meta Business

ORGANIZATION:
Worthington Christian Church

PROJECT:
Weekly email newsletter

CHALLENGE:
Develop, design, and write weekly email newsletter for church-wide distribution.

MY ROLE:
Creative direction, design, visual identity, team collaboration, email publication & distribution, copywriting, app & website update.

DELIVERABLES:
The weekly email newsletter began in 2008 as a simple publication that went out to a handful of people via Outlook. In 2010, I moved the newsletter to Constant Contact and gave it a complete redesign from the ground up, complete with logo, theme, voice, and identity.

Today the eView goes out **weekly** to over **900 subscribers** with a **63% open rate** (as of July 2026).

Final deliverables included logo, newsletter, and weekly website and app updates.



Worthington Christian Church
Volume 10, Issue 23 | June 10, 2026

connectclass

New to WCC? Join Our Connect Class!

Are you curious about Jesus, faith, baptism, or what it means to be part of Worthington Christian Church? We've got just the thing for you!

Join us for our Connect Class THIS Sunday, June 14, from 9:00 to 10:00 AM in Room 132! This class is designed especially for newcomers (or those who feel new) to help you explore your questions in a friendly and relaxed environment.

✨ **What to Expect:**

- **Open Discussions:** Bring your questions—no topic is off-limits!
- **Meet New Friends:** Connect with others who are on a similar journey.
- **Learn About Us:** Discover our vision and how you can get involved.

We'd love to see you there! Please let us know if you plan to join us! 🌞

Register now!



WCC Moms: Pizza & Spoons!

Hey, Moms! **Join us for a casual hangout on Wednesday, June 17, from 6:00 to 8:00 PM in the Youth Center.** Pizza, salad, chips, and dessert will be provided. After we eat, we'll play spoons for the remainder of the night. 🍕

All mamas are welcome (from pregnant ladies to moms of 5th graders).

Register now!

NOTE: After this event, we will be taking July and August off. Enjoy your summer!



Worthington Christian Church
Volume 10, Issue 27 | July 8, 2026

VBS 2026 has been amazing!

If you haven't stopped by our social media channels lately, now is a great time to do so. We've been posting photos from Vacation Bible School, and the kids (and volunteers) have been having a ton of fun! Below are some photos from the week.



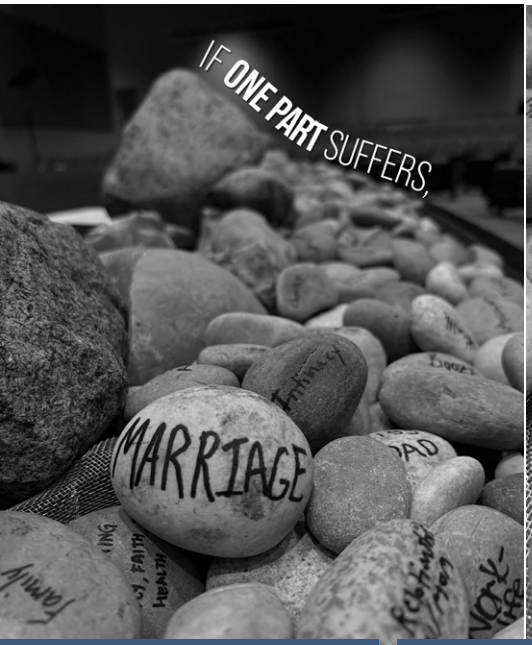


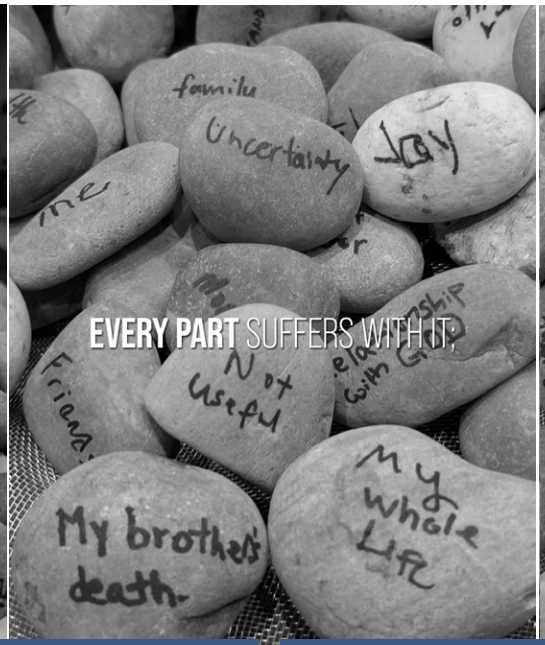


WEEKLY distribution

900 subscribers

63% open rate (as of July 2026)







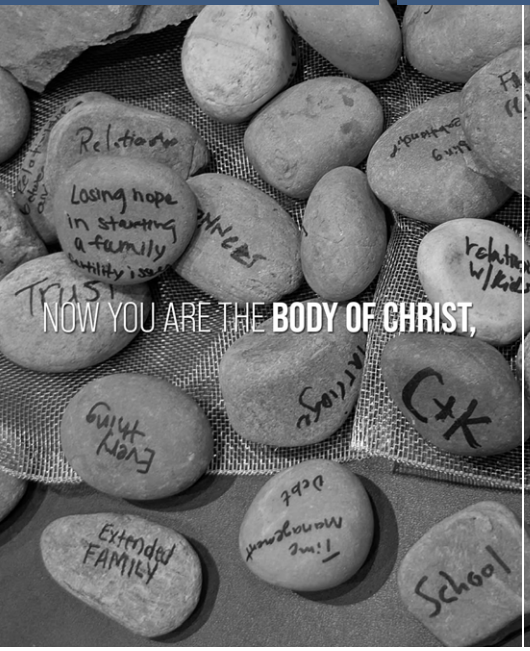


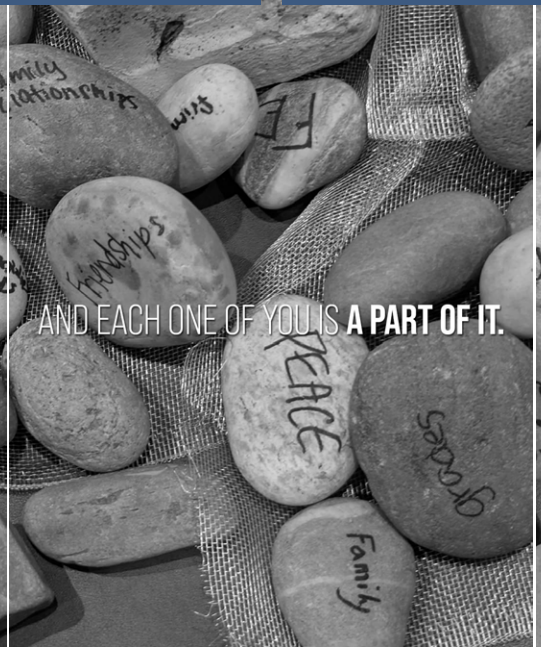
FACEBOOK INTERACTIONS:
▲ **2.2k** (2024)

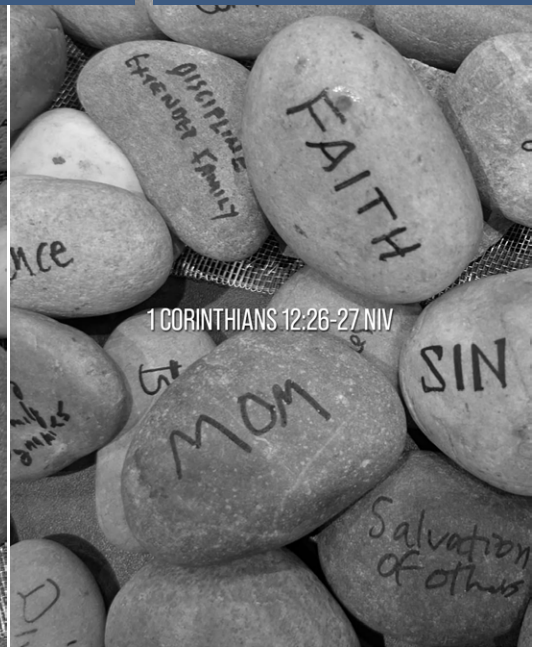
FACEBOOK VIEWS:
▲ **243.7%** (2025)

INSTAGRAM REACH:
▲ **3.3k** (2024)

INSTAGRAM REACH:
▲ **129.3%** (2025)







ORGANIZATION:
Worthington Christian Church

PROJECT:
Social media post

CHALLENGE:
Create a post that reinforces the Sunday message and/or current sermon series.

MY ROLE:
Photography, photo editing, creative direction, design, copywriting, social media management, team collaboration.

DELIVERABLES:
Photo carousel for Facebook & Instagram that showcased the *"rubble in our lives"* and related it to 1 Cor. 12:26-27.

ORGANIZATION:
Worthington Christian Church

PROJECT:
Summer in the Son bumper video

CHALLENGE:
Develop a bumper video for the summer sermon series, 'Summer in the Son,' that *"feels like summer vacation"* and *"emphasizes core Scripture."*

MY ROLE:
Creative direction, design, illustration editing, video editing, music selection, and team collaboration.

DELIVERABLES:
47-second bumper video.

▶️ WATCH VIDEO



MOTION DESIGN

TOOLS:
Adobe Photoshop, After Effects, Premiere Pro, Firefly, Midjourney

I created the first sermon series bumper video for Worthington Christian Church in 2019. At only 30 seconds long, it was simple and straightforward, but for someone who'd never done any video editing before, it introduced me to an entirely new world of design possibilities. (One I am still learning!)

Since then, I have created multiple slideshows, social media reels, title stingers, bumper videos, messages to the congregation & community, and in-house tutorials. Video editing has definitely stretched me in new ways, not just in terms of learning new software, but also in learning how to prompt AI to generate useful source material effectively.

ORGANIZATION:
Worthington Christian Church

PROJECT:
Title stinger (interview intro) for the 'We Declare' sermon series

CHALLENGE:
Create a compelling title stinger to open various interviews for the 'We Declare' series.

MY ROLE:
Photo editing, creative direction, video editing & design, team collaboration.

DELIVERABLES:
10-second title stinger.

▶️ WATCH VIDEO





ORGANIZATION:
Worthington Christian Church

PROJECT:
Promo the National Day of Prayer

CHALLENGE:
Create a short, but compelling video reminder for the National Day of Prayer that encourages viewers to pause and pray.

MY ROLE:
Video editing & design, music selection, creative direction, team collaboration, and social media posting.

DELIVERABLES:
17-second social media reel.

▶️ WATCH VIDEO

ORGANIZATION:
n/a

PROJECT:
Create a slideshow memorial

CHALLENGE:
Slideshow memorial with an *immediate* turnaround.

MY ROLE:
Video editing & design, creative direction, music selection, photo selection & editing, and social media posting.

DELIVERABLES:
3:50 minute slideshow.

▶️ WATCH VIDEO



EARLY CAREER
WORK

ORGANIZATIONS:
GTR Advertising | Columbia Gas | Nationwide Financial Services

ORGANIZATION:
GTR Advertising

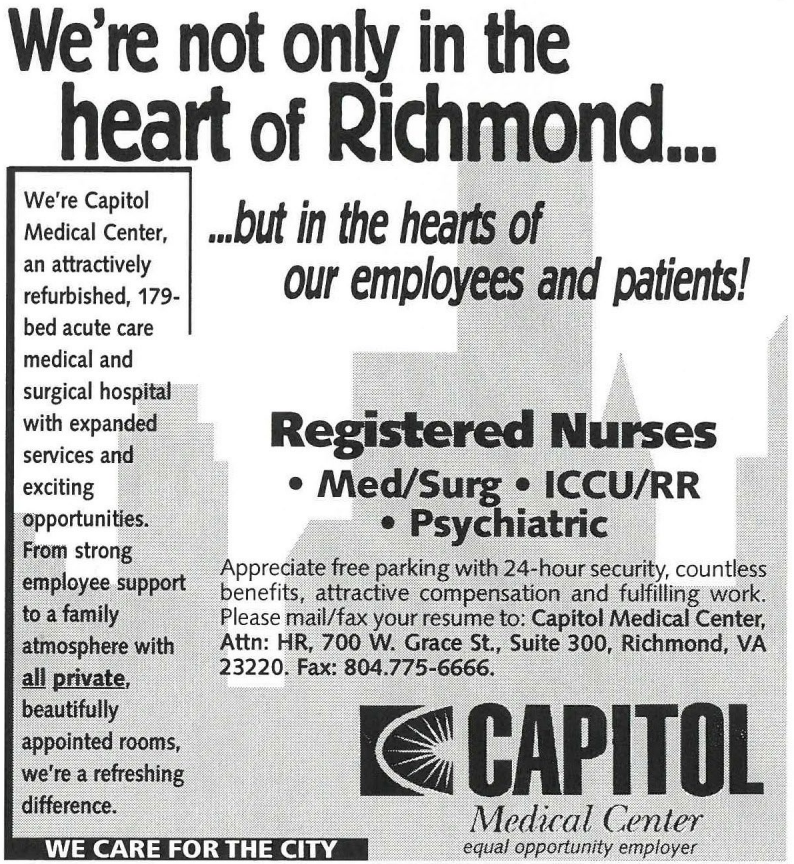
PROJECT:
Create black-and-white ads for corporate clients for publication in Sunday newspaper want ads.

CHALLENGE:
Make ad 'pop' without use of color.

TOOLS:
Adobe Photoshop, QuarkXpress

MY ROLE:
Creative direction, design, photo editing, stakeholder and team collaboration.

DELIVERABLES:
Black-and-white ads designed to catch the eye and contain all of the information required and be easily read.



act Like You Own The Place

At a⁴, our employees do more than work for the company—they *own* the whole company. In this exciting environment, you'll have the opportunity to really drive our success and share in the rewards in a software development company that is revolutionizing technology in the healthcare industry.

VB Software Developer

Flex your advanced VB 5.0 - 6.0 muscle as you design, develop and support new and existing products in a Windows NT/Sybase/Oracle environment. Here's what you'll need to qualify: Solid client/server development experience in OOAD/P • Expertise in ActiveX, RDO, ODBC, n-tier environments • C/C++ a plus • Visual Basic 5.0-6.0 • and an entrepreneurial spirit.

Benefits:

- 100% paid employee healthcare
- dental plan
- fitness program
- competitive salaries
- great work atmosphere
- personal parking space
- challenges galore
- stock options

E-mail your resume and salary history to:
hr@a4healthsys.com

An equal opportunity employer.

a⁴ HEALTH SYSTEMS

www.a4healthsys.com

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diversified*systems* **is an industry leader in the fabrication and assembly of printed circuit boards. We feature over 25 years of high-quality service, leading-edge technology and a facility designed specifically for flexible manufacturing.**

Sr. Network Technician

You will recommend, support, service and install computer and network hardware, e.g., hubs, routers, modems, cabling and peripherals. Added duties: handle network software programs, documentation, security, coordinating internet access and providing support to our telephone/voice mail system. Needed: Associate's Degree in Computer Science or relevant engineering discipline and 3-5 years experience in LANs, Novell Netware, Windows NT and/or UNIX.

CAM Engineer

You'll develop and validate machine programs, provide assembly documentation and inspection tools for projects, support production processes and work with account managers and customers. Required: exceptional math, programming and problem solving skills plus manufacturing experience. A related degree is preferred.

Calibrator

You'll handle calibrations and testing on mechanical and electrical equipment. You should be well organized, project-oriented, have a degree and 2+ years calibration experience.

Assistant Project Manager

You'll ensure the data accuracy of bills of material, job tracking, costing and, in general, prepare the numbers bundled into proposals. High proficiency with spreadsheets and word processors a must. When the Project Manager is unavailable, you will be depended upon to handle customer inquiries on all projects. A four-year business or technical degree is required, and prior electronics industry experience will be a solid plus.

Be rewarded with an exceptional compensation package: competitive salary, 401(k) matching program, profit sharing bonus plan, life/health insurance and tuition reimbursement. Send your resume now to: **diversified*systems*, Attn: HR Admin., 3939 West 56th St., Indianapolis, IN 46254. Phone: 317/299-9547. Fax: 317/298-2055.**

diversifiedsystems EOE.

If You Worked For Us, You'd Be an Owner by Now

Why simply work for a company when you can play a vital role in its continued growth? At a⁴, a leader in health information management, our associates are also our owners. In this exciting atmosphere, individual talents and ideas lead to company-wide success.

Director of Product Management

Eager for a take-charge role? You will manage several product lines through our Product Life Cycle (PLC), ensure that product estimates and timelines remain accurate and that deliverables are achieved on time and on budget, identify process improvements, supervise Product Managers, and ensure that software solutions meet necessary requirements. **Qualifications:** Bachelor's Degree in Business, Healthcare or related field • Strong communication skills • Previous supervisory experience and 3-5 years in Healthcare Finance preferred.

Database Developer

Bring us your development expertise! You will design and implement relational database management systems. **Qualifications:** Experience with Oracle and/or Sybase in an n-tier commercial product development environment • Working knowledge of SQL, stored procedures and triggers • Familiarity with Healthcare industry.

Quality Assurance Analysts

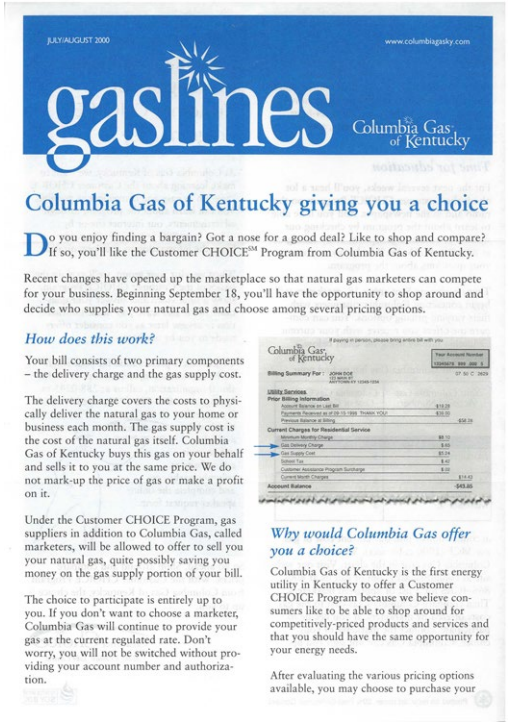
If you are adept at planning, scripting and executing software tests, we invite you to consider this position. **Qualifications:** 2 years software development and a Computer Science or related degree preferred • Minimum 1 year Healthcare ideal • Familiarity with SQA automated test tools a plus.

Benefits:

- 100% paid employee healthcare
- dental plan
- fitness program
- competitive salaries
- great work atmosphere

Send your resume and salary history to:
a⁴ Health Systems
Attn: Human Resources
5501 Dillard Drive
Cary, NC 27511-9234
Fax: (919) 851-5991
An equal opportunity employer
www.a4healthsys.com

a⁴ HEALTH SYSTEMS
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JULY/AUGUST 2000 www.columbiagasky.com

gaslines Columbia Gas of Kentucky

Columbia Gas of Kentucky giving you a choice

Do you enjoy finding a bargain? Got a nose for a good deal? Like to shop and compare? If so, you'll like the Customer CHOICE℠ Program from Columbia Gas of Kentucky.

Recent changes have opened up the marketplace so that natural gas marketers can compete for your business. Beginning September 18, you'll have the opportunity to shop around and decide who supplies your natural gas and choose among several pricing options.

How does this work?

Your bill consists of two primary components – the delivery charge and the gas supply cost.

The delivery charge covers the costs to physically deliver the natural gas to your home or business each month. The gas supply cost is the cost of the natural gas itself. Columbia Gas of Kentucky buys this gas on your behalf and sells it to you at the same price. We do not mark-up the price of gas or make a profit on it.

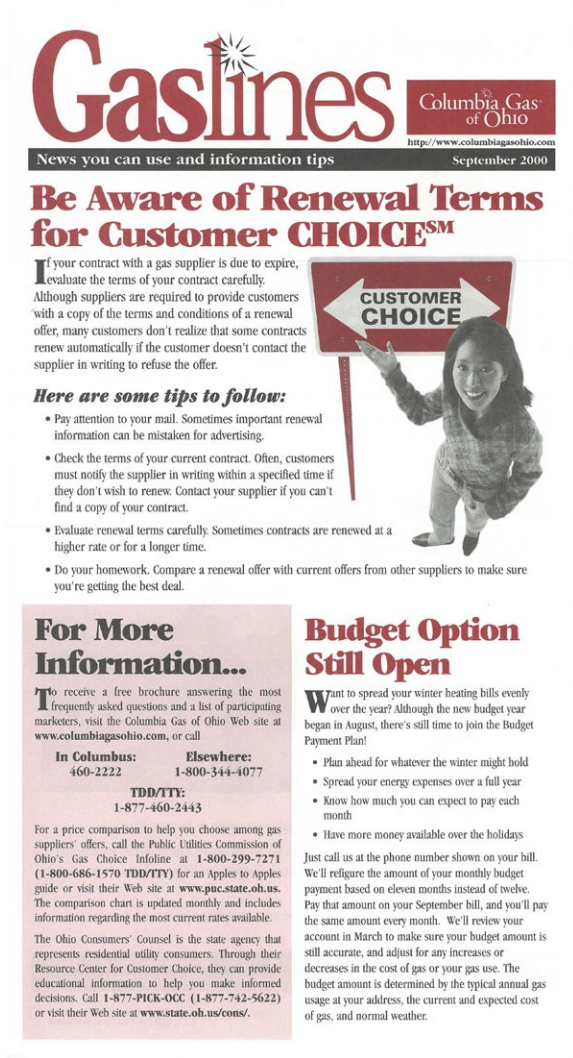
Under the Customer CHOICE Program, gas suppliers in addition to Columbia Gas, called marketers, will be allowed to offer to sell you your natural gas, quite possibly saving you money on the gas supply portion of your bill.

The choice to participate is entirely up to you. If you don't want to choose a marketer, Columbia Gas will continue to provide your gas at the current regulated rate. Don't worry, you will not be switched without providing your account number and authorization.

Why would Columbia Gas offer you a choice?

Columbia Gas of Kentucky is the first energy utility in Kentucky to offer a Customer CHOICE Program because we believe consumers like to be able to shop around for competitively-priced products and services and that you should have the same opportunity for your energy needs.

After evaluating the various pricing options available, you may choose to purchase your



Gaslines Columbia Gas of Ohio

http://www.columbiagasohio.com

News you can use and information tips September 2000

Be Aware of Renewal Terms for Customer CHOICE℠

If your contract with a gas supplier is due to expire, evaluate the terms of your contract carefully. Although suppliers are required to provide customers with a copy of the terms and conditions of a renewal offer, many customers don't realize that some contracts renew automatically if the customer doesn't contact the supplier in writing to refuse the offer.

Here are some tips to follow:

- Pay attention to your mail. Sometimes important renewal information can be mistaken for advertising.
- Check the terms of your current contract. Often, customers must notify the supplier in writing within a specified time if they don't wish to renew. Contact your supplier if you can't find a copy of your contract.
- Evaluate renewal terms carefully. Sometimes contracts are renewed at a higher rate or for a longer time.
- Do your homework. Compare a renewal offer with current offers from other suppliers to make sure you're getting the best deal.

For More Information...

To receive a free brochure answering the most frequently asked questions and a list of participating marketers, visit the Columbia Gas of Ohio Web site at **www.columbiagasohio.com**, or call

In Columbus: 460-2222 **Elsewhere:** 1-800-344-4077

TDD/TTY: 1-877-460-2443

For a price comparison to help you choose among gas suppliers' offers, call the Public Utilities Commission of Ohio's Gas Choice Infoline at **1-800-299-7271 (1-800-686-1570 TDD/TTY)** for an Apples to Apples guide or visit their Web site at **www.puc.state.oh.us.** The comparison chart is updated monthly and includes information regarding the most current rates available.

The Ohio Consumers' Counsel is the state agency that represents residential utility consumers. Through their Resource Center for Customer Choice, they can provide educational information to help you make informed decisions. Call **1-877-PICK-OCC (1-877-742-5622)** or visit their Web site at **www.state.oh.us/cons/.**

Budget Option Still Open

Want to spread your winter heating bills evenly over the year? Although the new budget year began in August, there's still time to join the Budget Payment Plan!

- Plan ahead for whatever the winter might hold
- Spread your energy expenses over a full year
- Know how much you can expect to pay each month
- Have more money available over the holidays

Just call us at the phone number shown on your bill. We'll refigure the amount of your monthly budget payment based on eleven months instead of twelve. Pay that amount on your September bill, and you'll pay the same amount every month. We'll review your account in March to make sure your budget amount is still accurate, and adjust for any increases or decreases in the cost of gas or your gas use. The budget amount is determined by the typical annual gas usage at your address, the current and expected cost of gas, and normal weather.

ORGANIZATION:
Columbia Gas

PROJECT:
Create informational print and digital assets for Columbia Gas customers in Ohio, Kentucky, Pennsylvania, and Maryland.

CHALLENGE:
Combine visual storytelling via vector illustrations and photos with informational articles for mailer inserts; created digital assets for internal use via email while maintaining corporate brand.

TOOLS:
Adobe Photoshop, Illustrator, QuarkXpress, PageMaker

MY ROLE:
Creative direction, design, photo editing, team collaboration.

DELIVERABLES:
Two-color and four-color mailer inserts.

www.columbiagaspamd.com

Sept/Oct 2000

- Safety tips
- Educational opportunities
- Gas lights and gas logs

Columbia Gas of Pennsylvania
Columbia Gas of Maryland

GasLines

We Deliver℠... News and Information for You

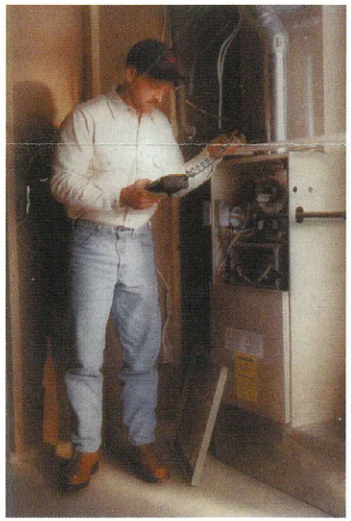
Columbia Gas tips

Plan ahead for the winter season by joining Columbia Gas' budget payment program. To sign up for this free service call our customer satisfaction center at **1-888-460-4332.**

There is still a limited number of our 1967 authentic-replica trucks available. To purchase your truck, visit our Web site at **www.columbiagaspamd.com.**

If you are living on a fixed or limited income, contact our universal services department at **1-800-537-7431** for information about customer assistance programs.

We deliver... energy-saving tips



We understand customer concerns of potential increases in their natural gas utility bills. While the natural gas industry has seen an increase in its prices, customers can take steps now to reduce consumption and potentially save on their utility bills for the winter-heating season.

- ✓ Change or clean filters in heating and cooling units; close vents and doors in unopened rooms, and insulate pipes or ducts.
- ✓ Seal leaks around doors, windows and other openings with caulking or weather-stripping.
- ✓ Set thermostats between 65 and 70 degrees in winter (warmer temperatures are recommended for homes with ill or elderly persons).
- ✓ Set water-heater temperatures at 140 degrees and install water-flow restrictors in showerheads and faucets.
- ✓ Check level of insulation in your attic and basement.
- ✓ Install drapes, shutters, blinds or curtains to slow the loss of heat.
- ✓ Install storm or thermal windows and doors to retain heat.
- ✓ Compare energy efficiency ratings and annual operating costs.
- ✓ Make sure dishwashers, washing machines and clothes dryers are fully loaded.
- ✓ Check heating systems, including the vent and chimney, periodically.

We deliver... educational opportunities

Since 1997, Columbia Gas of Pennsylvania and Columbia Gas of Maryland have provided the energy to make local, state and regional competitions for National History Day (NHD) a success. Last year, the companies contributed over $50,000 to bring NHD to the communities we serve.



National Accounts Manager Mack Godfrey (far left) evaluates an NHD contestant's display with other judges.

Through Columbia Gas' support, talented young people from both states have advanced to the annual national competition in Washington, D.C. to compete for college scholarships and other prizes.

The program has received national and international recognition as a valuable tool for motivating young people to learn about the past while they develop skills related to research and critical thinking. Teachers also benefit through workshops and summer seminars that provide professional development opportunities.

We encourage our customers and their families to become involved in this educational opportunity. If you would like to be part of the National History Day program visit our Web site at **www.columbiagaspamd.com.**

We deliver... outdoor lighting and a warm hearth

Columbia Gas is offering customers two ways to save on natural gas lights and natural gas logs.

You can purchase a natural gas light for just $155. In a separate, but related, offer you can receive a $25 credit toward your gas bill when you purchase a set of natural gas logs.

This special Columbia Gas offer is valid on purchases made between Aug. 1, 2000 and March 31, 2001.

If you have any questions about this offer, please contact Columbia Gas' internal sales representatives at **1-800-921-2164** (western Pennsylvania) or **1-800-250-9182** (central Pennsylvania and Maryland).

We deliver... safety first

People who install unauthorized gas connections are not only breaking the law, but also endangering themselves, their families and their neighbors.

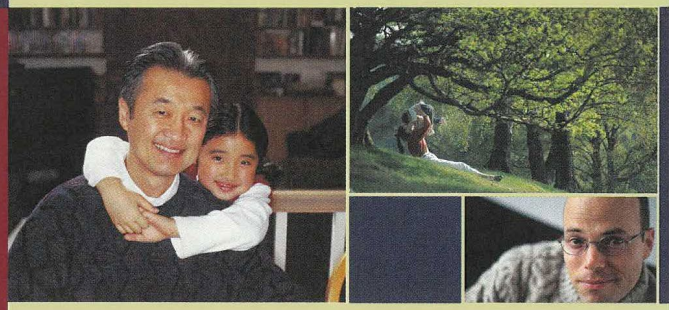
Tampering with gas meters or gas lines can create potentially dangerous conditions and risk property damage or serious injury.

Help eliminate such problems. If you know of a case of meter tampering, report it to our customer satisfaction center at **1-888-460-4332.** All information will be handled in a confidential manner.

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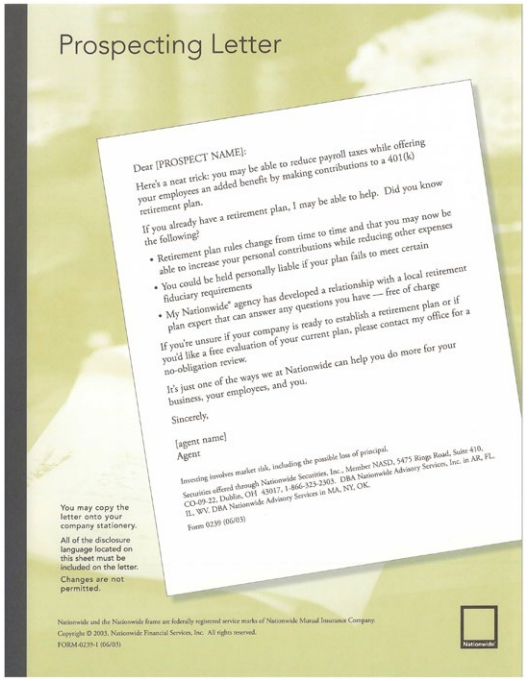
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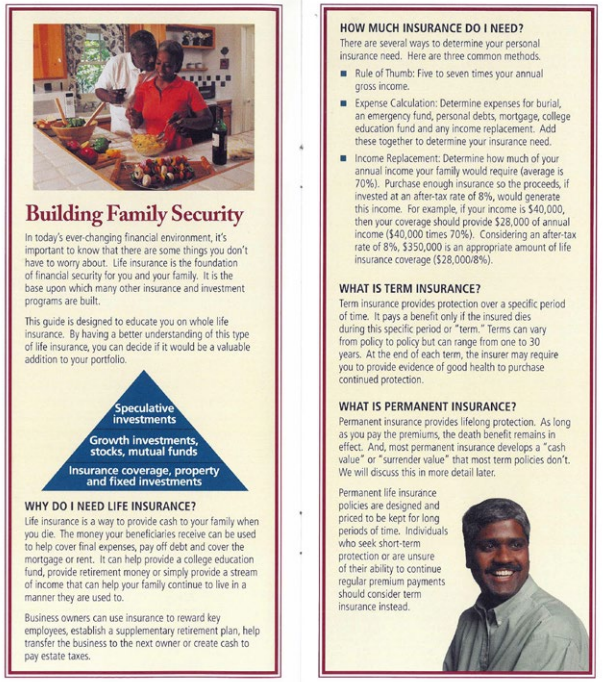
Nationwide® Guaranteed Term Series



Nationwide

Underwritten by Nationwide Life Insurance Company





ORGANIZATION:
Nationwide Financial Services (Marketing Department)

PROJECT:
Create materials for agents in the field promoting NW Financial products and/or services (Life Insurance, Term Life, Whole Life, etc.).

CHALLENGE:
Combine visual storytelling via photos with product description for various financial products while maintaining Nationwide branding throughout.

TOOLS:
Adobe Photoshop, QuarkXpress, PageMaker

MY ROLE:
Creative direction, design, photo editing, team collaboration with account managers, copywriters and legal/compliance.

DELIVERABLES:
Full color folders, brochures, inserts, financial planning forms, and mailers.

Nationwide® Guaranteed Term Series



Nationwide

Underwritten by Nationwide Life Insurance Company

STEP 3

Call for an appointment

When you call for an appointment, to stay compliant, be sure to mention your broker/dealer and its address or phone number. Choose from the talking points that follow.

TALKING POINTS FOR MAILING FOLLOW UP

Known prospect with or without plan (update files approach)

- Small talk before getting down to business if current client, then ask if he or she received postcard
- Comment that you don't get to meet with client as often as you would like and you would like to update your files
- Confirm addresses, phone numbers or other pertinent information
- Ask if the company currently has a retirement plan

If yes:

- Ask what type of plan the company has and who the plan is serviced by
- Ask how the service has been and who does their annual audit (client may express confusion or ask for more information)
- Explain that many clients are unfamiliar with ***basic*** plan-related fiduciary responsibilities such as an annual audit and an investment policy statement
- Explain that you've been working with a pension expert [insert name] who has been helpful in addressing fiduciary requirements and answering retirement plan questions of other business owners; in fact, many owners are surprised to learn how changes in retirement plan law can affect their plan
- Recommend a meeting over lunch and suggest two days for the client to choose from

If no:

- You've been working with a pension expert [insert name] who has been helpful in answering retirement plan questions of other business owners; in fact, many owners are surprised to learn how changes in retirement plan law have made it more attractive to offer a plan
- Recommend a meeting over lunch and suggest two days for the client to choose from

Known prospect with current plan (pension changes approach)

- Small talk before getting down to business if current client, then ask if he or she received postcard
- Comment that you don't get to meet with the client as often as you would like
- While reviewing the company file, you noticed that they had a retirement plan
- Ask if the client has any concerns about the company's plan, fund selection or service
- You've been working with a pension expert [insert name] who has been helpful in answering retirement plan questions of other business owners; in fact, many owners are surprised to learn how changes in retirement plan law can affect their plans
- Recommend a meeting over lunch and suggest two days for the client to choose from

Known prospect with current plan (fiduciary approach)

- Small talk before getting down to business if current client, then ask if he or she received postcard
- Comment that you don't get to meet with the client as often as you would like
- While reviewing the company file, you noticed that they had a retirement plan
- Ask if they knew that recent pension law requires them, as a business owner, to perform certain fiduciary responsibilities and ask when did he or she last update the investment policy statement
- You've been working with a pension expert [insert name] who has been reviewing many of these plans to ensure compliance; he or she is doing this service free of charge for your clients
- Recommend a meeting over lunch and suggest two days for the client to choose from



How much life insurance do I need?

INCOME REPLACEMENT

Income replacement is one of the easier methods of determining your need for life insurance — especially when the coverage is for basic family protection. As the name implies, the idea is to determine how much income a surviving spouse would need — and for how many years. Use the chart below to find your initial need, then subtract any current coverage (including employer coverage) to determine any shortfall.

REPLACEMENT INCOME TABLE

Annual Income to Replace	Provide income for how many years?						
	10	15	20	25	30	35	40
$30,000	$82,000	$120,000	$148,000	$201,000	$231,000	$260,000	$261,000
$35,000	$184,000	$263,000	$306,000	$403,000	$461,000	$565,000	$722,000
$40,000	$276,000	$395,000	$504,000	$602,000	$692,000	$848,000	$1,083,000
$45,000	$368,000	$527,000	$672,000	$803,000	$923,000	$1,130,000	$1,444,000
$50,000	$460,000	$659,000	$840,000	$1,004,000	$1,154,000	$1,413,000	$1,805,000
$60,000	$552,000	$790,000	$1,007,000	$1,205,000	$1,384,000	$1,696,000	$2,166,000
$70,000	$643,000	$922,000	$1,175,000	$1,406,000	$1,615,000	$1,978,000	$2,527,000
$80,000	$735,000	$1,054,000	$1,343,000	$1,606,000	$1,846,000	$2,261,000	$2,888,000
$90,000	$827,000	$1,185,000	$1,511,000	$1,807,000	$2,076,000	$2,544,000	$3,249,000
$100,000	$919,000	$1,317,000	$1,679,000	$2,008,000	$2,307,000	$2,826,000	$3,610,000
$110,000	$1,011,000	$1,449,000	$1,847,000	$2,209,000	$2,538,000	$3,109,000	$3,971,000
$120,000	$1,103,000	$1,581,000	$2,015,000	$2,410,000	$2,768,000	$3,391,000	$4,332,000
$130,000	$1,195,000	$1,712,000	$2,183,000	$2,610,000	$2,999,000	$3,674,000	$4,693,000
$140,000	$1,287,000	$1,844,000	$2,351,000	$2,811,000	$3,230,000	$3,957,000	$5,054,000
$150,000	$1,379,000	$1,976,000	$2,519,000	$3,012,000	$3,461,000	$4,239,000	$5,415,000

This illustration is hypothetical and not intended to serve as a projection of any specific investment results.

First Column: Annual income to be replaced. **Top Row:** Years of replacement income required. **Table Body:** Lump-sum life insurance required. **Assumptions:** Annual inflation rate assumed to be 4.0%; annual investment return assumed to be 6.0% after federal income taxes, which means that someone in the 28% tax bracket would need to earn 9% on his or her investment before federal income tax in order to earn 6% after tax.

Source: Nationwide Financial, 2002

Did you find that you need more life insurance than you originally thought? You're not alone. Many Americans are underinsured or not covered at all. An astonishing 60% of Americans have no life insurance, and those who do average only about $95,000 of coverage.[1]

Another way to calculate your insurance need would be to complete the Financial Security Quick Check on the next page.

[1] LIMRA, Trends in life ownership among Americans, 1999



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LinkedIn profile (linkedin.com/in/kmcglaughlin)

DESIGN PORTFOLIO