

Ava Altmann  
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Final Portfolio

### **Interior Design Hires First Marketing Director**

IRVINE, Calif. --- One of the top 100 design firms in the nation according to Architectural Digest, H. Hendy Associates hired its first marketing director to aid in a national expansion plan, said CEO Henry Hendy.

The marketing director, Patti Breland, will manage the firm's business, development activities, and work with the design staff and principals to obtain new clients, said Hendy. "It is an incredible opportunity to work with a prestigious organization during its national expansion," said Breland.

Breland earned her Bachelor's degree in interior design from Bassist College in Portland, Maine. She previously worked as a project manager for JCM Facilities Planning and Management where she managed corporate relocations and assisted with marketing efforts for seven years. She also worked in business development and marketing for Lehrer McGovern Bovis. Breland's affiliations include the International Development Research Corporation (IDRC), the National Association of Industrial and Office Properties (NAIOP), and the International Facilities Management Association where she served as secretary for two years, said Hendy.

Founded by Henri Hendy in 1999, H. Hendy Associates provides services such as preliminary building and site analysis, post-occupancy evaluation, and overall assistance with relocation. The firm's clients include Mazda, AT&T, and Disneyland Resorts.

“An employee of Patti’s caliber working for our company will act as a catalyst for future growth,” said Hendy. In the next ten years, H. Hendy Associates plans to expand to Chicago and New York City where it will recruit clients and eventually establish offices, said Hendy.

## **Surface Lining Developer Releases First Environmentally Friendly Product**

SANTA ANA, Calif. -- The leading developer of spray-in-place surface lining technology, Line-X will release its first ecologically friendly product that is guaranteed for life, said CEO J.B. Burtin.

The new product, Formula CIF, protects indoor and outdoor surfaces without the use of cancer-causing compounds. A research team developed Formula CIF over five years until it achieved safety certifications approved by the EPA, said Burtin. "We know that this product's environmental aspects will revolutionize the industry and we are proud to be the first in the field to minimize our carbon footprint," said Burtin.

Formula CIF can be used in agriculture, mining, construction, walkways, and operating areas. It resists load slippage, improves footing, and is impervious to most acids, caustics, and solvents. It resists sun UV damage and tolerates extreme temperatures without cracking or deforming. Formula CIF is customizable for walkways, ramps, trucks, holding pens, steps, and operator areas. It comes in a smooth, textured, rigid, or high temperature-suitable finish and has seven color options, said Burtin.

Formula CIF can be purchased from any of the 435 Line-X dealers nationwide beginning March 1. It must be installed by a licensed technician. During the application, two chemical compounds are sprayed at 140 degrees Fahrenheit at 1500 and 2000 pounds per square inch, The formula dries in five seconds, said Burtin.

Founded in 1989, The Burtin Corp plans to release a whole line of ecologically friendly products, including converting the popular truck bed lining to non-VOC formula, said Burtin.

## **4-H and LSU Hosts Environmental Workshop for Students**

BATON ROUGE, LA -- The LSU Agricultural Center and 4-H club will host a weekend environmental workshop for Louisiana high school 4-H'ers, said workshop co-coordinator and LSU soil quality specialist Bill Branch.

At "Building Common Ground," participants will discuss environmental threats facing Louisiana, said Branch. "This workshop is hands-on and students will leave a lasting impact on Louisiana's sustainability," said co-coordinator and water quality specialist at the LSU Agricultural Center, Fred Sanders.

At the end of the weekend, participants will present their solutions to the chair of the Louisiana Environmental Action Plan, Anthony Capshaw. LEAP, founded in the wake of Hurricane Katrina, is comprised of academics, farmers, fishermen, and environmentalists. Together they identified the top 33 environmental threats within Louisiana, including encroachment into wetlands, soundness of the levees, offshore drilling, and overfishing, said Capshaw.

"This workshop mirrors the premise of LEAP by facilitating a discussion of environmental issues in Louisiana. I am eager to present the students' solutions to the committee," said Capshaw.

The workshop is hosted at Camp Grant Walker, located 25 miles east of Baton Rouge. Graduate students from the LSU School of Agriculture will serve as facilitators and chaperones during the March 6-8 and March 13-15 sessions. In their free time, students can use the lake, pool, and sports facilities as well as go horseback riding and canoeing, said Sanders.

Participants can register online at [LSU.edu/workshop](http://LSU.edu/workshop) by March 1 and is limited to 100 registrants. Students must bring sleeping bags and toiletries, said Branch.

## **Neiman Marcus Releases Year-Round Gift Catalog for Businesses**

DALLAS-- One of the world's best-known specialty retailers, Neiman Marcus will release its first year-round corporate catalog, said vice president of corporate sales Randi McCollum.

The catalog, "A Gift for Business," features 400 upscale gifts that businesses can purchase for clients or employees, said McCollum. "It follows on the heels of our successful holiday corporate catalog. Businesspeople don't just give gifts during the traditional holiday season, but now use gifts as incentives to motivate and reward employees and clients," said McCollum.

Luxury gifts in the catalog include crystal and silver-plated decorative pieces and range from desk accessories to barware. The most inexpensive gift is a pen and pencil set for \$50 and the most expensive gift is a \$10,000 MacBook Pro encrusted in Swarovski crystals, said McCollum.

Almost any item in the catalog can be custom engraved or imprinted with a logo, monogram, special phrase, or emblem. All items in the catalog include free shipping and free engraving, said McCollum.

To receive the catalog, corporate clients must contact Liz Barrett, corporate account liaison at (214)-573-5783 or [barrett@neimanmarcus.com](mailto:barrett@neimanmarcus.com). Corporate clients will access the catalog through a printed edition, online, or downloaded through a password-protected mobile app. The catalog will be released on April 1, said Barrett.

## **International Paper Bring Jobs to Memphis**

MEMPHIS, Tenn. --- The second-largest paper manufacturer in the world, International Paper will create 250 jobs in Memphis, increasing its \$90 million annual payroll for its current 1600 employees in the city as a part of the company's consolidation plan, said Robert C. Butler, senior vice president and chief financial officer.

International Paper will consolidate its accounting and human resources departments in Memphis over a three-year period. "This consolidation is part of an initiative to improve productivity and lower costs in the accounting and human resource functions of the company," said Robert M. Byrnes, senior vice president for human resources.

To accommodate the move, International Paper will break ground for a new 80,000 square foot building in Willow Lake Business Park on June 1. This will create 150 trade jobs throughout construction, said Butler. "Memphis was our top choice for this consolidation because of its low cost of living, mild climate, and access to an international airport," said Butler.

Founded in 1900 in Purchase, New York, International Paper is a worldwide producer of printing and writing paper, paper board, packaging products, and wood products. It operates in 27 countries and exports products to more than 130 nations. Its clients include Xerox, Lowe's, and Home Depot.