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PRIDES CROSSING, MASSACHUSETTS
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THE PURPLE BAG
ALL LIFE STAGES

ONE SWEET WORLD


PREMIUM QUALITY DOG FOOD WITH THE ADDED INGREDIENT OF PHILANTHROPY*






NO CHEMICAL PRESERVATIVES
NO ADDED HORMONES
NO ANIMAL BY-PRODUCTS
NO ARTIFICIAL COLORS
NO CORN OR WHEAT
NO FILLERS

ALL NATURAL & HOLISTIC
FORMULATED FOR YOUR
COMPANION'S HEALTH AND
LONGEVITY

ALL LIFE STAGES FORMULA

 *A PERCENTAGE OF THE PROFITS FROM THE SALE OF THIS FOOD IS DONATED TO THE INTERNATIONAL FUND FOR ANIMAL WELFARE (IFAW).

ONE SWEET WORLD

ULTRA-HIGH QUALITY PET FOOD WITH A GREATER PURPOSE*

Welcome to One Sweet World

One Sweet World is committed to producing the finest quality companion animal food that will also have a significant impact on wildlife and conservation concerns around the world.


About One Sweet World
We offer four types of dry dog food (and soon a line of cat foods) that use only the highest quality (human-grade) ingredients. In a complete departure from most existing pet foods, ours contain no animal by-products, fillers, or chemical preservatives. Furthermore, our production plant is certified by the American Bakers' Institute (ABI), meaning that it meets the regulatory standards to be legally authorized to manufacture products for human consumption.

About IFAW
At One Sweet World, we live by a simple credo: *If a food product isn't good enough for us to eat, why would we feed it to our beloved companions?*


Contact Us

Home

*In addition to promoting the health of companion animals, One Sweet World is proud to share our profits with the International Fund for Animal Welfare (IFAW), the world's leading animal protection and preservation organization. [\(click for details\)](#)



One Sweet World's Family of Premium Quality Foods for Dogs



All Life Stages **Weight Management** **Small Breeds** **Senior Dogs**

CLIENT:
ONE SWEET WORLD PET FOODS

ASSIGNMENT:
LOGO, BRANDING, PACKAGING DESIGN, WEBSITE, PRODUCT ROLL-OUT

EAGER TO READ®



A Full-Day Preschool Program
for Four- and Five-Year-Olds



Eager to Read® — The Core

Learning to read may be the single most important factor that will determine your child's future. Knowing how to read *before first grade* will allow your child to learn all subjects with ease, to do well in school, and to succeed in life.

Get Your Child Ready for School

When students graduate from the Apple Early Literacy Preschool, many are able to read, and all are ready for first grade. We believe, and research has proven, that young children are enthusiastic about learning if they are given the right opportunity: Apple Early Literacy Preschool can provide that opportunity for your child. Our comprehensive early literacy program focuses on both literacy skills, such as learning letters and the sounds they represent, and building the oral vocabulary necessary to support the child's comprehension of the language in books. The program is based on scientific research about the knowledge and skills that lead to reading success and is aligned with skills for first through third grades identified in the 2000 report of the National Reading Panel.

Beyond the Core

In addition to the essential language and literacy (reading and writing) skills that your child will gain, our school program provides a balanced exposure to the tasks and tools children will need in elementary school and beyond:

- Fine and Gross Motor Development
- Social and Personal Skills
- Positive Learning Habits
- Drama
- Mathematics
- Science
- Music
- Art

CLIENT:

APPLE EARLY LITERACY PRESCHOOL,
NATIONAL PRESCHOOL MODEL, WASHINGTON, D.C.

ASSIGNMENT:

BRANDING, LOGO, BROCHURES, PRINT ADVERTISING

Learn

A Warm, Safe Environment

Apple Early Literacy Preschool offers a supportive and secure environment, fully equipped with appropriate child-sized supplies and materials. Within the school facilities, our teachers have created a diversity of learning and exploration environments in which children can feel safe and confident as they learn about their world.

- Book Center
- Building Center
- Writing Center
- Puzzles and Manipulatives Center
- Sand and Water Table Center
- Science Center
- Art center

A Full-Day Program with After-School and Summer-School Programs

Apple Early Literacy Preschool offers a full-day program for children of ages four and five. The preschool operates Monday through Friday from 7:00 A.M. until 6:00 P.M. The school day runs from 8:00 A.M. to 3:00 P.M. After care programming is available from 3:00 to 6:00 P.M. The preschool's exciting summer program offers children an opportunity to enrich the school

year learning through highly interactive themes and hands-on learning programs.

Highest Quality Teachers

Apple Early Literacy Preschool was created by the AppleTree Institute for Education Innovation, a non-profit, Washington, D.C.-based organization whose mission is to increase the supply of effective schools through innovation. In creating Apple Early Literacy Preschool, the founders selected highly qualified and exceptionally dedicated teachers and staff members who share Apple Tree's vision of providing quality education options. Our teachers have a keen understanding of early childhood development and the right attitude for working successfully with young children. Throughout the school year all teachers are provided with ongoing professional development opportunities to ensure that their teaching methods can reach the highest potential.



Read

Poor Readers Wanted

Because poverty shouldn't determine whether a child learns to read.

But it does. A child who is not exposed to reading as a preschooler may never catch up. And without a solid foundation in reading, he or she will fall behind, lose confidence, and eventually drop out of school. And the cycle of poverty will continue.

Nowhere is this challenge more pronounced than in Washington D.C., where 72% of fourth graders read at the lowest of the national achievement levels (U.S. Dept. of Education's National Assessment of Education Progress, 1996).

What are we doing about it?

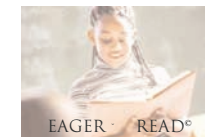
The AppleTree Institute for Education Innovation created the Eager to Read early childhood literacy program in its Apple Early Literacy Preschool. It is designed to build confidence, character, and proficiency in children who are at risk of reading failure.

We provide a safe, stimulating atmosphere for children, many of whose mothers are in job training welfare-to-work programs.

What can you do?

Your deductible United Way gift designated for AppleTree Institute (#8051) will make a difference:

- \$5 per week will provide a field trip for the *entire preschool* to visit a pumpkin patch at Halloween or to one of Washington's great museums.
- \$10 per week will fund paints, paper, crayons, brushes, and other creative materials for two classrooms.
- \$20 per week will provide Caldicott Award-winning children's books for each of 30 children to be read during the school year.
- \$30 per week will fund a professional evaluation of a child's learning difficulties and development of a plan to prepare the child for academic success.



AppleTree Institute

for Education Innovation
680 I Street S.W.
Washington, D.C. 20024
Tel: 202-544-8650
Fax: 202-544-8678
appletreeinstitute.org

AppleTree Institute does not discriminate on the basis of race, color, religion, national origin, and sexual orientation with respect to the admission of students, administration of educational policies, scholarship and loan policies, the employment of faculty and administrative staff, and other school-administered programs.

What's Required?

One of the keys to the success of Apple Early Literacy Preschool is parental involvement. Full attendance — an essential element — is the parent's first responsibility. Parents should also be involved in supporting their child's educational development. Parents receive frequent feedback and support from the teachers of Apple Early Literacy Preschool. These strong and open communication lines make each student's success possible.

Apple Early Literacy Preschool's tuition policy for the 2003-2004 academic year has been carefully structured to accommodate a wide variety of family income levels. A sliding scale formula will help to determine the level of financial assistance allocated to each family. Tuition payment plans are available.



How can I sign up?

Contact us for enrollment and tuition information at:
Apple Early Literacy Preschool
680 I Street, SW
Washington, D.C. 20024-2496
Telephone: 202-646-0500 Fax: 202-646-0510



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Growing a New Home
Autumn 2000



...When given these tools, children are free to explore their worlds and learn at their own pace.



Stoneridge Children's Montessori School was founded in 1989 in response to a growing interest and need for options in education. Serving children from toddlers through grade eight, Stoneridge offers a thoughtful curriculum that helps children succeed in their task of inner construction.

The Montessori system used at Stoneridge was developed by Maria Montessori, who was born in 1870 and became the first female physician in Italy. Focusing her attention on the ways children learn, she designed a rich assembly of multi-sensory, sequential and self-correcting materials and procedures that build on children's natural capacities and curiosity.

With these materials, Stoneridge teachers create a prepared environment that fosters discovery and collaboration, rather than competition among students or judgments and intervention by teachers. The Stoneridge classroom comprises multi-age groupings that offer unique opportunities for children to socialize and learn together in a true learning community. The older children reinforce their own skills and self-esteem by helping the younger children. The younger children similarly enjoy a wide range of role models in the older children. All learning at Stoneridge takes place in an atmosphere of mutual trust and respect.

This brochure will give you an impressionistic view of our school. Since no brochure can adequately describe every aspect of our program, we urge you and your children to visit Stoneridge Children's Montessori School and observe for yourselves the quality of the learning environment we offer.

CLIENT: STONERIDGE CHILDREN'S MONTESSORI SCHOOL, BEVERLY, MASSACHUSETTS

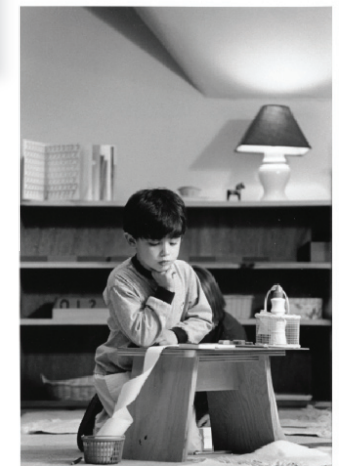
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...Stoneridge Children's Montessori School is about learning through one's senses.

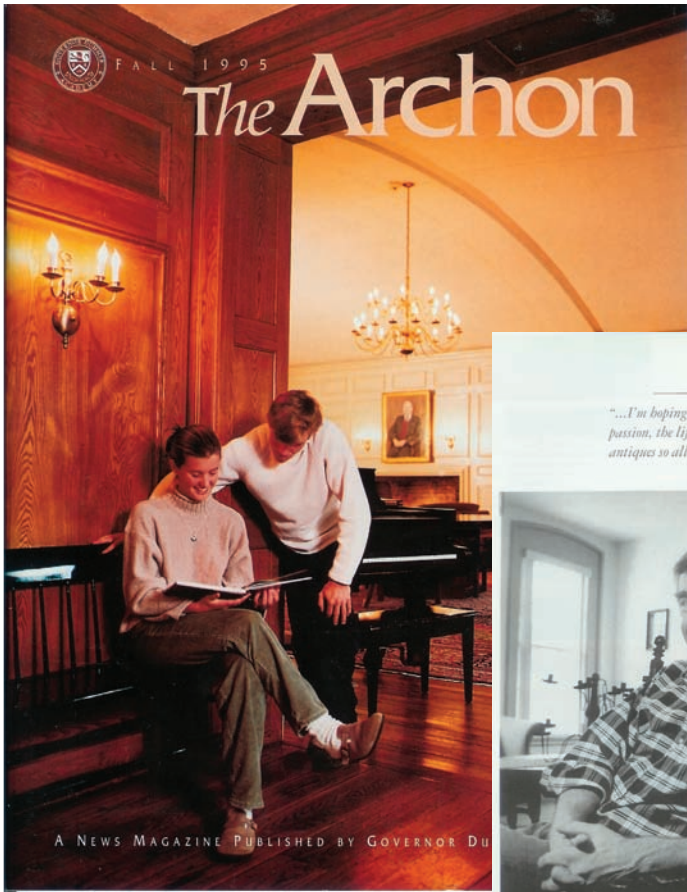


stoneridge
CHILDREN'S MONTESSORI SCHOOL



...stimulating a sense of curiosity...





CLIENT:
GOVERNOR DUMMER ACADEMY
BYFIELD, MASSACHUSETTS

ASSIGNMENT:
BRANDING, ADVERTISING, VIDEO PRODUCTION,
PUBLIC RELATIONS, AND DESIGN, WRITING,
EDITING QUARTERLY MAGAZINE (ABOVE AND RIGHT)



CLIENT:
HORACE MANN CHARTER SCHOOL RESOURCE CENTER
ASSIGNMENT:
LOGO AND WEBSITE

CLIENT:
RECIPRO SOFTWARE PRODUCT
ASSIGNMENT:
LOGO, BRANDING, FLASH PRESENTATION, PRODUCT ROLL-OUT



CLIENT:
SEACOAST CENTER
MONTESSORI TEACHER TRAINING
ASSIGNMENT:
LOGO AND WEBSITE

Classical American cuisine, graciously served in an atmosphere that's elegant but never stuffy -- that's the Yanks style. World-class Executive Chef Olivier Rigaud brings classical training and experience to Yanks' all-American menu, resulting in fresh, local ingredients, rich flavors, and exquisite presentations.

Yanks



Yanks serves dinner from 5:00 p.m. every evening except Mondays.

717 Hale Street, Beverly Farms, Massachusetts 01915

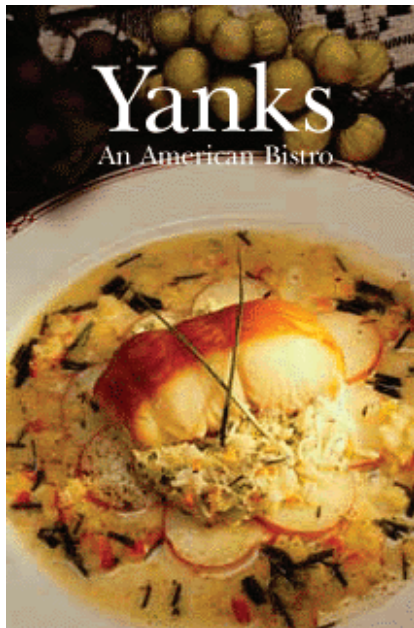
Reservations: 978-232-9898 Facsimile: 978-927-7535

Email: dine@yanksrestaurant.com Website: www.yanksrestaurant.com

YanksMercantile



Holiday Season News!



CLIENT:
YANKS RESTAURANT, YANKS MERCANTILE,
BEVERLY FARMS, MASSACHUSETTS

ASSIGNMENT:
LOGOS, BRANDING, PRINT AND WEB ADVERTISING,
WEBSITE, MENU DESIGN

YanksNews Summer Dining Issue

Yanks Goes *Al Fresco* for Summer!

"Finally..." enthused one of our guests recently, "a place to enjoy a fine meal outdoors during the summer."

And she was right -- if somewhat dramatic about it: Yanks has opened its **front terrace** with four umbrella tables for both lunch and dinner.

Though slightly less formal than our main dining room, the terrace offers the same inspired menu from Executive Chef Olivier Rigaud and the same service from our dedicated wait staff.

Unlike our indoor tables, though, these are not reserved in advance: when dining *al fresco* at Yanks, it's first-come-first-served.

Dining suggestion: Yanks' seafood mélange for two (fresh lobster, king crab legs, jumbo shrimp, cherrystone clams, and Blue Point oysters on a bed of crushed ice) and two glasses of chilled champagne served under the stars on Yanks' terrace on a warm summer evening. Could anything be better?



YanksRecipe below



Lunch:
Yanks Angus Burger and Pizza?

Yes, in addition to our \$20 prix fixe menu, we're now offering several ala carte luncheon choices, including a club sandwich, nicoise salad, an angus burger, and special grilled pizza.

Lunch hours are
Tuesday through Friday
from 11:30 am to 2 pm.



And, speaking of new Yanks dining experiences, have you seen our new **private dining room**?

Situated just beyond the piano and behind French doors is the new, tastefully decorated space that can accommodate as many as 18 for a seated lunch or dinner. The perfect size for family gatherings, parties, and organizational meetings, the private dining room offers quiet, intimate surroundings to which we can add a projection screen for multimedia presentations.

Already a favorite of several area businesses for their corporate dinners, the private dining room is available by reservation only (978-232-9898).

Who's Cooking?

Are you interested in trying your hand at haute cuisine? Step into the chef's classroom -- that is, Yanks' kitchen, where Executive Chef Olivier Rigaud will resume **Yanks' Cooking Classes** in September.

Chef Rigaud, who joined Yanks in March after several years as sous chef at the venerable Ritz-Carlton in Boston, will lead the hands-on classes for aspiring chefs and serious home cooks. The one-day, self-contained classes will take students' through the process of preparing a multi-course meal, using professional techniques and tools. Specific dishes will be determined by the Chef in consultation with the approximately 10 students who attend each session. No previous experience or expertise is required.

To enroll in Yanks' Cooking Classes, call us at 978-232-9898.

