

Phil Rudy

Photography
United States

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Professional Experience and Curriculum Vitae

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Previous Clientele

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Awards and Accolades

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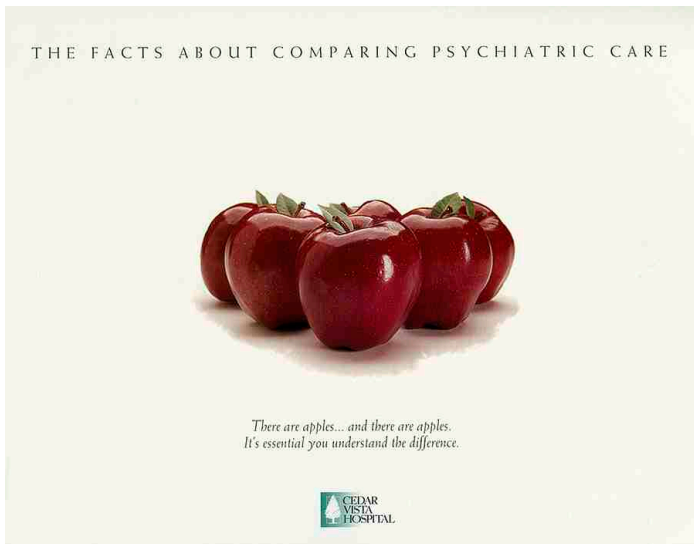
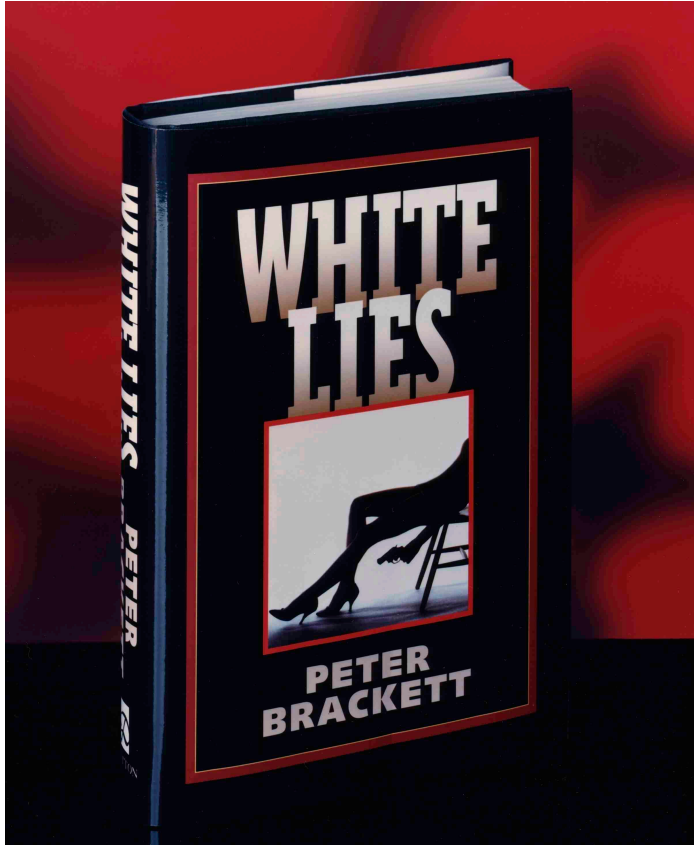


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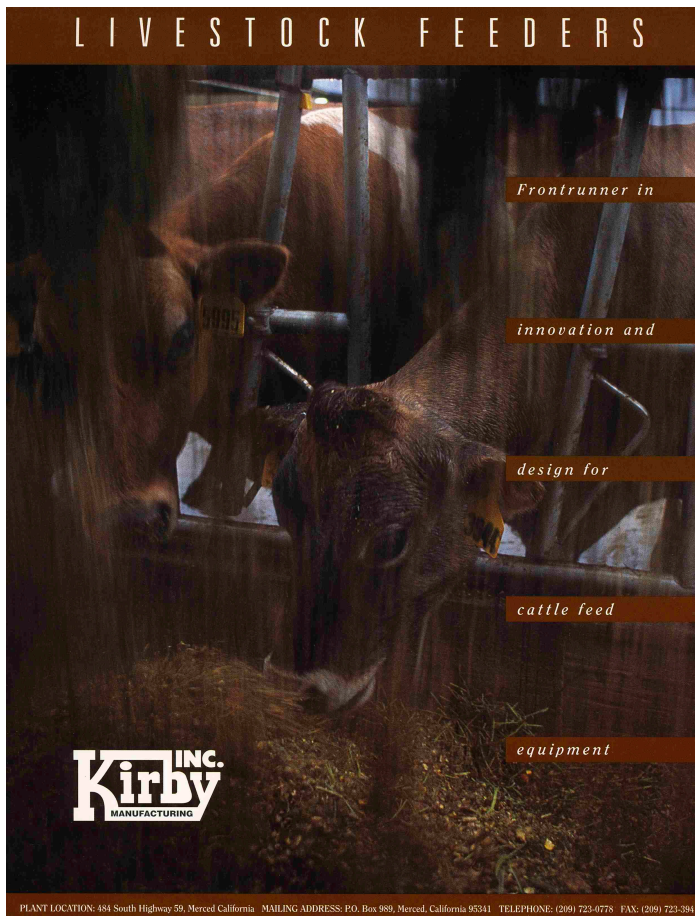


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Dole's New Resealable Package Keeps Freshness In The Bag And Sales On The Rise.




True, Dole already outsells Planters and Blue Diamond cello wrap almonds on both dollar and pound sales per point of distribution*. But we're still not satisfied. Introducing the new resealable package of Dole Almonds. Because the new resealable package will keep almonds fresher, longer, your customers will benefit from the economy of buying Dole's larger size. So you'll sell more almonds.

Plus all the other Dole advantages:

- Consumer brand awareness. Shoppers feel confident buying Dole.
- National advertising and seasonal promotions. Powerful Dole consumer advertising provides retailers with strong, effective support.
- Tie-in merchandising. Feature Dole Almonds in seasonal events with baking, dairy and produce items and watch your sales rise.

New package and case specifications on back.
*Source Nielsen Scantrack for 52 weeks ending 12/26/92



Dole
Dried Fruit & Nut Company

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Meetings That Motivate

Corporations and small businesses alike are learning that entertainment at meetings is effective as a motivational tool.

by Suzanne K. Kearns



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Biologist Charles Darwin created quite a few ripples through ultra-conservative, mid-nineteenth century Victorian society with his theory of evolution. Despite the uproar, however, his concept of survival of the fittest is generally accepted today and applied to everything from the finches Darwin studied on the Galapagos Islands to the corporations making up the world's business community.

To succeed in the undeniably tough corporate climate, companies acknowledge Darwin's theory by becoming as "fit" as possible. Continuing education through meetings is one manner in which this is accomplished. And as teachers know from experience in the classroom, students are more eager to learn if a subject or message is conveyed in an interesting and/or entertaining manner.

"Corporations need entertainment to reinforce education, to motivate a sales force, and to make meetings more entertaining and memorable," says Joanne Brooks, president of The Creative Impact Group, Inc. (CIG). Brooks' company, which is located in Deerfield, Illinois, is a full-service production and event planning company and meeting supplier.

Companies like CIG, says Brooks, are intended to add impact, entertainment and productivity to a corporate gathering. A noteworthy event that CIG produced for one client was a circus party complete with performers, live animals and several games.

The trend in meetings, both routine and spectacular, would seem to be that smaller is better. According to a recent membership survey by the International Association of Convention and Visitors Bureaus (IACVB), both emerging and established associations are relying on smaller meetings to respond to specific interests of specialized audiences within an organization.

The American Society of Association Executives (ASAE) also conducted a survey within the meeting industry. Between the time periods 1983 and 1985, and 1986 and 1988, attendance dropped 38 percent to an average of 1,052 attendees. Both studies revealed that many people prefer attending

MEASURE OF ALL THINGS

The human form was a source of endless fascination for the Greeks. It was used as an instrument of expression and creativity, testifying to the classical world's efforts to grasp the human form, spirit and experience.

Since man was considered the "measure of all things," the Greeks produced and valued art that duplicated the human figure. "The Gods Delight: The Human Figure in Classical Bronze," organized by the Cleveland Museum of Art, will be on display from February 9 to April 9 at the Los Angeles County Museum of Art.





Around seventy-five of the finest Greek, Etruscan and Roman bronze statuettes in American collections have been chosen for "The Gods Delight." Each figure has been included as a supreme example of classical imagination, design or craftsmanship. They range in date from the eighth century B.C. to the fourth century A.D.

Bronzes in the exhibition were cast by the lost-wax method. The artist created his original in wax, molded clay around it, melted out the wax, and then filled the hollow with molten bronze. The result was a bronze with a sensual, tactile surface.

The Greeks and the Etruscans created figures as votive gifts, to be placed in sanctuaries consecrated to particular gods as enduring reminders of the donor's piety. The Romans, on the other hand, were perhaps the first true collectors of classical bronzes and prized statuettes as valuable works of art. For more information, call the Los Angeles County Museum of Art at (213) 857-6000.



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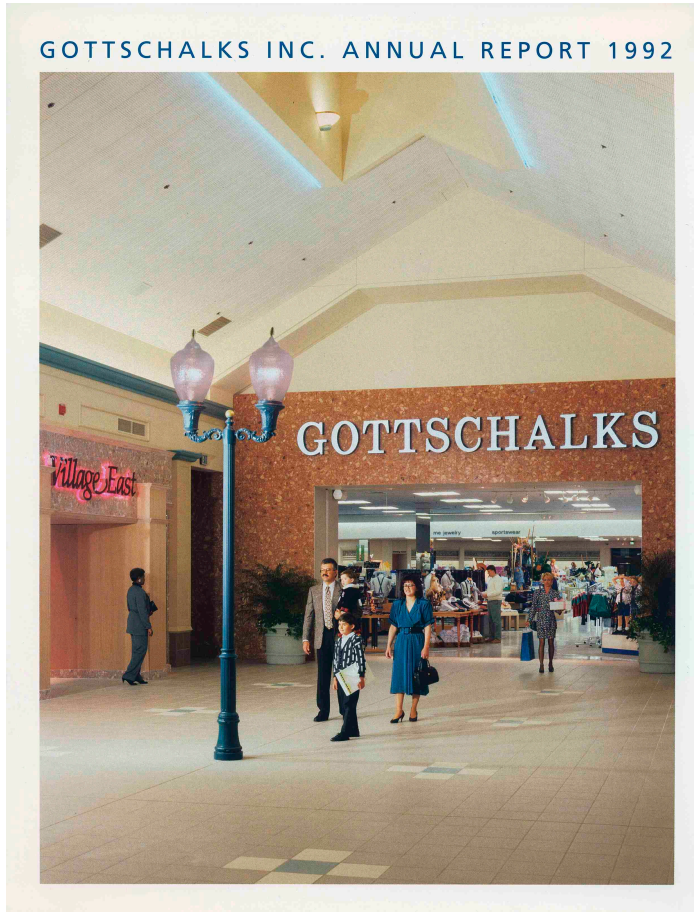
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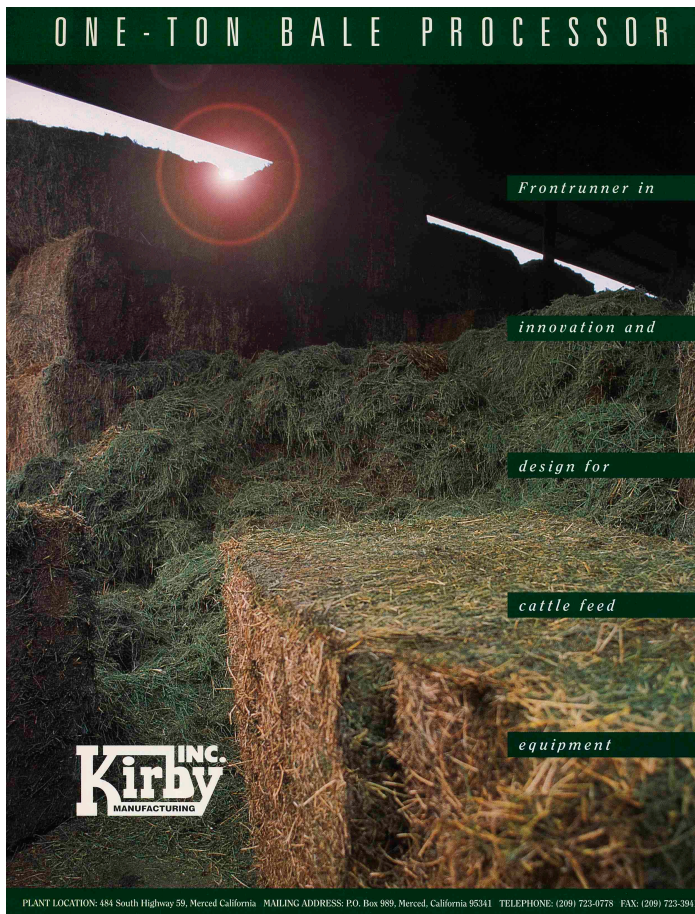


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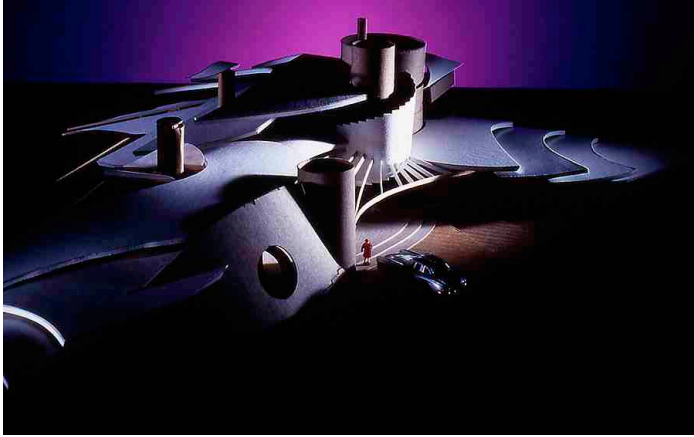
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Muffins



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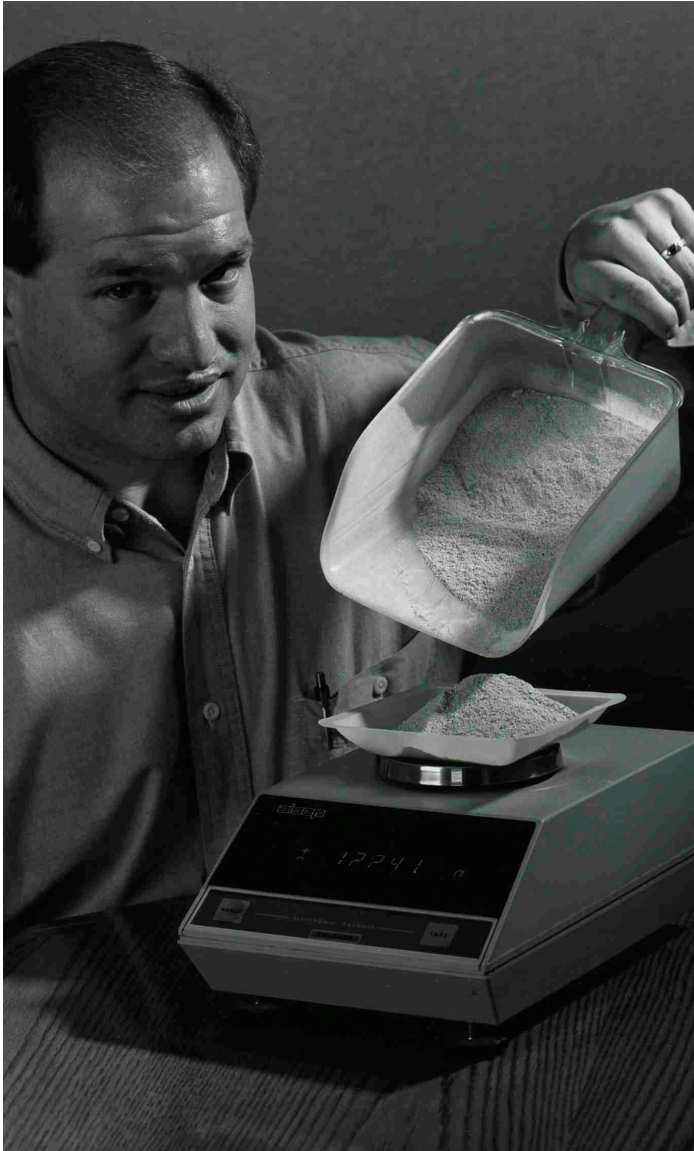


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