



## Representative Clients

Over the past 27 years Telos has had the opportunity to work for a wide spectrum of clients in an unusually diverse variety of fields. Telos projects have been an integral part of large scale development and fund raising projects helping its clients to raise millions of dollars.

Telos adapts its services to the needs of its clients to provide only the value added skill sets that are required. Some clients look for Telos to handle every aspect of the production. Others, like Jones Day or Cleveland Clinic may have in-house production teams but want to hire Telos to augment their internal capabilities.

Clients and institutions in almost any discipline, field or industry will benefit from the company's experience and track record which is described on the following pages.

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## Representative Clients

### ADVERTISING AND PUBLIC RELATIONS

- Axelrod and Associates, Inc., Chicago
- The Culbertson Group
- Edward Howard & Company
- Fahlgren Martin, Toledo
- Landau Public Relations
- Stern Advertising
- Wyse Advertising

### ARTS, ENTERTAINMENT, SPORTS

- Artist Larry Bell, Albuquerque Museum of Art
- Cleveland Center for Contemporary Art
- Cleveland Cavaliers, NBA Franchise
- The Dunham Tavern Museum
- Fashion Museum of the Louvre, Paris
- International Management Group
- James A. Garfield Museum
- Maryhill Museum, Washington State
- Ohio Lottery Commission
- The Plain Dealer
- Playhouse Square Foundation
- Rodgers/Silverman School of Fashion Design at Kent State University
- TIME Magazine

### CONSULTING AND LEGAL

- Capgemini, US LLC
- Ernst & Young, LLP
- Jones, Day
- Legal Aid Society of Cleveland
- McKinsey & Company, Inc.
- Tucker, Ellis and West LLP

### ASSOCIATIONS, CIVIC ORGANIZATIONS

- American Institute of Architects
- American Yoga Association
- Cleveland Convention and Visitors Bureau
- Cleveland Plus Marketing Alliance
- Embroiderer's Guild of America
- Mt. Sinai Healthcare Foundation
- National Inventors Hall of Fame
- New Cleveland Campaign
- The Payne Fund
- Suzuki Association of the Americas

### INSURANCE AND FINANCIAL SERVICES

- Capital American
- Charter One Bank
- International Asset Management
- KeyCorp
- The Progressive Corporation

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## Representative Clients

### EDUCATIONAL

- Case Western Reserve University
- Cleveland Institute of Music
- Eastern Michigan University
- Frances Payne Bolton School of Nursing
- Hanna Perkins School
- Kent State University
- Lorain County Community College
- Maltz Museum of Jewish Heritage
- Orange School District
- Princeton University
- Saint Augustine Academy
- Shaker Heights School District
- Ohio State University
- Weatherhead School of Management
- Western Reserve Historical Society

### HEALTH CARE

- Baxter Healthcare Corporation, Los Angeles
- The Cleveland Clinic Foundation
- Kaiser Permanente
- Lakewood Hospital
- Laurelwood Hospital
- Thoracic Surgery Foundation, Chicago
- WorldCare Foundation, Boston

### MANUFACTURING AND CORPORATE

- Advanced Polymer Sciences
- Ameritech Communications
- General Motors Corporation
- International Exposition Center
- Parker Hannifin2
- Picker International
- Royal Appliance Manufacturing Co.
- Rubbermaid Company

### TELEVISION, RADIO AND FILM

- **ABC** – Home Show Family Movie Reviews
- **CBC** News Health Care Report (Canada)
- **CBS** Evening News, Shaker Heights High School, Class of '68
- **Court TV** – LMNO, Extreme Evidence
- **Disney** – Lexicon Int'l, Disney's World of English
- **Disney Entertainment** – New Mickey Mouse Club
- **Fox** – America's Most Wanted
- **Greystone Communications** – HGTV
- **HBO** – NFL Legends
- **NBC** Olympic coverage, Harrison Dillard

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## Advancement & Development

### **Cleveland Clinic**

#### **CLEVELAND CLINIC HEART CENTER**

An overview of the Department of Cardiothoracic Medicine, highlighting its pioneering efforts in the treatment of heart disease. The program is an integral component in the Clinic's campaign to raise \$350 million dollars for a new Heart Center.

### **The Cuyahoga County Juvenile Court**

#### **MAKING JUSTICE WORK FOR CHILDREN**

An examination of the challenges the Juvenile Court faces with respect to delinquency, abuse and neglect. The program was part of an extensive campaign to renovate existing facilities.

### **Fairmount Presbyterian Church**

#### **NOW, IT'S OUR TURN**

Part of a \$3.9 million capital stewardship campaign, featuring Fairmount's long tradition of service to its congregation and the surrounding community, and its desire to remain a fulcrum for positive change into the future.

### **Goodwill Industries, Inc.**

#### **BELIEVE IN THE POWER OF WORK**

Part of a comprehensive development strategy, the program describes the organization's many vocational and rehabilitation programs designed to help the disadvantaged lead independent lives.

### **The Hanna Perkins Center for Child Development**

#### **THE HANNA PERKINS CENTER**

An overview featuring the center's psychotherapy clinic, day care facility, parenting programs, and daycare worker seminars. The program is used within direct mail campaigns, and to supplement on-site visits by parents, educators and potential benefactors.

### **Hopewell Inn**

#### **HOPEWELL INN**

An overview of a unique residential mental health facility, dedicated to the rehabilitation of mentally ill adults through participation in a therapeutic farm community.

### **Mt. Sinai Health Care Foundation**

#### **HOW A FOUNDATION WORKS WHEN ITS REALLY WORKING SENIOR TRANSPORTATION IN CUYAHOGA COUNTY**

#### **CHILDSIGHT**

#### **ANNUAL REPORT 2011**

Used in conjunction with the Foundation's annual meetings the videos highlight the first decade of service during its initial years of grant making, and offers an overview of its most successful initiatives.

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## Corporate Communications

Internal & External

### **Cappgemini Ernst & Young, US LLC**

A look at “Appreciative Inquiry,” an innovative approach to employee management and relations as a strategic initiative to increase performance productivity.

### **Case Western Reserve University**

Biographical retrospective of retiring trustees, within the context of the University’s evolution from a small academy for men in Hudson, Ohio to one of the top educational institutions in the country.

### **Charter One Bank**

Various employee communications programs, designed specifically for upper management training sessions on the topic of managing inclusion in a diverse workplace environment.

### **Jones Day**

History of one of the largest law firms in the world on the anniversary of their centennial; new associate orientation and recruiting programs accessed through the web; a comprehensive over-view of the Firm including its History, Structure, Values, Diversity, Pro Bono, the organization’s “One Firm” concept and its Vision for the future.

### **KeyCorp**

Employee communications, including a quarterly video news magazine, corporate values statements; merger orientations; video news releases (VNR’s); marketing videos for new product introductions.

### **Progressive Corporation**

Wide range of employee communications, including corporate history; strategic planning; corporate values; art collection overviews, video news releases (VNR’s); and motivational programs.

### **Taussig Cancer Center – Cleveland Clinic**

Promotional program for the Fourth Angel Mentoring Program, developed in association with Olympic Gold Medalist, Scott Hamilton. Overview of the Clinic’s Chemocare.com website for individuals undergoing chemotherapy and radiation treatments.

### **Weatherhead School of Management – CWRU**

Video program for an international symposium on the concept of “Managing as Designing,” and the creation of a new business lexicon for organizational strategies and practices. Updates and dedication programs on the design and construction of the new business school building, designed by renowned architect, Frank O. Gehry.

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## Documentaries & Fine Arts

### **American Civil Liberties Union**

#### **ACLU HONORS PETER B. LEWIS**

A profile of the philanthropist and donor of the new ACLU Headquarters building in Washington D.C.

### **Larry Bell, Artist – Albuquerque Museum of Art**

#### **WATCHING THE WATCHER –**

#### **THE CREATION OF LARRY BELL’S SUMER**

A documentary on the creation of massive 24 feet tall bronze stick figures. Rich with ancient folklore and mystical musings, Sumer examines the inspiration behind this complete departure from Bell’s previous works.

### **Cleveland Clinic**

#### **ALL FOR ONE – THE STORY OF THE CLEVELAND CLINIC**

An award-winning, definitive history of one of the world’s great medical institutions featuring the music of Ralph Vaughan Williams and narrated by Edward Herrmann.

### **Cleveland Clinic**

#### **FOCUSED CALM – THE ARCHITECTURE OF HEALING AT CLEVELAND CLINIC**

An award winning exploration of the Clinic’s recent \$84 million dollar expansion. This program features the work of one of the most prominent Landscape Architects in the world, Peter Walker who describes his minimal art based inspirations for the Clinic’s main campus.

### **Cleveland Cavaliers**

#### **RISING HIGH – CAVS 92-93 VIDEO YEARBOOK**

A documentary of one of the most successful seasons in Cavs history as seen through dramatic highlights and the insights of players and coaches.

### **The Embroiderers’ Guild of America**

#### **EMBROIDERY – THE LEGACY OF NEEDLEARTS**

The artistry of embroidery from around the world including everything from 14<sup>th</sup> century Chinese textiles to an authentic recreation of the coronation robes of Napoleon to the Bayeux Tapestry shot on location in France. The program features discussions of embroidery techniques and traditions with artists, restorers and museum curators from major institutions including Hampton Court Palace in London, The Fashion Museum of the Louvre in Paris, and The Cleveland Museum of Art.

### **James Hyde, Artist**

#### **THE CREATION AND INSTALLATION OF RISE**

An in-depth look at the creation process of a massive site specific installation. One of Hyde’s most significant projects are four, compact car-sized blocks of Styrofoam, painted with the ancient technique of fresco.

### **Kent State University & Stanley Garfinkel**

#### **SHANNON RODGERS – STYLE AND QUALITY ON 7TH AVENUE**

A biographical retrospective on Broadway and Hollywood fashion designer, Shannon Rodgers, and his business partner, Jerry Silverman.

#### **CHARLES KLIBACKER – TALKS ABOUT COUTURE**

A profile of “ the master of the bias cut”

#### **STEVEN STIPLEMAN – ON PAINTING & ON SKETCHING**

Profile of Women’s Wear Daily and Vogue Magazine fashion illustrator showing his extraordinary talent and technique in real time.

### **Knowlton School of Architecture –**

#### **The Ohio State University**

#### **A CONSTRUCTIVE MADNESS**

A creative profile of architect, Frank O. Gehry, and his decade long unbuilt house project for Peter Lewis. During the span of this project Gehry developed some of his most innovative ideas; transforming 20<sup>th</sup> century architecture.

### **Legal Aid Society of Cleveland**

#### **A CENTURY OF SECURING JUSTICE AND CHANGING LIVES**

An overview of the nations 5<sup>th</sup> oldest Legal Aid Society on the occasion of their 100<sup>th</sup> Anniversary.

### **Musée des Arts de la Mode, Paris (The Fashion Museum of the Louvre) & Kent State University**

#### **VIVIER**

A documentary on Roger Vivier, who invented the stiletto heel as well as the platform sole and created made-to-measure shoes for Christian Dior.

#### **THEATRE DE LA MODE**

A documentary on miniature fashion dolls, created by the elite couturier of Paris, to raise funds for war relief following WWII.

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## Documentaries & Fine Arts

### **Playhouse Square Center –**

#### **David O. Frasier & Joseph Garry**

##### **JACQUES AND MADDLY**

A musical portrait of Jacques Brel and his soul mate, Maddly Bamy, as inspired by the paintings of Paul Gauguin.

### **Progressive Corporation**

#### **ART CHANGES YOU**

An overview of the prestigious Progressive Contemporary Art Collection featuring profiles and the processes of five artists commissioned for large-scale site specific installations.

#### **EVERYBODY WINS, THE HISTORY OF PROGRESSIVE CORPORATION FROM 1937-1983**

An overview of the origins and growth of the nation's third largest auto insurance company.

### **The Payne Fund**

#### **REACHING OUT FOR LIBERTY AND LIGHT, THE LIFE OF FRANCES PAYNE BOLTON**

A biographical documentary on Ohio's first Congresswoman.

### **Phyllis Seltzer, Artist**

#### **PHYLLIS SELTZER**

A portrait of the artist and her unique printmaking techniques which employ the electrostatic copier.

### **David Reed, Artist**

#### **TWO BEDROOMS IN SAN FRANCISCO**

A contemporary art installation project inserting David Reed's abstract baroque-brushwork paintings into scenes from Alfred Hitchcock's *Vertigo*.

### **Princeton University**

#### **EXTREME VISIONS – A TELOS FILM ABOUT**

##### **ARCHITECTURE AND CREATIVITY**

##### **COMING IN THE SPRING OF 2011**

This documentary project that explores the design and construction of the innovative Lewis Science Library, designed by Frank Gehry and the Collegiate Gothic Whitman College Dormitory Complex designed by Dimitri Porphyrios. This program contrasts the radically different architectural styles of the two buildings and also profiles the architectural philosophies and creative processes of the two designers. Narrated by Wentworth Miller, best known for his portrayal of architect Michael Scofield on the hit TV show, *Prison Break*.

### **Solomon R. Guggenheim Museum**

#### **CONSTRUCTING DESIRE AND DESIRING CONSTRUCTION**

Three short films to support a symposium on the Frank Gehry/Peter Lewis Residence collaboration.

### **TRW, Inc.**

#### **FRED CRAWFORD, CELEBRATING 100 YEARS**

A biography, told in the tradition of Will Rodgers by Crawford himself, on the celebration of his 100th birthday.

### **Weatherhead School of Management**

#### **MANAGING AS DESIGNING**

A distillation of a seminar with participants from around the world looking at a new management philosophy influenced by the design process of Frank O. Gehry.

### **Western Reserve Historical Society**

#### **SHOWPLACE OF AMERICA**

An account of 19th century Cleveland, highlighting Euclid Avenue, and its renown as one of the most beautiful streets in America.

### **PLAY TIMES PAST**

A documentary on the evolution of children's entertainment from dolls to storybooks over the past 200 years.

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## Educational & Instructional

### **Benz Research & Development**

#### **EXTREME H<sub>2</sub>O**

Care and maintenance video for new soft contact lens product.

### **Cleveland Cavaliers – NBA Franchise**

#### **TAKE YOUR BEST SHOT, STAY IN SCHOOL**

The Cleveland Cavaliers contribution to support the NBA's National Education Awareness campaign.

### **Delos Cosgrove, MD – Cleveland Clinic Heart Center**

#### **MINIMALLY INVASIVE VALVE PROCEDURE & THE COSGROVE MITRAL VALVE RETRACTOR**

Physicians certification programs, introducing new surgical protocols and devices.

### **Dunham Tavern and Museum**

#### **THE DUNHAM TAVERN**

Overview of Cleveland's oldest historic site, for visitors and school children.

### **Inventure Place at the National Inventors Hall of Fame**

#### **A PATENTLY GOOD IDEA**

An introduction to the patent process for student audiences.

#### **INVENTORS HALL OF FAME INDUCTION CEREMONY PROFILES**

Various biographical shorts describing the lives and accomplishments of America's premier inventors.

### **Libby Owens Ford, Inc.**

#### **IN THE BLINK OF AN EYE**

Safety program for the glass manufacturing industry.

### **Maltz Museum of Jewish Heritage**

Multiple films, videos and audio programs to support the museum's many exhibit halls. Topics vary from WWII and the Holocaust to a history Jewish pop culture and entertainment.

### **Personal Security Services, Inc.**

#### **TAKING CONTROL, ON THE STREET, IN YOUR HOME, IN YOUR CAR**

A common sense approach to personal safety for individuals and families.

### **Royal Appliance Manufacturing Company**

Various point-of-purchase assembly demonstration videos included in the product packaging.



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## Broadcast Commercials

### **Gateway Campaign, Mike White Mayoral Campaign**

Axelrod & Associates of Chicago

### **Ashland College**

Cayne & Associates

### **Season Tickets**

Cleveland Cavaliers

### **B&B Appliance**

The Culbertson Group

### **Deaconess Hospital, Laurelwood Hospital**

Edward Howard & Co.

### **Blue Cross/Blue Shield, United Way**

Fahlgren Martin, Toledo

### **Dutch Boy, Ciba Corning**

Griswold Advertising

### **Senatorial Campaigns, Hyatt Legal Services**

Joel Hyatt

### **Mid-America Boat Shows**

Lake Erie Marine Trade Association

### **Personal Security Services**

Landefeld Communications

### **Ohio Lottery, Metro Toyota, Political Campaigns**

Marcus Advertising

### **Glidden Paint**

Meldrum-Fewsmith

### **Palooza, Center Fest**

Playhouse Square Center

### **PVA Mop**

Rubbermaid

### **Bil-Jac, Honda**

Pinpoint Marketing

### **Mr. Hero Combo**

Seconds to Impact

### **May Co., McDonald's, Pontiac, Randall Park Mall,**

### **Jared Jewelers**

Stern Advertising

### **Higbee, Smucker's**

Wyse Advertising