



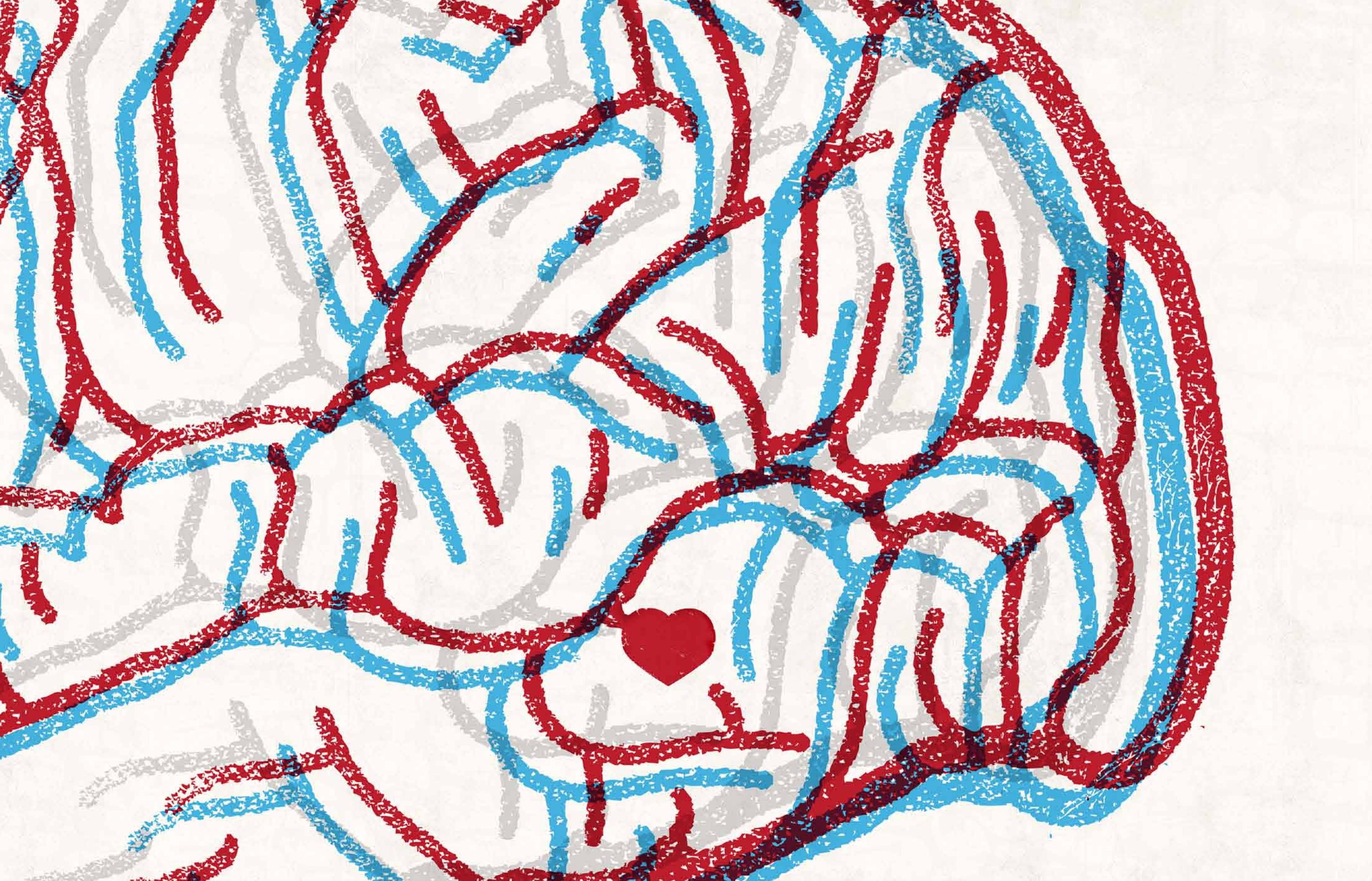
governor, especially in the Middle East. [\leftarrow Ar. *'amīr*, commander, prince.]

e•mir•ate (ī-mīr'īt, -āt') ▶ *n.* **1.** The office of an emir. **2.** The nation or territory ruled by an emir.

em•is•sar•y (ĕm'ī-sar'ē) ▶ *n.*, *pl.* **-ies.** One who advances the cause of another. [Lat. *ēmissārius*.]

e•mit (ī-mīt') ▶ *v.* **e•mit•ted, e•mit•ting** **1.** To release or send out matter or energy. **2.** To utter; express. **3.** To put (currency) into circulation. [Lat. *ēmittere*.] — **e•mis'sion** (ī-mīsh'ən) *n.* — **e•mit'ter** *n.*

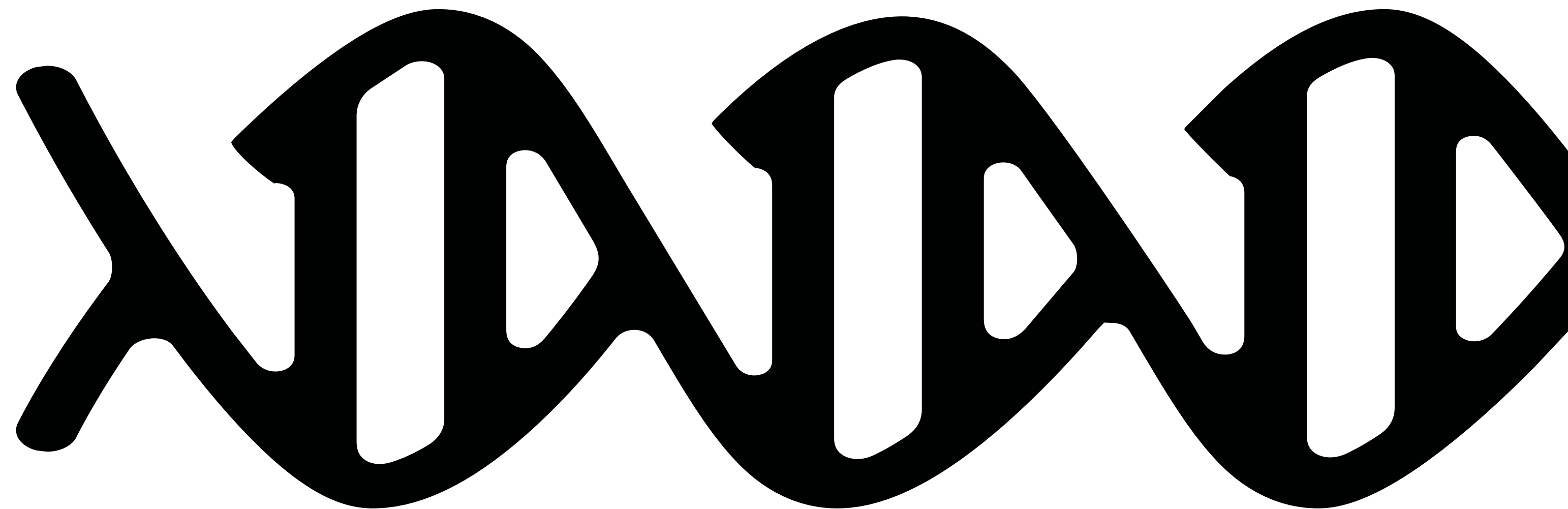
e•mol•lient (ī-mōl'yənt) ▶ *adj.* Softening and soothing, esp. to the skin. [\leftarrow Lat. *ēmolīre*.



Advertising entices the mind. Relationship branding reaches the heart.

It maintains continuity and focuses on human interactions with a brand at every contact point to convey the right message and deliver a positive personal experience so that the desired thoughts, feelings, attitudes, and perceptions become synonymous with the brand.

Relationship Branding



Emisare's staff members have contributed to the success of brands and organizations such as:

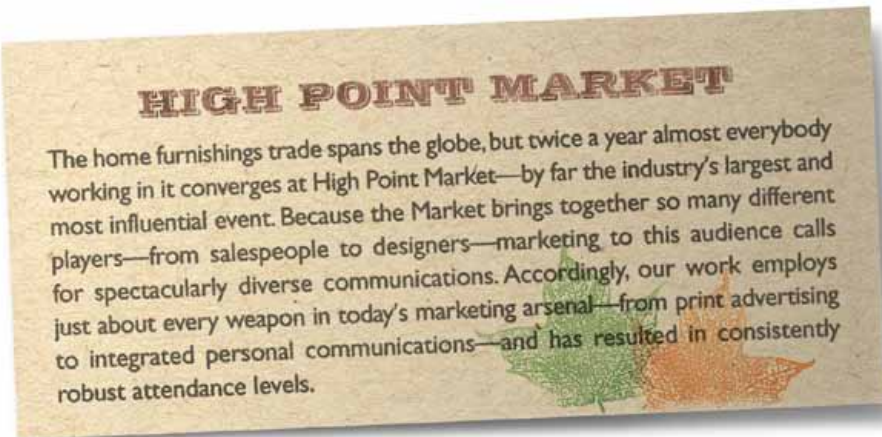
[AAF Triad](#) (page 66) | [Bell South Mobility](#) | [Biltmore Hotel](#) | [British Telecom](#) | [Bumperstatements.com](#) (page 71) | [Burlington Socks](#) | [Clairvia](#) (page 46) | [Center for Creative Leadership](#) | [Cellular One](#) | [City of High Point](#) | [Cosmetal Furniture](#) | [Davis Furniture](#) (page 44) | [Dudley Products](#) | [Duke Children's Hospital](#) | [Duke Power](#) | [eDiets.com](#) | [General Electric](#) | [Greensboro Chamber of Commerce](#) | [Greensboro Area Convention and Visitors Bureau](#) | [Hanes](#) | [Healthtex](#) | [High Point Market Authority](#) (page 8) | [High Point Theatre](#) (page 56) | [IBM](#) | [Implus Footcare](#) (page 34) | [Jefferson-Pilot Financial](#) | [Jhane Barnes Menswear](#) (page 40) | [KI](#) | [Krispy Kreme Doughnut Corporation](#) | [Lowe's Foods](#) | [Lowe's Home Improvement](#) | [Lincoln Financial Corporation](#) | [Noble's](#) (page 72) | [No Nonsense Hosiery](#) | [North State Communications](#) | [Novartis](#) | [Pastabilities](#) (page 70) | [Regal Boats](#) | [Synthon Pharmaceuticals](#) | [Tanger Factory Outlets](#) | [Thomasville Furniture](#) (page 64) | [Triad Health Project](#) (page 74) | [United Arts Council](#) | [United Guaranty Corporation](#) (page 52) | [VF Corporation](#) | [Volvo Heavy Trucks](#) | [Wachovia](#) | [Wrangler Jeans](#)



“Emisare has proven to be a highly competent, knowledgeable, flexible and cost-effective partner for the High Point Market Authority.”

“They are sharp strategic thinkers who take a problem-solving approach to achieving our marketing objectives. In execution, they pay close attention to detail, meet deadlines and return exceptional value for our budgeted dollars. Intimately involved with all aspects of our marketing program, they not only have the skill and dexterity to respond to immediate and unforeseen needs, but also maintain a long-term vision that allows us to achieve year-over-year improvement in our processes and results.”

- Brian Casey, President and CEO, High Point Market Authority



In a recent campaign, we summarized the Market's pivotal role in six memorable words:
The Premiere Market for World Premieres.
 This theme drove communications from the trade spread on this page, to the Flash animation on the opposite page, to countless other iterations.

THE PREMIER MARKET FOR WORLD PREMIERES
 High Point Market - October 1-7

10.01.07 ★★★★★ 10.10.07
 HIGH POINT MARKET PRESENTS THE FALL 2007 HIGH POINT MARKET SEPTEMBER 29 - OCTOBER 7, 2007

The Next World Premiere Begins 10.1.07

High Point Market offers you the premier networking, business building and idea inspiring experience in the home furnishings industry.

www.highpointmarket.org
 (888) 258-2588

highpoint MARKET
 the world's home for home furnishings

highpoint MARKET

More than 2600 exhibitors

The World's Home for Home Furnishings™

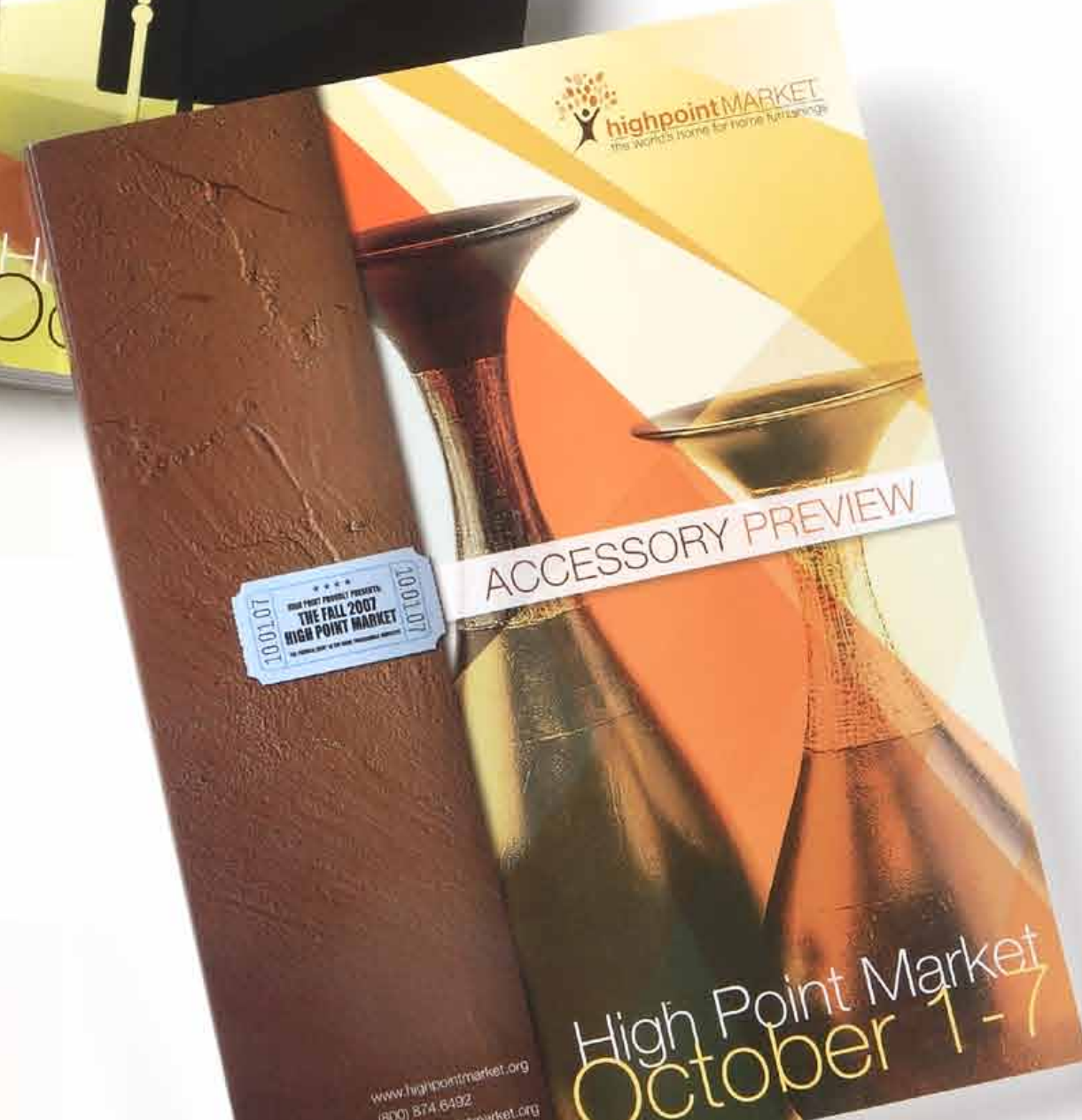
See the world's most comprehensive product selection, including more new products than all other markets combined. Connect to the hottest

REGISTER FOR UPDATES

Email:

P 11

Twice a year, Emisare helps High Point Market maintain its role as the preeminent market for the home furnishings industry by producing freshly designed trend forecast reports in print and digital formats.



As part of its semi-annual, fully integrated campaigns for High Point Market, Emisare creates twin preview guides showcasing ideas, people and products that are shaping the future of home furnishings. The guides must be individually attractive, yet complementary.



High Point Market is so uniquely comprehensive that everyone who attends is going to find an abundance of items and ideas suited to their particular needs. To express the diversity of Market's offerings, we devised a versatile collage motif—themed "Form at Function"—that presented it as an artful assemblage of products, people, ideas and innovations.





Advertising for the Collage campaign presented a blend of traditional and contemporary furnishings with quotes that paid homage to great design ideas, themed with the headline, "All the latest forms at one function."



The HPM "Form at Function" campaign was awarded First Place in the category of Attendance Promotion Campaign at the 2009 International Association of Exhibitions and Events (IAEE).



The HPM "Form at Function" campaign was awarded a Silver ADDY® in the category of Mixed/Multiple Media - National B-to-B.

“I’m compelled to write to you and tell you how much I like the current print ads that are running in the trade mags. As the advertising director at Wisconsin’s largest furniture retailer, I see a lot of ads come across my desk. The campaign you’re currently running is excellent. I applaud you for moving away from the usual.” – Robin Kinney, Advertising Director, Porters of Racine/Furniture Clearance Center

New York, NY to High Point, NC 461 miles
 Dallas, TX to High Point, NC 982 miles
 San Francisco, CA to High Point, NC 2346 miles
 Paris, France to High Point, NC 4094 miles
 Hong Kong, China to High Point, NC 8341 miles
 Sydney, Australia to High Point, NC 9563 miles

All the latest forms at one function...

The destination is not only the place, but a new way of seeing things.

highpoint MARKET
 the world's home for home furnishings

OCTOBER 20-26
www.highpointmarket.org
 (888) 284.3061 | info@highpointmarket.org

The question is not what you look at, but what you see.

All the latest forms at one function...

highpoint MARKET
 the world's home for home furnishings

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Precisely targeted direct mail narrowed the focus of the Collage campaign to answer the wants and needs of specific audience segments. As a result, registrations for the High Point Market held firm in the face of an economic downturn that hit the home furnishings industry especially hard.



Be @ the center
of everything.

CONNECT:
OCTOBER
17-22 2009



For 2009, we expanded on our "premier market" and "all the latest forms at one function" approach by positioning Market as the center of the home furnishings universe. The **Connect** concept promoted High Point as the place that connects you to the products, people, information and ideas that will make your business soar.

Full page (left) and consecutive small space ads announced the upcoming Market dates to our loyal fans with bright graphics that created a high-contrast complement to the content of the industry trades.

AAF
The HPM Connect campaign was awarded a Gold ADDY® in the category of Mixed/Multiple Media - National B-to-B.

INNOVATIONS/

Slick Details
DOORS SPORT HOCKEY PUCK KNOBS/

MODKNOBS ARE JUST that—door knobs with sleek lines, earth-friendly repurposed materials and superior locksets. Puck is crafted from hockey pucks, a durable vulcanized rubber with a hand-friendly grippy texture, and Matte is crafted from PaperStone, a 100 percent post-consumer recycled cardboard. Coordinating deadbolts are available for exterior applications.

For more information, visit www.modknobs.com.

Old Wood, New Use
BOWLING ALLEYS BECOME STRIKING FURNITURE/

LANES FROM AN abandoned bowling alley were used to create William Stranger's Second Life collection. The series uses pieces of salvaged wood from California's Twin Lanes for what Stranger refers to as "urban salvage," a fresh adaptation of reclaimed materials.

OF NOTE/

Q & A with Terri Maurer, FASID
NEW BOOK SHARES BUSINESS BEST PRACTICE CASE STUDIES/

A PAST PRESIDENT of ASID, Terri Maurer, FASID, is co-author—with Eco-Structure editor Katie Weeks—of *Interior Design in Practice: Case Studies of Successful Business Models*. Maurer, principal of Maurer Design and Consulting, shares unique challenges of running an interior design business in the book.

LOOK FOR
Education for interior designers and other professionals. The book provides a broad perspective on owning their own business. In addition to the personal consultants contributed valuable information.

ASK
Each for the book?
I extend in our profession, it seemed the best way to create and build a successful practice. It allowed us to share our experiences and their businesses. This book reveals the real lessons from those who have gone before.

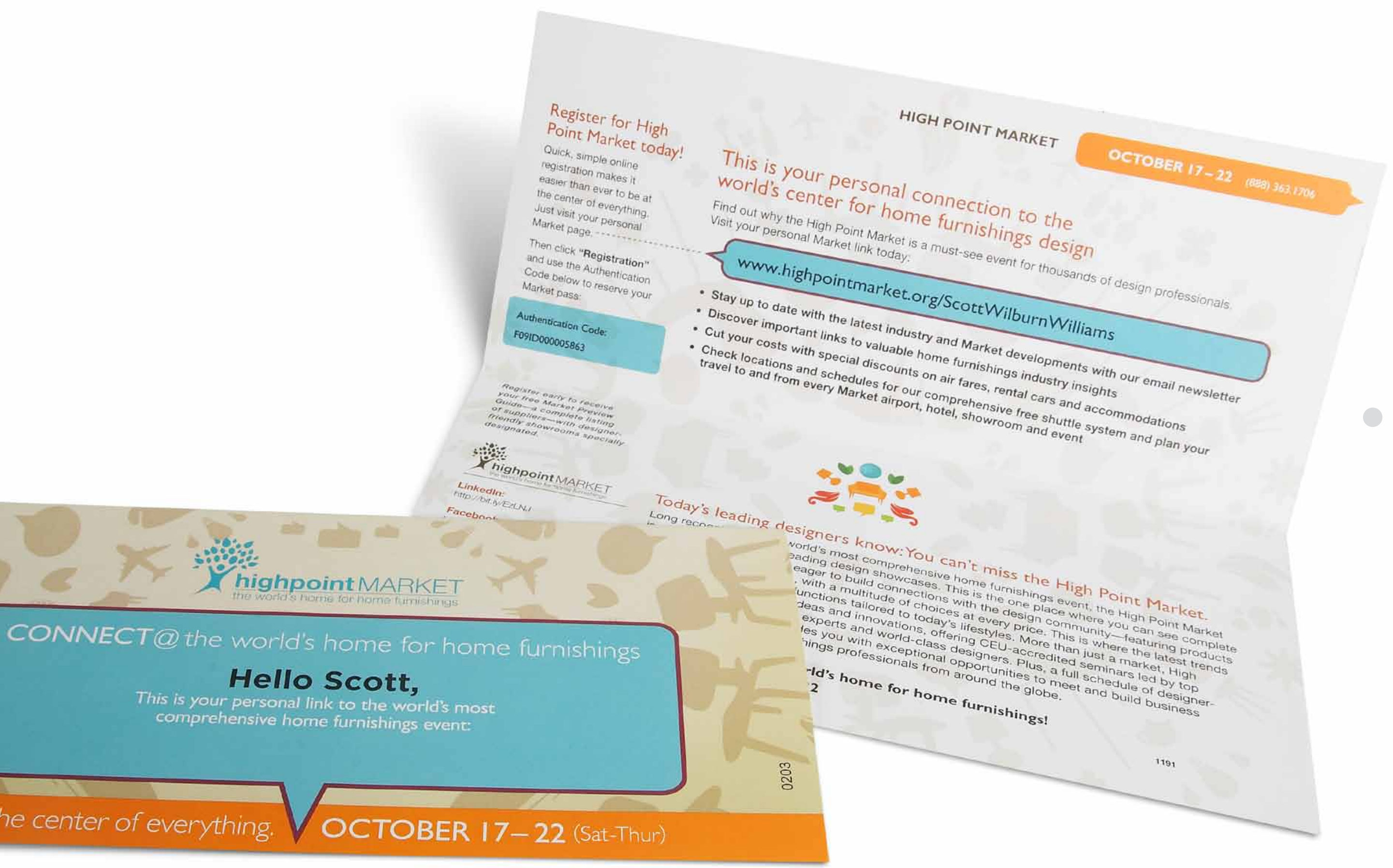
OK, WHAT INSIGHTS OR LESSONS LEARNED
Business models make up our profession. I knew how varied the models are, but how many different channels there are for us to reach our customers is business" regardless of what profession we are in. As a business owner, it is our responsibility to strategically move that business to success.

FOR OWNERS WHO ALREADY HAVE A BUSINESS?
I am a believer in life-long learning. I continue to learn from the book. As a believer in life-long learning, I agree as the thought leaders of our profession. You can learn from the book. As a believer in life-long learning, I agree as the thought leaders of our profession. You can learn from the book. As a believer in life-long learning, I agree as the thought leaders of our profession. You can learn from the book.

CONNECT:TRENDS
@the world's home for home furnishings
There is one place where the currents of constantly changing lifestyles converge to form the products and ideas that will sweep across the consumer landscape. Connect with all the trends that will inspire your customers in the coming season at the most comprehensive market in the world. Be @ the center of everything.

CONNECT:PRODUCTS
@the world's home for home furnishings
The forms, functions, patterns, colors and styles that will transform your customers' homes are all here, at the one place universally recognized as our industry's center of innovation. Connect with all the products that your customers want most at the most comprehensive market in the world. Be @ the center of everything.

www.highpointmarket.org | 888.238.1556 | info@highpointmarket.org



The key to the Connect approach, however, was not to just say that Market connects you to the center of the home furnishings world, but to build that connection. Direct mail pieces (left) encouraged recipients to visit their personalized web pages (PURLs, above), from which they could register; book their travel and accommodations, search for showrooms and seminars, plan their Market activities and receive valuable industry insights.



High Point
MARKET
WEEK



Having established the High Point Market as the premier event in its industry, the place to see the new, the now, the enduring and the possible in home furnishings—and to connect with the people and ideas that can make your career—we began elevating its position to the status of a major cultural event. As FashionWeek is to apparel, **Market Week** is to home furnishings. Advertising conveyed the breadth of the High Point experience in words and images, creating a sense of wonder and discovery.



The **Market Week** campaign was awarded Runner-up in Best of Show, as well as Judges Choice in the category of Mixed/Multiple Media - National B-to-B.



The **Market Week** campaign was awarded a Gold ADDY® in the category of Mixed/Multiple Media - National B-to-B.

Preview guide covers communicated novelty and innovation with on-trend colors and shots of high-end furnishings. Accompanying graphics were clean and simple, setting Market Week as the frame around its diverse set of offerings. The headline reinforced our major event positioning, proclaiming Market Week as "The next six days that matter."



Direct mail to designers used a multitude of rich images, taken from Market showrooms, to communicate the fullness of the Market Week experience.

Already one of the most useful and informative websites in the event industry, the High Point Market site underwent a complete transformation as part of our Market Week approach. Simplified graphics, more artistic imagery and improved navigation, along with incorporation of the Web 2.0 design techniques, created a first impression of Market as an innovative, world-class event—and made it even easier to register, make your travel plans and find the exhibitors you most want to see.



The **High Point Market Authority** website was awarded a Gold ADDY® in the category of Interactive Media/Website, B-to-B HTML Services.

Taking advantage of mobile web technology to enhance the Market Week experience even further, we launched **MyMarket**. This powerful, flexible planning and communications tool allows visitors to develop a complete Market Week plan, connect with colleagues, schedule meetings, keep up with the latest buzz and improve their at-Market experience, from any place, at any time.





"Great design sparks the magic in home furnishings, but it's a core of unique talent that brings the magic to market - from designers who understand manufacturing as well as aesthetics, to artisans who create the beautiful forms and finishes, to the manufacturers and marketers who interpret the designs for consumers' lifestyles. That heritage of talent, with its heart in High Point, is just one of the reasons the American Society of Furniture Designers traditionally holds its events in High Point twice each year."

- Jane F. Matthews, Executive Director, American Society of Furniture Designers

Jane Matthews, one of the many industry leaders who celebrate High Point as the world's home for home furnishings. See what others have to say at: www.marketportraits.com

highpoint MARKET
the world's home for home furnishings

HIGH POINT MARKET | April 7-13
www.highpointmarket.org
(888) 258-2558 | info@highpointmarket.org

The High Point Market is the world's largest home furnishings event largely because High Point is where much of the industry's intellectual capital is located. To support the city's predominant position, Emisare created the **Creative Class** campaign, which encouraged manufacturers and importers to locate their corporate headquarters, their plants and their U.S. distribution facilities in the area. The campaign artfully presented recognized industry leaders extolling the many benefits of being so close to such a wide variety of resources.

"Serving the consumer and contract markets, with domestic manufacturing and international sourcing, our business embraces the full global scope of the furniture industry. To simplify this complex world, we invest our energies and resources where they deliver the greatest return. That's one of the reasons we choose to locate our corporate headquarters near the High Point area. This is the center of the home furnishings universe, where easy access to the complete range of suppliers and support services, plus the world's leading home furnishings market, creates a synergy that empowers us to cost-effectively perform at our highest level."

- Alex Bernhardt, Sr. Chairman and CEO, Bernhardt Furniture Company

Alex Bernhardt, Sr. is one of the many industry leaders who celebrate High Point as the world's home for home furnishings. See what others have to say at: www.marketportraits.com

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"Our customers are inviting us into their homes, to become a part of their lives. The Kathy Ireland brand honors that invitation with products that go beyond translating fashion trends to create solutions for families, especially busy moms. High Point is where we find companies that share our core values, have the talented people who can achieve our vision and have demonstrated excellence through a long tradition of developing fine home furnishings - the partners who can help us deliver the solutions that ensure we're always welcome."

- Kathy Ireland, CEO & Chief Designer, Kathy Ireland Worldwide

Kathy Ireland is one of the many industry leaders who celebrate High Point as the world's home for home furnishings. See what others have to say at: www.marketportraits.com

highpoint MARKET
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"Home is where the heart is. It's been said so many times that the words just settle on our ears like old friends on the front porch. But it's a thought I keep returning to again and again - that those simple things we pass each day, sometimes without even noticing, both shape our sense of beauty and provide a source of lasting joy. When I began working to express this thought in a collection of home furnishings, I found that the skills, talents and abilities of the people in the High Point area were an invaluable resource in helping me create furnishings that become more than just a part of people's homes, but a part of who they are."

- Bob Timberlake

Bob Timberlake is one of the many industry leaders who envision High Point as the world's home for home furnishings. See what others have to say at www.marketportraits.com

highpoint MARKET
the world's home for home furnishings

HIGH POINT MARKET | April 7-13
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"The home is an extension of the self, the place that best expresses who we are. Creating fine furnishings that give voice to the individual and getting them into people's homes - requires inspired design, expert manufacturing, a Market that brings in the right buyers, and a transportation network that understands the furniture business. That's why red egg chose to relocate in High Point. As the center of the home furnishings industry, this is the one place with everything we need to create beautiful, functional, unusual pieces that make the room and delight the individuals who own them."

- Carol Gregg, Owner and Chief Designer, red egg

Carol Gregg is one of the many industry leaders who envision High Point as the world's home for home furnishings. See what others have to say at www.marketportraits.com

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the world's home for home furnishings

HIGH POINT MARKET | April 7-13
www.highpointmarket.org
(888) 258-2558 | info@highpointmarket.org

"Serving the luxury market, Century's success depends on our ability to tailor our furnishings to the discriminating tastes of upper end consumers and interior designers. The vast resources available in the High Point area - from makers of fine finishes, veneers and fabrics to talented designers, craftsmen and artisans - are essential to the effective execution of our customization strategy. In addition, the High Point Market is the only venue that affords us the space to present our full product offering and complete personalization capabilities."

- Alex Shuford, Sr. President and CEO Century Furniture

Alex Shuford is a central industry leader who oversees Century's success in the world's home furnishings. See what others have to say at www.marketportraits.com

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The Creative Class campaign spread through a variety of media, including print ads in trade publications, at-Market signage and special online microsites, reinforcing High Point's position as the world's home furnishings hub to suppliers and retailers alike.

highpoint MARKET
the world's home for home furnishings

Carol Gregg
Owner and Chief Designer, red egg

Kevin O'Connor
Sales Manager,
A Home of Home Holdings, Inc.

Bob Timberlake

Megan & Alexander Julian
Partners, Alexander Julian, Inc.

Alex S.
President & CEO, Century F.

HIGH POINT MARKET | October 21-28 | www.highpointmarket.org | (888) 258-2558 | info@highpointmarket.org

highpoint MARKET
the world's home for home furnishings

Megan & Alexander Julian
Partners, Alexander Julian, Inc.

HIGH POINT MARKET | October 21-28 | www.highpointmarket.org | (888) 258-2558 | info@highpointmarket.org

highpoint MARKET
the world's home for home furnishings

"In our home furnishings design, we seek to provide the aesthetic encouragement that lead people into discovering and expressing their truest selves. The depth and breadth of resources in the High Point area offer us a unique opportunity to be involved in the entire process of developing these designs, from the first conceptual sketches, through manufacturing to the presentation of the finished products. And as the only selling venue where buyers can really focus exclusively on home furnishings, the High Point Market allows us to make the most compelling presentation of our ideas."

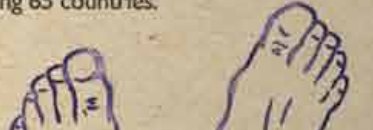
- Megan and Alexander Julian, Partners, Alexander Julian, Inc.

HIGH POINT MARKET | October 21-28 | www.highpointmarket.org | (888) 258-2558 | info@highpointmarket.org



E Client: Implus Footcare

IMPLUS FOOTCARE
 Implus is an innovative leader in footwear accessories—a huge and ever-expanding market. Emisare helps the company market such flagship brands as Yaktrax and Sof Sole with integrated campaigns reaching 65 countries.



YAKTRAX

MAKE YOUR OWN TRAIL

The Yaktrax Stable Trax™ Footbed offers foot guidance via a dual-density heel plate and deep heel cup, resulting in an amazingly stable footstrike environment. IMPLUS® foam with Hydrologix™ moisture management system is added to provide incredible comfort. www.yaktrax.com

STABILITY FOOTBED

THE IMPLUS LINE OF FOOTCARE PRODUCTS APARA SNEAKER BALLS SOF SOLE YAKTRAX www.implus.com

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THE IMPLUS LINE OF FOOTCARE PRODUCTS APARA SNEAKER BALLS SOF SOLE YAKTRAX www.implus.com

Serious hikers facing difficult terrain can go where few have gone before, thanks to Implus' YakTrax traction accessories. Our print campaign invites explorers to make their own trail.

FREEDOM

SOMETIMES
PUTTING
ON
CHAINS
IS
THE
ONLY
WAY
TO
GET
THERE.

YAKTRAX
Confidence on Packed Snow and Ice

www.yaktrax.com

THE IMPLUS LINE OF FOOTCARE PRODUCTS | APARA | SNEAKER BALLS | BOF SOLE | YAKTRAX | www.implus.com

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THE IMPLUS LINE OF FOOTCARE PRODUCTS | APARA | SNEAKER BALLS | BOF SOLE | YAKTRAX | www.implus.com

YAKTRAX PRODUCTS | PRESS | TESTIMONIALS | STORE | YAKFACTS | RETAILERS | CONTACT

FREEDOM

Where have Your **YAKTRAX** BEEN?
ENTER TO WIN!

WALKER Designed as a lightweight traction device for shoes

Pro Great for the more active winter enthusiast

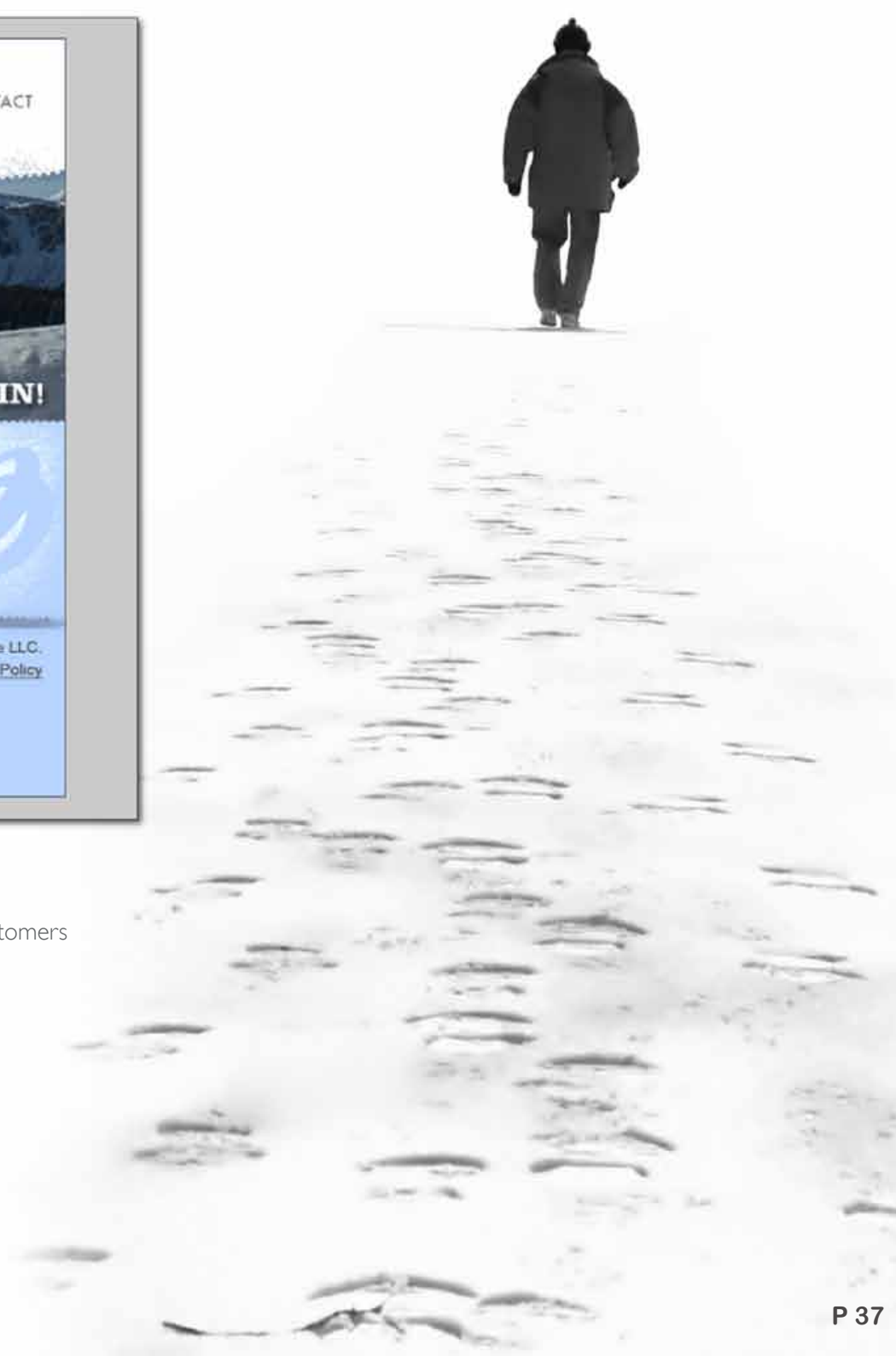
REGISTER FOR MORE INFORMATION
 REGISTER

RETAIL LOG-IN

Yaktrax is a registered trademark of Implus Footcare LLC.
© 2009 Implus Footcare LLC. Privacy Policy

The theme of freedom was especially appropriate for the YakTrax website, which makes it exceptionally easy for customers to order the product, find retailers and take advantage of promotions.

To those who don't want to be limited by the hazards of icy roads and trails, YakTrax makes the irresistible promise of freedom. This theme, delivered in print and web versions, drives healthy sales growth for the brand.



“Emisare has played a big part in helping take the Implus brand to the next level.”

– Todd Vore, President and CEO, Implus Footcare, LLC.

CHEATER

Sof Sole performance insoles give runners a hidden advantage by delivering exceptional cushioning and support that empowers them to train harder, longer and compete at a higher level. Move your customers – and your footwear sales – to the front of the pack; let them experience Sof Sole's performance enhancing difference when they try on their new athletic shoes.

Sof Sole Product Shows: ATHLETE

Key Features:
 Gel foam and flexible protrusions
 Hydrologix™ moisture management system
 Max cushioning
 Moisture wick

SOF SOLE

CHEATER

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Sof Sole Product Shows: STABILITY

Key Features:
 Dual-density bio-curable
 Ultra-lightweight
 Multi-layer cushioning
 Moisture wick

SOF SOLE

CHEATER

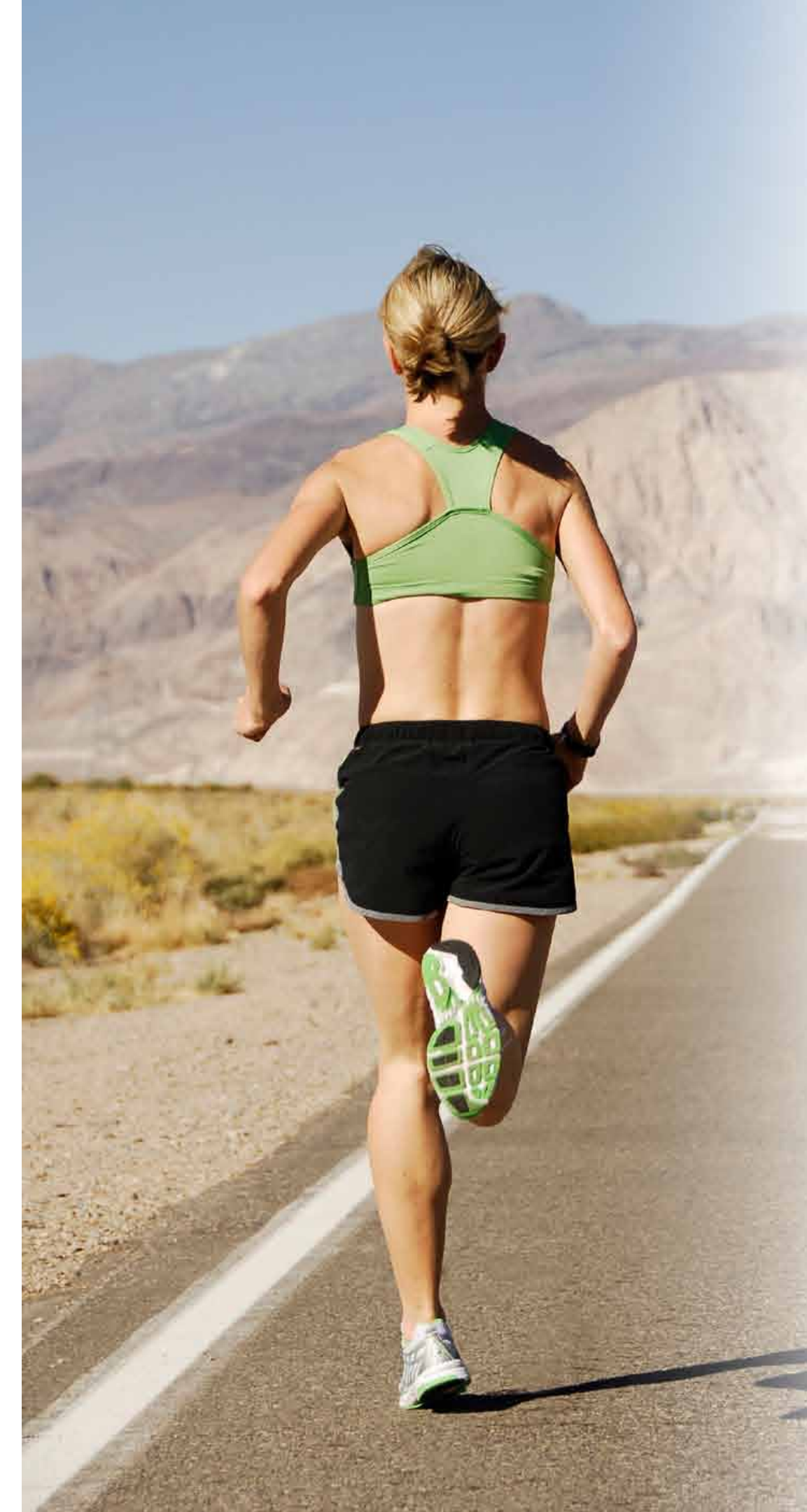
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Sof Sole Product Shows: ARCH

Key Features:
 Gel foam and flexible protrusions
 Hydrologix™ moisture management system
 Max cushioning
 Moisture wick

SOF SOLE

If you're a competitive runner, Sof Sole inserts will give you a performance boost. (Be warned—your competitors may resort to name-calling.)
 Our print ads are one part of a multimedia campaign that presents a motivating brand based on the dream of pulling ahead of the pack.



SOF SOLE PRODUCTS RUNNING RETAIL LOCATOR PRESS CONTACT US

THE SUN IS JUST HAD IN MY NEW ABOUT INJURED WAS FUN! AND IT'S BECAUSE OF THE ADAPT. THEY FELT LIKE THEY HUGGED MY HEELS AND I COULD FEEL THE SUPPORT STRONGLY. YET THEY WERE COMFORTABLE. I LOVE THE DASH FOR INJURY-REDUCTION, IT'S TELLING YOU I THOUGHT I LOVED THE GEL INSERTS BUT NOW I HAVE A NEW FAVORITE. KAREN H.

The Sole of Performance

SOF SOLE COMMUNITY EVENTS
 Denver Marathon Health & Fitness Expo
 October 10-19, 2008
www.denvermarathon.com

SOF SOLE TESTIMONIALS
 Dear Sof Sole,
 What I wanted to let you know is that I bought a pair of the Sof Sole Lite socks (one of with Left/Right markings) at the Expo and wore them for the race on Monday. The socks were a dream, and I will definitely pass...
KERRY - RENO, NV

ASK DOCTOR SHARNOFF
 Dr. David G. Sharnoff has been named the official podiatric consultant of sofsole.com. Dr. Sharnoff serves as podiatry consultant for the Women's Triathlon Association and has written numerous articles for publications such as Tennis Magazine, Walking Magazine and Golf Digest.

SOF SOLE PRODUCTS RUNNING RETAIL LOCATOR PRESS CONTACT US HOME

PERFORMANCE BOOSTER
ULTRA 125
 I BOUGHT A PAIR OF THE SOF SOLE ARCH SOCKS (ONE OF WITH LEFT/RIGHT MARKINGS) AT THE EXPO AND WORE THEM FOR THE RACE ON MONDAY. THE SOCKS WERE A DREAM, AND I WILL DEFINITELY PASS...
KERRY - RENO, NV

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ARCH
 Maximum Arch Support for High Impact Activities

- Gel arch protection
- Hydrologix™ moisture management system
- Max cushioning
- High arch

PRODUCT SPECIFICATIONS

11105	M 7-8.5
11106	M 9-10.5
11107	M 11-12.5

[RETURN TO LISTING](#)

SOF SOLE PRODUCTS RUNNING RETAIL LOCATOR PRESS CONTACT US HOME

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ULTRA 125
 I BOUGHT A PAIR OF THE SOF SOLE ARCH SOCKS (ONE OF WITH LEFT/RIGHT MARKINGS) AT THE EXPO AND WORE THEM FOR THE RACE ON MONDAY. THE SOCKS WERE A DREAM, AND I WILL DEFINITELY PASS...
KERRY - RENO, NV

The Sole of Performance

SOF SOLE COMMUNITY EVENTS
 Denver Marathon Health & Fitness Expo
 October 10-19, 2008
www.denvermarathon.com

SOF SOLE TESTIMONIALS
 Dear Sof Sole,
 What I wanted to let you know is that I bought a pair of the Sof Sole Lite socks (one of with Left/Right markings) at the Expo and wore them for the race on Monday. The socks were a dream, and I will definitely pass...
KERRY - RENO, NV

ASK DOCTOR SHARNOFF
 Dr. David G. Sharnoff has been named the official podiatric consultant of sofsole.com. Dr. Sharnoff serves as podiatry consultant for the Women's Triathlon Association and has written numerous articles for publications such as Tennis Magazine, Walking Magazine and Golf Digest.

ATHLETE
 Maximum Arch Support for High Impact Activities

- Gel arch protection
- Hydrologix™ moisture management system
- Max cushioning
- High arch

PRODUCT SPECIFICATIONS

11105	M 7-8.5
11106	M 9-10.5
11107	M 11-12.5

[RETURN TO LISTING](#)



 Client: Jhane Barnes



When we first started working with Jhane Barnes, the phenomenal designer was putting out stunning clothing but an inconsistent brand. We helped her define and focus it, creating a distinct identity in a category of brands that paradoxically tended to blend together.

When Jhane Barnes was honored with a retrospective at the Dallas Museum of Art, Emisare was honored with the task of creating an invitation elegant and original enough to appropriately represent the brand.

JHANE BARNES

Neiman Marcus
cordially invites you
to celebrate
20 years
of design



Join us in welcoming
Jhane Barnes to
Dallas for this
exclusive premiere of
her design retrospective
of fabrics, fashions,
and furniture.

Monday,
September 16
6:30 pm
The Hamon Atrium
Dallas Museum of Art
1717 N. Harwood Street

Please reply by
September 11
9AM Central
Pamela Rodriguez
310.288.1102
pamela@emisare.com

JHANE BARNES

Jhane Barnes is an icon of high-end men's fashions, a position she earned by designing clothing utterly different from anybody else's. In addition, her mathematics-inspired fabric designs have found their way into carpet, upholstery and furnishings for the likes of Google, Delta and Sony.



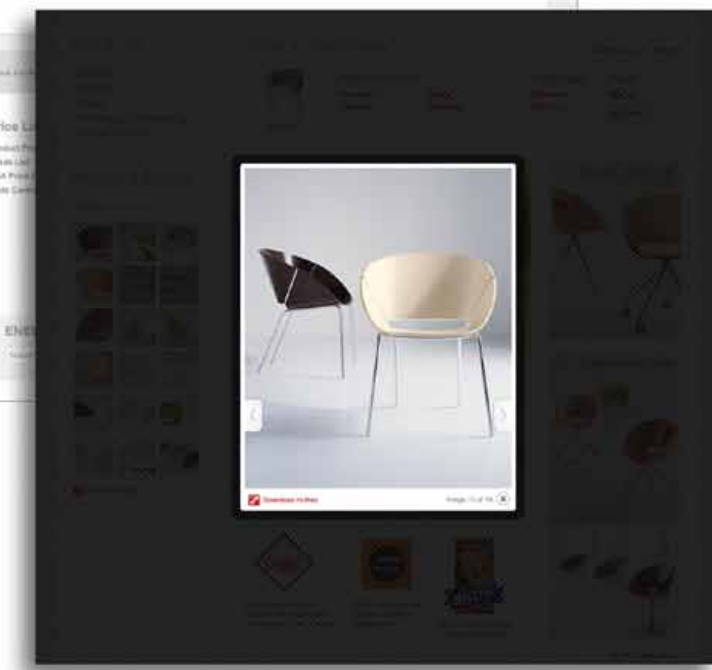
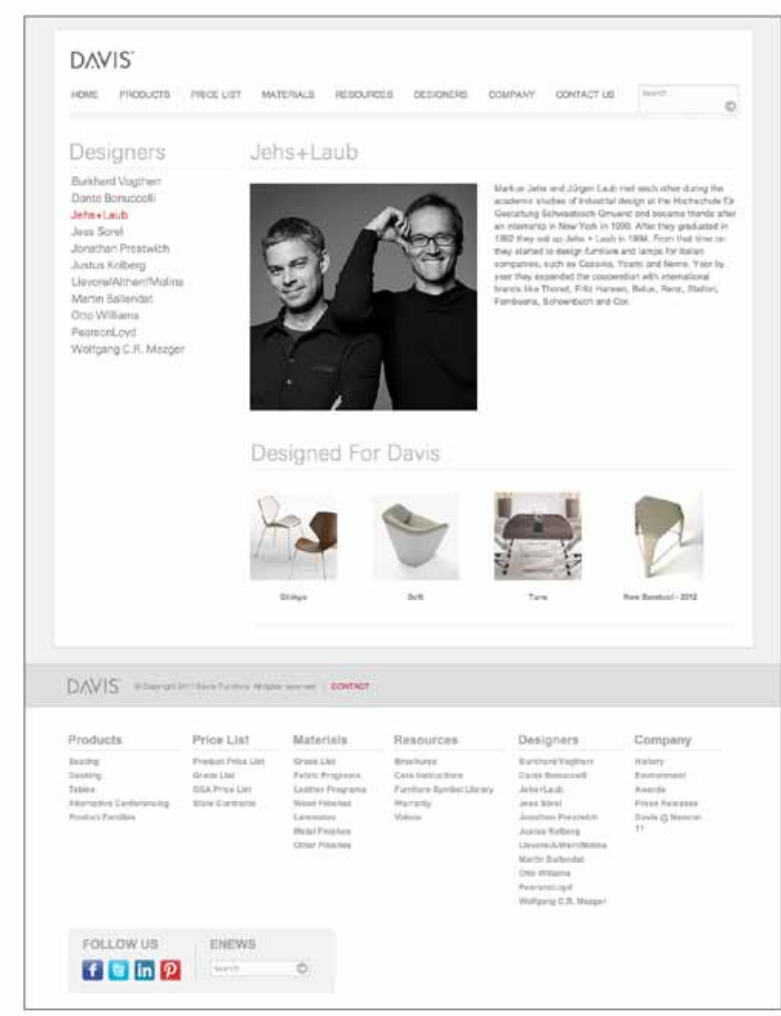
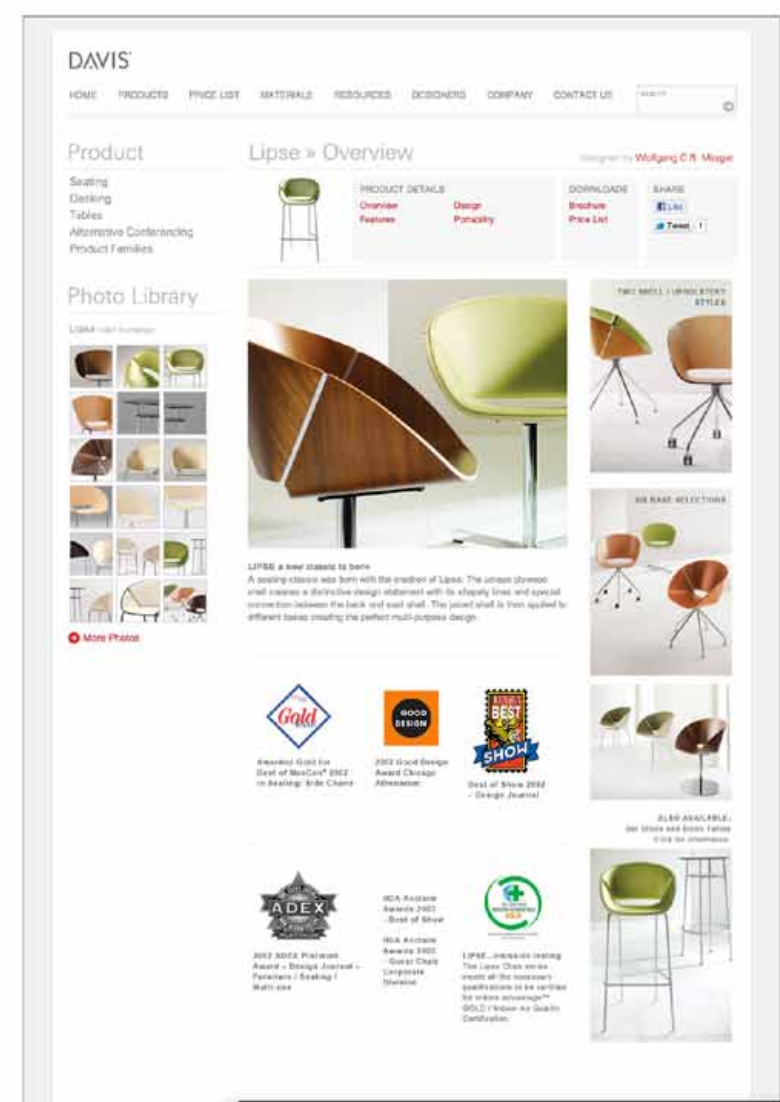
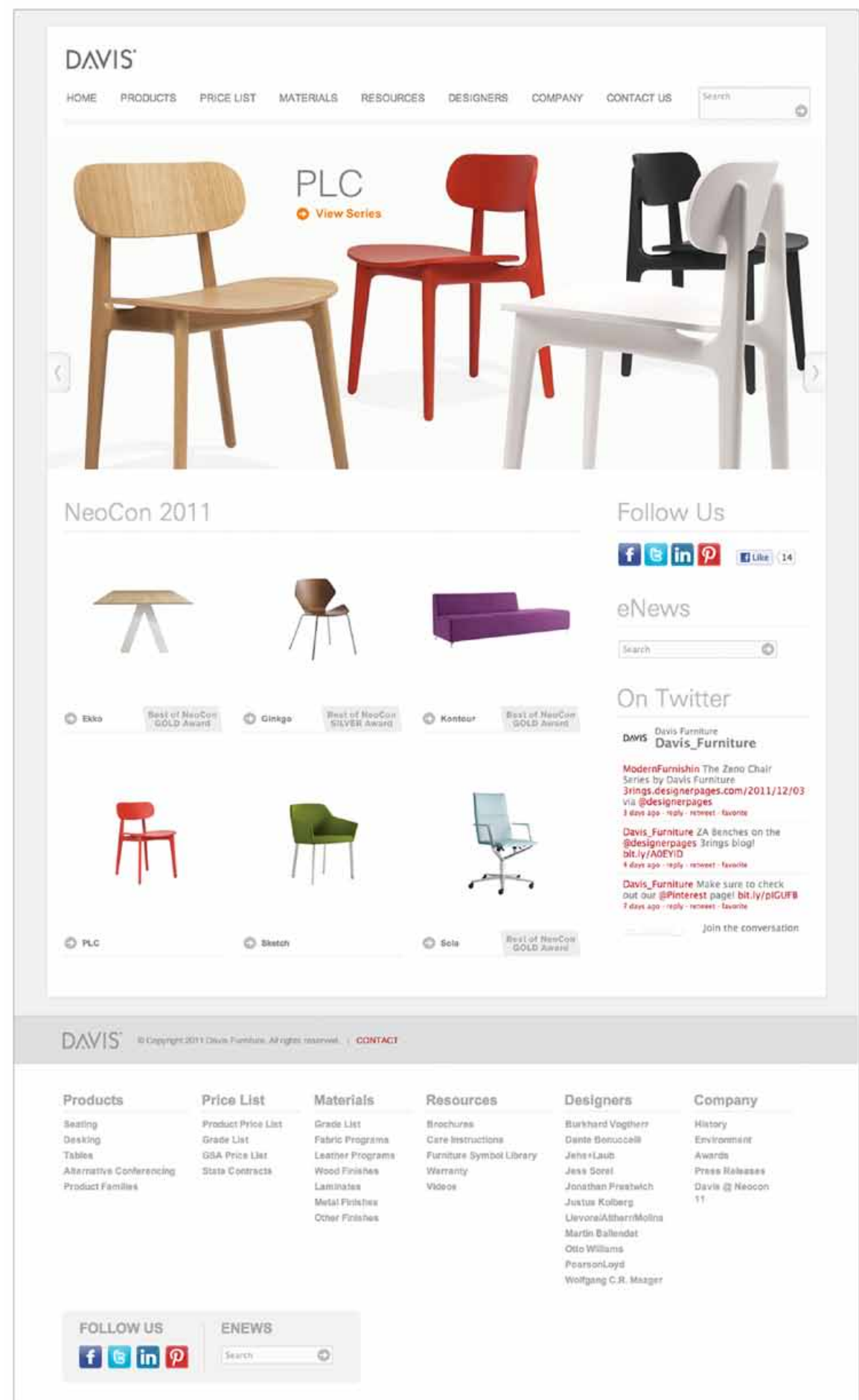
Because so much fashion marketing looks the same, we make sure everything we do for the Jhane Barnes brand is as unconventional as her work.

“Emisare created a website that perfectly embodies the high-design appeal of the Davis Furniture brand. More than just beautiful to look at, it presents our vital information in a well-organized and easily accessible fashion.” – Ashley Davis, Davis Furniture

E Client: Davis Furniture

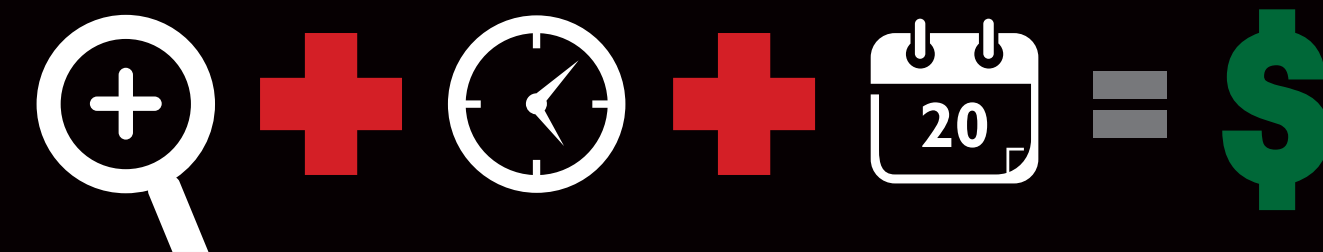
DAVIS FURNITURE

Davis Furniture offers a wide variety of contemporary business furniture for the corporate, hospitality and healthcare environments. Each piece is an embodiment of quality and value—the end result of superb design and manufacture.



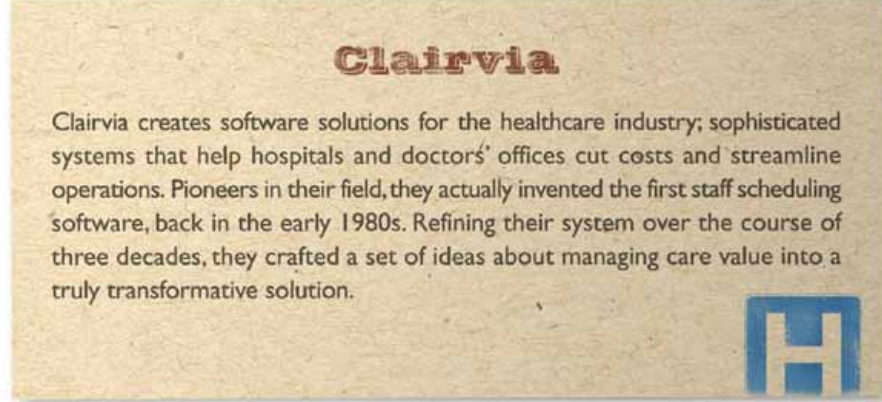
One of Davis Furniture's strengths is the breadth of their offerings. The downside to such extensive output is that it can be overwhelming for the interior designers that are Davis' primary customers. Emisare needed to create not just a website, but an easy-to-navigate database of all the company's products. Customers love it because it is efficient and cleanly designed, organizing and presenting a huge collection of furniture in an engaging way. Davis loves it because their diverse teams can easily add products to the site without disrupting the consistency of the design. An added bonus: drastically reduced print catalog costs.

AAF The Davis Furniture website was awarded a Silver ADDY® in the category of Interactive Media/Website - National B-to-B.



A small software development firm came to us with a big branding challenge. Operating under the name AtStaff, they had developed what is perhaps the industry's leading staff scheduling software system. But "staff scheduling" doesn't even begin to touch on the benefits their solution delivers. Matching patient needs with caregiver abilities, in real time, to achieve desired clinical outcomes, the system can improve the quality of care while increasing patient, staff and physician satisfaction—and cutting costs.

In short, the benefits are transformative. Seizing on the company's name change—from AtStaff to Clairvia—we developed a transformative approach to communicating the benefits of their solution, one that is built on ideas, not products, focused on real-world results rather than program features, and that initiates conversations, instead of selling products.



Monday, March 1, 2010, 12:30 p.m.
Better knowledge begins to create better patient outcomes.

Optimize every moment.
 HIMSS10
 Georgia World Congress Center
 Booth 2715

Monday, March 1, 2010, 12:30 p.m.
More efficient, more effective healthcare delivery begins.

Optimize every moment.
 HIMSS10
 Georgia World Congress Center
 Booth 2715

Monday, March 1, 2010, 12:30 p.m.
The transformation begins.

Optimize every moment.
 HIMSS10
 Georgia World Congress Center
 Booth 2715

Monday, March 1, 2010, 12:30 p.m.
A better patient experience begins to drive a better financial performance.

Optimize every moment.
 HIMSS10
 Georgia World Congress Center
 Booth 2715

Monday, March 1, 2010, 12:30 p.m.
Better knowledge begins to create better patient outcomes.

Optimize every moment.
 HIMSS10
 Georgia World Congress Center
 Booth 2715

Clairvia

27 THURSDAY JULY 4:08 P.M.

One moment in real time

Optimize every moment™

27 THURSDAY JULY 4:08 P.M.

Ellen Watkins, Nurse Manager, has just reviewed next week's schedule.

Based on a comprehensive, evidence-based assessment of current patient needs, the desired courses of care for scheduled admissions and a forecast of uncheduled admissions built from historical data, her schedule reflects the most accurate allocation of nursing resources possible.

27 THURSDAY JULY 4:08 P.M.

George Miller is being moved to the telemetry unit.

Moments earlier in the ER, George Miller received information to include...

Jean Turner, RN is planning to spend Saturday with her grandson.

Accompanying her, Jean looked at morning and patient assignments for the week for her unit. She's confident that the care team will manage the afternoon shift and get everything done. Well, not based on a thorough knowledge of the shift's resources to help her patients, outside of their families, as she can't spend time with them.

Dr. West is scheduling two cardiac bypass surgeries.

Based on the area's leading cardiologists' practice, the most heart-healthy patients will benefit from high-quality cardiac care that results in positive patient experience and optimal outcomes.

Optimize every moment™

27 THURSDAY JULY 4:08 P.M.

Charles Owen's care team is planning the next phase of his treatment.

During the interdisciplinary rounding, the physician, case manager, and nurse review Charles's current condition compared to his desired patient progress plan. The team reaches an evidence-based conclusion that he can move out of the ICU five hours ahead of schedule.

Anita Wallace arrives for total hip replacement surgery.

Resources are already scheduled for this planned admission to the orthopedic unit, through a process that ensures Anita will be cared for by clinicians with the appropriate skill sets throughout the entire course of her stay.

Elizabeth Martin is going home.

Typically, a patient like Elizabeth would have spent another night in the hospital. But since her caregivers were able to coordinate the resources required to achieve the most efficient care outcome at every moment of her stay, she has achieved a rapid recovery.

Optimize every moment™

The transformation began on March 1st 2010, at a major healthcare industry trade show. Direct mail and email outlined the benefits of Clairvia Care Value Management while inviting our audience to join in a conversation about the ideas that drive the solution. Product literature (right) abandoned the typical screen shots and features presentation, to focus on the transformative effects of one moment in real time, optimized by Clairvia CVM™ Care Value Management.

Care Value Management



Aurora Health Care: A Leader in Evidence-Based Staffing
JULY 8TH, 2010

In an article co-written with Rhonda Anderson, RN, DNSC, FAAN, FACHE for the October 2009 issue of *Nursing Economics*, Dr. Karlene Kerfoot, Chief Nurse Executive at Aurora Health Care, stated, "the role and function of nurses in acute care settings must be supported by evidence related to outcomes." Noting that "evidence-based staffing goes beyond 'filling a hole' in the schedule and the concept that 'a nurse is a nurse is a nurse,'" Anderson and Kerfoot assert that in a pay-for-performance world "we need the right nurse for the right patient at the right time to meet ... safety and quality outcomes."

[Read the rest of the entry](#)

Categories: [General](#) Comments: 0

Evidence-Based Staffing: Now is the Time

The following is condensed from Dr. Birmingham's article in the June, 2010 issue of *Nurse Leader*, available online to subscribers, at the magazine's website.

Working directly with patients at every moment of every day, nurses can play a transformative role in raising the value of care. When the right nurses are assigned to the right patients, at the right time, outcomes are improved, costs are reduced, and patient, staff and physician satisfaction are increased. Evidence-based staffing models are key to achieving these transformative benefits, and can be implemented using existing information and technology.

[Read the rest of the entry](#)

Categories: [General](#)

Sharon Birmingham DNS, RN Chief Nursing Executive, Clairvia Comments: 0

Managing Inpatient Cost and Quality
JUNE 7TH, 2010

Part 1: Length of Stay

The other day I heard that even with increased taxes and program cutbacks, within a few years the rising costs of medical care would overcome those efforts to keep the US financially healthy. While we might not have "signed up" to solve the country's financial problems, you can bet that those who did sign up to solve them will be putting huge pressure on the health care industry to control costs, while maintaining care quality.

[Read the rest of the entry](#)

Categories: [Administration](#), [Clairvia For](#), [Finance](#), [General](#), [IT](#), [Nursing](#), [Physicians](#), [Quality Care](#)

Michael Warner, MHA, Ph.D. Comments: 0

Clairvia: Transformational change through Care Value Management
MAY 11TH, 2010

March 1, 2010 is a day of transformation for our company. Through three decades of developing and implementing software solutions for the healthcare industry, we have focused on optimizing staff assignments and scheduling. The name by which our company has been known, *ATS/Staff*, reflected that focus. Now, with an understanding of the positive results our clients have achieved through working with us, and inspired by a new mission, we are changing our name to Clairvia and taking on a new role as champions of Care Value Management.

Search Blog

Announcements

Join us at the 2010 Clairvia User Conference in Orlando, Florida, August 19th and 20th, Disney Boardwalk Resort. [Click here](#) for more information.

Recent Comments

Ching Cance RN, MBA on [Controlling Costs: Lots of questions, any answers?](#)

John Wetzel on [Controlling Costs: Lots of questions, any answers?](#)

Sharon Peoples, RN, PhD, FAAN on [Controlling Costs: Lots of questions, any answers?](#)

Sharon Erik Birmingham DNSC, MA, BSN, RN on [Controlling Costs: Lots of questions, any answers?](#)

Michael Warner on [Controlling Costs: Lots of questions, any answers?](#)

Product Literature

One Moment is Not Time: A brief overview of how Clairvia Care Value Management can transform your organization.

What's Good for the Patient is Good for the Hospital: The benefits, benefits and risks behind Clairvia Care Value Management

A Transformational Idea: Care Value Management™

Care Value Management™: An Overview

Clairvia CVM Software Suite
CVM Staff Manager
CVM Care Cost Manager
CVM Demand Manager
CVM Patient Manager
CVM Patient Program Manager
CVM Outpatient/Office Patient Acuity
CVM Demand-Driven Patient Assignment

Physician Scheduler Solution

Poll

Which fact do you find most surprising?

- 84% of hospitals are paid less than the cost of service provided to Medicare patients.
- One third of hospitals lost money on operations.
- Substantial cuts to Medicare reimbursement for treated hospital services are on the way, some of the above.
- All of the above.

[SUBMIT](#)

[View Results](#)

Tags

[Activy](#) [AONE Care Value Management](#) [Clairvia](#) [Clairvia Controlling](#)

Software systems have long sell cycles, with companies typically taking nine to eighteen months to move through their decision-making process. But typical software marketing ignores this crucial period when prospects progress from simple interest to the conviction that this solution is the one that best meets their needs. In these complex sales, static product presentations, customer testimonials, and demos are crucial, but they're not enough. You have to maintain a dialogue, demonstrate expertise and build trust. These tasks are often left entirely up to the sales force, but even the best salespeople have only so much time and, in their one-to-one contacts, can only present one face of the company.

We developed the Clairvia website expressly to create conversations, share knowledge and build relationships. Yes, the product presentations, testimonials and demo request forms are there, but they don't define the experience. The site leads with a blog, to which all of Clairvia's top executives contribute, where prospects can engage in an informed dialogue about the issues and ideas that are shaping the healthcare industry—and gain an understanding of what Care Value Management is, as well as how it can transform their organizations.

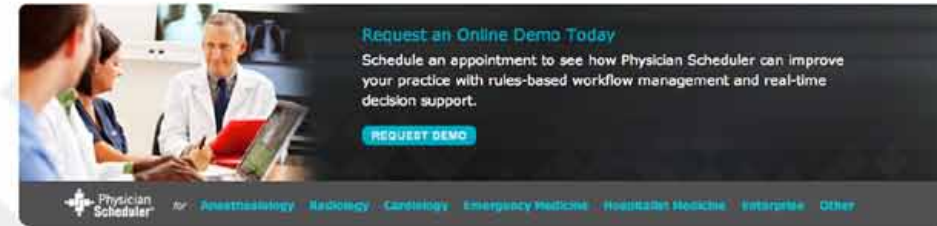
Initial results exceeded our expectations. In the first 30 days after the launch of the new site, Clairvia acquired more new, qualified prospects than they had in the past 12 months—and had to hire three new salespeople to manage the volume. Interest in the Clairvia solution continues to grow, and the company continues to acquire new leads at the fastest pace in its history.

As successful as our Relationship Branding™ approach for Clairvia CVM™ turned out to be, we refused to accept it as a cookie-cutter solution, a marketing template guaranteed to produce similar results for any software product. The first step in developing the right approach is to understand the relationship your audience wants to have with your brand.

In addition to its comprehensive CVM solution for hospitals, Clairvia also offers a much simpler, more straightforward solution for doctor's offices. Physician Scheduler streamlines the scheduling process for multi-physician practices that operate at multiple locations. And, incorporating mobile web technology, it keeps physicians and staff informed of schedule needs and changes, while they're on the go.

For the Physician Scheduler audience, creating schedules manually is so complex and time-consuming that no one really needs to gain an understanding of the problem. They live it. They just need to see a solution that works. So, we designed the Physician Scheduler website to offer just enough product information, surrounded by customer testimonials, to inspire a demo request. Yes, we know, that sounds just like the "typical" approach we abandoned in developing the Clairvia CVM site. It is. With shorter sell cycles, a product that automates a manual process, a lower price, an implementation process that doesn't require training hundreds of people and an audience comprised of busy doctors who are eager for a proven answer, the more typical approach works well. And the results prove it, since launching the new site the Physician Scheduler team has seen an upsurge in demos – and sales.

Physician Scheduler Home



The Physician Scheduler® Solution

The Industry's Fastest Growing and Most Widely Used Physician Scheduling Software
Synchronizing physician schedules and workloads is a demanding task. Physician Scheduler lets you synchronize schedules for all specialties and sub-specialties of physicians across multiple sites and within environments of rapid change—quickly and accurately.

A Tool to Streamline Practice Management and Support Profitability
Automated scheduling through Physician Scheduler improves practice management and profitability by giving schedulers the functionality, information, and flexibility they need to optimize staff time and resources. Physician Scheduler creates the best possible schedules based on flexible parameters that are easily set and managed. And the system ensures accuracy and control through alerts that warn of any potential conflicts and errors (such as double-booking or under-staffed facilities) whenever schedule changes are made.

Its functions include:

- Providing precise coverage by priority
- Ensuring optimal coverage at multiple locations
- Consolidating and blocking assignments
- Limiting and balancing workload
- Integrating requests
- Generating reports

The system gives you all these capabilities while eliminating the wasted time and errors so typical of manual scheduling. In fact, many Physician Scheduler users tell us that they have reduced the time to produce schedules by up to 75 percent!

A Fair, Individualized Approach to Physician Scheduling
With Physician Scheduler, physicians know that their needs will be addressed along with the needs of their patients and the practice. As the system optimizes coverage for all sites based on the unique skill sets of physicians, it also makes sure that each physician receives a fair rotation and workload. And because there is no limit to the number of last-minute scheduling changes and requests that may be entered, Physician Scheduler delivers the adaptability that physicians expect. Enhancing the system's collaborative approach is a Web-based practice management and messaging component that significantly improves intra-practice communications.

More than 35,000 physicians use Physician Scheduler to automate their work schedules and manage their daily workflow, including anesthesiology, radiology, and cardiology groups across the country. [Contact us](#) today and see how Physician Scheduler can do the same for you.

Want to quickly produce an equitable physician schedule that meets your site-by-site coverage requirements? With Physician Scheduler...it's automatic.

Physician Scheduler By Clairvia Incorporated
Physician Scheduling Software
3000 Crosscalle Drive, Suite 100
Durham, North Carolina NC 27705 (USA)

Call Toll-free: 866-807-8233
Fax: 919-384-7063
Email: sales@physicianscheduler.com

See Physician Scheduler Live

You can see in-person demonstrations of Physician Scheduler at the following events.

Clairvia User Conference
August 19th – 20th, 2010
Disney Boardwalk Resort
Orlando, FL
[Learn More](#)

American College of Emergency Physicians
September 28 – October 1, 2010
Las Vegas, NV
Booth: TBA

Contact a Rep
To discover how Physician Scheduler can transform your organization

[CONTACT US](#)

Product Literature
Physician Scheduler Solution

Testimonials


"I like the physician scheduling software's (aka) schedule feature. I love how easy and all physicians with horizontal or call doctor assignments to schedule. Lots and lots of other things to do as call doctor assignments automatically. The blocks allow me to see at a glance, who a doctor may be available for an staffing assignment."

Head Call Scheduling Coordinator, Spectrum Medical Group, Scarborough, Maine

Product Demo

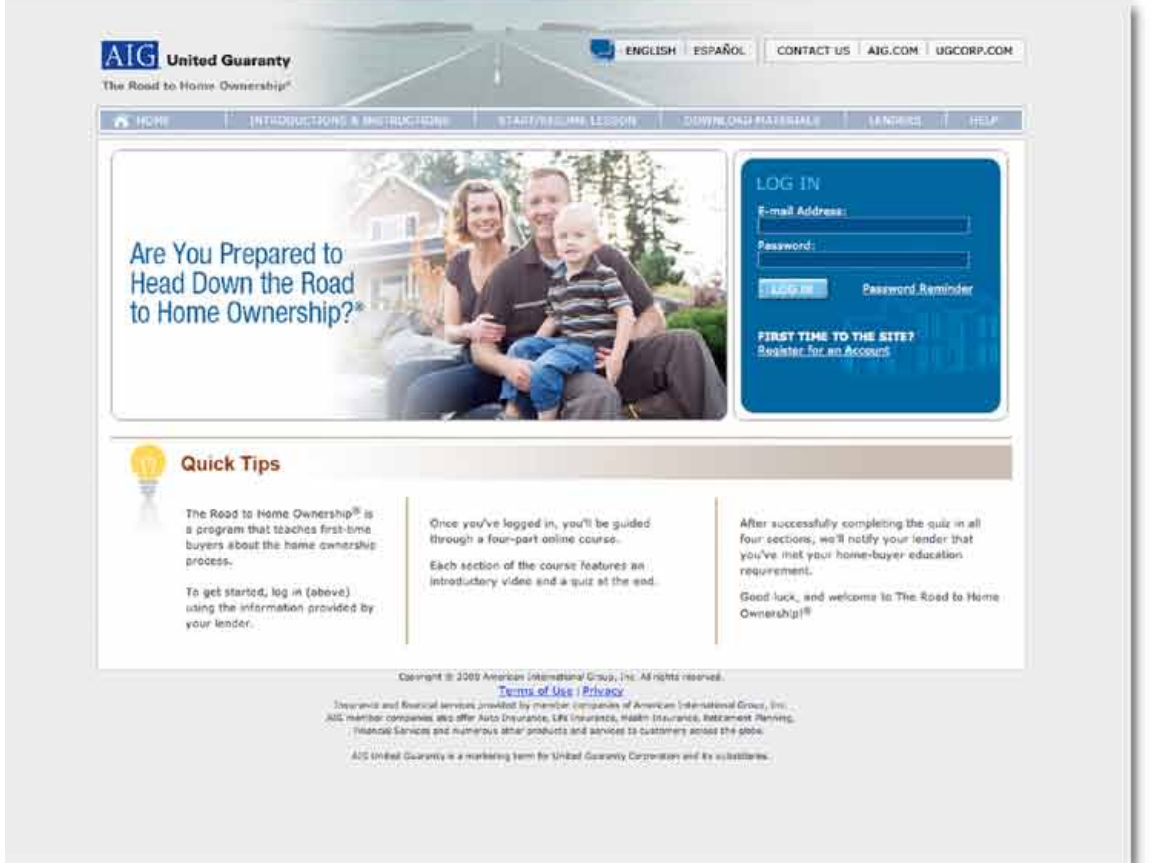
Physician Scheduler (demo) Demos: More than 35,000 physicians use Physician Scheduler to automate their work schedules and manage their daily workflow, including anesthesiology, radiology, and cardiology groups across the country. Find out how Physician Scheduler can do the same for you!

[REQUEST DEMO](#)

 Client: United Guaranty

UNITED GUARANTY

United Guaranty provides the best in insurance products and services to mortgage lenders of all sizes. Today, United Guaranty offers a range of risk management and financial services to help lenders protect their investments and grow their markets. Emisare created a variety of communications to help the company qualify customers, train underwriters, and inform its employees.



When United Guaranty needed an easy and engaging way to train brokers to sell their primary product, private mortgage insurance, they came to Emisare for an innovative solution.

Our answer: a board game that allowed trainee brokers to have a little fun while learning the basics.



“Emisare does an exceptional job of finding new and non-traditional ways of building our brand.”
 – Chris Hagan, AVP, Mortgage Industry Training at United Guaranty



Tasked with identifying and leading the process improvement effort for United Guaranty, the Operations Performance Team needed to let their colleagues know what they do and how they do it. Emisare's introductory brochure presented the new group in the context of the company's overall mission and showed how it could help individual departments increase performance levels, productivity and profits.



E Client: High Point Theatre



A small, 962-seat theatre in High Point, North Carolina: not the sort of place where you'll see today's top headliners and big-name acts but definitely a great place to enjoy exceptional entertainment, spanning the full spectrum of the performing arts and a wide range of genres. But the very variety of performances presented made developing a brand especially challenging. We decided to think of the Theatre as a place to experience a fine assortment of cultural curios—a place that selects and presents influential artists who, while not currently streaking across the stratosphere of stardom, are part of the foundation from which today's top stars arose. It is the High Point Theatre brand, then, that unifies this diverse group of artists, stamping them as worthy of your attention by inviting them to perform for you.



YOU NEVER KNOW WHAT'S NEXT

YOU NEVER **KNOW** WHAT'S NEXT

2009 AND 2010 SEASON

LITTLE RIVER BAND
Friday November 6, 2009

THE SPENCERS: THEATRE OF ILLUSION
Saturday November 7, 2009

IT'S A WONDERFUL LIFE: LIVE FROM WVU RADIO THEATRE
Tuesday December 22, 2009

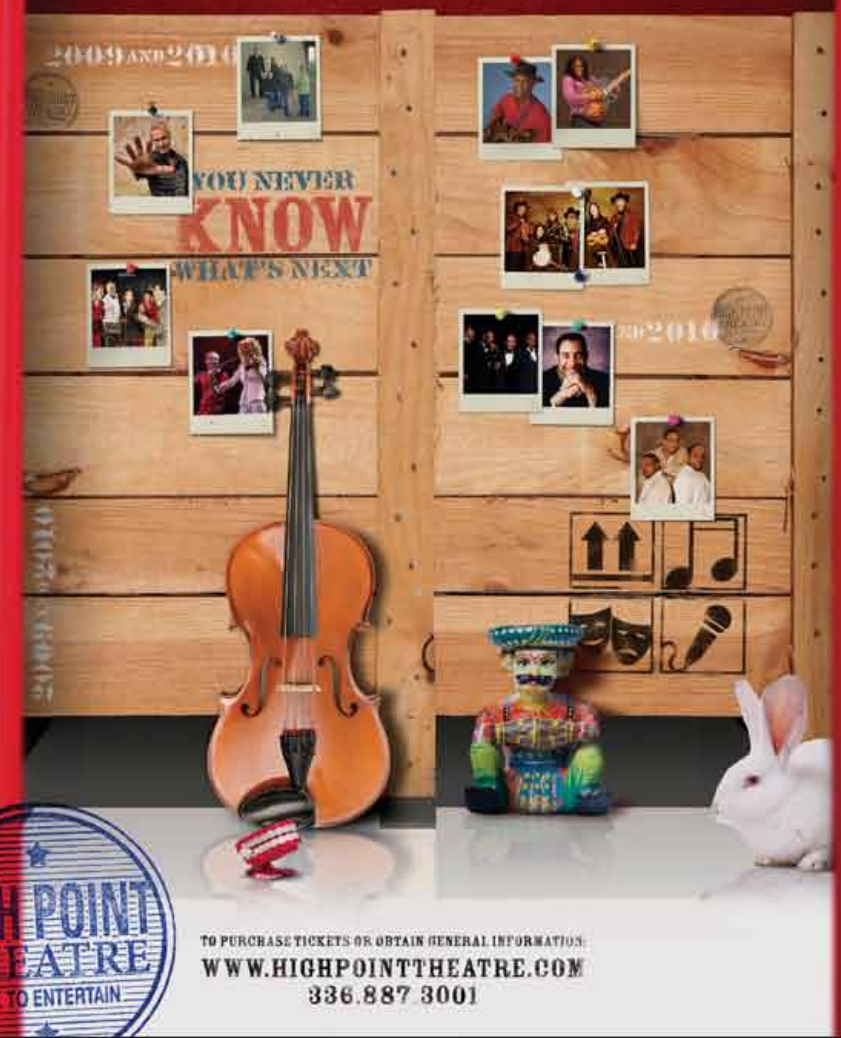
NATALIE MACMASTER AND DONNELL LEAHY: MASTERS OF THE FIDDLE
Friday January 29, 2010

ERIC BIBB AND RUTHIE FOSTER
Saturday February 27, 2010

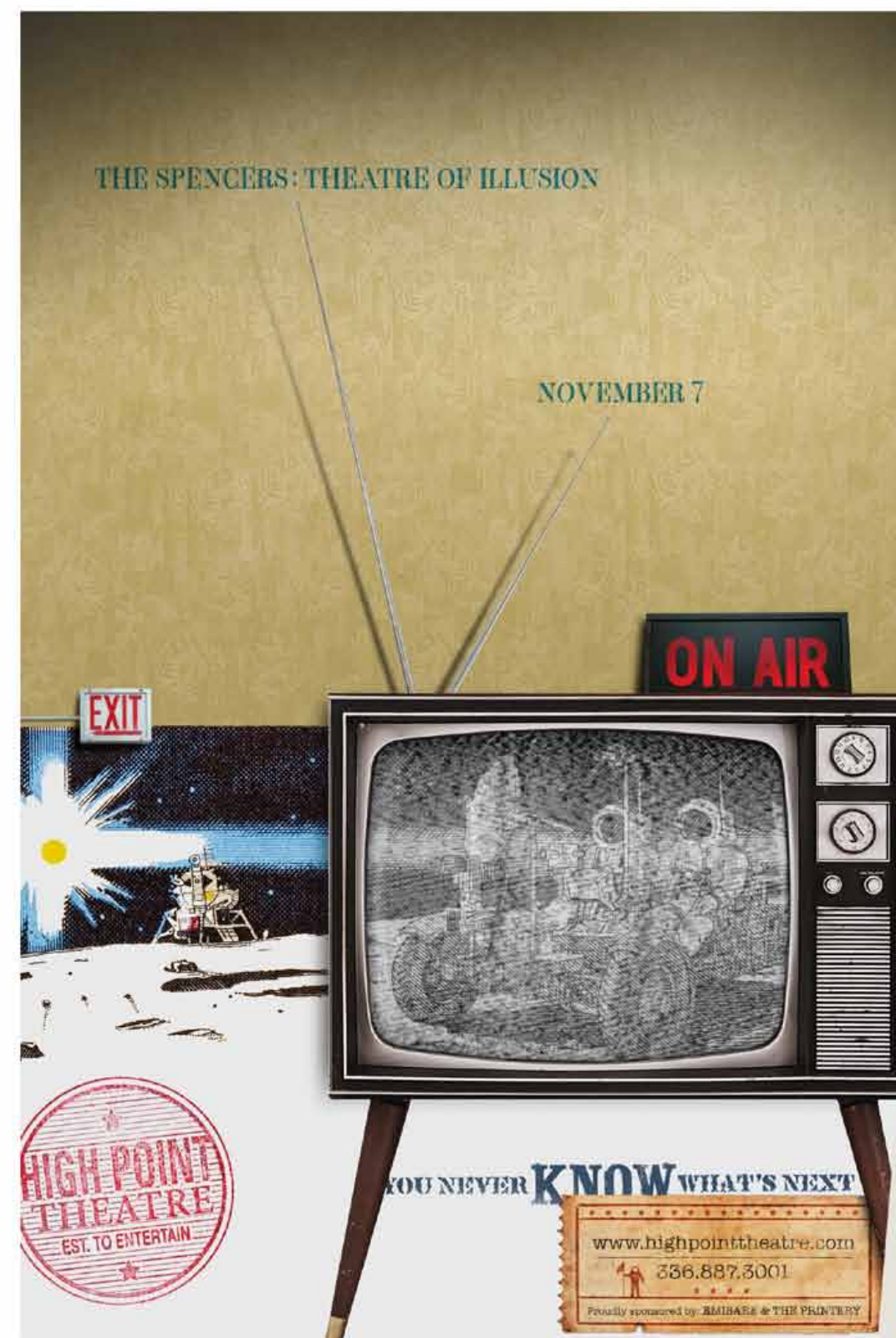
CHERRYHOLMES
Saturday March 20, 2010

THE DRIFTERS FEATURING CHARLIE THOMAS AND GENE "DUKE OF EARL" CHANDLER
Saturday April 24, 2010

PIECES OF A DREAM
Saturday May 22, 2010



What is this place, then? For the first season of our new Relationship Branding™ approach, we thought of it as a little box, filled with delightful oddments, from which you never know what you'll pull out next. Brochures, direct mail and the website emphasized this sense of delightful discovery, presenting each act not as something that stands on its own, but as an important part of our cultural heritage—a curated collection of music, dance, comedy and drama that deepens and expands your appreciation of the performing arts.



The HPT "You Never Know What's Next" campaign was awarded a Silver ADDY® in the category of Mixed/Multiple Media - Local Consumer

Communication Arts
EXHIBIT FEATURE, January 13, 2010

High Point Theatre
Constructed in 1975, the High Point Theatre is considered one of the finest venues in North Carolina's Triad area. With an intimate setting consisting of just 965 seats, it is a great place to enjoy exceptional entertainment, spanning the full spectrum of the performing arts, across a wide range of genres.



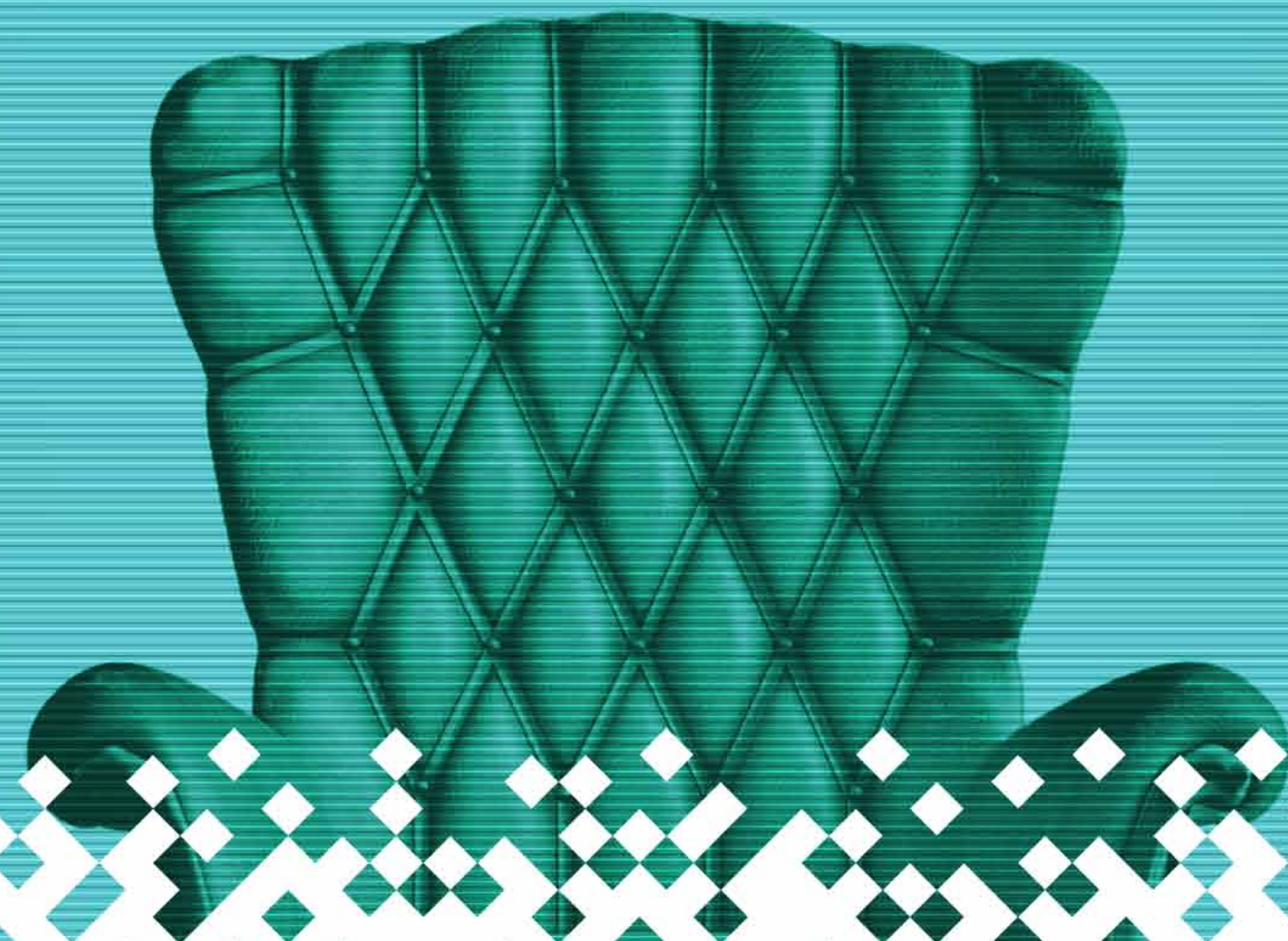
2010-2011



The new name, bright colors, fun graphics and lively copy generated the energy we wanted—and the new season brochure laid it all out in an engaging, accessible presentation. But what about results? The branding effort, which began by developing a clear sense of what the High Point Theatre stands for, energized the staff with a new sense of mission. The new positioning garnered increased attention from local media. And the new messaging gave audiences a hook on which to hang their understanding of the Theatre’s offerings—increasing excitement for this unique local venue while contributing to strong growth in ticket sales.



 Client: Thomasville Furniture

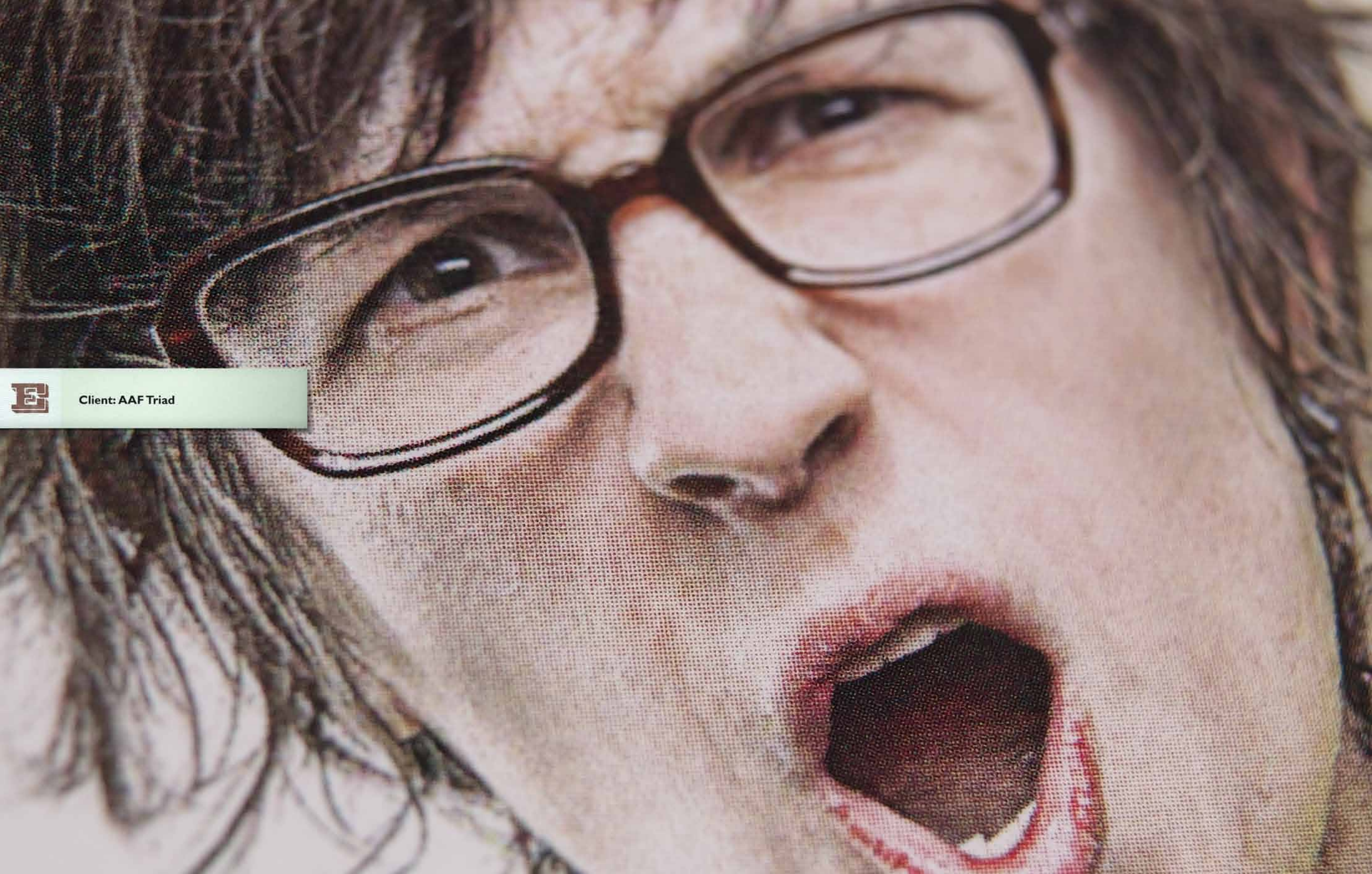


THOMASVILLE FURNITURE

Thomasville Furniture is one of the home furnishings industry's premier brands—a position it maintains with an exceptional ability to monitor and respond to its loyal customers' ever-evolving tastes. Today, they manufacture and market some of the most popular brands in the industry.

Thomasville had an opt-in email campaign up and running, but found that many of their communications were being blocked, despite the wishes of the intended recipients. We reinvented the program for the company, establishing an entirely new, more efficient system that resulted in vastly more consistent delivery and a much higher response rate.





 Client: AAF Triad



AAF Triad

The local chapter of the American Advertising Federation, AAF Triad keeps its members up to date with the latest marketing trends and techniques; provides networking opportunities via its monthly meetings; offers scholarships to area students; and recognizes the area's best work in its main event of the year, the local ADDY Awards program.

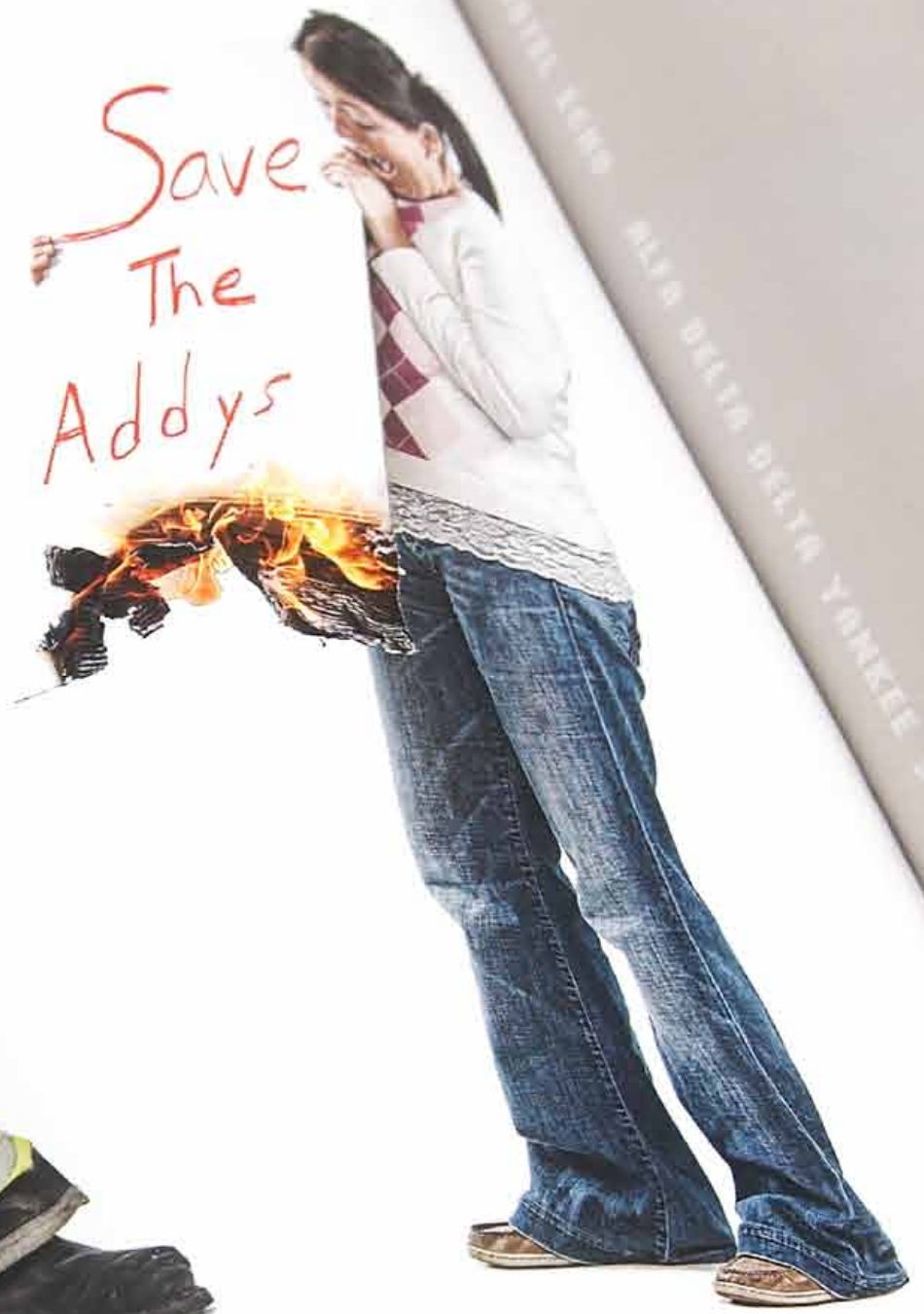
The economic meltdown of 2008 had so depleted AAF Triad's coffers that its board members weren't even sure they had the funds to mount a decent ADDY Show. Silver lining: the show's financial distress inspired the creative team at Emisare to launch "Save the Addys" as the theme. Posters featured window-ledge black humor; in the awards book, local creatives were invited to express the theme in their own idiosyncratic ways.



The **Save the ADDYs** award booklet was awarded a Gold ADDY® in the category of Advertising Industry Self-Promotion Ad Club Promotion



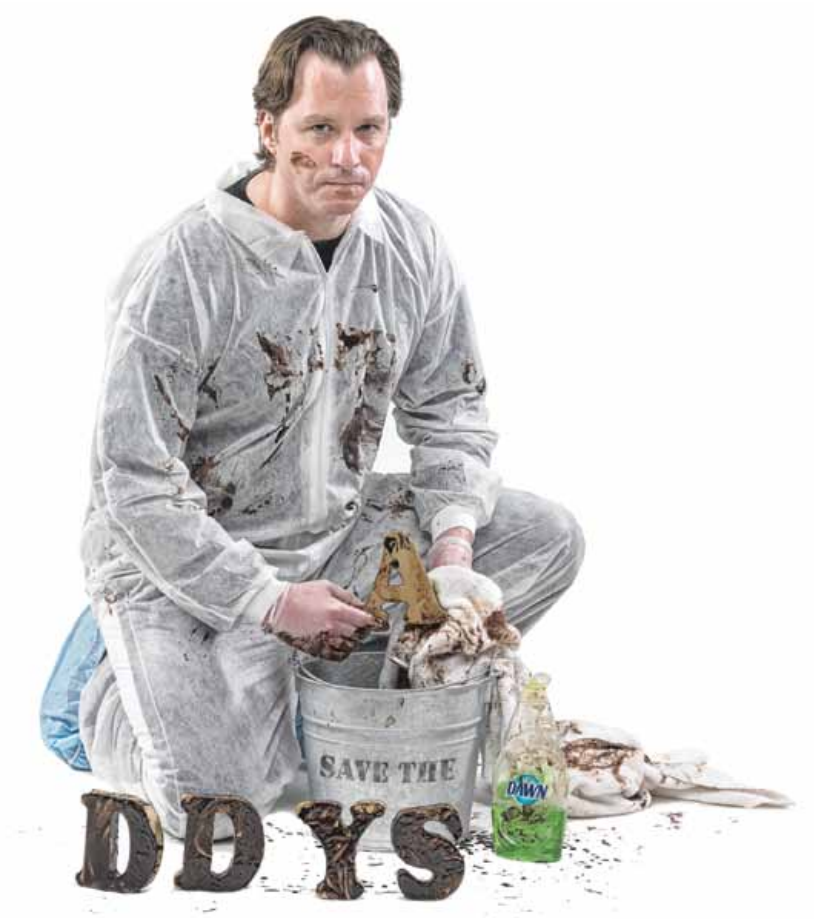
consumer
newspaper
interactive media
mixed/multiple media
public service
advertising industry self-promotion
elements of advertising



sadie caplan | account executive | wildfire



erin wilson | account coordinator | wildfire



PASTABILITIES

Pastabilities

A casual and comfy neighborhood restaurant specializing in out-of-the-ordinary dishes, Pastabilities engaged Emisare to develop an identity that communicates innovation, relaxation and good taste.

Bumperstatements.com

Our client had a great idea: let people express themselves with their own custom bumper stickers. Let them congregate and communicate at a dedicated website.
(This was years before the social web had taken off.)

With the help of Emisare's branding and its pioneering website, the brand-new concept was immediately embraced by a fervent customer base.





Noble's
 For more than a quarter century, Chef Jim Noble has created restaurant concepts that define the art of dining. Local and organic ingredients, artfully prepared, are the hallmark of his acclaimed "New Southern" cuisine. In creating identity and packaging materials for Chef Noble, Emisare drew inspiration from the key attributes of the Noble's brand: simple elements, delightful presentation and excellence in execution.

With your hands, press out the slice as much as it will allow. Remove from wrap, arrange on your serving plate and drizzle with more olive oil.

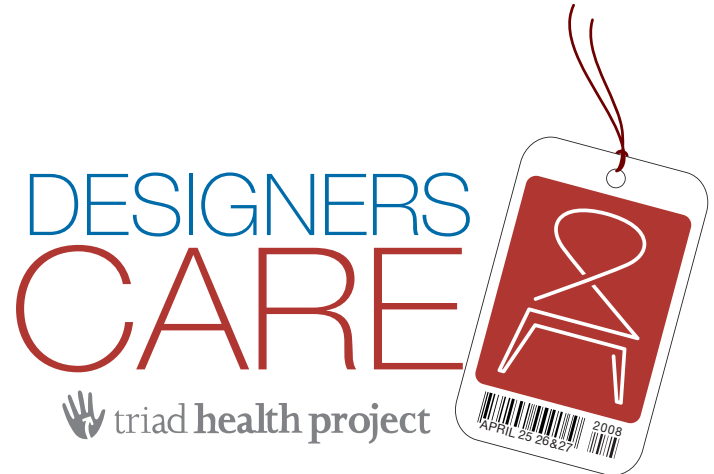


first course
Fried Oyster Salad

Directions for the Bacon Vinaigrette
 This dressing is a bound vinaigrette. Put the yolks in a food processor, add the brown sugar. Slowly add 1/4 cup balsamic vinegar (if you add too much the yolks will not bind). Next, drizzle in peanut oil as you would to make mayonnaise. As the mixture begins to stiffen, add the remainder of the balsamic vinegar and puree the bacon into the

triad health project

Scott,
 Words really cannot express our thanks and the debt of gratitude to you and Emisare for all that you did to make Designers Care a huge success. Without everything you did, we would not have been able to raise over \$31,000 to help those in our community fighting HIV/AIDS. It was a pleasure working with you.
 Thank you! Shane



Triad Health Project's Designers Care
 Once a year, Triad Health Project gratefully accepts home furnishings products donated by generous manufacturers, and sells them at deep discount to raise funds for its important work. Our recent contribution to the effort included invitations and tags that take such retail artifacts as bar codes and creatively repurpose them to communicate dates and other information.

TRIAD HEALTH PROJECT
 The Triad Health Project provides emotional and practical support to more than one in four Greensboro residents who are living with HIV/AIDS. THP also provides support to loved ones of AIDS patients, counseling to at-risk populations, and advocacy on behalf of those affected by the disease.





EMISARE

www.emisare.com | 336.378.0510

LINKEDIN: <http://www.emisare.com/linkedin>

FACEBOOK: <http://www.emisare.com/facebook>

TWITTER: <http://www.emisare.com/twitter>