



dunlap designs



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## DUNLAP DESIGNS

Raleigh, NC

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www.dunlapdesigns.net

## about

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Dunlap Designs sprung over two decades ago from the marketing needs of an import-export business in Prague, the capital of Bohemia and the Czech Republic. Nicky Dunlap, a recent UNC-CH graduate, found herself quite serendipitously traveling the Czech countryside, selecting fine Bohemian crystal and decorative art glass to sell back in the United States. She threw her initial marketing efforts into three enterprises: Vltava Imports and Bohemian Crown Imports, both based in the United States, and Dunlap & Zacharias, based in Prague, and spent three years learning how to select, photograph and promote luxury glass products for the American market. Nicky spearheaded the marketing efforts of the three companies, including the design and publication of the many marketing materials.

Returning to the United States in 2000, Nicky enrolled in graduate school at North Carolina State University in order to refine her design skills. She continued her masters degree while working as the in-house graphic designer for the North Carolina Bar Association, producing all the printed material for the Bar Association, as well as acting as the print buyer. In late 2004, Nicky decided to focus solely on her freelance design work, and thus Dunlap Designs was formally born.

In the time since launching her design career and then founding Dunlap Designs, Nicky has provided strategic conceptual guidance, award-winning graphic layouts and innovative marketing products and services to diverse clients. Her work has supported businesses from the legal and insurance industries to retailers of luxury clothing and jewelry. Her ads have appeared in local magazines and newspapers as well as *Vogue*, *Allure* and *All About Beer*. In addition, some of her book designs were featured on *Better TV*. Nicky has worked on behalf of numerous community-based nonprofits, and as part of her thesis she developed an online blog devoted to resources for helping nonprofits navigate the worlds of print and design. As an independent, self-employed design professional, she is highly regarded for the individual attention that she devotes to each of her unique clients.

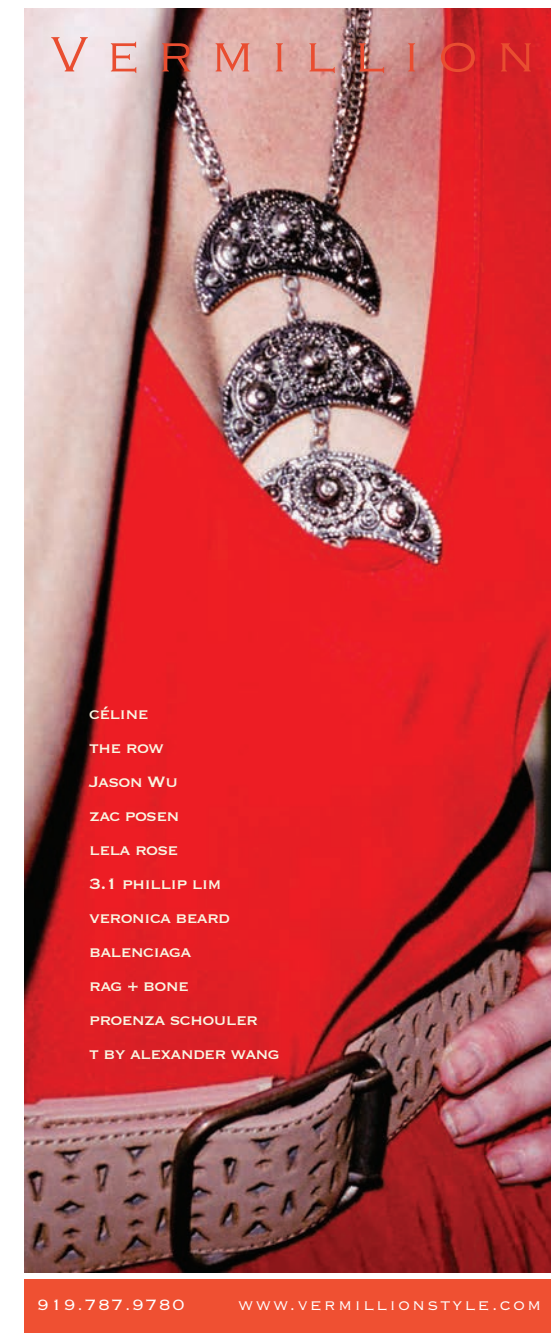
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## VERMILLION

Ad campaign.





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## VILLAGE JUICE CO.

Store window wrap and  
Company Overview report.





# Village Juice Co.

2018 COMPANY OVERVIEW



## COLD-PRESSED JUICING

Our juices are always cold-pressed. Our hydraulic cold-press method of juice extraction provides a minimum mix of air with the juice, which results in slow oxidation or decomposition. The tremendous pressure exerted by our juice press gently extracts the natural vitamins, trace minerals, enzymes, sugars and other vital elements. Cold-pressing juice is a method of juicing that enables juice to be bottled without preservatives and still maintain a significant shelf life. Household juicers, typically 'rotary' or 'centrifugal,' are a significantly faster processing method, but overall less efficient, which results in less nutrients and health benefits. Pasteurized juice is heated to a high temperature for a short time before it is sold. About 98% of all juices sold in the United States are pasteurized, primarily because it extends the shelf life and is more cost-effective to save the company money. Unfortunately, pasteurization destroys the vital living components of the fruit and vegetables, rendering most 'juice' nutritionally deficient and essentially pointless. The result of cold-pressed juice is a better tasting, healthier juice option.

Most of our juices contain up to 4 pounds of vegetables and/or fruits! Our juices are freshly made and contain no preservatives or pasteurization.

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## LAWYERS MUTUAL

Ad campaign and Annual Report.

Annual Report:

[www.lawyersmutualinc.com/annualreport-2020](http://www.lawyersmutualinc.com/annualreport-2020)



Lawyers and murals have a lot in common. They're both diverse and creative. Each is unique. Each tells a story.

Lawyers Mutual has helped tell the story for North Carolina lawyers since 1977. It's a story of people who care and a mission to help. A story of protection that counts.

**IT'S A STORY THAT KEEPS GETTING BETTER.**

**919.677.8900**

**800.662.8843**

**[www.lawyersmutualinc.com](http://www.lawyersmutualinc.com)**







BRIAN KING, KING LAW  
MURAL: RUTHERFORDTON, RUTHERFORDTON, NC

**RUTHERFORDTON.  
RALEIGH.  
ROANOKE RAPIDS.**

Our state has many wonderful places, and murals help tell their story.

Lawyers Mutual has helped tell the story for North Carolina lawyers since 1977. It's the story of people who care and a mission to help. **The story of protection that counts.**

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MANISHA PATEL, LAW OFFICE OF MANISHA P. PATEL  
GUILFORD GREEN COMMUNITY CENTER, GREENSBORO

**HELPING.  
CARING.  
PROTECTING.**

Lawyers and murals have a lot in common. They're both diverse and creative. Each is unique. Each tells a story.

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It's a story of people, protection, and a mission.

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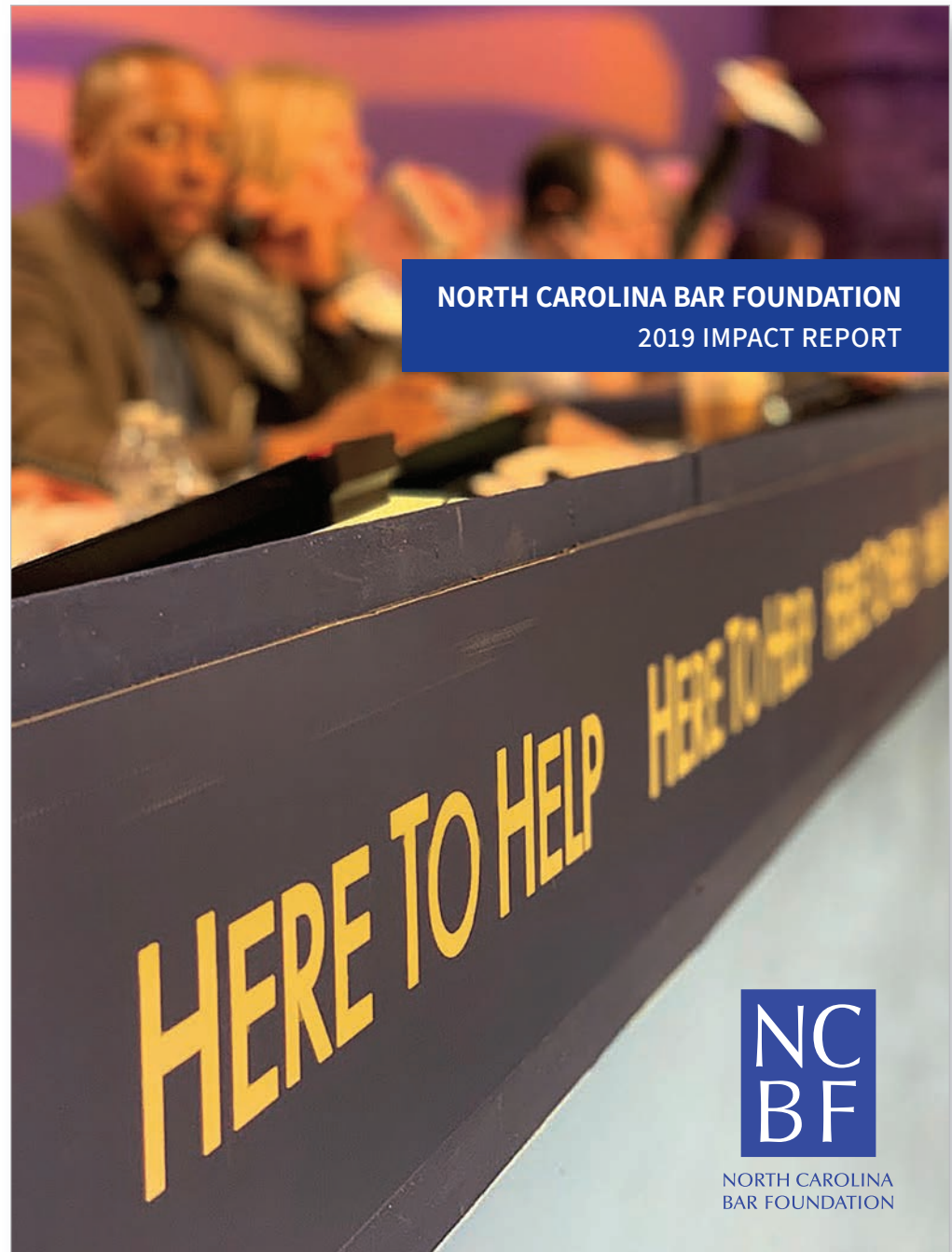
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NORTH CAROLINA BAR  
FOUNDATION

2019 Impact Report.





## NC LEAP

(NC LAWYERS FOR ENTREPRENEURS ASSISTANCE PROGRAM)

Business and intellectual property law attorneys provide pro bono legal services to low-wealth entrepreneurs through the North Carolina Bar Foundation's Lawyers for Entrepreneurs Assistance Program (NC LEAP). Founded in 2007 as a project of the NCBA's Business Law Section, NC LEAP is the only statewide program of its kind. The NC LEAP program provides a unique opportunity for transactional attorneys to contribute their skills and expertise through pro bono client service.

NC LEAP has assisted more than 3,000 small business owners with matters such as corporate formation, contract and policy review, and patent applications.

“ I have a lot of gratitude for the NC LEAP program and the help I received. I hope NC LEAP continues to flourish so that other people like me will have the chance to realize their business dreams. ”

— Steven Lambeth, NC LEAP client



## IMPACT BY THE NUMBERS

90 Volunteers engaged

28 Business law cases

Business entity formation matters (12)

Contract review/drafting matters (8)

General business advice matters (8)

21 Intellectual property cases

Patent cases (17)

Non-patent IP cases (4)



To learn more about how NC LEAP assisted Michael Lloyd to secure a patent on his Num Num Sauce, visit <https://tinyurl.com/NCLEAP-video>

## FOUNDATION PROGRAM PARTNER

# Barbara R. Christy

SHELL BRAY, GREENSBORO



The North Carolina Bar Foundation has signature programs that it implements each year - Wills for Heroes Clinics, 4ALL Statewide Service Day, NC LEAP (North Carolina Lawyers Entrepreneur Assistance Program), NC Free Legal Answers, Lawyers for Literacy and the McIntyre Leadership Youth Challenge.

How do these programs align with your firm's values and how does being a Foundation Program Partner help further your firm's values in NC?

Our firm does no litigation, we're strictly business, so it's harder sometimes to find pro bono projects that our attorneys feel like they can participate in. The fact that the NC Bar Foundation brings pro bono opportunities to firms and makes it convenient is wonderful. We know there will be more participation when we have a program that we can do right here at our desks.

Schell Bray is based in North Carolina and has a national reach. Why is it important for Schell Bray to maintain a strong commitment to North Carolina, especially as it relates to serving the people and communities of North Carolina?

We believe this is the place to start, the place where we live, where we earn our livelihood, and there's certainly plenty of need all around us.

How has your participation as a Foundation Program Partner affected your firm?

It has been a very positive experience for our firm because it helped raise the awareness of the work of the Foundation. We don't generally make firm contributions (believing that charitable giving is an individual decision), but we looked at this program and felt like it was something we needed to do as a firm. It was that important.

What does it mean to be a force for greater good?

Part of the reason that pro bono is a force for greater good on the highest level is because it's good not only for those being served but also for those providing the services. We're all benefitting.



# EVOLVE and THRIVE

LAWYERS MUTUAL  
CONSULTING AND SERVICES

Ad campaign and E-books for website.

Never before have those two words been more important.

Some firms will adapt to these unprecedented times. They will emerge ready to meet the new opportunities of a re-imagined world. Other firms will wait for things to return to normal.

Let's make sure you're in the first group.

Visit [www.lawyersmutualconsulting.com](http://www.lawyersmutualconsulting.com) to schedule your consulting call and to download our free e-Book *Creating a Modern Law Office*.

HELPING LEGAL PROFESSIONALS EVOLVE AND THRIVE

[WWW.LAWYERSMUTUALCONSULTING.COM](http://WWW.LAWYERSMUTUALCONSULTING.COM)

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## CREATING A MODERN LAW OFFICE



Your law office. Uniquely re-imagined to meet the opportunities of these unprecedented times.

- Reopening your practice
- Remote working
- Rethinking systems and operations
- Strategic planning

Lawyers Mutual Consulting offers services to help you reimagine and reposition your law office in the new normal. Download our free e-Book "Creating A Modern Law Office."

Call Camille Stell today to set up an appointment, or visit our website at [www.lawyersmutualconsulting.com](http://www.lawyersmutualconsulting.com) to schedule your consulting call online.



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## A GUIDE TO SUCCESSION PLANNING

CAMILLE STELL, PRESIDENT  
LAWYERS MUTUAL CONSULTING & SERVICES  
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## BUILD YOUR LAW FIRM CULTURE

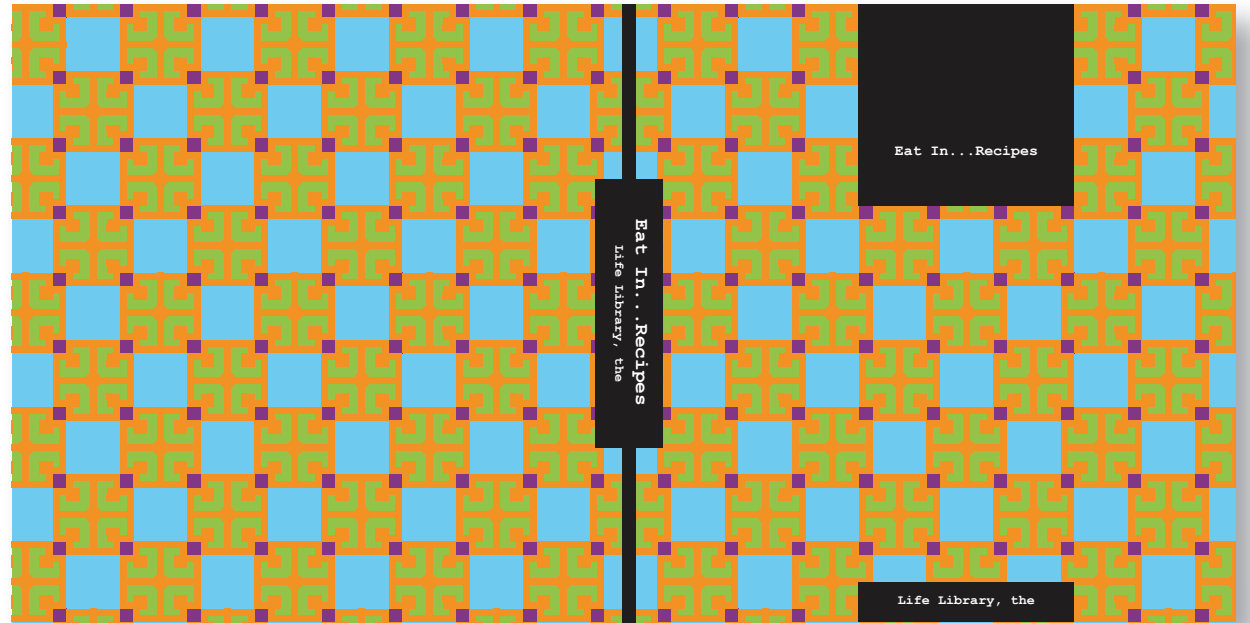
- Understand this is a multi-generational conversation
- Create a succession committee or succession partner
- Leadership should identify senior partners likely to retire or slow down their practice
- Define the winding-down phase with time parameters and financial measures
- Appoint relationship partners for clients who will be in transition
- Assist lawyers in your firm to plan for retirement by addressing financial implications such as retirement funds, insurance, Medicare and Social Security
- Assist lawyers in getting their estate planning, healthcare and financial paperwork in order

A GUIDE TO SUCCESSION PLANNING | 9.

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## THE LIFE LIBRARY

Printed notebook covers.





dermatech  MD  
medical spa

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## DERMATECH MD

Logo and corporate communications  
redesign.

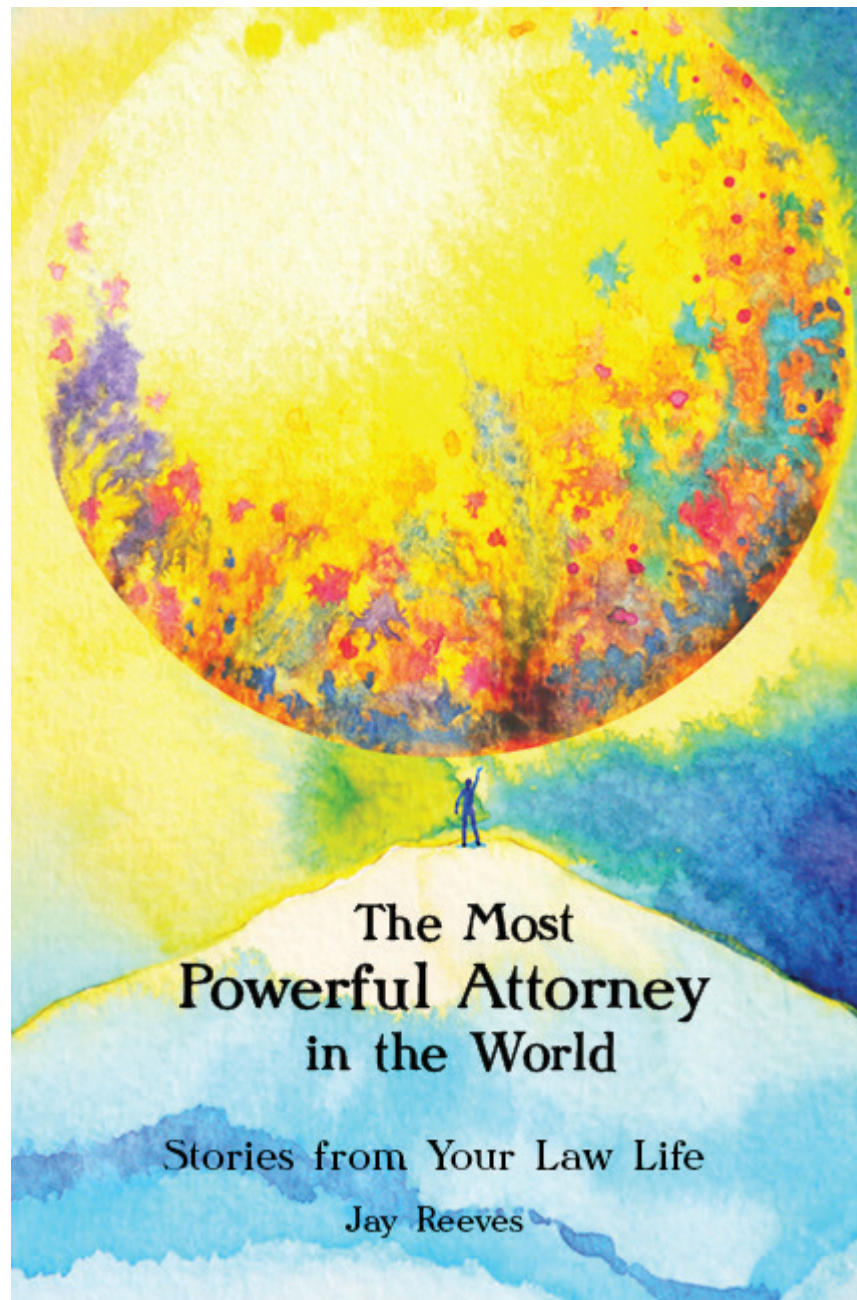




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JAY REEVES

Book cover design and  
inside layout.



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## THE RALEIGH SCHOOL

Community Matters Magazine  
and Strategic Plan.





The Raleigh School Strategic Priorities 2013



Active involvement of parents is fundamental to successful education.

— TRS abiding values



### A Cooperative Community

**Strategic Priority:**  
Reaffirm our commitment to building and sustaining a cooperative community.

- Preserve our unique parent engagement model while ensuring its sustainability through ongoing education, communication, and optimization of committee structures and processes.
- Develop a cohesive, equitable, and sustainable model for parent involvement by evaluating school needs regularly, assessing committee effectiveness, and investigating ways that technology can support parent involvement.
- Grow and sustain a diverse, inclusive community that embraces students, families and staff of all racial, cultural, religious and economic backgrounds.
- Optimize the Preschool set of offerings to keep with families' needs and maximize program alignment with the Elementary school.



I like . . .

*the fact that the parents are required to be involved. I especially enjoy the helping parent requirement, because it gives you an insider's perspective on your child's school experience. The requirement of parent involvement was one of the major reasons my husband and I chose the school.*

— Parent Survey Response

### Fostering a Love of Learning

**Strategic Priority:**  
Keep the focus on our abiding values of quality teaching, academic excellence, innovation, discovery and inquiry-based learning.

- Promote global citizenship by exploring program enhancements and providing opportunities to connect with similar academic communities both locally and internationally.
- Expand awareness of environmental responsibility by incorporating energy and sustainability audit practices into appropriate curriculum strands.
- Develop a school-wide philosophy statement regarding technology application and create a plan for meaningful integration in the classroom.
- Prepare for the retirement of many of our founding teachers by enhancing mentoring programs that will help successfully integrate new teachers into our community.
- Strengthen and refine curriculum alignment and articulation, both horizontally and vertically, across the school.
- Invest in our faculty by providing greater opportunities for professional development.

*Educational practice is guided by knowledge of how children learn.*

— TRS keystones

community

challenge  
inquiry

*I love the focus on the child as a whole person – all of their physical, emotional and academic needs are considered, not just learning facts and figures.*

— Parent Survey Response

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CHRISTINA MOTLEY, LLC

Direct mail and marketing materials.



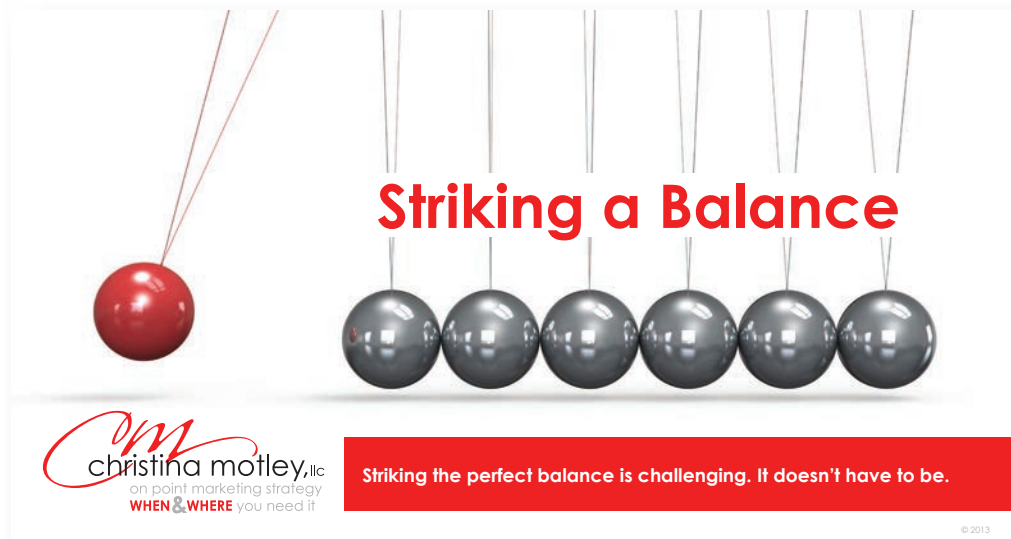
*cm*  
christina motley, llc  
on point marketing strategy  
WHEN & WHERE you need it

**Building  
Market  
Intelligence**

**pure genius**

Expand your knowledge. Propel your company. Go where your competition does not exist.

© 2013



**Striking a Balance**

*cm*  
christina motley, llc  
on point marketing strategy  
WHEN & WHERE you need it

Striking the perfect balance is challenging. It doesn't have to be.

© 2013

christina motley, llc  
on point marketing strategy  
WHEN & WHERE you need it

## Having trouble connecting?

The push-pull strategies of the past are no longer enough to sustain momentum and feed the bottom-line.

© 2013

For your marketing power to impact your profit, you need teamwork and strategies that connect with prospects and customers, who demand connectivity anywhere, anytime. This means your marketing and sales teams must work together as seamless units to reach customers, who demand connectivity on their terms.

Reaching customers means you must ...

- Capture customer data across all channels
- Profile customers
- Personalize customer content
- Optimize every customer experience
- Drive desired customer action

Avoid the risk of missed opportunities to connect with your target audiences by using seamless strategies that meet your business goals.

**LET'S CONNECT TODAY!**  
christinamotley.com/connecting2 | 919.208.0963

14460 New Falls of Neuse Rd, Ste 149-322 | Raleigh, NC 27614

christina motley, llc  
on point marketing strategy  
WHEN & WHERE you need it

## Overwhelmed by marketing demands?

You don't have to be. You can have your very own, on-demand, Chief Marketing Officer.

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christina motley, llc  
on point marketing strategy  
WHEN & WHERE you need it

### PROCESS.

**I. INPUT.**

Success starts with you, the client. We want your input. We also collect all relevant information from sources and Subject Matter Experts (SME). What has worked? What hasn't worked? What are your toughest challenges? Why are you facing these challenges. What are your business goals?

**D. DIRECTION.**

Marketing is both an art and a science. Before we can point you in the right direction, we dig in deeper with competitive audits, analysis, (SWOT, PEST, Five Forces, Brand and others), industry research, best practices and then some. Then we develop the marketing direction and strategies that are right for you, your goals and your business.

**E. EXECUTION.**

The pavement meets the road. If you don't have a plan for implementation, you are not ready for strategic marketing. Execution is more than a creative message. It's about creating the right message, distributing that message to the right audience and driving the desired customer outcomes to achieve your business goals.

**A. ASSESSMENT.**

Knowledge is power and learning can make the difference between success and failure. So why do so many skip this step? We assess, test, measure, report and yes, sometimes adjust the direction.

**L. LEARNING.**

After every project, we debrief the client and the team so together we can continue a successful journey.

To deliver client goals and objectives, we follow what we have discovered through trial and error as the **I.D.E.A.L.** systematic framework.

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