

MADISON ELAINE SULLIVAN

graphic designer



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SOFTWARE

INDESIGN	
ILLUSTRATOR	
PHOTOSHOP	
MS OFFICE	

SKILLS

corporate identity | branding
customer communication
advertising | marketing
typography
presentations | proposals
social media strategy
photography
copy-writing | editing

INTERESTS

throwing clay occasionally
knitting scarves nostalgically
running outside awkwardly
reading daily and vivaciously

EDUCATION

UNIVERSITY OF DAYTON
dayton, ohio
bachelor of fine arts in visual
communication design | cum laude
photography minor
august 2008 - may 2012

◆ EXPERIENCE

KPMG | CHICAGO, ILLINOIS

associate designer, march 2018–today

Embody the mentality of a “brand ambassador” by leading and educating customers/team members about the brand and promoting an environment where design compliance is valued and respected

Collaborate directly with leadership and marketing—collateral varies from internal to national visibility, as well as one page documents to multi-day events

Manage ten or more projects and a regular basis by utilizing teams in other regions, consulting subject matter experts, and leading discussions with creative thinking

Direct, coordinate, and record video and photo shoots for firm Partners as part of an overall creative vision for presentations

HILLARD HEINTZE | CHICAGO, ILLINOIS

senior specialist, graphic design, september 2016–march 2018

Specialize in strategic relationships support, presentation development, and corporate identity by creating high-quality collateral, proposal material, and client deliverables

Lead all presentation intake, tracking, design, and delivery with an intense focus on client-specific branding that speaks to the standards of Hillard Heintze—delivering a message that is unique to each deck

Develop advanced presentation capabilities in the area of Learning Management Systems for online training, 508 compliance, and SCORM format under the appropriate platform

Provide Wordpress/Salesforce support and digital media design for the evolving website needs

RR DONNELLEY | WARRENVILLE, ILLINOIS

graphic designer II, august 2012 - september 2016

Respect branding guidelines while challenging “the expected” by developing creative, accurate presentation and marketing material for the Response Marketing Services Department—to be distributed by sales representatives to company clients

Deliver products that follow postal regulations and guidelines for direct mail and magazine services to most efficiently support the needs of clients while optimizing RR Donnelley print capabilities

Collaborate with team members while offering support to evenly distribute work, meet tight deadlines, and foster a “never-say-can’t” mentality

◆ PROFESSIONAL ACTIVITIES

design for social impact participant | 2017

aiga member | 2008–2012, 2015–2018

refugeeONE volunteer | 2017–2018

freelance designer | 2013–today

K P M G

march 2016 -february 2018



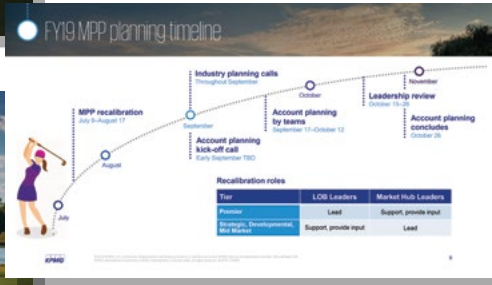
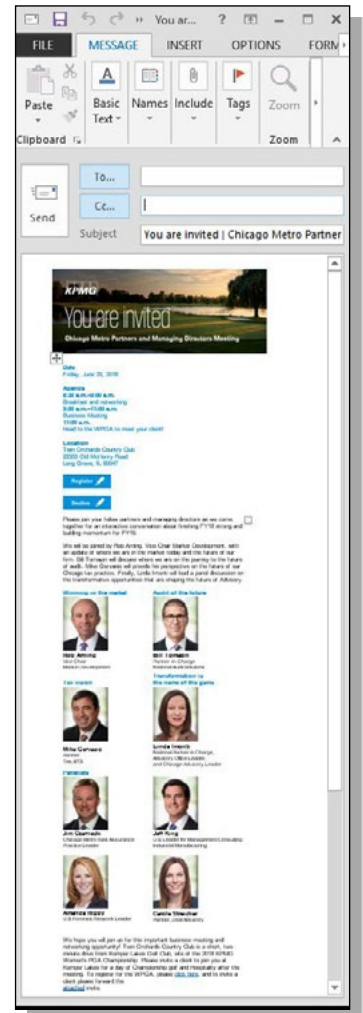
KPMG QUARTERLY PARTNER MEETING

event collateral



widescreen presentation

eVite



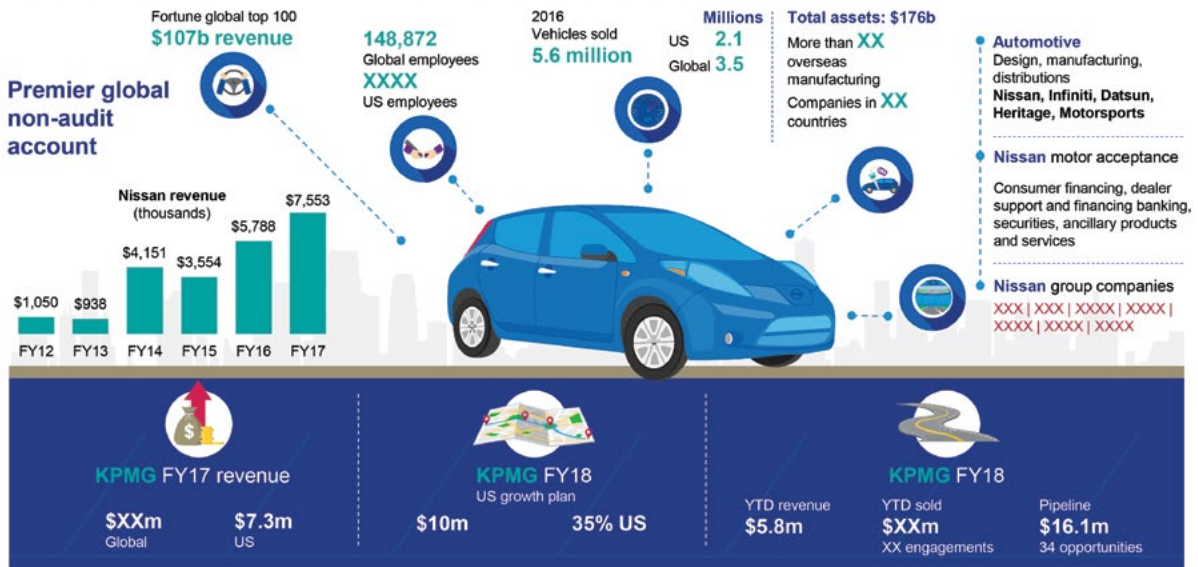
event photos



KPMG RELATIONSHIPS

Nissan motor

Nissan motor – A KPMG priority



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widescreen presentation

starting from an emailed list of statistics, this piece was a 24-hour turn that needed to have high graphics impact with pending data

KPMG FAMILY FOR LITERACY (KFFL)

internal document

KPMG

Our story

KFFL Chicago

Who we are

With over 95 offices across the United States and over 29,000 partners and employees, KPMG in the U.S. has a profound impact on its communities.

As an employer, a Big Four accounting firm, and a guardian of the capital markets, KPMG also shares a responsibility for the sustainability of the communities in which we work and live, as well as the larger global community. We consider one of our core values, "We are committed to our communities," a rallying cry that defines our culture and guides our actions.

KPMG is committed to developing next generation leaders and educating tomorrow's workforce at every stage of their academic careers.

Through the strategic relationships established with various nonprofits focused on education and youth, we've built a well-defined education continuum that impacts a student's education from early childhood through adult learning to help create a diverse talent pipeline of college and career-ready next generation leaders.

The solution

Consistent with our focus on youth and education, and understanding that the toughest roadblock to children's literacy in low-income communities is a lack of books, in 2008, we launched KPMG's Family for Literacy (KFFL). Managed in collaboration with the award-winning non-profit social enterprise First Book, KFFL provides new books to children from low-income families.

This unique program, which was founded by the spouses of our former chairman and deputy chairman, is particularly effective because it harnesses the energy and enthusiasm of KPMG's extended family not only partners and employees, but also spouses, children, interns, retirees, alumni and professional golfers and Brand Ambassadors Phil Mickelson and Stacy Lewis. In addition to raising money for KFFL, these dedicated volunteers visit classrooms, read to children, and personally put new books into the hands of children – in many cases, the first books their families have ever owned.

Since its inception, KFFL has distributed over 2.8 million new books to low-income children in 95 communities across the United States. KFFL translates across borders having spread through KPMG's global network to India, Mexico, South Africa, the United Kingdom and Kenya.

Literacy crisis and implications

If children do not learn to read, the impact on their lives and on society as a whole is profound. Illiteracy and low literacy in adults can be linked to almost every socioeconomic problem in the United States.

The following key points and statistics related to the literacy crisis will help you inform your volunteer team and provide you with talking points as you discuss why First Book and KPMG's Family for Literacy (KFFL) are working in collaboration to engage youth and promote education.

- 45%** — more than 22 million — of children in the United States live in low-income households.
- One study found that in middle-income neighborhoods the ratio is 11 books per child, in some of the lowest-income neighborhoods, the ratio is **1 book for every 300 children.**
- By age 2, children from wealthier families have typically heard **30 million more words** than children from low-income families.
- Children who are not reading a grade level by 4th grade are **50% more likely** to drop out of high school.
- Nearly half** the lowest income low-income children under the age of 5 nationwide are at risk of not being fully ready for kindergarten when they enter and of falling behind from the start.
- By the time children from low-income families enter kindergarten, **they are 12–14 months below** national norms in language and pre-reading skills.
- Children who start kindergarten ready for school have an 82 percent chance of mastering basic skills by the age of 11 compared with **45%** for kindergarten who are not school-ready.

What we do

What we do

Purpose and objectives

As the firm's signature program, KFFL is a sustainable volunteer program that benefits local communities and has a collective impact on our people and their families, and the larger KPMG family of alumni, retirees, and recruits.

KFFL was developed to:

- Improve literacy rates in our local communities.
- Reaffirm the firm's commitment to youth and education.
- Provide an opportunity for KPMG's partners, employees, interns, alumni, and their families to contribute to our communities.

We saw KFFL as a way to capitalize on the considerable talent amongst the extended KPMG family and work to make this program a vehicle that engages spouses and family members in our efforts. We are confident that engaging spouses and family members into our efforts in order to support the program will increase impact and put more books into the hands of children in need.

widescreen presentation

Our impact

Today

To date, Chicago has donated more books than any other KFFL chapter in the nation, distributing

487,000 books

through YTD 2018.

The future

Working with our beneficiaries, as well as working with new partners to launch innovative approaches to build capacity, we will donate

our 1,000,000th book in 2020.

KPMG

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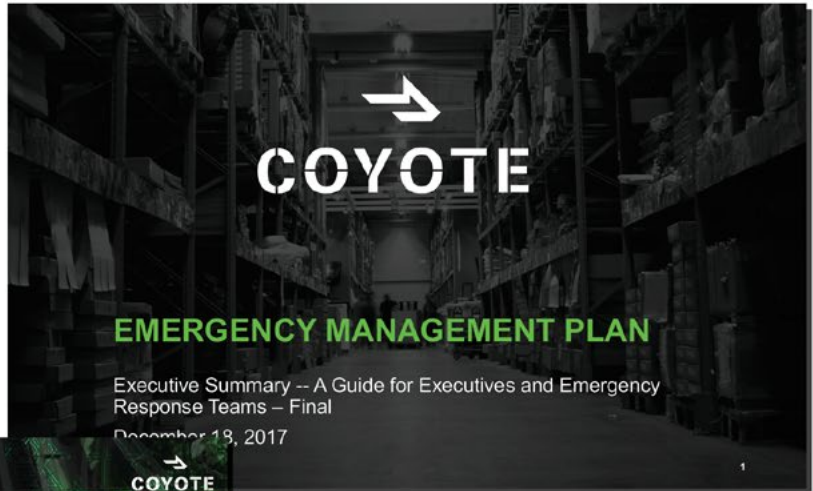
HILLARD HEINTZE

september 2016 -february 2018

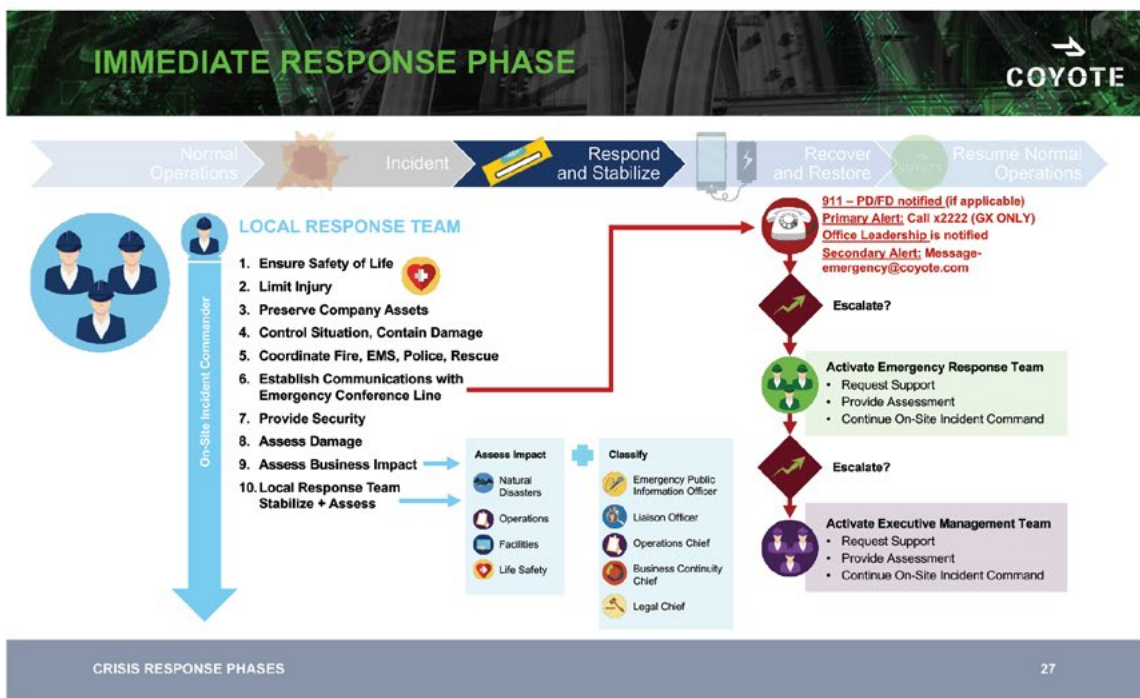
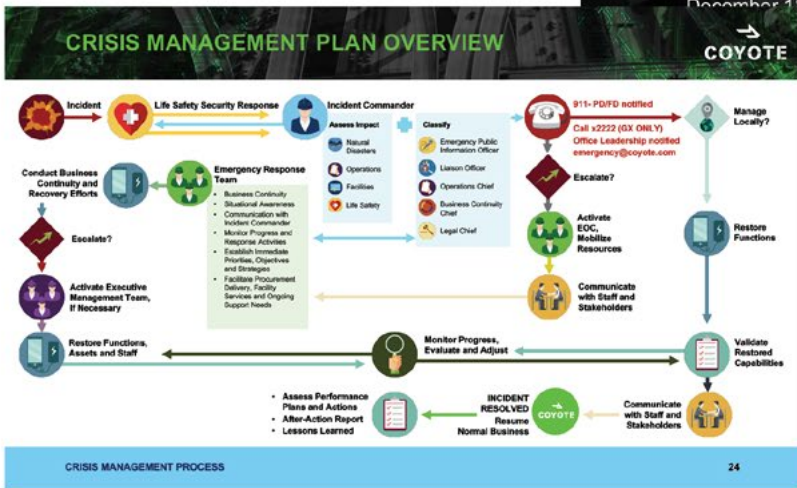


COYOTE LOGISTICS

emergency management plan



Printed booklet, 11"x17"



CASE STUDIES

an internal endeavor

CASE STUDY#119 HILLARD HEINTZE



CRIME SPREE

A Law Firm Keen on Building a Case Discovers a Treasure Trove of Information

CLIENT National law firm with headquarters in IL & CA

SERVICE Asset Search and Background Investigation

INDUSTRY Legal

UNPLUGGED A FRANK OPINION: The Project Manager's Post-Engagement Perspective

Client's Challenge

The favorable voice on the other end of the line was a partner at a major law firm with a thriving multi-practice. The request was urgent. "While I'm not sure we need a quick turnaround on this," he said. "One of our biggest clients has apparently been defrauded of \$250,000 by a business partner who insists that the money he pocketed was part of his cut. We are building our legal case and need to learn whatever we can about his background, especially his assets, to see if a case is worth pursuing."

The Hillard Heintze Solution

Members of the Hillard Heintze Investigations team meticulously combed through federal and state criminal and civil court records across more than a dozen jurisdictions as well as public records that would shed light on assets owned by the subject. Had he been having money problems, such as a recent bankruptcy, that might serve as a motive? Had he posted photos to social media that suggested a life of luxury or just the opposite? Were creditors or landlords suing him? Was he the subject of tax liens or judgments?

What the team uncovered was stunning. The subject's social media suggested a rich lifestyle full of high-end cars and yachts, yet public records showed him owing property or vehicles. What's more, the subject had been arrested for drug possession and firearm battery, and he was associated with a convicted felon with ties to his boss. He also had a litany of lease violations and disputes with creditors, not to mention contact terminations, evictions and involuntary checks.


Impact on the Client

A few weeks later, the law firm received our team's report. The lead partner was astounded at the breadth and volume of the findings. "We knew that we needed a background check and asset search on this guy," he said. "And we knew that something would be there. But the actual details I don't think anybody expected. The many workarounds and signs of financial stress? Anecdotal with our report, the law firm was ready to press to close against the subject. The breadth of the legal history and information about the subject's lifestyle added much-needed texture and context to the case. The background findings also played a major role in helping the client win back its funds."

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CASE STUDY#114 HILLARD HEINTZE



PROGRAM IN CRISIS

Metra's Leaders Learn How Crucial and Urgent Their Police Department's Needs for Major Transformation

CLIENT Metra

SERVICE Subcontract Assessment of Police Department

INDUSTRY Public Sector

UNPLUGGED A FRANK OPINION: The Project Manager's Post-Engagement Perspective

Client's Challenge

Broader Chicago's Metra rail system is the second largest and one of the most complex commuter rail networks in the United States. Ensuring the safety of its riders, staff and infrastructure is vital for many reasons. One is the size of the population - 50 million people - and the fact that Metra delivers more than 93 million rides per year. A second is the scope of its operations: 1,100 miles of track, 600 bridges and 700 trains serving 241 stations every day. Other security- and safety-related issues include crime activity, accidents, weather, utility outages, and periodic homeland security and counter-terror alerts.

The Hillard Heintze Solution

In August 2012, Metra's Executive Director requested that Hillard Heintze conduct a comprehensive and independent assessment of the Metro Police Department (MPD) and present Metra's management team with key findings and recommendations on aligning the MPD with policing best practices in use by comparable commuter rail systems. This was the second time the agency had called on the firm. In 2010 and 2011, after the untimely death of the agency's Executive Director Phil Pagano, Metra tapped Hillard Heintze to serve as its interim Office of Inspector General. (See "Trouble on the Tracks" Case Study #143)


Impact on the Client

The Hillard Heintze team's findings were extensive and far-reaching. As outlined in the final report which Metra released to the public, Hillard Heintze highlighted (1) an antiquated and unclear mission and the need for an explicit reference to passenger security as a top priority, (2) ineffective and, in many cases, non-existent policies and procedures, (3) the lack of robust staffing and patrol plans, (4) excessive overtime expenses, (5) an inconsistent approach to internal affairs and discipline, and (6) the absence of training in critical areas including threat qualifications training since 2010.

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CASE STUDY#113 HILLARD HEINTZE



NATIONAL SYMBOL

A World Leader's Successor Enjoys a Trouble-Free U.S. Trip

CLIENT A Global Leader

SERVICE Protective Services

INDUSTRY Government

UNPLUGGED A FRANK OPINION: The Project Manager's Post-Engagement Perspective

Client's Challenge

When the successor to a current global leader began planning a three-week trip to several American cities, his team requested protective services from U.S. federal agencies, as had been provided during previous official visits. The agencies did not have the available resources and urged the leader to pursue other channels.

The Hillard Heintze Solution

A federal security executive suggested contacting Hillard Heintze - and the leader's advisors reached out to our firm. We helped his team re-apply for U.S. agency support using additional intelligence from Hillard Heintze's threat research and monitoring of open source and other public assets. The application also included extensive evidence of individuals who follow the dignitary when he travels overseas and are known for aggressive attempts to circumvent security controls at public events and access the principal. We paid careful attention to identifying anyone whose behaviors suggested that he or she might pose threats of violence, even if they had not directly communicated threats to the principal or to the authority.

Impact on the Client

When the U.S. government again declined support, Hillard Heintze conducted round-the-clock protective services for the principal and his travel entourage for the entire trip. This included two to six person protective services teams on a 24-hour basis and advances for all the leader's personal destinations before his arrival as well as unobstructed stop-overs, as they occurred. It also included constant threat intelligence gathering and open-source monitoring as well as liaison with federal, state and local law enforcement and intelligence agencies.


The trip was a success - including the absence of any security incidents from the moment the leader stepped on U.S. soil until the wheels on his team's departing flight lifted from the tarmac.

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8.5"x11"

CASE STUDY#120 HILLARD HEINTZE



RECIPE FOR TROUBLE

A Family Evaluating a Few Private Chefs Checks into Their Backgrounds First

CLIENT Family

SERVICE Private Chef and Family Office

INDUSTRY Family Office

UNPLUGGED A FRANK OPINION: The Project Manager's Post-Engagement Perspective

Client's Challenge

Many families who hire household staff don't conduct even basic background investigations into the individual - even though they are effectively joining the family's "inner circle." Not this family. Instead, once finding a top-tier personal chef, one of our clients reviewed the field to three contenders. Before making the final decision, however, the family members decided the wanted some insight into the background of these individuals based on an investigation of public records. And she wanted it done before inviting these candidates, one at a time, to serve the family's "demonstrative" meal at her estate.

The Hillard Heintze Solution

Hillard Heintze's investigation included a search of criminal records and civil records of protection naming the subjects, a search of the national sex offender registry and other major watch lists, and a concise review of social networking sites and local and national media. Two of the candidates came up clean. The third didn't. The investigative team's search uncovered criminal records involving a failure to rebuff a use of a weapon, a misdemeanor for sexual abuse and a charge for disorderly conduct. The team's social media research also found online posts in which the candidate used derogatory language.


Impact on the Client

The family was relieved to get this information. They eliminated the third candidate from their short list and, after enjoying the concentration meals cooked for them by the other contenders, chose their favorite and offered her the position.

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CASE STUDY#116 HILLARD HEINTZE



LOOKING FOR TROUBLE

Training Executives, Employees and "Corporate Care Teams" on Their Respective Roles in Preventing Workplace Violence

CLIENT A Top Global Brand

SERVICE Workplace Violence Prevention Program

INDUSTRY Consumer Manufacturing

UNPLUGGED A FRANK OPINION: The Project Manager's Post-Engagement Perspective

Client's Challenge

"Let's talk about what we need to be doing, in terms of workplace violence prevention training," the HR Director said. The Director of Security led the corporation's general counsel roundtable. All three were collaborating to establish and fund what they termed a "workplace safety program" for their enterprise - because doing so centrally addressed each of their functional core priorities.

The Hillard Heintze Solution

"There is a tremendous power of force-multiplication effect when every member of a corporate workforce has their head up and their eyes open," the Hillard Heintze advisor explained. "Preventing violence in your workplace requires collecting insights of information from many functions and business units across your company. That requires everyone's attention - but each according to their respective role in the threat assessment process."

Impact on the Client

Hillard Heintze's training program addressed three distinct audiences. For each, the firm developed a curricula and collateral including handouts and a training video as well as an in-person workshop incorporating leading-edge interactive behavioral simulations.

The first audience included leaders from HR, legal and security to ensure that they were informed, prepared and on-message. The second included all employees to familiarize them with the program and educate them on identifying and reporting concerning behaviors. Lastly, we trained managers from security, HR, legal and mental health and law enforcement to respond to incidents of troubling behavior. This interdisciplinary team will help ensure that proper lines of authority and communication are in place before a threat or violent incident occurs.

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THREAT + VIOLENCE RISK MGMT

radicalization in the workplace

Recognizing, Preventing and Responding to Radicalization in the Workplace

Matthew Doherty, Senior Vice President
Threat and Violence Risk Management



Printed Deck and
Online Resource

Why We Are Here

WHY WE ARE HERE

Radicalization is a subset of workplace violence and insider threat

Violent extremism and radicalization lead to a new threat of workplace violence – the radical insider.

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Understanding the Radical Insider

UNDERSTANDING THE RADICAL INSIDER

Domestic Terrorist

Person who engages in unlawful acts of violence to intimidate civilian populations or attempt to influence domestic policy (as opposed to furthering the aims of a foreign terrorist organization) without direction from or influence by a foreign actor.

Examples include acts by racist, supremacist, antigovernment, environmental, animal rights or other single-issue extremist groups or movements.

11

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SBA KEYNOTE

schaumburg business association

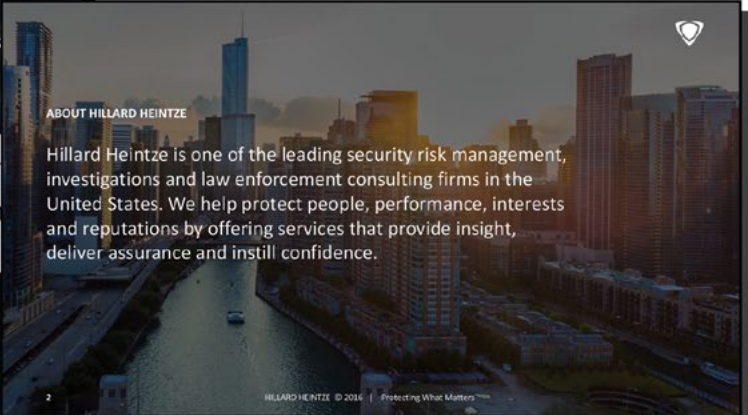


DIGITAL DEFENSE
Counterintelligence Measures to Protect Your Business

November 15, 2017



Live Presentation and Printed Leave Behind



ABOUT HILLARD HEINTZE

Hillard Heintze is one of the leading security risk management, investigations and law enforcement consulting firms in the United States. We help protect people, performance, interests and reputations by offering services that provide insight, deliver assurance and instill confidence.

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TODAY'S DIGITAL THREAT ENVIRONMENT

The Bottom Line

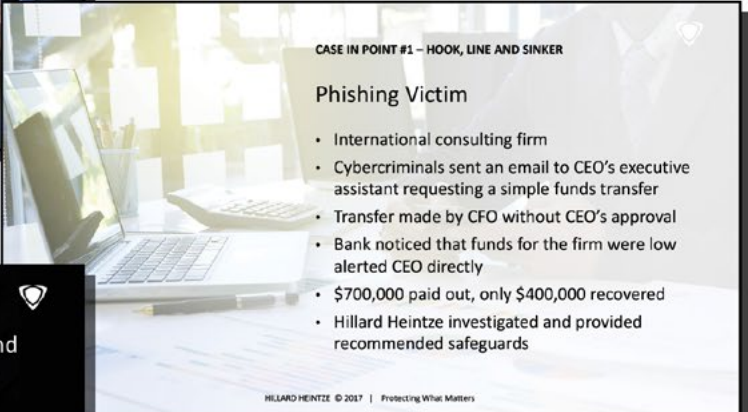
60 percent of small companies are unable to sustain their businesses over six months after a cyber attack

Average cost to recover from a cyber attack

- Mid-sized companies = \$1 million+
- Small business = \$98K+



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CASE IN POINT #1 – HOOK, LINE AND SINKER

Phishing Victim

- International consulting firm
- Cybercriminals sent an email to CEO's executive assistant requesting a simple funds transfer
- Transfer made by CFO without CEO's approval
- Bank noticed that funds for the firm were low alerted CEO directly
- \$700,000 paid out, only \$400,000 recovered
- Hillard Heintze investigated and provided recommended safeguards

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LESSONS FROM THE FRONT LINES

Strategic due diligence and background screening – Are you doing enough to mitigate the insider threat?

- Conduct background screen on employees and executives before and during employment
- Review insiders' publicly available financial information
- Undertake greater due diligence on employees and vendors with special access
- Get the scope and decision-making framework right

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SNAPSHOTS

content and graphics update



RESIDENTIAL PHYSICAL AND TECHNICAL SECURITY ASSESSMENTS

Identify critical vulnerabilities in residential physical and technical security. Then determine how you can address them cost effectively and better manage risks.

The physical and technical security of a residence are crucial priorities for almost every private client. While all families make different choices depending on their preferences with respect to privacy, cost and convenience, most desire a high level of assurance that they are safe and secure in their home and have taken prudent steps to prevent harm or mitigate its impact.

Hillard Heintze's Security Risk Management practice includes some of the most experienced physical and technical security experts in the United States and the world. We complete multiple residential physical and technical security assessments each year, including analysis and recommendations on how to manage information security and technology risks.

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EXTENDED PERIMETER SECURITY SERVICES


Secure your sports or entertainment venue from long-range threats via advance planning, counter-sniper assets, advanced training and operational capabilities.

As mass-shootings and active shooter incidents continue to mount, law enforcement agencies as well as the hospitality, entertainment and professional sports industries are adjusting their strategies. While special events have never been immune to an attack or threat launched from a distance or an elevated position, the risks are now higher than an attacker may engage these tactics based upon exposure vulnerabilities.

Hillard Heintze specializes in technical assistance to in-house and private security teams as well as law enforcement agencies on how to observe, locate, identify, communicate and neutralize threats from a distance of 1,000 yards. This guidance addresses the use of specialized technical equipment, assets and operational capabilities not included in standard training for most law enforcement personnel.

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Why Our Clients Value These Services

- Desire for greater confidence and assurance that the family – and the residence – are secure
- Deeper understanding of physical and technical measures and where the greatest gaps and vulnerabilities reside
- Concrete recommendations on how to improve physical and technical measures and be more proactive in addressing IT-related risks within the home

SCOPE OF SERVICES - RESIDENTIAL PHYSICAL AND TECHNICAL SECURITY ASSESSMENTS

Prevention lies at the heart of our approach. We use a prevention-oriented methodology that focuses on minimizing threats and vulnerabilities. The core of this methodology involves the proper identification of risks associated with protecting the private client's residence and property and providing recommendations on strategies and countermeasures that result in the most attractive outcomes across the family's choice transfer, avoid, mitigate or accept risk.

Residential Physical and Technical Assessment
In addition to the evaluation of the residence's immediate locale and environment, this assessment typically includes the following areas: perimeter alarm systems, closed-circuit television coverage, access control systems, intrusion detection systems and panic alarms, safe room location and general requirements, mail and package delivery practices, physical barriers, landscaping and sight lines, fire and life safety systems, emergency plans and backup power availability and adequacy.

Residential Information Security and IT Assessment
Either as a stand-alone assessment, or a component of a broader residential physical and technical assessment, this service includes expert analysis and examination of IT-related practices and gaps. We also identify opportunities to adopt information security best practices with respect to areas such as network infrastructure, wireless network security, and family internet access and information sharing practices.

Why Our Clients Value these Services

- Enhanced ability of law enforcement authorities to protect large-scale, multi-attendee events from attacks originating from distant or elevated positions.
- Ability to undertake location advances using sophisticated technical equipment in concert with a Tactical Survey.
- Improved ability to identify individuals with hostile intentions.
- Close communications with Response Teams, Venue Operations Center and on-site security and law enforcement resources to interdict.
- Neutralization with response teams or utilization of highly skilled marksmen trained in ballistics, field craft and long-range precision fire.
- Streamlined ability to engage these services through GSA Schedule #4 – Contract Number GS 07F-0345W.

SCOPE OF SERVICES - EXTENDED PERIMETER SECURITY SERVICES

Advance Planning and Development of Tactical Survey Reports
Help law enforcement tactical teams meet their jurisdictional responsibilities with technical assistance, training and instruction on advance planning, including use of site photographs, maps and threat assessment analysis. The letter includes elements such as photographic/grid overlay, building surveys, geographical maps, numerical designation for each building known distance to threat area, tactical 1:250 establishment and facilitation of counter-sniper response.

Advanced Training and Operational Capabilities
Conduct advanced training for team members of jurisdictions with responsibilities for protecting and safeguarding sporting and entertainment venues by providing counter-sniper capabilities for long-range threats at distances of 1,000 yards.

Deployment of Counter-Sniper Assets
Ensure your law enforcement tactical teams are well trained on topics such as determining the required numbers of observation teams to secure and protect sporting and entertainment venues; positioning the teams for maximum long-range threat mitigation using response teams and coordinating tactical cohesion; and establishing a superior vantage point and optimum observation platform, as well as establishing the most appropriate angles, cover and shooting positions for countering long-range threats.

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For more information, contact:

Michael White Senior Vice President Private Client + Family Office Services 312-229-8500 michael.white@hillardheintze.com	Howard Fisher, Esq. Senior Vice President Strategic Relationships 312-229-9882 howard.fisher@hillardheintze.com	30 South Wacker Drive, Suite 1400 Chicago, Illinois 60606 © 2017 HILLARD HEINTZE LLC 17002
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HILLARD HEINTZE

For more information, contact:

John Orloff Senior Vice President Security Risk Management 312-229-9828 john.orloff@hillardheintze.com	Howard Fisher, Esq. Senior Vice President Strategic Relationships 312-229-9882 howard.fisher@hillardheintze.com	30 South Wacker Drive, Suite 1400 Chicago, Illinois 60606 © 2017 HILLARD HEINTZE LLC 17002
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2 sided
8.5"x11"

FLYERS

promotional collateral

HILLARD HEINTZ

Social Consciousness

Facebook, Twitter, Google+, YouTube, Pinterest, LinkedIn and other social media networks promote your public profile – and create potential risks to your privacy and reputation. The following guidelines, based on information available on staysafeonline.org, will help you and your family safely manage your digital footprint in a positive way.

Privacy and security settings exist for a reason: Learn about and use the privacy and security settings on all the social media networks you use. These built-in tools help control the type of information you share and who you allow to see it. Lock down the strictest privacy settings available on any personal or non-work-related internet or social media profiles.

Once posted, always posted: Assume that anything or anyone you share, like, comment on, connect with or follow will be on the record – indefinitely. Think twice before posting pictures or sharing content that might negatively impact your or your family's reputation.

Your online reputation can be a good thing: Your online presence and posts are increasingly powerful as the influence and reach of social media continues to grow exponentially. Make a good impression. Show thoughtfulness and respect to others in your circles and in the global social media environment. A strong, positive personal brand is critical today.

Keep personal info personal: Be cautious about how much personal information you provide on social networking sites. The more information you post, the easier it may be for a hacker or someone else to use that information to commit cybercrimes that could jeopardize your finances and damage your reputation.

Know and manage your friends: Social media networks can be used for a variety of purposes. Consider setting up multiple accounts across various social media platforms – from family and close personal friends to the general public. Do not engage in public or in private activity that could compromise your professional or personal credibility or safety.

Social media networks are a great way to stay connected, but what you share could have an impact on your and your family's reputation – and future.



FOR MORE INFORMATION, CONTACT

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Chicago, Illinois 60606
312.869.8500

HILLARD HEINTZ

When Private Clients Ask About Security

As a financial services expert and wealth or asset manager, you are regularly advising private clients about how to manage financial risk. But when they ask about security-related matters, how do you respond? Even though you do not directly provide these services, the client has come to you because they trust you. How can you be helpful, scope out the client's needs at a basic level, and gather enough information to refer them to appropriate experts within your network?

Listen First. Gather Information.

Demonstrate that their concerns matter to you.

- 1. Assure them** that security is not "one-size-fits-all." The "appropriate" level of security – both physical and online – depends uniquely on the individual.
- 2. Encourage them** to learn about their options before making major security decisions. Determining the right level of security is often a personal decision that requires the individual or family to understand their options and balance their preferences across four dimensions: privacy, risk, convenience and cost.
- 3. Gain some context** so you can make an informed reference. Within families, security is influenced by many factors. These can include:
 - Family size
 - Distribution of members across generations
 - Family culture (cohesive, consistent vs. fractured, divisive)
 - Degree of dissent and conflict among family factions
 - Maturity and resilience of Family Office governance
 - Decision-making procedures and protocols
 - Travel habits
 - Prominence of public or online profile
 - Association with various political, cultural, environmental or religious issues
- 4. Reassure them** that prevention is key. Commend them for being proactive. Just as with insurance, for example, planning and foresight save lives, minimize damages to assets and reputations and cost much less than a reactive approach to events.
- 5. Take action.** Get them to experts who can help. Your clients came to you first. They will remember that you cared and responded.

www.hillardheintz.com

HILLARD HEINTZ

When Private Clients Ask About Security

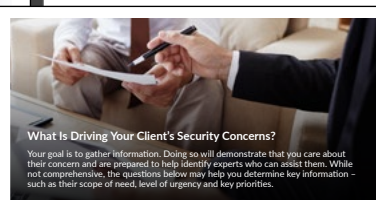
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What is Driving Your Client's Security Concerns?

Your goal is to gather information. Doing so will demonstrate that you care about their concerns and are prepared to help identify experts who can assist them. While not comprehensive, the questions below may help you determine key information – such as their scope of need, level of urgency and key priorities.

Enhancing Physical and Technical Security

- Is there a need to assess security at one or several residences? Where are these?
- If a break-in is suspected or has occurred, has the client contacted law enforcement?
- If the client is a business owner or senior executive, could the company's resources assist?

Guarding Against the Insider Threat

- Is the client concerned about the exposure of high-value assets (electronic or physical)?
- Are there issues related to family staff or contractors with access to the residence?
- Has there been a recent wealth creation, transfer or sharing event?

Managing Risks During Travel

- Has there been a recent travel-related incident – or is the client planning an international trip?
- Does the itinerary include high-risk countries, activities or public exposure?
- Is the need to improve travel security related to a single trip or travel, in general?

Managing Cyber and Information Security

- Has there been a cyber event affecting the client or their family?
- Is the client seeking to prevent a loss or attack (or recover from one)?
- Is the need associated with one person or device or the family's broader requirements?

Protecting the Client's Privacy and Reputation

- Does the client need to assess their online exposure?
- Are the social media and online practices of one or several family members raising risks?
- Is the need around monitoring exposure, limiting safe sharing practices or recovering from an event?

Managing Threats to Family Members

- Is someone immediately at risk or in trouble?
- Has a threat been made – online or in person – against a member of the family or staff?
- Is law enforcement involved?

For more information, contact:

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Flyers for printed and digital distribution

RR DONNELLEY

august 2012 - september 2016



THE BOOK ABOUT BOOKS



11x17 BOOK

a book meant to teach best practices when working with RMS Creative to design a book

overview

sample presentations

Our objective is to enhance your presentation with brand-specific, creative material that will separate your meeting with clients from the typical "page-by-page" approach. By studying and incorporating your clients' brands into your presentation, our hope is that they will immediately recognize your understanding of their company's needs and attention to detail. As a team, we work promptly and diligently to deliver unique, one of a kind presentations that highlight the content. Without strong, focused information to fill the pages, designs may fall short in promoting the conversations you hope to have with your clients.

Walgreens	Ascena
Carter's	CVS
DAV	Allstate
Nike	Physician's Mutual
Ace Hardware	Bridgestone
Omaha Steaks	Firestone
Kohl's	Giant Eagle
Dick's Sporting Goods	Tops 'R Us

RR DONNELLEY

using the internet

saved directly from the Toys 'R Us website

illustrated by our designers using Adobe Illustrator

clear animation

scalable to any size

editable, allowing interaction on page

pixelated constrained size uneditable background

RR DONNELLEY

efficiency

collaboration

For best results, we ask that you have one point of contact who communicates all ideas, updates, and information to the one designer assigned to your project.

re-write
change
move
increase
decrease
add
consult
highlight

1 to 1

sales representative

designer

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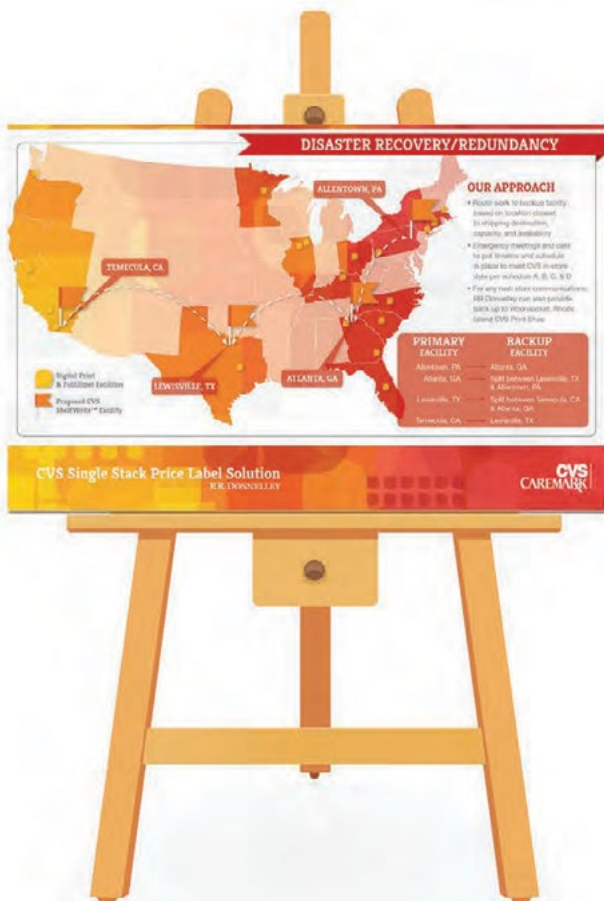
CVS

single stack price label solution



PRESENTATION BOARDS

large format boards for a guided walking tour of the facility that prints labels for clients

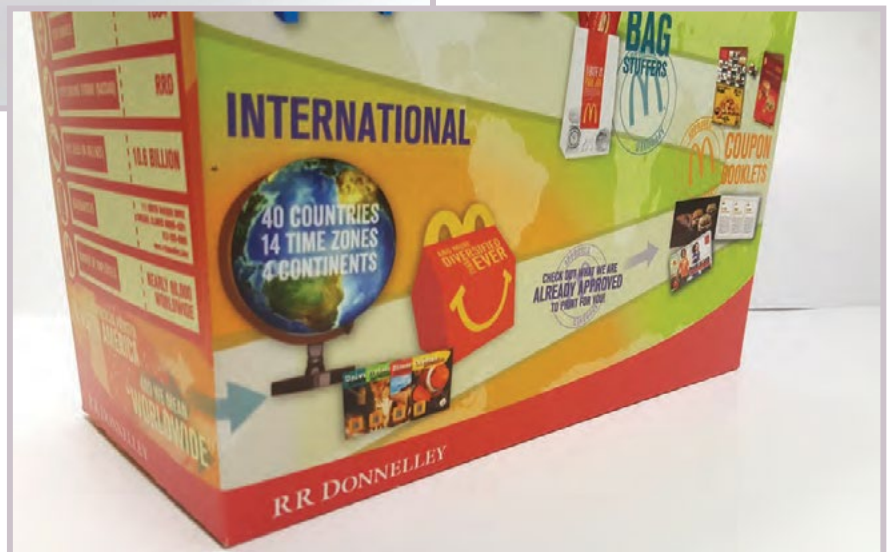


MCDONALD'S

happy media



MEDIA BOX FOR CONFERENCE

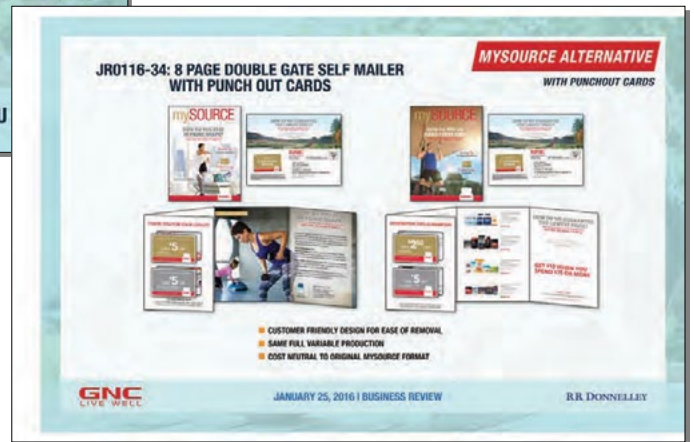


GNC BUSINESS REVIEW

january 2016 & may 2016



11x17 BOOKS



ACE HARDWARE

connecting customer media



11x17 BOOK



AGENDA

- ACE - MARKETING UPDATE AND GOALS
 - Validate strategies and test and learn results
- RETAIL MARKETING AND LOYALTY TRENDS
- RRD ADVANTAGE WITH ACE- RETAIL SOLUTIONS
- RRD'S DM PLATFORM AND EXPERIENCE
- INNOVATIVE SOLUTIONS
- RRD CONNECT - CONNECTED EXPERIENCE
 - Tools to execute omnichannel communications
- FOLLOW UP AND NEXT STEPS

ACE The helpful place.

FEBRUARY 5, 2016 | ACE REWARDS

RR DONNELLEY

CVS

retail trends and solutions

RR DONNELLEY COMPANY PROFILE

OUR SERVICES INCLUDE

- In-store Visual Merchandising
- Shelf marketing & inserts
- Newspaper inserts
- Loyalty programs
- Automated marketing engines
- Direct mail
- Distribution services
- Content creation and management
- Photography & promotions
- Digital & technology based solutions
- Employee communications
- Shareholder communications

STOCK TRADING SYMBOL (NASDAQ): RDD

\$11.5 BILLION in sales for 2014

OVER 150 YEARS of expertise and know-how

Ranked 248 on the FORBUNE 500 listing of America's largest corporations in 2013

OVER 500 Locations operating in North America, Latin America, Europe, and Asia

7th on Information Week's top 500 list

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CVS pharmacy

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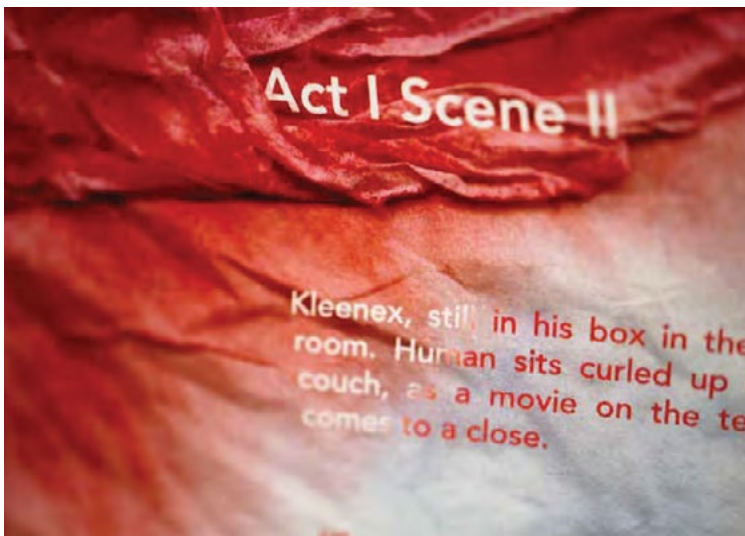
11x17 BOOK

UNIVERSITY OF DAYTON

august 2008 - may 2012



PROGRESSION SPREADS



14x11 BOOK

a page turner articulating the visual, literal, and emotional progression of the life of a kleenex

INNAPROPRIATE GIFTING



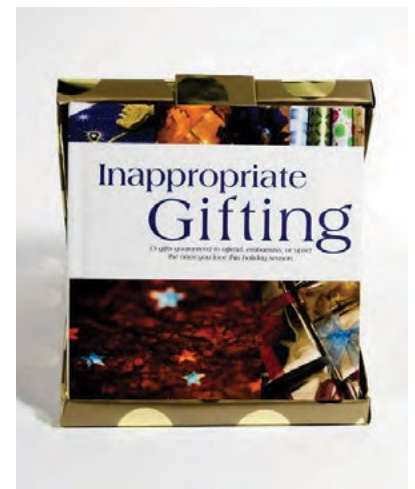
A Pet Rock

It is part of human nature to seek companionship. Many families open their doors to animals, as they give members the friendship they seek, as well as teach responsibilities of taking care of another living, breathing creature. Most families adopt puppies or kittens, but other common family pets include hamsters, fish, and frogs.



7X7 BOOK

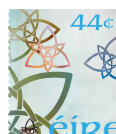
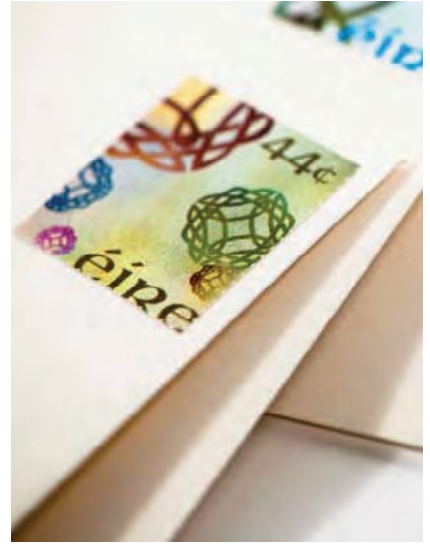
inspired by "decorative knitting," I was challenged to write a book - and the results were laughable.



IRELAND STAMPS

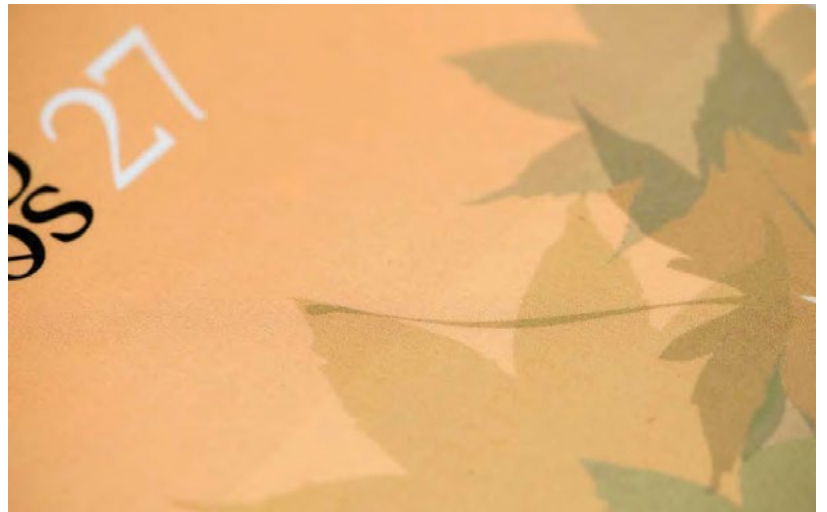
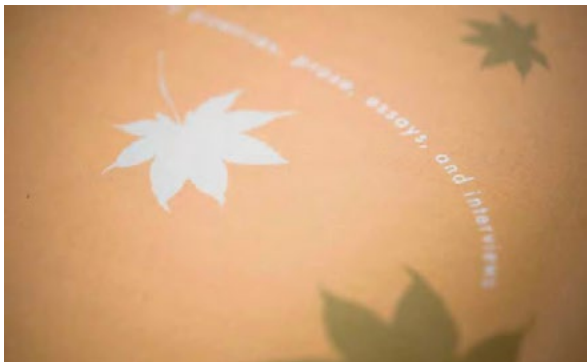
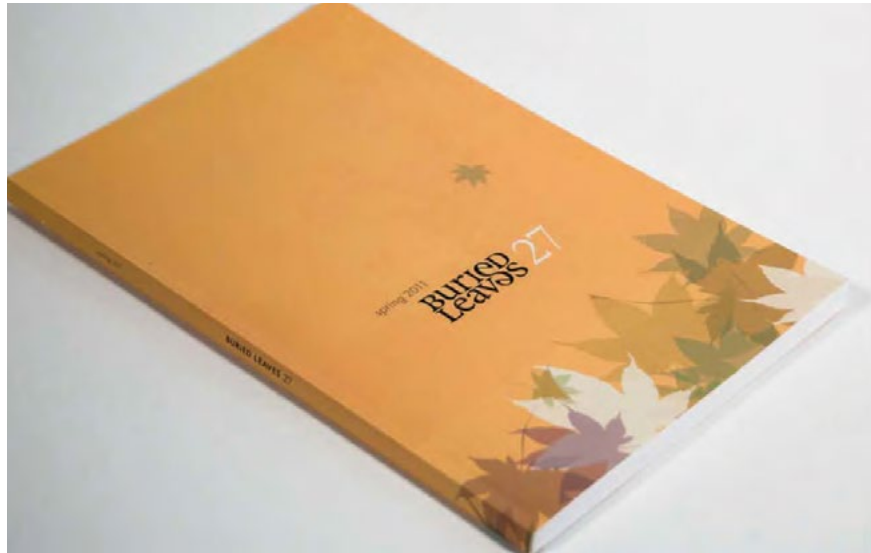
.875X1 INDIVIDUALLY

1.75X2 AS A UNIT



BURIED LEAVES

6X9 BOOK



THANK YOU



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- ◆ <https://www.behance.net/madisonsullivan>