



GOVERNOR'S OUTDOOR CONFERENCE



Over the course of his first term, Pennsylvania Governor Edward Rendell and his administration noted alarming trends that signaled a growing disconnect between the citizens of the Commonwealth and the outdoors.

In early 2006, concerned that these trends, if left unaddressed, would have serious consequences for the state in such diverse areas as public health, the economy, childhood and family development, and conservation of our precious natural resources, Governor Rendell decided to convene a first of its kind Governor's Outdoor Conference.

Group Inc was called on to develop, implement and manage the three-day conference, bringing together state and national policy makers and experts to share knowledge and develop solutions surrounding critical issues related to Pennsylvanians' connectedness to the outdoors. The conference took place March 18-20, 2007 at the Penn State Conference Center in State College, Pennsylvania. Key stakeholders from throughout the state and across the country - representing the public, recreation and tourism, health industries, natural resources and related industries, educators, advocacy organizations and associations, and decision makers from all levels of government - participated in a collaborative exploration of best practices and innovative programs.

Group Inc managed every aspect of the conference from the earliest stages of conception, including message development and program coordination, fundraising, scheduling and logistics, speaker coordination, creation of video and multimedia content, and overall event production. The program included three general sessions with keynote speakers and expert panels, a series of breakout forums, and a closing night banquet with live entertainment.



DESTINATION PENNSYLVANIA THE GOVERNOR'S CONFERENCE ON TOURISM



Throughout his two terms, Pennsylvania Governor Edward G. Rendell's administration has been committed to continuing economic investment in support of communities and businesses.

In spring of 2008, recognizing the importance of community-level stakeholders and tourism revenue to local economic development, Governor Rendell decided to convene a statewide Governor's Conference on Tourism.

Group Incorporated was asked to develop, implement and manage this three-day policy conference as a forum to share knowledge and develop solutions for how Pennsylvania's communities could work together to promote tourism in ways that preserve heritage while embracing progress. The conference took place May 4-6, 2008 at the Wyndham Hotel in Gettysburg, Pennsylvania. Group Incorporated conceived an original brand and unique format for the conference that brought key stakeholders together in a substantive and interactive analysis of place-based tourism. Participants were challenged with outlining a "blueprint for partnership" in the development of sustainable tourism projects across Pennsylvania.

Group Inc managed every aspect of the conference from the earliest stages of conception, including thematic development and program coordination, scheduling and logistics, speaker coordination, creation of video and multimedia content, and overall event production. The unique agenda format included a series of offsite case studies, town hall discussions and awards recognizing leadership and innovation in tourism, in addition to keynote speakers, expert panels and a closing banquet with live entertainment.

The inaugural conference has been an ongoing policy development tool for the state. Group Inc has been retained to continue to build the Destination Pennsylvania brand and to facilitate grassroots policy outreach through a series of regional workshops leading to another annual policy conference in 2009.



PRESIDENTIAL CAMPAIGN POLITICS



Nowhere is Group Inc's ability to implement complex communications concepts more rigorously tested and proven than in the political arena - whether we're producing a presidential campaign launch or a high-profile government summit. We're regularly called upon to manage such projects - for the simple reason that we have shown again and again that we can not only survive but excel in this pressure-filled environment, where the workload is demanding, the critics unforgiving and the deadlines immovable.

Our strength lies in our ability to meld the verbal, visual and technological elements of an event by drawing on a full-range of skills and talent and using the latest applications of new media products. In short - because we have to - we know how to get it right the first time.

Since 1998, the Democratic Party, primary candidates and Democratic nominees have called on Group Incorporated to implement a variety of important communications projects - from the first primary debate to celebrity concerts, "rapid-response" issue spots and the Election Night gatherings.



BUSINESS SOFTWARE ALLIANCE GLOBAL TECH SUMMIT



Today's networked world holds great promise for strengthening economies, increasing productivity and supporting global development. It also presents new legal and ethical challenges that call for bold and imaginative solutions. The Business Software Alliance (BSA) - an international organization of leading software and e-commerce developers - has become a nexus for creative ideas for charting this new communications frontier.

Group Inc produced the first Global Tech Summit for BSA in December 2001 . Held in Washington, DC, the event was an unprecedented gathering of leaders and innovators from the world's fastest growing industry.

Our challenge was to create a venue in which BSA executives could discuss complex topics ranging from software policy to trade opportunities while reaching out effectively to a broad and diverse audience - including the media, policy and opinion makers, current and potential member organizations, and the general public. The solution was to create a visually enabled set that manifested the central themes of the Global Tech Summit and projected the strength and innovation of BSA's member companies. By weaving together state-of-the-art presentation elements and new audience participation technology, we produced dialogue sessions and accompanying video content that explored in depth issues of importance to BSA members.

For the next Global Tech Summit in 2003 , BSA wanted a more intimate setting with greater audience participation and interaction. Group Inc moved the event to Atlantic Studios, a full-function facility in Washington, DC. With Lou Dobbs moderating, panel discussions covered a range of perspectives on how best to advance the networked economy. Participants from all over the world included high-tech CEOs, academicians, policymakers and journalists. The event took place against a backdrop of heightened cyber security concerns in the wake of 9/11 and featured Homeland Security Secretary Tom Ridge as the keynote speaker.

Using video content from the 2001 Summit, Group Inc created an interactive DVD presentation to support BSA's member recruitment and marketing efforts. Following the 2003 Summit, we produced four original videos with panel discussion highlights.



ROCK THE VOTE AWARDS DINNER



This national organization focused on political power for young people tapped the expertise of Group Incorporated and its executive Tom Gorman - well known for producing events where celebrities meet Democratic politics - to pull together this 15th anniversary awards celebration.

Working with XM Satellite Radio and other sponsors, the Group Inc team managed talent, vendors and other event elements ranging from the red carpet celebrity arrivals through live performances and streaming media, while helping the organization meet its fundraising goals.

The dinner, which took place at the National Building Museum in Washington, honored President Bill Clinton, Senators John McCain and Barack Obama and the Black Eyed Peas, and celebrated RTV's success in registering young voters and engaging them in the political process. Other notable participants included Senators Harry Reid and Chuck Hagel, television star Amber Tamblyn, Washington Wizard Etan Thomas, "American Idol" judge Randy Jackson and recording artists Regina Spektor and Nikka Costa.



NATIONAL GOVERNORS ASSOCIATION CENTENNIAL CELEBRATION



In July 2008, the nation's governors and many former governors gathered in Philadelphia for their annual meeting and 100th anniversary celebration. Group Inc was hired as executive producer of NGA's centennial day and by Pennsylvania Governor Ed Rendell to serve as managing director of the state's Host Committee, designing and implementing special programs for governors and their families.

The centerpiece of the centennial celebration was a two-part discussion on Innovation and Leadership among the governors, held at the Kimmel Center for the Performing Arts. The unprecedented four-hour program, headlined by President Bill Clinton and termed a "vigorous discussion" by the *Washington Post*, touched on education, health care and the balance between state and federal power, among other issues. The event was broadcast live to 12 million homes via CN8, amplified by video segments on a range of issues to deepen the discussion, along with interviews with policymakers and journalists, including David Broder and Newt Gingrich.

Acting as the Host Committee's managing director, Group Inc was also responsible for designing and implementing a series of social events and activities that showcased Philadelphia's historical landmarks, cultural attractions, neighborhoods and nightlife. These included an opening night reception at the Philadelphia Museum of Art, a patriotic dinner celebration featuring the Philly Pops at the National Constitution Center, a Mural Arts tour, a Phillies game at Citizens Bank Park, an American Bandstand-style dance party at the Grand Hall of the Pennsylvania Convention Center and a tree-planting in honor of the governors at Fairmount Park.

All of these programs required meticulous coordination among a range of groups, including NGA, governors' and venue staff; vendors and transportation providers; the Pennsylvania State Police; and event volunteers. Group Inc also designed and fulfilled sponsorship arrangements with General Motors, Apple and Comcast, among other corporations, for transportation and communications services. Finally, we created a wealth of digitized material from the four-day event, adaptable to a variety of formats, to serve as a permanent historical record and provide valuable communications content for ongoing use by the NGA.



IMPACT FILM FUND PRESIDENTIAL INAUGURAL CELEBRATION



On the Sunday before the inauguration of President Barack Obama, the Impact Film Fund held a late-night party for A-List celebrities in Washington, DC. The event saluted “Artists Making an Impact” with their music, comedy and commitment to change. The stellar lineup of performers included Nelly (as emcee), Sarah Silverman (“The Great Schlep”), and Darryl “DMC” McDaniels, with an appearance by Congresswoman Linda Sanchez (CA-D) and highlights from the comedy video website Funny or Die.

Group Incorporated designed, produced, directed and stage managed the event, creating original graphics that married Shepard Fairey’s iconic look with an animated approach featuring comedic moments from the 2008 presidential campaign. One of the hottest inaugural weekend parties in town, the Impact celebration drew red carpet appearances by Maria Shriver, Jessica Alba, Ron Howard, Jeffrey Wright - and substantial press coverage from major media.

“The upstart non-profit made a name for themselves at the Democratic convention last summer for managing to pull the biggest Hollywood names, and their Sunday late night party was considered a hipster hot ticket - Ludacris, Nelly, Sarah Silverman.” – *Washington Post*

“... the high energy hip hop sets and video clips kept the party-goers on their feet and dancing until 2 a.m.” – *Forbes.com*

“Hollywood was out in full force this weekend before the inauguration, and many of them stopped by Fur Nightclub on Sunday for the Artists Making An Impact Party.” – *Metromix, Washington, DC*

Proceeds from “Artists Making an Impact” supported the Impact Film Fund’s mission to create a platform for documentary and narrative filmmakers to engage in the political and policy arenas.



AMERICAN EAGLE OUTFITTERS



Since spring 2005, Group Inc has provided ongoing event and corporate communications support to American Eagle Outfitters, one of the country's leading fashion retailers targeting 15 to 25 year-olds. With profits at a record high, the company was seeking to "catch up" with its own success by upgrading its annual conference from a basic internal presentation to something closer to "business theatre" - extending to an audience of more than 1,000, including those reached by satellite.

Working through our event management partner TerraCom, Group Inc helped American Eagle move its annual corporate conference to a much higher level. This included establishing themes, writing stronger, clearer presentation language, creating compelling support graphics, producing informative video segments and designing and building a dynamic and entertaining executive presentation setting, complete with state-of-the-art widescreen displays and a multi-camera record.

For the 2006 conference, Group Inc, again working through TerraCom, produced three days of events, including an awards gala. Group Inc's Executive Producer, Tom Gorman, worked closely with AE executives to craft and refine their corporate message and improve their delivery before a live audience. The 2006 event included two fashion shows and the launch of two new brands, Aerie and Martin + Osa, supported by more than dozen video roll-ins.

Three times a year, Group Inc's Pictures division produces a DVD "virtual lab store tour" for American Eagle. The package helps district managers sell, market and display AE's Spring, Fall and Holiday lines more effectively.



MICROSOFT RESEARCH WASHINGTON, DC TECH FAIR AND FORUM



Any event that involves the country's largest software company and media powerhouse and its wealthiest executive is by nature high profile. For this one-day gathering of influential individuals - including government representatives, university officials, academic researchers, high-industry innovators, public policy organizations, news media and others - the emphasis was on quality over quantity.

With the theme of shaping the future of technology, the Tech Fair featured 12 research demonstrations of work taking place in Microsoft labs and collaborating universities in such areas as mobility, wireless computing, bioscience, machine learning, security, privacy and safety. The event, which took place at the Library of Congress, was billed as opportunity for the exchange of ideas and experiences among the brightest, most innovative leaders from an array of fields.

Group Incorporated supported Microsoft's Washington, DC Office with every detail - including designing and building a TV-friendly backdrop, setting up the exhibit area, managing all on-site logistics and briefing moderators and other participants - to execute a flawless event.



DISCOVERY CHANNEL - POP NATION AMERICA'S COOLEST STUFF



Tiger Tigress Productions, also known as TTP, called on Group Incorporated to design and budget a multi-city tour for a Discovery Channel pilot series called “Pop Nation.” The series, reminiscent of the popular “Antiques Road Show,” focused on pop-culture collecting, inviting participants to “turn that post-60s stuff into cash and take a trip down memory lane.” The series features colorful characters of pop-culture collecting and provides a showcase for attic treasures and a forum for sellers and appraisers.

What TTP needed from Group Inc was the creation, on a tight budget, of a scalable, movable event that could accommodate anywhere from 100 to 3,000 people. We came up with a broadcast-quality production design and implemented the four-city, cross-country tour - managing lighting, show flow, staffing and logistical details - to allow TTP to concentrate on the editorial aspects and ensure that the shows met the high standards of Discovery Channel.

The “Pop Nation” road events were informational and fun, while serving as the starting point for a new high-definition television program.



NATO 50TH ANNIVERSARY SUMMIT AND NATO TV



During the NATO 50th Anniversary Summit, leaders from 44 countries convened in Washington, DC, in an international gathering of unprecedented scope. Tom Gorman led a team responsible for managing events and directing communications for all aspects of the Summit.

In addition to the tasks associated with any large-scale diplomatic event - relating to security, logistics and foreign language interpretation - the NATO Summit presented an array of unique challenges:

The event occurred during a time of military action (NATO air strikes against Yugoslavia); it was the occasion for welcoming three new Eastern European members to the alliance; and it was an anniversary celebration, and thus a chance to redefine and reposition NATO for its role in the twenty-first century.

To sharpen the focus of the Summit we developed three broad themes: “Safeguarding Freedom with American Leadership,” “Celebrating Democracy” and “Meeting the Security Challenges of the 21st Century.” These themes helped guide the development of all Summit materials - from logos, scenic elements and video graphics to brochures, posters, credentials and tickets. NATO’s event themes also guided our creation of video and audio segments produced by an award-winning documentary team containing historical and biographical information about NATO and its leaders. These segments were digitized to make them adaptable for a variety of formats and easily accessible across all media, including scores of websites that were collecting and promoting content related to the Summit.

With the themes set and rich imagery at the ready, the final step was the creation of a powerful delivery system. This took the form of “NATO TV” a flexible broadcast architecture that we crafted to meet the varied needs of 19 different nations. The system served first as an electronic journal of record, but it also broadcast both “mixed” and “isolated” feeds of NATO cameras. This two-tiered approach allowed media from around the world to choose broadcast-quality images of individual leaders and editorial perspectives that fit their coverage needs. The end result was not only wider, more comprehensive coverage of the Summit by news organizations across the United States and in 64 other countries, but coverage built around themes and images that conformed to the Summit’s overall message.



CREF CONVENTION & EXPO



Since 2003, Group Inc has worked to support all the general sessions and special events for the Mortgage Bankers Association's major conferences. These include the Annual Convention & Expo - the industry's leading event, bringing together prominent investors and firms with mortgage banking expertise - as well as the Commercial Real Estate Finance Conference (CREF), National Secondary Conference & Expo, Servicing Convention & Expo and Technology and Mortgage Banking Convention & Expo.

Services provided by Group Inc for these events include site preparation, design and creation of original sets and graphics, audiovisual design and direction, and budget management. Featured speakers at Group Inc.-produced MBA conferences include such luminaries from business, government and sports as Magic Johnson, Colin Powell, President Jimmy Carter, Madeleine Albright, Bob Woodward, and Cal Ripkin, Jr. Entertainers booked by Group Inc for special conference events include Dana Carvey, the Pointer Sisters, and KC and the Sunshine Band.

The MBA conferences illustrate how, using the right technology and design expertise, an organization's production dollars can be maximized to transform a standard event into something much more memorable, distinctive and effective.



2003 & 2007 PENNSYLVANIA GUBERNATORIAL INAUGURATION



The challenges of any inaugural is being able to simultaneously design, budget, staff and produce, in only a few weeks, a swearing-in ceremony, parade, gala concert and inaugural ball.

In both 2002 and 2007, Group Inc worked with the Pennsylvania inaugural committee and state government representatives to lead a senior staff of more than 75 - designers, producers, media relations experts, transportation, credentialing, ticketing, logistics and security staff - and oversaw hundreds of laborers and volunteers to implement a full day of official and celebratory events. These included:

- Fully scripted, broadcast-quality concerts featuring national talent, including Jon Bon Jovi, Robert Randolph, Monica Mancini, Jill Scott, The Trammps, Chubby Checker, Sister Sledge, David Brenner, Michael Buble and renowned producer David Foster.
- A “Taste of Pennsylvania,” showcasing Pennsylvania restaurants and caterers.
- An inaugural parade with more than 5,000 participants.
- A “Celebration of the Arts” walking tour, highlighting premier Pennsylvania arts venues and performing artists.

With both projects, our greatest challenge was to transform the site of the annual Pennsylvania Farm Show (still full of livestock three days before the event) into a fitting venue for an inaugural ball and gala concert. Working closely with the managers of the Farm Show Complex, the Group Inc team fulfilled the Governor’s wish to create a democratic, low-dollar event in a physical setting large enough to accommodate a crowd of thousands (9,500 in 2003 and 6,500 in 2007). In the same spirit of inclusiveness, Group Inc worked with Commonwealth Media Services to make the events accessible via cable TV to Pennsylvanians throughout the state.



BASEBALL RETURNS TO WASHINGTON, DC



Washington, DC's long wait for a baseball team came to an end in September 2004, when Mayor Anthony Williams announced, at a rapidly organized press conference, that the Montreal Expos would become the city's first Major League franchise since the Washington Senators left in 1971.

Group Inc was asked to be on alert and ready to produce the press conference once Mayor Williams got the official call from Baseball Commissioner Bud Selig. With only a few hours notice, and prepared with printed graphics and a flexible scenario to accommodate either an indoor or outdoor event, Group Inc assembled an exuberant gathering of local little leaguers, public officials and Washington Senators players - introduced by former Senators baseball announcer Charlie Brotman. In a Group Inc.-orchestrated photo op that made the front page of the *Washington Post*, *New York Times*, *Baltimore Sun* and *USA Today*, Mayor Williams held up a Major League home plate emblazoned with the DC '05 logo.

The Group Inc team worked under the strategic direction of The Glover Park Group, a Washington, DC communications and public relations firm.



MINORITY BUSINESS DEVELOPMENT WEEK



Surveys have shown that minority-owned businesses are growing at a faster rate than non-minority-owned firms but have significantly less access to venture capital. Each year in Washington, DC, the Department of Commerce's Minority Enterprise Development Agency and the Small Business Administration hold a National Minority Enterprise Development Week - or MED Week, as it's familiarly known.

The conference provides a forum for discussion of issues affecting the growth and development of minority enterprise, and for an exchange of information that can lead to new business opportunities.

For the past six years, Group Inc., retained by the conference's prime contractor, Terra-Com, has produced major MED Week events, including luncheons, roundtable discussions, information sessions and an awards gala that serves as the conference finale. In recent years, MED Week has drawn more than 1,300 attendees and has featured speeches by Vice President Cheney, Secretary of State Colin Powell and Secretary of Commerce Don Evans.

Group Inc's senior staff provides comprehensive production services for MED Week, including event development and planning, on-site vendor management, detailed stage and set design, scripting and show flow, sound and lighting, video segment production, event graphics and multimedia elements.



IBT CONVENTION



The 2001 Convention of the International Brotherhood of Teamsters (IBT) a gathering of 2500 members from the United States, Puerto Rico and Canada - was a benchmark event for the organization: It reaffirmed the union's cause and served as a forum for considering important issues and policies, as well as for transacting official business, including the nomination of officers.

Beyond that, the 2001 Convention was an opportunity for the IBT to project a new, stronger and more forward-looking image, using the event itself as a powerful and effective communications tool.

From a production and financial standpoint, this meant structuring an entirely new kind of event - one that combined concept, content and presentation technology to work well for a range of interests within and outside the union.

To achieve its goals, and with only six weeks to go, IBT turned to Group Inc to assemble a complete production and event management team with the highest level of capabilities. Our task was twofold: first, to get the convention loaded in on time and on budget; second, to create for the Teamsters a flexible event communications architecture that would convey a variety of messages with dramatic effect - both inside the hall and to remote audiences. Initially tapped as consultants, Group Inc's role evolved quickly into one of managing most aspects of the convention - from exhibit areas and drayage to stage management, video segment production and live camera coverage. A convention highlight was a Group Inc-produced patriotic opening session video, depicting Teamster members at work across America providing a wide range of services to the nation. The piece is now used by locals throughout the country and as an introductory piece for board meetings.

Among Group Inc's challenges was the need to negotiate fair prices with vendors without compromising quality and to produce a clear accounting of funds expended for the convention. We created a cost-plus model, increased the transparency of compensation for all vendors and devised a consolidated event budget with a chart of accounts for better management, tracking and reporting of all production expenditures. The result was a highly successful event and millions in savings for the Teamsters.



AMERICA 2000

THE DEMOCRATIC NATIONAL CONVENTION



For a national political party, a nominating convention is an opportunity to communicate the value and importance of the party's leadership at every level of government. For American voters, it is a celebration and reaffirmation of the democratic process. For the participants - candidates, delegates and the media - it is a potent mix of excitement and substance. We directed a team of designers, producers, technology experts, technical crew and political consultants to produce "America 2000," the Democratic Party's Presidential Nominating Convention.

In this first national party convention of the twenty-first century, one of the key challenges was to make progressive use of state-of-the art technology in a new, free-flowing media environment. With more than 500 digital broadcast channels and an ever-expanding Internet world, we were able to produce and deliver the event in more creative ways and to a wider, more diverse audience than in the past.

Our approach combined concept and content management with distribution technology to structure a communications operation that worked well for a variety of audiences - the media, the public, the Democratic Party, and the myriad national and local entities seeking to use the convention to communicate with their constituencies. This operation featured a unique set of programs:

- Convention Broadcast Network
- E-mersion camera coverage
- A Digital Stills Gallery
- Democracy Live!
- The Democratic New Service

In short, the party and all its constituencies had at their disposal a flexible communications architecture for conveying a variety of messages with dramatic effect, both within the hall and to remote audiences.

This included a wealth of visual material, loosely packaged and distributed via satellite for use by local stations with limited funds and resources - providing them with the visual content they needed to talk about Democratic issues that resonated in their communities.



BERLIN AIRLIFT REMEMBRANCE CEREMONY



Between June 1948 and May 1949, the runway at Tempelhof Airport in Berlin was the scene of the largest airlift in history - as more than a quarter of a million sorties, flown round the clock, brought more than 2 million tons of food supplies from the United States and Great Britain in response to the Soviet blockade of the city.

The Berlin Airlift ceremony in May 1998, held on the same airstrip, recalled that proud moment in history when the Western Allies became the protectors of Germany and the noise of the aircraft became a “symphony of freedom” to the hungry and homeless people of Berlin.

Our team staged a presidential speech and photo opportunity that connected the past with the future. We created a setting that featured the original aircraft and the Air Force’s latest airlift technology, the “Spirit of Berlin.” The gathering of 10,000 people included Col. Gail Halverston and other American pilots who had flown in the original airlift.

Our challenge was to convey a sense of continuity between the old and the new by directing:

- the intricate positioning of aircraft, scenery, props and original artifacts (CARE packages from the 1940s)
- a military review
- musical performances
- foreign language interpretation and protocol
- camera placements
- thematics and choreography



EASTERN EUROPE STABILITY PACT SUMMIT



In July 1999, in the wake of victory in Kosovo, more than 40 leaders from across Europe and North America met to reaffirm their shared commitment to the reconstruction, development, democratization, stabilization and integration of southeast Europe. The conference formally launched the Stability Pact for Eastern Europe, signed by more than 27 democracies, including the United States.

The event presented a complex logistical and diplomatic challenge - to seize the moment and unite Europe behind the rebuilding of the Balkans by holding a world-class summit in Sarajevo, a city that held symbolic meaning for the participants but suffered from a war-torn infrastructure.

We led a team tasked by the National Security Council and the U.S. Department of State to support the planning and implementation of the conference, working directly with ambassadors, senior policy advisors and military officers. Faced with a severe lack of resources, we used creative problem-solving to manage such issues as security, credentialing, staging and interpretation to help produce a conference that conveyed a spirit of cooperation and democracy.



EAST TIMOR INDEPENDENCE DAY

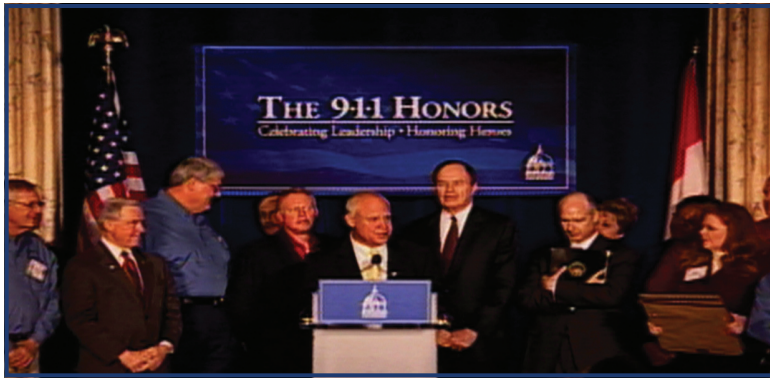


In May 2002, East Timor, a small island nation north of Australia, became the world's newest democracy and free-market economy. Hundreds of thousands gathered in Dili, the capital, to celebrate the nation's autonomy from the United Nations and its freedom from years of Indonesian occupation. While millions around the world watched, the people of East Timor enjoyed two days of music, culture and tradition as the United Nations transferred power to the newly established government. The event marked the triumph of the East Timor people over a long history of violence and oppression, and victory for the United Nations, whose peacekeeping forces oversaw the transition.

East Timor's Foreign Ministry asked to Group Inc to provide political, financial, media and production expertise to help shape the celebrations. In the weeks leading up to the event, Group Inc served as an advisor to the Foreign Ministry and sent Jonathan Adeshek to help organize the official handover of power and the inauguration of the country's democratically elected president, Xanana Gusmao. Working closely with the Foreign Minister, Nobel Laureate Dr. José Ramos-Horta, Jonathan directed the international team responsible for production and logistics for both the official and cultural ceremonies. Diplomatic representatives from 82 countries attended the events.



E9-1-1 POLICY INSTITUTE



The Enhanced 911 (E9-1-1) program improves the effectiveness and reliability of wireless 911 service by providing dispatchers with additional information on wireless 911 calls. The Congressional E9-1-1 Caucus was formed to educate lawmakers, constituents and communities about the importance of citizen-activated emergency response systems.

In early 2004, the E9-1-1 Institute, which helps the Caucus promote public education on E9-1-1 and emergency communications, asked Group Incorporated to produce an awards ceremony in Washington, DC. The event celebrated the one-year anniversary of the E9-1-1 Caucus, highlighted the importance of 911 services and honored three extraordinary individuals - representative of many others - who have helped to save lives, educate fellow citizens and improve emergency services for everyone. The awardees included a New York State legislator, a six-year-old girl from Dallas-Fort Worth and a Nashville musical group.

Group Inc's challenge was to communicate a message about the importance of citizen awareness of this new technology and to enhance public policy development. The Caucus co-chairs, Senators Hillary Rodham Clinton (D-NY) and Conrad Burns (R-MT), and Representatives John Shimkus (R-IL) and Anna Eshoo (D-CA) attended the Capitol Hill event, sponsored by a host of major communications corporations. Group Inc followed up with a three-minute video capturing the essence of the celebration and its significance.



PROGRESSIVE AUTOMOTIVE X PRIZE



The X PRIZE Foundation called upon Group Inc to design, budget and produce the joint title sponsorship announcement of the Foundation and Progressive Insurance at the New York Auto Show. The newly renamed Progressive Automotive X PRIZE is an international competition that invites teams from around the world to focus on a single goal: to inspire a new generation of viable, super fuel-efficient car choices for consumers.

Group Inc's challenge was to create a prominent media event - including staging, design, scripting and lighting - that would stand out during the internationally renowned Auto Show, where many other entities were vying for attention.

Group Inc worked with X PRIZE Foundation executives to craft and refine their message and create an attention-grabbing press event attended by national and industry media. Subsequent media placements included prominent spots on The Today Show, CNBC's Closing Bell and Fox & Friends and in such high-profile news outlets as AP, MSNBC.com, NY Times online and ABC News Online. In addition, Group Inc designed a trade show booth featuring an interactive kiosk and information on each of the X PRIZE teams and their capabilities.

In keeping with the event's high-tech theme, Group Inc also produced several high-quality videos for the announcement. We adapted the X PRIZE Foundation's vision video, describing the history and success of prize philanthropy, and created "It Starts Now," an original, fast-paced branded piece that defined and launched the project.

New York Mayor Michael Bloomberg, as well as other automotive and U.S. Government dignitaries, attended.