



# The ChristieChronicles

Christie Communications 800 Garden Street, Suite B Santa Barbara, CA 93101 (805) 969-3744 www.christiecomm.com

## From Dream to Mainstream™

### Season's Greetings

"I learned this, at least, by my experiment; that if one advances confidently in the direction of his dreams, and endeavors to live the life which he has imagined, he will meet with a sense of success unexpected in common hours."  
-Henry David Thoreau, Walden

May 2009 bring you continued success, happiness, and the realization of your dreams. We appreciate who you are and all you do to build a better world!

### Organic Marketing™

ChristieCommunications



market organically

With over fifteen years of industry experience, Christie Communications works with ethical companies worldwide to amplify their impact with integrated, targeted communication services, obtaining maximum results with minimal use of resources.

### Organic Marketing™

Our services include:

- Conversion Market Research
- Precise Market Positioning
- Brand Development & Packaging
- Product Launches
- Public Relations
- Investor Relations
- Media Training
- Advertising
- Sales Leads Generation
- Global Betterment Program Development & Cause Marketing

We work as part of your team to ensure you get the results you need to take your dreams to mainstream.



### The NEW New Year's Resolution A Message from the CEO

Though time is a continuum, the start of a new calendar year creates an opportunity to reflect on the past and to outline goals and dreams for the future.

2008 for many was a year of challenge and change. Natural and manmade disasters dictated the media's attention, however this did not dampen the innovative spirit of entrepreneurs in our communities. At Christie Communications, we have been proud to help launch many new, ethical and green products from Full Spectrum Solutions' Berkeley II Lamp to Steaz's award-winning Organic Iced Teaz, from La Vita's new gluten and sugar-free All Natural Crunchy Cookies to Essence of Life's new fermented soy/curcumin nutritional beverages and supplements, IAHP's incredible early learning programs to Hank's delicious new natural vitamin-enriched Infusions, and so much more.

The Christie Community is succeeding in establishing a new business model where together we are all Making Peace Profitable™ by delivering ethical services and products, helping each other succeed, and working together to build a better world.

We so deeply appreciate your continued involvement and support. During this time of thanks, we want to express our gratitude for being such an amazing part of the Christie Community and our world. We wish you a 2009 of continued success, happiness, and global betterment. We look forward to working with you to attain your dreams.

*Gillian*

### NEW Media Placements



SafePath™  
Products in School  
Construction



Steaz in Men's  
Health



Me to We on the  
daily green



JIVA Essence of Life  
in Vitamin Retailer

### Now It's Your Turn!

#### Do you want more results from your marketing?

Let us help you take your Dreams to Mainstream. Call us today!



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## Christie CommUnity Welcome New Clients



MARTIN KARTIN and COMPANY, INC.



**Inflatable  
World™:  
Makers of  
the Life Cube™**



## Christie CommUnity Launches Village Reforestation in Sudan

As one of the greatest environmental issues of the coming years, Sudan and much of Africa are facing severe desertification - where the desert is literally creeping in and forcing entire communities to become environmental refugees; impeding self-reliance, creating extreme environmental degradation, and in some instances, resulting in protracted and brutal conflict. The social, environmental, and economic ramifications are severe.

Desertification has become an environmental crisis of a global magnitude, affecting approximately one third of the earth's land surface, home to approximately two billion people.

We recently returned from Sudan to launch our Village Reforestation and Restoration Initiative with our partners Aid Still Required. We are building replicable, community-based models to address desertification and severe environmental degradation through the community-led development of forest belts, sustainable agricultural lands, biofuel-powered irrigation systems, and sustainable local industries. The goal is to create a platform for restoring the environment, the region's natural resources, and a sustainable local economy.

The pilot project is currently being developed in Sudan. The program lies in an area representative of the environmental factors common to many of the areas facing desertification. The locality has been selected for its high potential for building a successful model that will lead local and national efforts combating desertification through reforestation efforts based in entrepreneurship.

We so deeply appreciate your continued support and during this time of thanks, want to express our gratitude for your dedication to promoting workable, community-based solutions for the betterment of the world.



## Meet the Team!

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## Recession Conversion Research Technology™

### Building the Strength of Your Brand and Your Community

We have developed a new technology to gather information to help your company weather this recession and expand organically, benefitting your company and your community.

Recession Conversion Research Technology will get to the heart of the matter. It is conducted both internally, within your company, as well as externally in strategically targeted audiences.

The information derived from this research will provide workable answers and prioritize the actions necessary to persevere through challenging times and expand.

Your success during challenging times is more critical than ever. We are standing by to help you!

## Kayak for a Cure:

Paddle Sports Raises Support for Survivors



Paddle Sports created Kayak for a Cure to raise funds for breast cancer survivors. They also host amazing tours, educational programs, corporate events, and more. Visit [www.kayaksb.com](http://www.kayaksb.com) for adventures!

## Christie CommUnity Events

### Natural Products Expo East



### Green California Schools Summit



Interested in making the world a better place? Join the CC Team!  
Please contact Anna Keplinger at [akeplinger@christiecomm.com](mailto:akeplinger@christiecomm.com).