



ALICIA SAUER

Input. Ideation. Strategy. Teamwork. Execution.

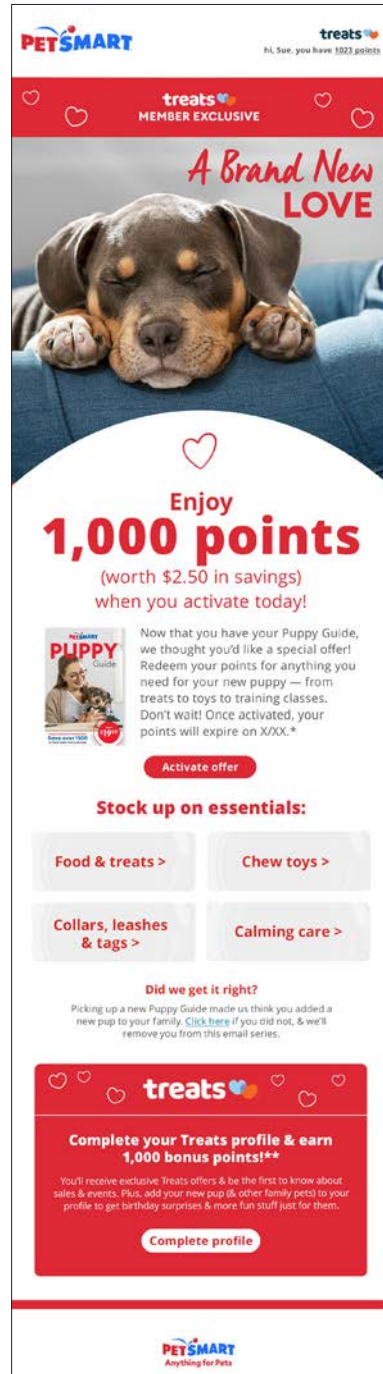


CLIENT:
The Lacek Group

PROJECT:
Achievers Celebration 2021
Creative Direction and Design
Award: MN AdFed Silver at
The Show 2022

CLIENT:
PetSmart

PROJECT:
Loyalty Email
Design and Art Direction




PETSMART treats Hi, Jeney, you have 1923 points

treats MEMBER EXCLUSIVE

A Brand New LOVE

♥
Enjoy 1,000 points
(worth \$2.50 in savings)
when you activate today!

 Now that you have your Puppy Guide, we thought you'd like a special offer! Redeem your points for anything you need for your new puppy — from treats to toys to training classes. Don't wait! Once activated, your points will expire on X/XX.*

[Activate offer](#)

Stock up on essentials:

Food & treats >

Chew toys >

Collars, leashes & tags >

Calming care >

Did we get it right?
Picking up a new Puppy Guide made us think you added a new pup to your family. [Click here](#) if you did not, & we'll remove you from this email series.

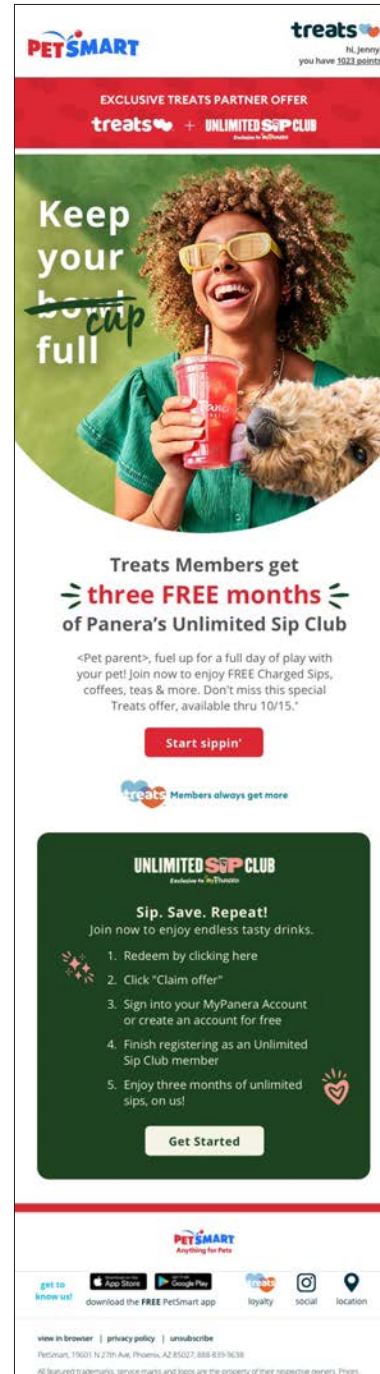
treats

Complete your Treats profile & earn 1,000 bonus points!***

You'll receive exclusive Treats offers & be the first to know about sales & events. Plus, add your new pup (& other family pets) to your profile to get birthday surprises & more fun stuff just for them.

Complete profile

PETSMART Anything for Pets



PETSMART treats Hi, Jeney, you have 1923 points

EXCLUSIVE TREATS PARTNER OFFER
treats + **UNLIMITED SIP CLUB**

Keep your ~~cup~~ full

Treats Members get three FREE months of Panera's Unlimited Sip Club

Pet parents, fuel up for a full day of play with your pet! Join now to enjoy FREE Charged Sips, coffees, teas & more. Don't miss this special Treats offer, available thru 10/15.*

Start sippin'!

treats Members always get more

UNLIMITED SIP CLUB

Exclusive to PetSmart

Sip. Save. Repeat!
Join now to enjoy endless tasty drinks.

1. Redeem by clicking here
2. Click "Claim offer"
3. Sign into your MyPanera Account or create an account for free
4. Finish registering as an Unlimited Sip Club member
5. Enjoy three months of unlimited sips, on us!

Get Started

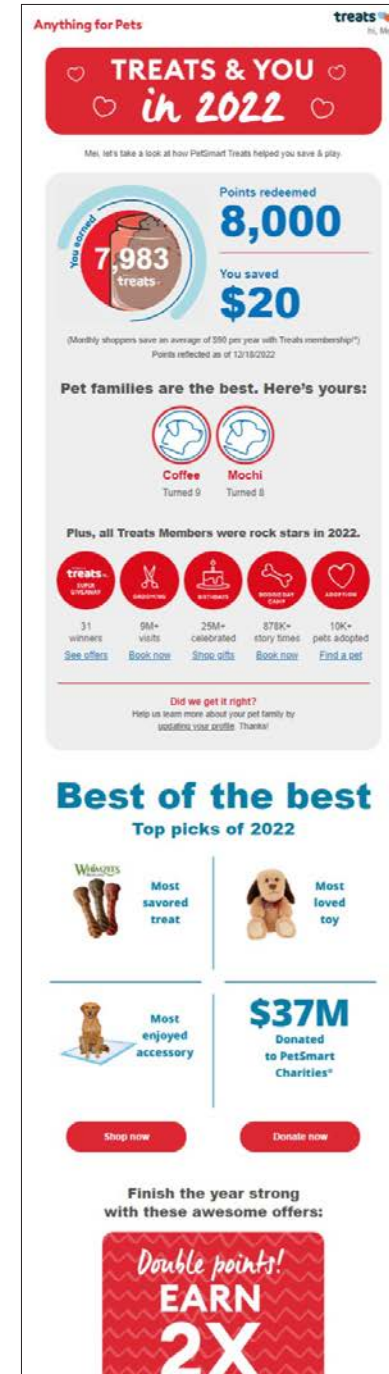
PETSMART Anything for Pets

get to know us!
App Store
Google Play
loyalty
social
location

view in browser
privacy policy
unsubscribe

PetSmart, 11601 N 27th Ave, Phoenix, AZ 85027, 888-839-7638

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Anything for Pets treats Hi, Jeney

TREATS & YOU in 2022


Met, let's take a look at how PetSmart Treats helped you save & play!


Points redeemed **8,000**

You saved **\$20**


(Monthly shoppers save an average of \$20 per year with Treats membership!*)
Points reflected as of 12/18/2022


Pet families are the best. Here's yours:



Coffee
Turned 9



Mochi
Turned 8


Plus, all Treats Members were rock stars in 2022.


31 winners
[See offers](#)


9M+ visits
[Book now](#)


25M+ celebrated
[Shop with](#)



878K+ story times
[Book now](#)



10K+ pets adopted
[Find a pet](#)


Did we get it right?
Help us learn more about your pet family by updating your profile. Thank!

Best of the best

Top picks of 2022


Most savored treat


Most loved toy


Most enjoyed accessory

\$37M

Donated to PetSmart Charities*

Shop now

Donate now

Finish the year strong with these awesome offers:

EARN 2X

Double points!



CLIENT:
Carnival Cruise Lines

PROJECT:
Annual Player's Club Gala
Invitation and Event Design



PHYLLIS KNOWS FUN

"CARNIVAL PLAYERS CLUB KNOWS WHO SHOULD BE THE CENTER OF ATTENTION. ME."

This is Phyllis.

DEALER'S CHOICE OFFER

SPEAKING OF ATTENTION, THIS SHOULD GET YOURS:

GET A FREE OCEAN VIEW ROOM, \$AMT1 IN FUNPLAY™ AND FREE DRINKS!*

BOOK BY MARCH 3, 2019.
Provide your VIFP Club Number, <PAST_GUEST_NUM> and request Rate Code <RATE_CODE1> when booking.

BOOK NOW >

Congrats, <First_Name>!
Your Dealer's Choice

Tips from Phyllis:

- 1 WATER BELONGS IN THE POOL, NOT MY GLASS.**
- 2 PACK LESS, WEAR LESS.**
- 3 BOOK THIS OFFER.**

DEALER'S CHOICE OFFER

GET A FREE OCEAN VIEW ROOM, \$AMT1 IN FUNPLAY™ AND FREE DRINKS!*

BOOK BY MARCH 3, 2019.
Provide your VIFP Club® Number, <PAST_GUEST_NUM> and request Rate Code <RATE_CODE1> when booking.

BOOK NOW >

> I WANT MORE PHYLLIS

"I'm waiting."
- Phyllis

CARNIVAL PLAYERS CLUB

ABOUT PLAYERS CLUB EXPLORE & BOOK

Hey there, Sailor.

WHEN IT COMES TO FUN, PHYLLIS HAS OPINIONS.

Phyllis and fun go way back. We at Carnival like to treat people special, and they don't come much more special than Phyllis — so when why asked her why she chooses to sail with us, she let us have it. We'll let her explain.

I like my champagne chilled and my waters international.

PHYLLIS ON DEALS
As you can probably tell, I wasn't born yesterday. I've seen some deals in my time — and I call 'em like I sees 'em. Any place that lets me keep my purse strings short while making sure my drinking hand is never empty is fine by me.

PHYLLIS KNOWS FUN

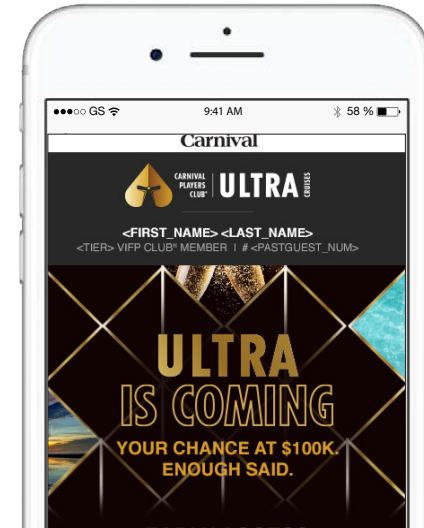
"I haven't had an offer this good since the '60s!"
- Phyllis

This is Phyllis.

CARNIVAL PLAYERS CLUB

CLIENT:
Carnival Cruise Lines

PROJECT:
2019 WAVE Campaign
Email
Website Takeover
Direct Mail
Social Media
Paid Media



CLIENT:
Carnival Cruise Lines

PROJECT:
Carnival Players Club Ultra
Campaign - May 2020
Direct Mail
Email

INSPIRATIONS

SPRING 2017



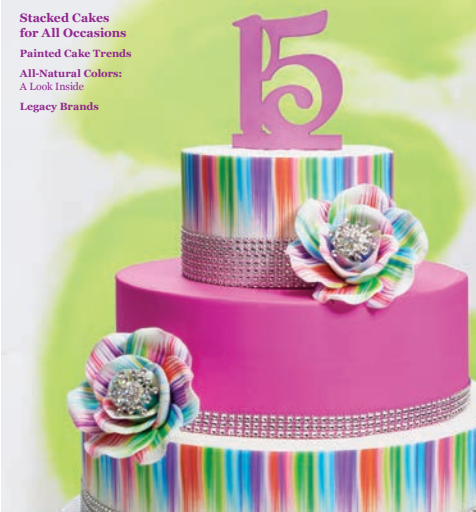
DECOPAC

Seasons product order guide on the reverse

On Top of the World's Best Cakes

INSPIRATIONS

SUMMER 2017



DECOPAC

Seasons product order guide on the reverse

On Top of the World's Best Cakes

DÍA DE LOS MUERTOS

Día de los Muertos, Day of the Dead, is a time to joyfully celebrate the dearly departed. Families prepare loved ones' favorite foods, build altars in tribute, and hold picnics at gravesites in remembrance.

Historians believe Día de los Muertos is based on centuries-old rituals of the Aztecs, Mayans and Toltecs, where a full month was reserved to celebrate the deceased. After Spain conquered the Aztec empire, these celebrations eventually overlapped with All Saint's Day (November 1) and All Soul's Day (November 2) due to Roman Catholicism influence.

On the heels of Halloween, many bakers – especially in Texas, Arizona, Southern California, and New Mexico – already offer Day of the Dead products to meet the needs of Mexican-American consumers. If you're not featuring Day of the Dead in your bakery yet, it's time to start.

According to 2015 census data, the U.S. Hispanic population exceeds 56 million, including 58.8 million people of Mexican origin. Featuring Day of the Dead cakes, cookies and cupcakes allows you to serve a valuable consumer segment by honoring their cultural celebrations. But the appeal is even greater than one day of the year – Día de los Muertos is a growing design trend, too. The fanciful skulls, marigold images and vibrant color palette are showing up on apparel, tattoos and even wedding cakes. The intricate designs and bright colors are also a perfect way to extended Halloween sales by using the sophisticated look to age up Halloween treats.

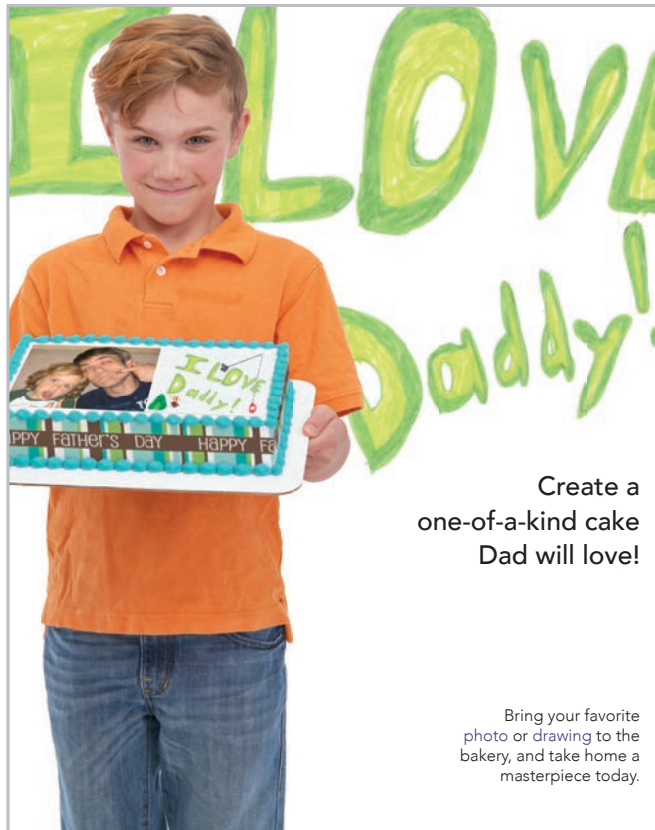
According to legend, possessing Day of the Dead items can bring good luck. This fall, include Día de los Muertos designs in your bakery case to create some luck of your own.



Day of the Dead

CLIENT:
DecoPac

PROJECT:
Brand Redesign
Publication Design
Photo Art Direction
Styling



Create a
one-of-a-kind cake
Dad will love!

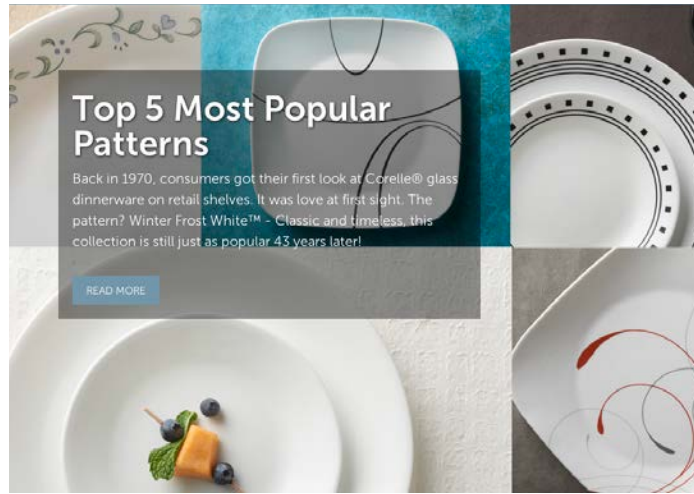
Bring your favorite
photo or drawing to the
bakery, and take home a
masterpiece today.



BRING IN A PHOTO TO THE
BAKERY TO GET STARTED.
Photo Cake not available in all locations.
See in-store for details.

CLIENT:
DecoPac

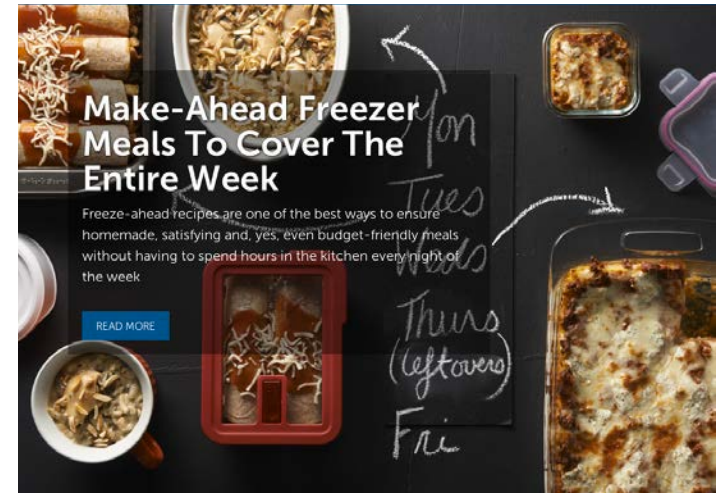
PROJECT:
Signage Design
Photo Art Direction
Styling



Top 5 Most Popular Patterns

Back in 1970, consumers got their first look at Corelle® glass dinnerware on retail shelves. It was love at first sight. The pattern? Winter Frost White™. Classic and timeless, this collection is still just as popular 43 years later!

[READ MORE](#)



Make-Ahead Freezer Meals To Cover The Entire Week

Freeze-ahead recipes are one of the best ways to ensure homemade, satisfying and, yes, even budget-friendly meals without having to spend hours in the kitchen every night of the week.

[READ MORE](#)



CLIENT:
Corelle World Kitchen

PROJECT:
Website and Blog Content
Photo Art Direction



CLIENT:
Target

PROJECT:
Photo Art Direction
Print Design
Advertising

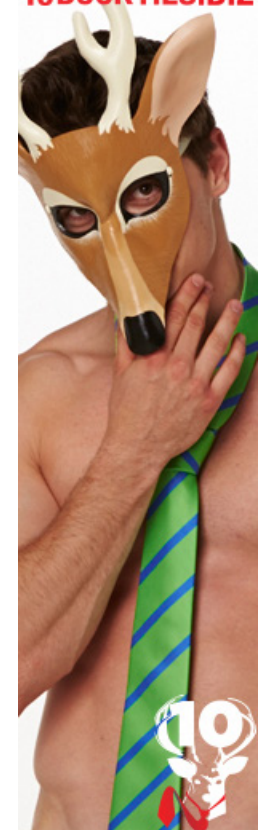


Nice ties for style-minded guys.
Your low-maintenance, no baggage bro-mance with neckwear.

TEN BUCK TIES



**WHY WEAR
ANYTHING ELSE?
10BUCKTIES.BIZ**



SHOP NOW

**SELFIE
IMPROVEMENT
10BUCKTIES.BIZ**



CLIENT:
Ten Buck Ties

PROJECT:
Brand/logo design
Web Design
Advertising
Social Media

SPECIAL PURCHASE 5-PIECE LIVING ROOM

\$999⁹⁹
only
54% off list

- sofa
- coffee table
- chaise
- 2 end tables

OUR LOWEST PRICE EVER!

SALE \$99⁰⁰
50% OFF list price
FALTO BOOKCASE
DIN 12054

SALE \$79⁰⁰
50% OFF list price
SET OF 2 ERN LAMPS
1008 01000
See other media for more

SALE \$79⁰⁰
52% OFF list price
5 X 7 MONTEREY TAUPE FLXJ
522 10000 See other media for more

WHILE 500 LAST!
HERITAGE 5-PIECE ROOM
Sofa, chaise, coffee table & 2 end tables.
Rich traditional feel with a thoroughly updated mix of tapestry and leather-look upholstery in tones of deep chocolate and dark-brown shades. Striped pillows, elegant curved wood and classic metal brass top bar. Curved lines with clean interior provide the perfect finishing touch.
Sofa: 100 400, Chaise: 600 050 390, our prices
See other media for more

*Percent off some items based on list prices. SEE BACK.

UP TO 55% OFF*

MEGASALE

slumberland
FURNITURE

Find more online! slumberland.com

ALL RECLINERS
2 for 1 LOW PRICE
LABOY

24 MONTHS special financing available.[†]
PLUS No down payment except tax and delivery. [†]See back page.

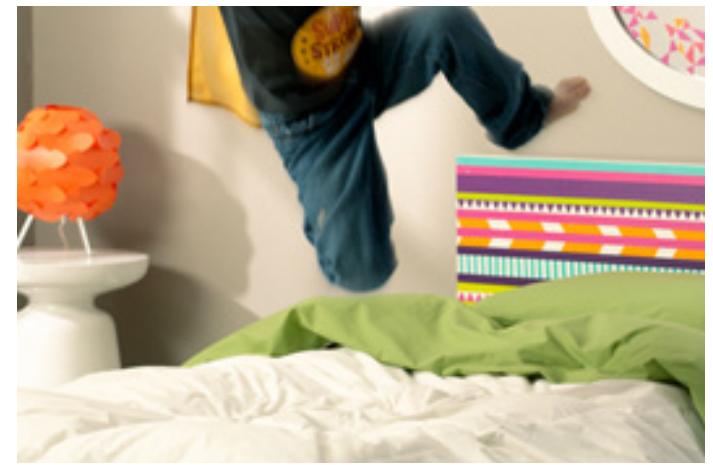
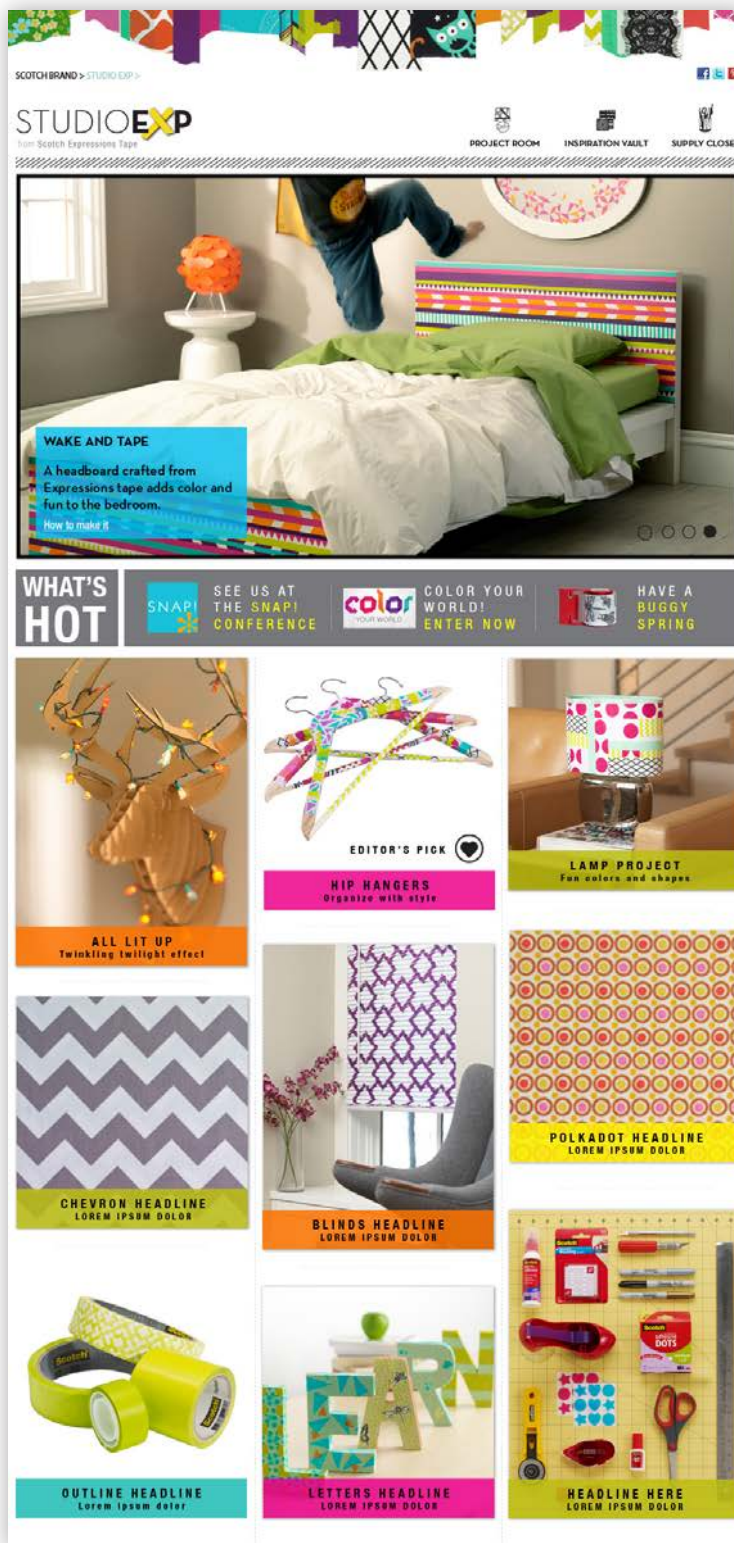
QUEEN SIZE MATTRESS SETS
AS LOW AS **\$376**

Simmons



CLIENT:
Slumberland Furniture

PROJECT:
Photo Art Direction
Styling
Print Design

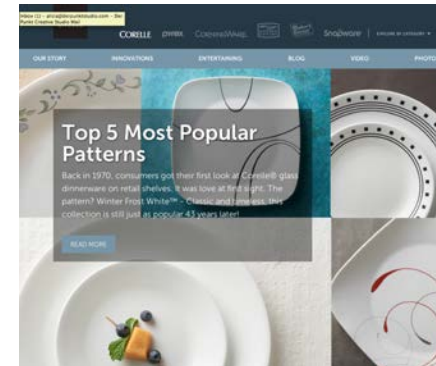
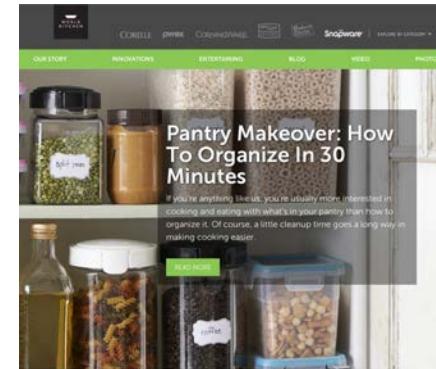
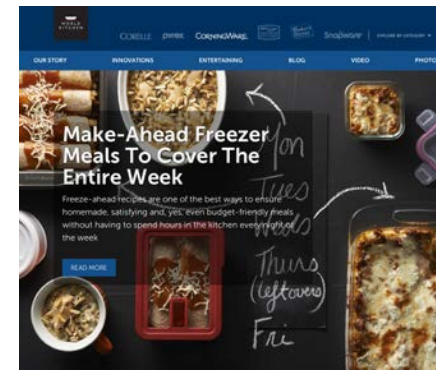
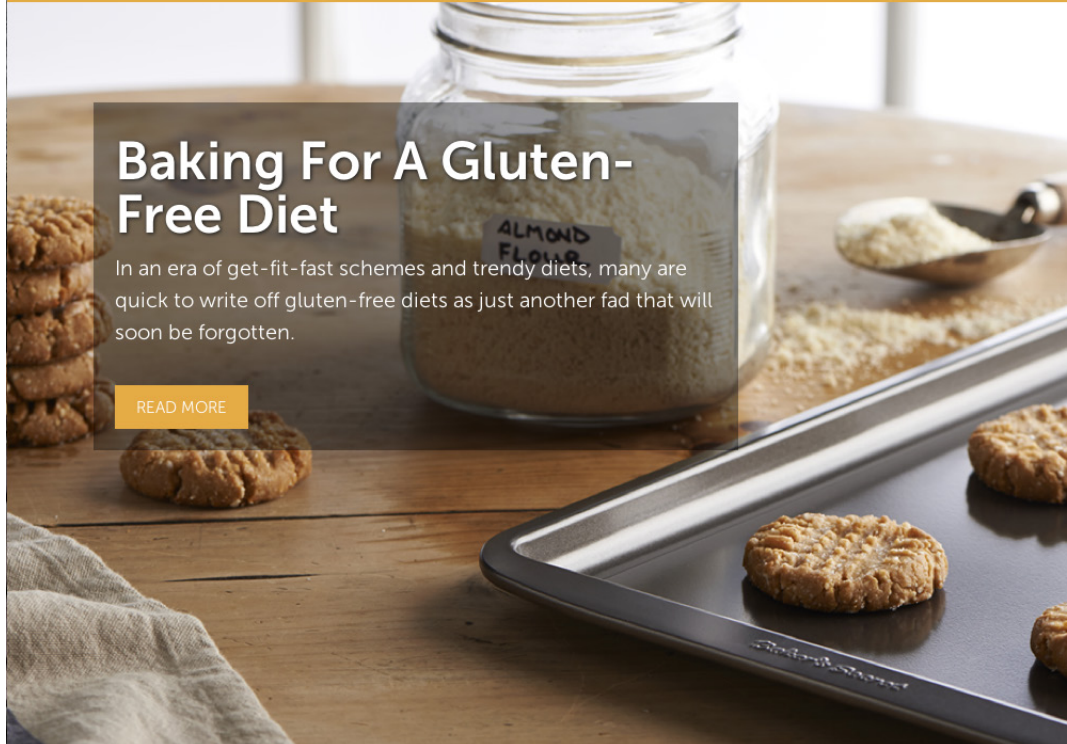
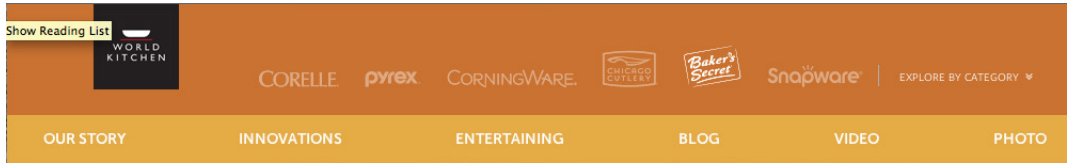


CLIENT:

Scotch Expressions Tape -
Studio EXP

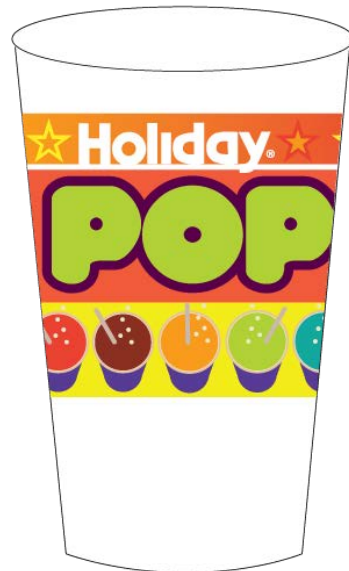
PROJECT:

Website Redesign
Editorial Content
Photo Art Direction



CLIENT:
World Kitchen

PROJECT:
Photo Art Direction
Content Creation



CLIENT:
Holiday Station Stores

PROJECT:
Signage Design
Cup Graphics



CLIENT:
Adams and Brooks Candy

PROJECT:
Package Design
Illustration

SEEDS of learning

3 to 5 YEAR-OLDS

TRAINER MANUAL



CLIENT:
SEEDS of Learning

PROJECT:
Brand Redesign
Print Design

ICON LIST		
🎵 Transition Song	📄 Model	👉 Check for Understanding (Application)
🔄 Review of Previous Learning	👤 Practice	👉 Check for Understanding (Analyze)
📅 Agenda	🎯 SMART Goal Setting	👉 Check for Understanding (Evaluate)
🎯 Learning Objective	👉 Check for Understanding (Recall)	👉 Check for Understanding (Create)
👥 Professional Learning Community	👉 Check for Understanding (Understanding)	📄 Word Wall
★ Anticipatory Set		📺 Video
🗣️ Knowledge		

©SEEDS 2003, Revised 2015

TRAINER MANUAL

SESSION 1 - SEEDS of Early Learning

BIG 5 TRANSITIONS

🎵 Let's sing the "Letters Have Names" song.
👉 The song we just sang was an example of one of our Big 5 Transitions.

- Look in your manual—SEEDS has eight favorite Big 5 Transition activities that you will learn and practice throughout the SEEDS sessions and then go back and implement in your classrooms.
- We know that you are not children.
- We are modeling the transitions for you to take back and sing in your classrooms. The training space is a safe place to practice those transitions so that you will be better prepared to lead children in these activities.
- **Big 5 Transitions** are like 30-second commercials that teach important early school readiness skills while students are transitioning from one activity to the next, and they support behavior management.
- Transition times in classrooms can often be missed opportunities for teaching. The Big 5 Transition Songs take advantage of the opportunity to teach.

📄 Throughout our sessions we will post important words and concepts on our Word Wall to help organize our learning and to remember key concepts.

📄 Let's add **Big 5 Transitions** to the Word Wall.

🗣️ All of our songs can be found in the SEEDS Implementation Tools binder as well as on a ring in your Tool Kit. You'll also see them listed on the first page of every session, and those we'll be learning in that session will be highlighted.
Let's turn there now and try the "Letters Have Names" song one more time together before we move on.

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CLIENT:
Target

PROJECT:
Star Wars Episode 3
Print Design
Event Design
Photo Art Direction