

JEANNE LAMBERT KIDD • PORTFOLIO





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TREND MAGAZINE

I have worked for *TREND*, an art, architecture, design and cuisine magazine based in Santa Fe, New Mexico, since Spring 2014. I help with ad design, story layouts, sending ad reminders/specs and collecting and placing all ads from advertisers. In addition, I export, preflight and send the magazine to the printer every issue and I keep the team on track with the production schedule. I have designed a handful of layouts for *TREND*. This "Rise of the Creative Classroom" story on art in Santa Fe schools was featured in the Summer 2015 issue of *TREND*.

ART MATTERS BY SETH BIDERMAN | PHOTOS BY BYRON FLEISHER AND CHRISTINA PROCTER

THE RISE OF THE CREATIVE CLASSROOM

Creativity has become an engine of Santa Fe's economy. Can it reach the public schools?




It's been more than ten years since Richard Florida announced the rise of a powerful new social class: artists, designers, writers, and others who make money creating ideas. The economist's best-selling book, *The Rise of the Creative Class*, didn't mince words: CEOs and city leaders must meet the needs of these Americans or "wither and die."

Santa Fe, which has long had more than its share of artists and scientists, is paying attention. From subsidized cocktail mixers to the attempted urbanization of its Railyard District, the city is hustling to attract and retain creators. But what about the schools? Creative Class members do get around to creating offspring sooner or later, and many want their kids in classrooms as vibrant and creative as their own workplaces. Like public school systems around the nation, Santa Fe's has been known as a bastion of bureaucracy. But has it begun to adapt to the Age of Creativity?

It's not surprising that Edie Tsong had qualms about sending her daughter to public school. A writer and artist, she's built her life around creativity. As part of the Cut-Paste society, a creative women's collective, she's posted giant poems on public windows across town, and this fall she'll release love letters to the world via bullhorn.

Having attended public schools in Pennsylvania, she wondered how her daughter, Che Kuzov-Tsong, would respond. "It's just that they're so big," she says. "They need so many rules, so much structure. Individual expression can get lost." Her doubts increased when she began researching Santa Fe Public Schools (SFPS) and learned about the abysmal national ranking, 40 percent dropout rate, and the overworked, poorly paid teachers and short-lived superintendents.

But other parents told her about the district's bright spots, including Wood Gormley in the historic South Capitol area. Tsong wasn't impressed with the school's high test scores (or the fact that realtors advertise it when selling nearby houses). What sold her were descriptions of an engaged parent body, experienced teaching staff, and warm environment.

Teaching Artist Carali Adeyemo gives workshops on the traditional tie-dyeing techniques he mastered in his home country of Nigeria. Here he works with students at the bilingual Cesar Chavez Elementary School, part of the ARTSmart program, which brings artists to public schools. Opposite: Rebekah Duda raises her hand during a midday meeting at the Homeschool Classroom.

trendmagazineglobal.com 189

ART MATTERS




Che Kuzov-Tsong and her mother, Edie Tsong, at home. Right: The Duda family, from left: Robyn, Joseph, Myriah, and Rebekah, along with their pets.

Rather than brave the district's lottery transfer process, she and Che moved into a one-bedroom rental a few blocks from the school and hoped for the best.

It's four years later, and so far so good. Che's grown into a gregarious third grader who loves her teachers, reads above grade level, and gets along well with her classmates.

"Wood Gormley's been a good place for Che," Tsong says. "The art teaching is excellent, and there are some impressive community-building events. Even with all the rules, it really is a caring environment."

But when asked how the school fosters creative expression, Tsong measures her words.

"Che's teachers do what they can," she says. "They're good about adding individual touches. But the standardized curriculum and testing are stifling."

She pauses. "It's complicated. People think the answer is more arts classes, and of course it's great to have more. But that's not what the schools need. It's deeper than that—it's about supporting teachers to bring their creativity into the classroom more, no matter what subject they're teaching. That's what's getting lost."

Charles Gambel couldn't agree more. He's manager of a program based out of the Santa Fe Opera called ALTO (Active Learning Through Opera), which promotes an arts-integration approach to teaching that takes the arts out of the elective classes and infuses them into core subjects.

"Students and teachers use the arts to enter into a deep learning process with reflection and revision, critique and collaboration," he explains. "The art form becomes the primary approach to learning—bread and butter instead of icing." Based on methodologies out of the Kennedy Center in Washington, D.C., ALTO is just one program nudging local schools into the Age of Creativity. Meanwhile, the nonprofit Partners in Education facilitates ArtWorks, a program that's modeled on the Lincoln Center Institute for Aesthetics Education in New York and guides classes through units that integrate arts exploration.

"We arrange for the kids to visit a museum or watch a performance," explains Ruthanne Grealey, director, "but it's not a one-shot deal. On either side of the visit, a trained teaching artist spends time with the teacher and students as they create their own art. They learn self-esteem, observation skills, and self-expression. They take ownership of their own learning."

Grealey's program reaches 90 teachers and 1,800 students a year—more than ten percent of the 14,000 students in SFPS. Even more remarkable is that ArtWorks recently adopted an entire school, Nava Elementary, and is training everyone in the building on how to appreciate and relate to the arts on a deeper level.

Other programs inspiring creativity in Santa Fe include the Academy for the Love of Learning's El Otro Lado in the Schools, which pairs community artists with classroom teachers in a yearlong artistic exploration of self and identity, and Youth Media Project, which transforms teenagers into powerful storytellers and radio show producers. Organizations outside the art world have joined in, too: the Los Alamos National Labs (LANL) Foundation, for example, has an extensive professional development program that's transforming textbook science lessons across Santa Fe into open-ended, material-rich discovery sessions.

Each of these programs—and at least a half dozen others—brings bursts of creativity. But what happens when the programs end?

Often, teachers report that their approach changes, as in the case of Maria del Mar Martinez, who after working with an El Otro Lado teaching artist said she began to "communicate in a different way with her students" and connect with them more. Grealey tells of teachers using the arts to reach students they'd never reached before, or interrupting a math lesson to listen to a sudden thunderstorm outside and write a poem.

But keeping the creativity alive is not always easy. "Teachers are inspired by our workshops and get the methodology," says Gambel, "but many get dragged back into more traditional 'sit and get' teaching when our work is over. It's not because they aren't passionate or creative or whip-smart. But trying something new can be risky, with all the high-stakes testing and strict teacher evaluations. It's a tricky educational climate right now."

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Date: Summer 2015 issue
Medium: Adobe InDesign
Client: Trend Magazine
Size: 17.75" x 10.88" spreads



TrendSource Design Profile

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VIOLANTE & ROCHFORD INTERIORS
Historic Home | Santa Fe

A beautifully transformed historic Santa Fe home deserves an elegant, classic, perhaps contemporary look. But it also deserves a little funk—in a good way. That’s the consensus of Michael Violante, Paul Rochford, and the owners of this magnificent property. After a Woods Design Builders remodel gave it freshness and light, Violante & Rochford designed a stunning interior that smartly contrasts formal qualities and fun. Quiet shades of grey and white throughout the home are punctuated with purple, violet, turquoise, and bright green. In the living room, for example, classic George Smith silver-grey mohair sofas gain a happy touch with a velvet ottoman in deep aubergine. “The home has formal qualities, although nothing stuffy, but we definitely had fun making it playful,” Violante says.

405 Paseo de Peralta, Santa Fe, NM
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RESIDE HOME
Santa Fe

Classic. Connoisseur. Euberrant Spirit. Urban Curator. Modern Explorer. Which one best describes your lifestyle aesthetic? Reside Home’s design-based, boutique home-furnishings showroom has been thoughtfully curated to help answer that question. Longtime Santa Fe interior designer Jeff Fenton, along with partners Chris Martinez and Kendra Henning offer personalized guidance in everything from sofa fabric selection to whole home interior design. Opened in December 2013, the sophisticated showroom fills a niche in mid-market price-point furnishings and accessories with a focus on the soft contemporary look. “As design trends move more toward the contemporary, we focus on the transitional lifestyle—between traditional and modern,” notes Fenton. “It’s a cleaner, more tailored look, yet still eclectic and fresh.”

340 Read Street, Santa Fe
505.780.5658 | residesfe.com

ALLBRIGHT & LOCKWOOD
Private Residence | Santa Fe

When the homeowners are in Seattle and their home-in-progress is in Santa Fe, getting all the details right requires design collaboration and trust. Allbright & Lockwood earned that trust in providing all the lighting, tile, and cabinet and door hardware for this new home, with its sophisticated, soft-contemporary style. An open floor plan allows full visual access to the kitchen, featuring a striking wall-toed backdrop of random-patterned plank and glass mosaic tile. Semi-circular hardware sets off the contemporary flat-front cabinetry, while five tulip-shaped pendant lights illuminate the island. Remarks Judith Reeder, Allbright & Lockwood’s co-owner with her husband Arthur Reeder, “It was very satisfying to come up with a design the clients are so pleased with.”

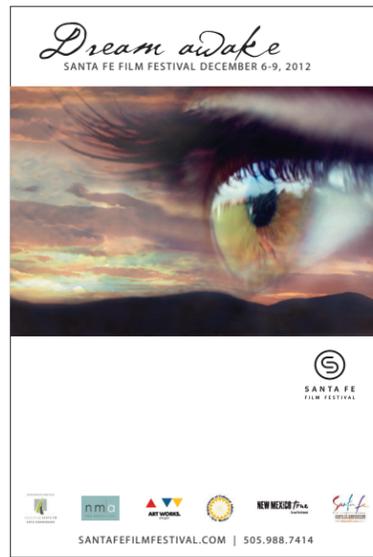
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TREND Fall 2014/Winter/Spring 2015 241

Date: Fall 2014 issue
Medium: Adobe InDesign
Client: Trend Magazine
Size: 17.75" x 10.88" spreads



SANTA FE FILM FESTIVAL CAMPAIGN

My first six-month contract position with the Santa Fe Film Festival gave me the opportunity to create the identity and accompanying collateral for the Festival's 2012 "Dream Awake" campaign. I designed and sent to print marquee cards, tickets, badges, banners, ads, e-blasts, a pocket guide and T-shirts. Collaborating with the festival director, as well as art director Darrell Wilkes and designer, Karen Rand; I developed this eye in the sky image using several of my own sunset photographs. The dreamy font complements the imagery.

To the left is a photo of me with the eye-in-the-sky image applied to the banner that went up at various screenings during the film festival - and a poster of it to the right. Below is the front-side of the 2-sided festival pocket guide, which folds up into a convenient pamphlet.

<p>GREGORY CREWDSOON: BRIEF ENCOUNTERS FRI 12/7 6:45P CCA</p> <p>DIRECTOR: Ben Shapiro Documentary USA 2012 79 minutes English</p> <p>A photographer with the eye of a filmmaker, Gregory Crewdsen creates extraordinary stories in a single frame. Given a rare degree of access and filmed over 10 years, Shapiro beautifully reveals Crewdsen's unique artistry and process.</p> <p><small>Print courtesy of Zeitgeist Films FILMMAKER Q & A</small></p>	<p>THE SKIN I'M IN FRI 12/7 7:00P CCA Studio</p> <p>DIRECTOR: Dustin Hoffman Documentary USA 2012 95 minutes English</p> <p>At a home for retired musicians, the annual concert to celebrate Verdi's birthday is disrupted by the arrival of Jean, an eternal diva and the ex-wife of one of the residents. Veteran actor Dustin Hoffman's directorial debut. All-star English cast.</p> <p><small>Print courtesy of The Weinstein Company FILMMAKER Q & A</small></p>	<p>RUST AND BONE FRI 12/7 8:00P SCR N</p> <p>DIRECTOR/SCREENPLAY: Jacques Audiard Drama Mystery France, Belgium 2012 122 minutes French with English subtitles</p> <p>The story of a son/leagle scout/valedictorian/professor/film-maker/club kid/drug queen/hustler/alcoholic, his brush with death, and his search for self and spirit through the transformative ritual of tattooing. It will provoke, surprise, and inspire you to reimagine who you are.</p> <p><small>Print courtesy of Sony Pictures Classics FILMMAKER Q & A</small></p>	<p>DAVID BROMBERG: UNSUNG TREASURE FRI 12/7 9:00P CCA</p> <p>DIRECTOR: BETH KRUVANT Documentary USA 2012 73 minutes English</p> <p>A look at New York American roots musician David Bromberg's journey from dropping out of the music business to opening a violin shop in Wilmington, DE, where he actively helps bring music to its poor, once culturally rich downtown.</p> <p><small>FILMMAKER Q & A</small></p>	<p>LIVING TRADITIONS SAT 12/8 10:15A NMHM</p> <p>DIRECTORS: KATIE PETERS, PAT HALL, EXECUTIVE PRODUCER: MICHAEL PETTIT Documentary USA 2012 60 minutes English</p> <p>An exploration of the lives and arts of fifteen of New Mexico's most distinguished traditional/folk artists. Musicians, potters, sartenos, weavers, and woodcarvers reveal the sources and practices of their ancient arts, learned in pueblos and Hispanic villages.</p> <p><small>FILMMAKER Q & A Book Signing Print courtesy of GRDS</small></p>	<p>LE TABLEAU SAT 12/8 10:30A SCR N SAT 12/8 6:00P CCA Studio</p> <p>DIRECTOR/SCREENPLAY: Jean-Francois Lagulone Animation France 2012 78 minutes French with English subtitles</p> <p>Painted characters in various states of completion, and from several works of a French painter who probably lived in the 1930s, unite and go in search of their true colors in this inventive and beautifully crafted, animated tale suitable for all ages.</p> <p><small>Print courtesy of GNDIS</small></p>	<p>NAIROBI HALF LIFE SAT 12/8 11:45A CCA Studio</p> <p>DIRECTOR: David "Tosh" Gitonga Drama Kenya 2012 95 minutes Swahili, Kikuyu with English subtitles</p> <p>A young, aspiring actor from upcountry Kenya dreams of becoming a success in the big city. To the chagrin of his family, he makes his way to Nairobi, where he becomes involved in the world of theft and violence. Kenya's Foreign-language Oscar Entry.</p> <p><small>Print courtesy of One Fine Day Films FILMMAKER Q & A</small></p>	<p>HITLER'S CHILDREN SAT 12/8 12:00P NMHM</p> <p>DIRECTOR/SCREENPLAY: Chanoch Zeevini Documentary USA, Germany, Israel 2012 80 minutes English</p> <p>Descendants of the most powerful figures in the Nazi regime and Hitler's inner circle - Himmler, Goering, Hoess - reveal the effect their infamous bloodline has wreaked on their lives. "Superb! [An] extraordinary film!" - Andrew Billen, The Times (UK)</p> <p><small>Print courtesy of Film Movement FILMMAKER Q & A</small></p>	<p>LEVIATHAN SAT 12/8 12:15P SCR N</p> <p>DIRECTOR/SCREENPLAY: Lucien Castaing-Taylor, Verena Paravel Documentary France, UK, USA 2012 87 min English subtitles</p> <p>Taking to the high seas of the North Atlantic, LEVIATHAN captures the harsh, unglamorous world of the commercial fishing industry. Shot on a dozen cameras - passed from fisherman to filmmaker - it captures the collaborative clash of man, nature, and machine.</p> <p><small>Print courtesy of Cinema Guild FILMMAKER Q & A</small></p>	
<p>OPENING NIGHT: HYDE PARK ON HUDSON THURS 12/6 7:00P SCR N</p> <p>DIRECTOR: Roger Michell Comedy/Drama UK 2012 95 minutes English</p> <p>Bill Murray provides a career-topping performance as FBI in this captivating, winningly acted comedy drama, that pulls back the curtain on the complicated domestic arrangements at FDR's NY country estate, during a royal visit from King George VI.</p> <p><small>Print courtesy of Focus Features FILMMAKER Q & A</small></p>	<p>A.K.A. DOC POMUS FRI 12/7 11:30A CCA Studio</p> <p>DIRECTOR: Peter Miller, William Hechter Documentary Canada, USA 2012 96 minutes English</p> <p>Doc Pomus' dramatic life is one of American music's great untold stories. Paralyzed by childhood polio, Doc Pomus wrote thousands of hit songs from his wheelchair, including "Save the Last Dance for Me," a song he wrote for his wife. Doc's tale of disability and possibility is told by friends, a who's who of rock legends.</p> <p><small>FILMMAKER Q & A</small></p>	<p>DAVE FRI 12/7 12:00P CCA</p> <p>DIRECTOR: Eric Gedeonmamm Documentary USA 2012 93 minutes English</p> <p>An unlikely mentor uses basketball to shepherd an intellectually disabled teen towards a meaningful future and in turn, is led towards reconciliation with his estranged father.</p> <p><small>FILMMAKER Q & A</small></p>	<p>LA SIRGA FRI 12/7 2:00P SCR N</p> <p>DIRECTOR/SCREENPLAY: William Vega (Directorial Debut) Drama Columbia, France, Mexico 2012 89 min Spanish with English subtitles</p> <p>Haunted by war memories, Alice tries to reshape her life in La Sirga, a hotel in the Andes highlands. "Evocative" William Vega's first feature is the latest in an impressive string of Colombian arthouse films." - Lee Marshall, Screen Daily</p> <p><small>Print courtesy of Film Movement FILMMAKER Q & A</small></p>	<p>FROM ZIMBABWE TO SANTA FE FRI 12/7 2:15P CCA</p> <p>DIRECTOR: Cristina McCandless Documentary USA 2012 75 minutes English</p> <p>Three rural Zimbabwean women prepare for the world's largest folk art market held annually in Santa Fe. In preparation, each woman stretches beyond her comfort zone, bridging cultural-economic divides with persistence and humor that highlights our shared humanity.</p> <p><small>Spotlight on New Mexico Filmmakers FILMMAKER Q & A</small></p>	<p>SHORTS I FRI 12/7 2:45P CCA Studio</p> <p>(89 min) PESARAN-E-BUZKASHI (BUZKASHI BOYS) Director: Sam French Afghanistan, USA 2012 28 min Afghan, Persian with English subtitles MOSADECEN Director: Roozbeh Dadvand USA 2011 21 min English, Persian with English subtitles ASAD Director: Bryan Buckley USA 2012 18 min Somali with English subtitles</p> <p><small>Print courtesy of KinoLorber FILMMAKER Q & A</small></p>	<p>IN ANOTHER COUNTRY FRI 12/7 4:00P SCR N</p> <p>DIRECTOR: Hong Sang-Soo Comedy France, South Korea 2012 89 minutes English and Korean with English subtitles</p> <p>Legendary French actress Isabelle Huppert stars in South Korean master filmmaker Hong's latest tale of love, lust and misunderstanding. An effortless, laugh-out-loud comedy that plays like a lost French New Wave classic.</p> <p><small>Print courtesy of KinoLorber FILMMAKER Q & A</small></p>	<p>THE SAPPHIRES FRI 12/7 4:15P CCA</p> <p>DIRECTOR: Wayne Blair Comedy/Drama/Musical Australia 2012 100 minutes English</p> <p>Set against the racial and social upheaval of the late 1960s, a music producer plucks four young, talented Aboriginal girls from obscurity at a remote mission in Australia, and gives them an opportunity to entertain American troops in Vietnam. Calabrated to stardom, the girls receive an accelerated education in life.</p> <p><small>Print courtesy of The Weinstein Company FILMMAKER Q & A</small></p>	<p>SHORTS II FRI 12/7 5:15P CCA Studio</p> <p>(95 min) THE HIGHWAY Director: Brock Mulvan USA 11 min HOWARD CANTOR Director: Sha Leleouf USA 10 min FLUSH Director: Ryan Denmark USA 10 min PRODIGAL Director: Benjamin Grispom 24 min USA CIRLEY Director: Dylan Kohler USA 5 min BLACKWOOD Director: Nadia Ghos-Messinger AUS, USA 15 min SPAGHETTI FUR ZWEI Director: Matthias Rosenberger Germany 18 min</p> <p><small>FILMMAKER Q & A</small></p>	<p>SHUN LI and the POET FRI 12/7 6:00P SCR N</p> <p>DIRECTOR/SCREENPLAY: Andrea Segre Drama Italy 2012 95 minutes Italian with English subtitles</p> <p>Shun Li works as a bartender in Chioggia, a small fishing village in the Venetian lagoon. There, she meets an Eastern European fisherman, Beji, nicknamed "The Poet." A tender, delicate friendship grows between them but gossip soon threatens their innocent relationship.</p> <p><small>Print courtesy of Film Movement FILMMAKER Q & A</small></p>

THE SANTA FE FILM FESTIVAL GRATEFULLY APPRECIATES THE SUPPORT OF OUR 2012 SPONSORS

Hotel Santa Fe welcomes the Santa Fe Film Festival home

2012 DREAM AWAKE DECEMBER 6-9 SANTA FE FILM FESTIVAL

PLEASE SUPPORT THOSE WHO SUPPORT THE SANTA FE FILM FESTIVAL

Date: Winter 2012 festival
Medium: Adobe InDesign, Photoshop & Illustrator
Client: Santa Fe Film Festival

Size: Banner: 63" x 42" | Pocket Guide: 11" x 17" that folds up like a map | 11" x 17" poster

SANTA FE FILM FESTIVAL CAMPAIGN II

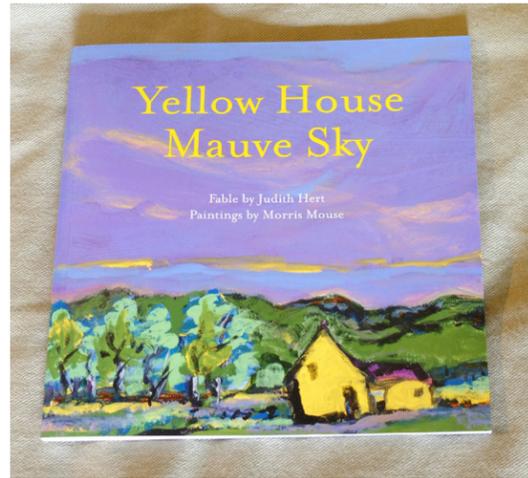
In my 2nd season working with the Santa Fe Film Festival, I again collaborated with Darrell Wilkes and Karen Rand and, additionally, with photographer, Bill Stengel, who shot the photos for a Santa Fe portraits project campaign. The cinematic black and white campaign captured the concept of Dream Awake through over 30 portraits of local Santa Feans with their eyes closed. I collaborated on the campaign concept, typography, research, and writing the press release and other copy. I designed the posters, helped conceptualize, organize, and hang a gallery show, designed t-shirts, hats and other collateral, and produced email marketing for the campaign.

On the top is a shot of the gallery opening. There were 32 posters of local Santa Fean's lining the walls. The top right picture is me in my "Dream Awake" poster. On the bottom left is the front and back of a rack card; and on the bottom right is a marquee card all using the campaign imagery.



Date: Spring 2014 festival
Medium: Adobe InDesign, Photoshop & Illustrator
Client: Santa Fe Film Festival

Size: 27" x 40" posters at show | 4" x 9" Rack Card | 11" x 14" Marquee Card

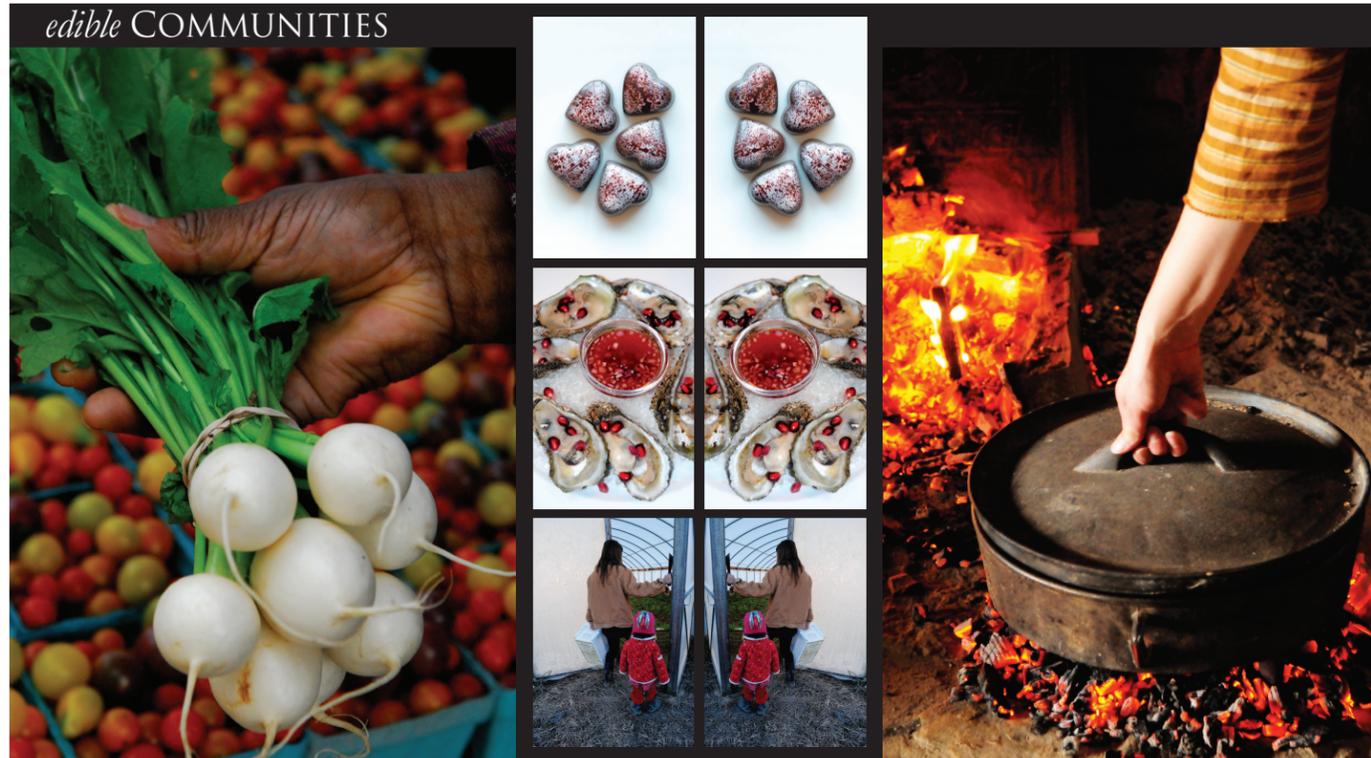


JUDITH HERT YELLOW HOUSE MAUVE SKY BOOK

I worked with artist, Judith Hert to design her sixty-page illustrated adult Fable, *Yellow House Mauve Sky* about a mouse who wishes to be a painter, but is just a mouse. The book has received praise and is currently selling in local Santa Fe books stores and gift shops. An initial run of 500 copies were printed and sold to museums and shops around Santa Fe.



Date: Spring 2015
Medium: Adobe InDesign, Photoshop & Illustrator
Client: Judith Hert in Truchas, NM **Size:** 8" x 8"



EDIBLE COMMUNITIES COLLATERAL I

I have been a contract designer for Edible Communities Institute, now Edible Media since my internship with them in 2009. I help them with all the collateral for their new publishers and I help the headquarters itself with event collateral such as this promotional, seasonal postcard with recipes on the backside (above), the Eating Words logo (below) and the Public Hearth logo for various joint side projects. I conceptualized and then custom drew both vector logos in illustrator.



Date: 2009 - present
Medium: Adobe InDesign, Illustrator & Photoshop
Client: Edible Communities Institute
Size: 6" x 11" postcard | changeable vector logo

ORLANDO'S BREWMASTER. AWARD-WINNING BARTENDERS.



Eric Foster



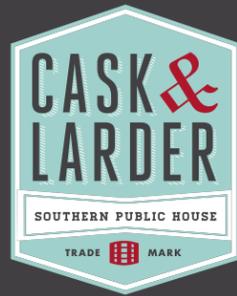
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EDIBLE COMMUNITIES COLLATERAL II

Here are four print and web ads I designed for various Edible Communities magazines ranging from Edible Orlando to Edible Idaho. I currently work with over 10 Edible magazines across the United States. I enjoy working remotely with the different Edible publishers helping to design their media kits, rate cards, ads, stationary and other collateral.

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512-773-5534, COMING FALL OAK CLIFF

Date: 2009 - present
Medium: Adobe InDesign, Photoshop & Scanner
Client: Edible Communities Publications
Size: 1/8th page to full-size

LOS ALAMOS CONCERT ASSOCIATION BROCHURE

I designed this Los Alamos Concert Association Brochure as part of some contract work with Baddog Design in Santa Fe. I created the color scheme, the layout and the cover concept of a close-up of a musical instrument based on art direction and collaboration.



Date: Spring 2013
Medium: Adobe InDesign
Client: Los Alamos Concert Association and Bad Dog Design, Santa Fe
Size: 9" x 7"

THE NEW MEXICO WILDERNESS ALLIANCE PROJECTS I

I have worked with the New Mexico Wilderness Alliance since Summer 2014. I design collateral such as double sided mailable brochures, zip-fold brochures, event posters, envelopes, annual report brochures, and news letters for them. I developed the color palette, style sheet, selected fonts and created a standardized look and brand for the various marketing tools so the organization could consistently and professionally market its identity.



WILL YOU JOIN US IN PROTECTING THE NEXT 1 MILLION ACRES?
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36 monthly payments or 3 annual payments

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Card # _____ Expiration _____

Signature _____

Name _____ Phone _____

Address _____

New Mexico Wilderness Alliance is a registered 501 (c)(3) non-profit organization. All donations are tax deductible to the full extent of the IRS Code. Address: New Mexico Wilderness Alliance, P.O. Box 25464, Albuquerque, NM 87125. Questions? 505-400-4133. nmwild.org

All New Mexico All The Time

Who do we work for? You and our wild neighbors.

Our independence and ability to stand in the fray and get things done on behalf of the Wild is sustained by the fact that more than half our financial support comes from local sources and citizen conservationists.

53% of Fiscal Year* 2015 support came from membership dues, individual donations, and gifts from local family foundations and charitable trusts.

47% of support came from national Foundations supporting our goals in New Mexico.

How we invest time, talent and financial resources:

Wilderness Protection: Upgrading the status of public lands by developing long-term legislative or administrative protection designations. Expenses include place-based campaign activities, grassroots organizing, mobilization, advocacy, and communications with elected officials.

Wilderness Defense: Improving the management of public lands. Expenses include a range of legal oversight and "watchdog" activities to hold agencies continuously accountable for managing lands consistent with relevant statutes, regulations, rules, and management plans and proposals.

Wilderness-based Outreach and Education: Sharing the love of the Wild. Public outreach, education, and engagement. Expenses include subsidized outings to engage all ages to the wild heritage of our national lands in New Mexico.

TOTAL EXPENSES: \$916,068*

Wilderness Protection	\$482,076	44%
Operational Administration	\$122,416	13%
Wilderness Defense	\$146,376	16%
Outreach and Education	\$131,415	14%
Fundraising	\$84,125	9%

Protecting Wilderness Together

New Mexico Wilderness Alliance 2015 Annual Report

www.nmwild.org

The New Mexico Wilderness Alliance is a registered non-profit corporation (501(c)(3)) and is New Mexico's largest, homegrown, statewide membership organization dedicated exclusively to the protection, restoration, and continued respect for public wild land and the wildlife who make it home.

Mailing address: New Mexico Wilderness Alliance, P.O. Box 25464 Albuquerque, NM 87125

This Watchdog Doesn't Sleep

We identified **2.5 million acres** of wilderness quality lands deserving of additional protections through the Bureau of Land Management's current Resource Management Planning (including the Rio Puerco, Ti County, Farmington, and Catalina district offices) and the National Forest Planning (including the Cibola, Santa Fe, Canon and Gila National Forests).

2015 - A tactical year for playing defense

- Fighting to stop legislation releasing Wilderness Study Areas
- Opposing geothermal development in the Jemez
- Combating efforts to transfer national public lands
- Contesting oil and gas leasing near Chaco
- Countering abuses like illegal tree cutting in the Santa Fe National Forest
- Eliminating illegal mountain bike trails in the Sandias
- Eliminating illegal grazing in the Gila
- Advocating for reauthorization of the Land and Water Conservation Fund
- Defending Mexican gray wolf recovery
- Preventing the diversion of our beloved Gila River

2015 - A strategic year for playing offense

- The creation of the Columbine Hondo Wilderness
- The transition of the Valles Caldera into the newest unit of the National Park System
- The legislation to protect Wilderness within the Rio Grande National Monument
- The announced intention to secure Wild and Scenic status for the Gila River
- The campaign strides to expand the Pecos Wilderness
- The steps to protect Wilderness areas within the new Organ Mountains Desert Peaks National Monument
- The safeguarding of sensitive areas around Chaco, like the Bat and Ah-Si-Sie-Pah

Walking the Talk: Building a culture of conservation

On the Ground:

- 10,151 service hours completed by 952 volunteers
- 140,200 acres inventoried
- 25 miles of fence removed

In the World:

- 104,000 educational newsletters (created and distributed online or recyclable print)
- 84,000 digital Field Notes informing people across the country about our activities and campaigns

On the Front Line:

- 2,191 petition signatures gathered for actions to protect Wilderness (and the Mexican gray wolf)
- 1,812 hours of outdoor engagement with 313 New Mexico youth

Your Alliance is at every table representing you, the citizen conservationist who wants to keep our most wild and beautiful places wild forever. Looking forward to 2016, we see more opportunity. Every day provides opportunity to step in where others would hold sway against these publicly owned lands. **Land Day** offers opportunity to live and breathe Wilderness ethics and model them to the next generation in hopes for all species.

Only together with broad, passionate, local support can we move protection forward at the national level. We thank our dedicated volunteers and everyone's generosity for the financial support that enables us to do the ground work, the advocacy work, the community building and the all-important work of bringing the conservation citizens' voice to the political table.

Mark Allison, Executive Director | Ken Cole, Chair

Further details about 2016 campaign priorities and all current work are available at nmwild.org

If you are not a member, please join New Mexico Wilderness Alliance to receive ongoing, critical information for citizen conservationists who want New Mexico's wild lands and species to flourish. We are grateful for your support.

Date: Summer 2014 - present
Medium: Adobe InDesign, Illustrator & Photoshop
Client: The New Mexico Wilderness Alliance
Size: 8.25" x 3.75" brochures; 8.5" x 14" poster; 8.5" x 3.5" zip-fold brochure



BROTHERTREE PICTURES LOGO

I worked independently with the owner of the video production company, Brother Tree Pictures (in Tulsa Oklahoma), to create his unique logo. The owner was one of 3 sons and has 3 sons himself, so incorporating that aspect of 3 was key. I custom drew the vector logos in illustrator and contributed conceptually. The client told me, "I could not have been happier with the way these logos turned out."

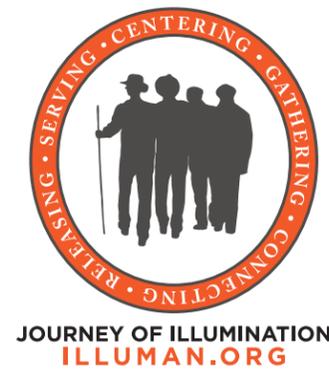
LEED RN LOGO

I created a number of logo concepts for Stephanie West of Go West Design whom I do contract work for. One of her client's logos that I worked on was the Leed RN Consulting Group Logo. The client had asked for a type treatment logo that involved direction or leadership and used orange, grey and turquoise. Here are the top 4 concepts I designed for Stephanie. Ultimately the client approved the first bottom version.



ILLUMAN CONFERENCE LOGO

These are the final logo concepts I created for Illuman's men's conference. They needed it to be tied in to the burning bush used in their existing logo, evoke the idea of a strong, journeying group of men, and the idea of direction and a compass.



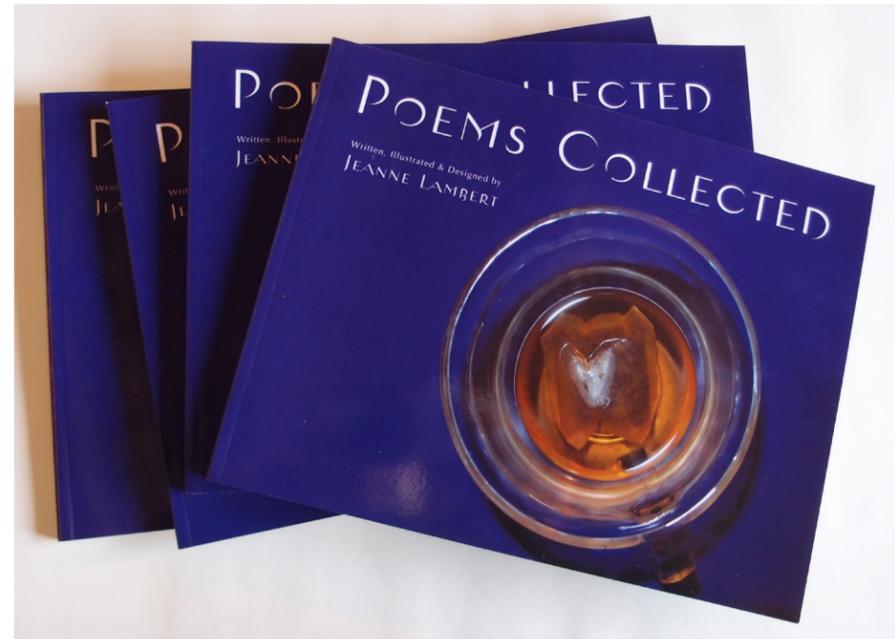
Date: Spring 2014
Medium: Adobe Illustrator
Client: Brother Tree Pictures; Tulsa, Oklahoma
Size: Any

Date: Winter 2014
Medium: Adobe Illustrator
Client: Nurse RN logo for Go West Design, Santa Fe
Size: Any

Date: Summer 2014
Medium: Adobe Illustrator
Client: Illuman Conference Logo, Santa Fe
Size: Any

POEMS COLLECTED BOOK

I started writing poems again Summer 2011. This book is a culmination of 50 poems and 50 accompanying images created over 2 years. I made the images by photographing common objects in water, printing out the photos and painting on top of them and then scanning them back in to the book. I designed the layout and sent 15 copies to print for gifts.

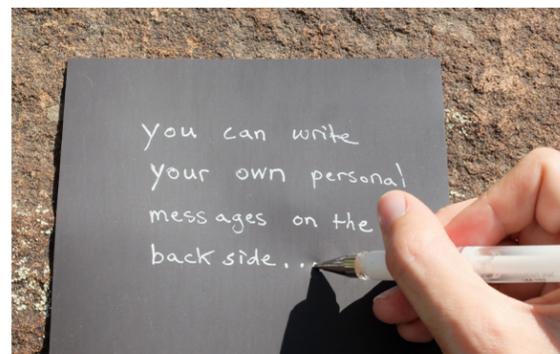


Date: Summer 2011 - Winter 2013
Medium: Adobe Photoshop, InDesign, Scanning, Painting, Photography
Client: Magic in the Everyday Personal Project
Size: 11" x 8.5"



GREETING CARD-MAGNET LINE

I developed a collection of over twenty of my designs and printed them on magnet-cards. The cards can go on the fridge, providing lasting memories. Customers can write on the backsides of these cards or include their own stationary in the envelopes provided. On the back of each card, there is an excerpt from one of my poems that helps to give a sense of story and originality to the design. I raised the funds to print the first batch of cards through a successful kickstarter campaign and am in the process of marketing the cards in stores.



Date: Fall 2015

Medium: Adobe Photoshop, InDesign, Scanning, Painting, Photography, Found Objects

Client: Magic in the Everyday Personal Project

Sizes: 4" x 6", 5" x 5", 5" x 7"

**THANK YOU,
JEANNE**