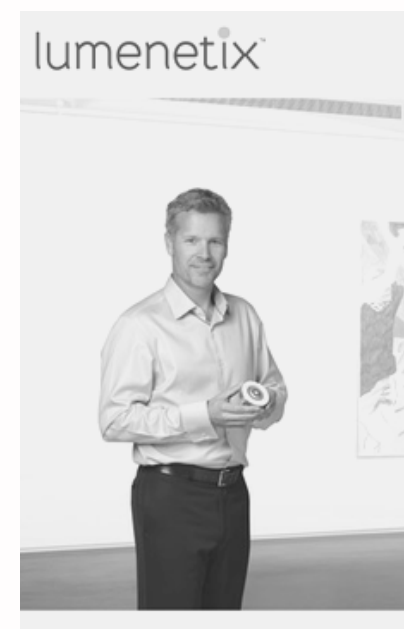


PATRICIA EGGERS PORTFOLIO

FALL 2019



E G G E R S A S S O C I A T E S

02

PANASONIC 2006-2007

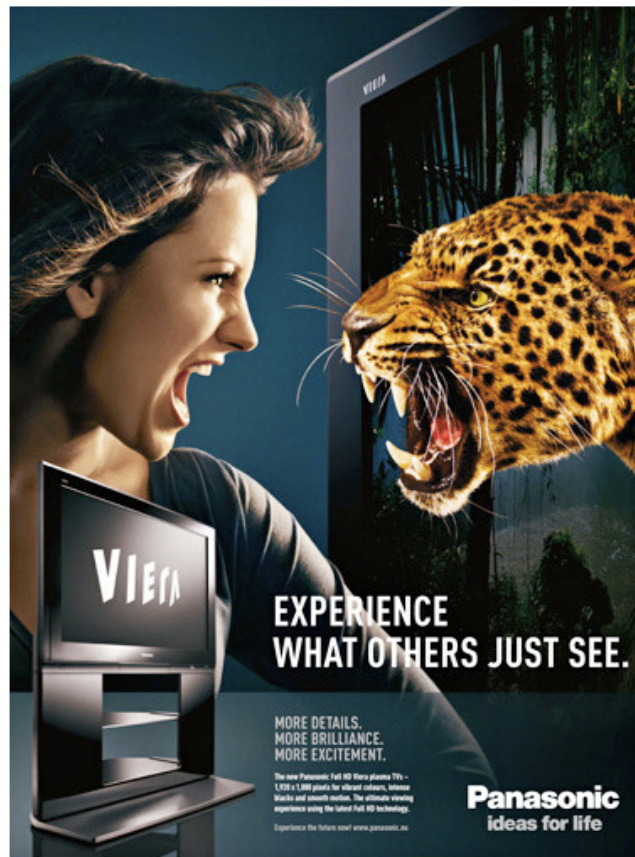
HEAD OF MARKETING COMMUNICATIONS

Leading the German, Swiss and Austrian Plasma/LCD TV and projector marketing communications department.

MARKETING STRATEGY,
MARKETING CAMPAIGNS,
EVENT/TRADE SHOW
MANAGEMENT, PUBLIC
RELATIONS, MEDIA PLANNING

03

MARKETING CAMPAIGNS Panasonic





High Definition, Full High Definition, Plasma oder LCD?
Finden Sie das richtige Fernsehgerät für Ihr zu Hause!

VIERA TV-Kaufberater 2007/2008

VIERA

Panasonic
ideas for life



VIERA Link: Eine Fernbedienung für alle Geräte.
Schalten Sie um auf die beste Bedienung.

VIERA

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PZ700

PERFEKTION SYMBIOSE AUS TECHNIK UND DESIGN

VIERA


Panasonic
ideas for life

Kunden:
Panasonic Deutschland AG
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50667 Köln
Tel. 0221 1 11 11 11
Fax 0221 1 11 11 11
www.panasonic.de

Panasonic Austria
Lange Gasse 10
1150 Wien
Tel. 01 1 11 11 11
Fax 01 1 11 11 11
www.panasonic.at

Hersteller: Panasonic Marketing Europe GmbH, Heggenauer Straße 42, 40527 München

Panasonic
ideas for life



**WIE VIEL KINO PASST IN
IHR WOHNZIMMER?**

Nicht jeder Flachbildschirm ist für jedes Wohnzimmer geeignet.
Und nicht jede Bildschirmgröße bringt echten Kinogenuss.
Dieser Ratgeber hilft Ihnen, den richtigen Flachbildfernseher zu finden.

VIERA

**PANASONIC PLASMA ODER LCD
UNTERSCHIEDE**

Die Bewegung

Die exakte Darstellung von schnellen Bewegungen ist ein wichtiges Entscheidungskriterium beim TV-Kauf. Denn viele Endverbraucher nutzen ihr Fernsehgerät für das Sehen von Spielfilmen und Sportübertragungen, dies ergab u. a. die im Oktober 2005 erschienene "KNOX Studie", 50% der in England und Deutschland befragten Personen gaben an, dass sie am liebsten Sportveranstaltungen im Fernsehen schauen.

Plasma-TVs

Panasonic Plasma Displays benötigen nur einen Impuls pro Pixel um Sportzenen wiederzugeben. Diese schnelle Reaktion sorgt für scharfe und klare Sportbilder.

LCD-TVs

Im Allgemeinen verhalten sich konventionelle LCD-TVs bei Bildmaterial mit schnelleren Bewegungen gut, jedoch kann es bei rasanten Sportübertragungen passieren, dass das Bild zum bekannten Nachzieheffekt neigt. Das liegt daran, dass die Pixel des LCD-Panels mehrere Stromstöße benötigen, wodurch die Wiedergabe der bewegten Bilder verzögert wird.

Die Bewegungsbedingte Rauschunterdrückung bei Panasonic Plasma-Geräten

Der Nachzieheffekt bei schnell bewegten Bildern wird täuschend genau im Zusammenhang mit Plasma-TVs gebracht. Jedoch trifft dies bei qualitativ hochwertigen Plasma-TVs und vor allem bei Panasonic-Geräten nicht zu, da die VIERA-Serie mit der Bewegungsbedingten Rauschunterdrückung ausgestattet ist. Diese unterteilt das gesamte Bild, in Abhängigkeit von der Schnelligkeit der darin enthaltenen Bewegungen in verschiedene Teile und verarbeitet die Informationen separat. Selbst stark bewegte Szenen werden somit immer gestochen scharf und in fließenden Bewegungen dargestellt. Das Ergebnis: Ein merkbarer Unterschied in der Bildqualität gegenüber herkömmlichen Geräten.

Mit Bewegungsbedingter Rauschunterdrückung

Ohne Bewegungsbedingte Rauschunterdrückung

© Panasonic Marketing Europe GmbH, Heggenauer Straße 42, 40527 München

www.panasonic.de

PZ700 VIERA. ERLEBEN SIE WAS ANDERE NUR SEHEN.

VIERA

Bild

Ton

einfache Bedienung

Design

Design

Mit dem einzigartigen Design ist die VIERA PZ700-Serie mehr als nur ein Fernseher – sie ist ein Statement zu Stil und guten Geschmack.

Ton

Gewinnen Sie kristallklare Höhen und musikalische Bässe. Der V-Audio Surround-Sound der PZ700-Serie sorgt für ein Hörerlebnis, das Ihnen Gänsehaut beschert.

Einfache Bedienung

Alles auf einer Karte: die VIERA PZ700-Serie ist mit einem 50-Karten-Einschub ausgestattet, so dass Sie schnell und unkompliziert Digital-Fotos oder Videos auf Ihrem Fernseher präsentieren können. Oder VIERA Link können Sie zudem alle kompatiblen AV-Geräte mühelos mit der VIERA Fernbedienung kontrollieren.



05



TRADE
SHOWS
IFA/CEBIT
45,000 sqft
Panasonic

06



ROAD
SHOWS
BERLIN
Panasonic

07

LUMENS 2009

HEAD OF MARKETING COMMUNICATIONS

Leading the US and European marketing communications department.

MARKETING STRATEGY,
MARKETING CAMPAIGNS,
EVENT/TRADE SHOW
MANAGEMENT, PUBLIC
RELATIONS, MEDIA PLANNING

08

MARKETING CAMPAIGNS + WEBSITE

Lumens



WHAT HAPPENS WHEN EDUCATION BLASTS OFF.

Get into your students' heads. Introducing the Lumens DC166 Ladibug™ with 6X optical zoom to truly bring education to life. It's easy to operate and it's the only visual presenter to offer both internal and external storage flexibility. Ideal for K-12 educators. It's Windows®, Mac® and Linux® compatible. And with advanced features usually found on more expensive models, like our unique one-touch video recording, full image rotation and book mode, your lessons will take your students out of this world. For more information, visit us at mylumens.com or call 866-600-0988 today.

Key Features:

- 6X OPTICAL ZOOM
- AUTO-FOCUS/STILL/FULL
- ONE-TOUCH VIDEO RECORDING
- USB 2.0 HIGH SPEED
- SDHC SUPPORT
- UNLIMITED 5-YEAR WARRANTY
- \$199.95 MSRP
- *NOT INCLUDED

Lumens



WHAT HAPPENS WHEN EDUCATION TAKES ROOT.

Get into your students' heads. Introducing the Lumens DC265 Multimedia "Ladibug," the first portable digital presenter to deliver UXGA resolution and 6x optical zoom to truly bring education to life. It's easy to use with flexible output options including HDTV and interactive whiteboards. And with advanced features like our unique one-touch video recording, FastSide™ technology and 5-step book mode, your curriculum will grow on your students. For more information, visit us at mylumens.com or call 866-600-0988 today.

Key Features:

- UXGA 1280X1024
- 6X OPTICAL ZOOM
- AUTO-FOCUS/STILL/FULL
- ONE-TOUCH VIDEO RECORDING
- USB 2.0 HIGH SPEED
- SDHC SUPPORT
- UNLIMITED 5-YEAR WARRANTY
- \$399.95 MSRP
- *NOT INCLUDED

Lumens



WHAT HAPPENS WHEN EDUCATION TAKES FLIGHT.

Get into your students' heads. Introducing the Lumens PS660, the only digital presenter with the transfer speed and visual clarity to truly bring education to life. It's easy to operate and offers unsurpassed output flexibility including HDTV, plasma display and an interactive white board. And with our unique one-touch video recording and instant playback features, you'll see what happens when education takes flight over and over again. For more information, visit us at mylumens.com or call 866-600-0988 today.

Key Features:

- USB 2.0 HIGH SPEED
- VIDEO OUTPUT FLEXIBILITY
- SDHC SUPPORT
- BUILT-IN 240 GB
- UXGA 1280X1024
- UNLIMITED 5-YEAR WARRANTY
- \$1,995.95 MSRP
- *NOT INCLUDED

Lumens

When Writing Grants — Practice Makes Perfect

How do you secure more grant money for your school? According to Lynn Schmidt of Pittsburgh Unified School District in Pittsburgh, California the same way you get to Carnegie Hall. Practice. Practice. Practice.

When she wrote her first grant application eight years ago it took her about 40 hours over the course of a month. Now, after numerous applications she has authored and dozens more where she has been a "reader," to evaluate applications, most take her a few hours with really long applications taking six to eight hours, and the "great, Federal grants," can still take 40 hours, even with her experience.

"There's no substitute for just doing it," says Schmidt, a fourth grade teacher at Maria Vista Elementary School. "It's like learning to speak French, there is a language used in successful grants, and to learn the language you have to speak it as often as you can."

There are four phases to the grant process that apply to educators:

- Finding
- Writing
- Editing
- Winning

FINDING: Finding grant opportunities is a mixture of work, luck and knowledge. The Contra Costa County Office of Education, which includes Pittsburg Unified, has an employee in their technology services department who spends time identifying grants and notifying teachers when appropriate.

Lumens
Inspired Learning

The most recent grant secured by Lynn Schmidt at Maria Vista Elementary School in Pittsburg, California brought new technology for teaching and learning to the district including:

- Lumens document cameras;
- Interactive Whiteboard Pads; and
- Lots of professional development



grants are available and deadlines are approaching.

Elaine Walters is a Professional Development Specialist, in the Technology Services department, who along with her team works with teachers throughout the county as coaches and mentors for helping educators write grants and provide feedback and constructive criticism.

WRITING: The core of writing for grants is identifying the academic need for the request. Schmidt recommends beginning with this academic need and then how you are going to address that need with technology. It's important to identify the type of technology that will help meet the need, but not the brand name.

"Look at a large scale visualization of a widespread pedagogical issue with as much color as you can, then drill it down to be less-on-specific," said Schmidt.

EDITING: The editing of a grant doesn't have to be done in a vacuum.

"There are resources out there to help you groom the grant proposal for each specific audience that will be making the decision on whether you are selected for the grant," continued Schmidt.

In Schmidt's district, this is the County Office of Education and additional experienced grant writers throughout the county. "Don't try

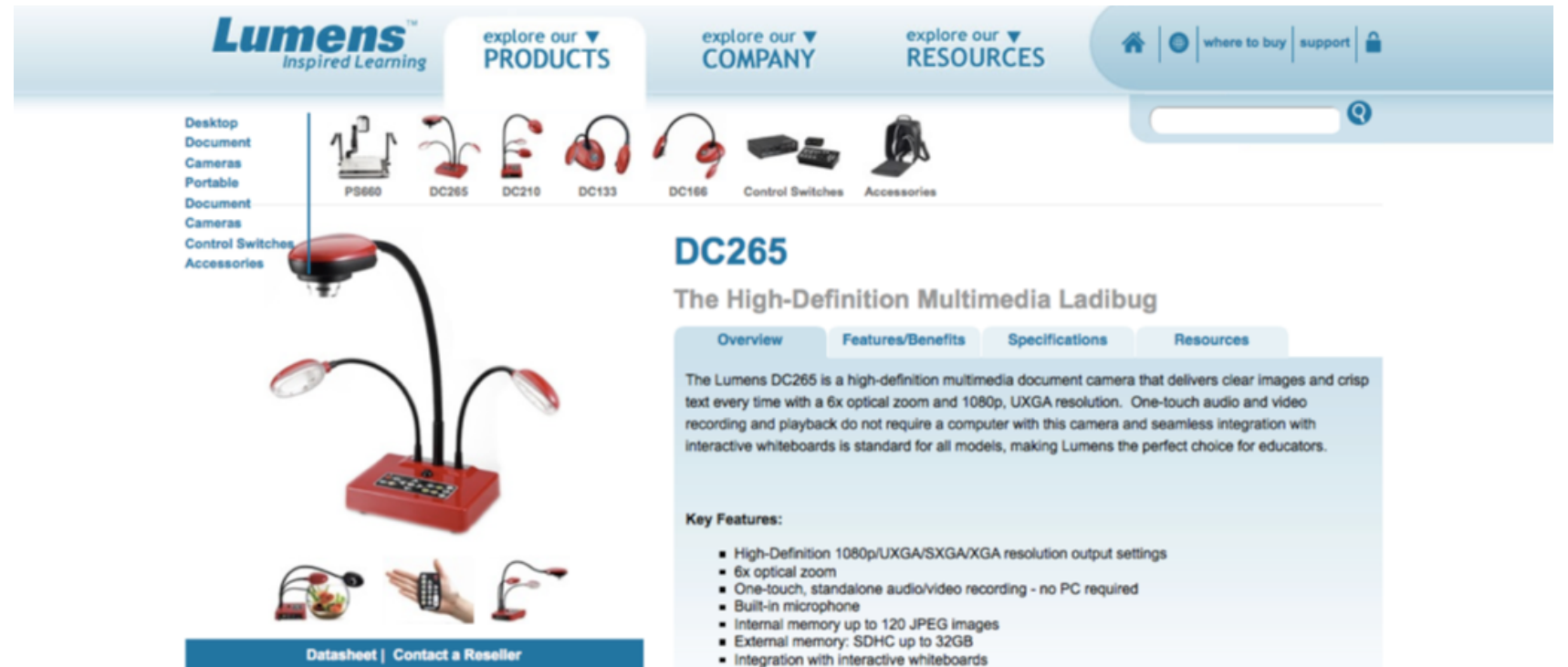
and do it on your own, the other applicants you are up against aren't working on their own, and you shouldn't handicap yourself and limit the efficacy of your application."

WINNING: The best part of the grant process is no doubt winning. For Lynn, the winning started with a CTAG, a locally focused technology grant, then another, and then a relatively small CUE grant geared to fourth grade classes at one school. Finally, another CTAG grant became a larger program that has been expanded to include document cameras in classrooms school wide.

"The best part of securing grants for your school is no doubt being able to bring new technology to the classroom."

"I remember when we brought in the document cameras at the new school and teachers would pass by and say, 'what a cool lamp, and then go back to using their overhead projectors,'" said Schmidt. "Now, the only place overhead projectors are used at Maria Vista is when people are creating murals in the hallway, and those same teachers would fight you tooth and nail if you tried to take those document cameras out of their classroom."

For more information on Lumens Document cameras, visit LumensEducation.com or call 866-600-0988



Lumens
Inspired Learning

explore our **PRODUCTS**

explore our **COMPANY**

explore our **RESOURCES**

where to buy | support |

Desktop Document Cameras Portable Document Cameras Control Switches Accessories

DC265

The High-Definition Multimedia Ladibug

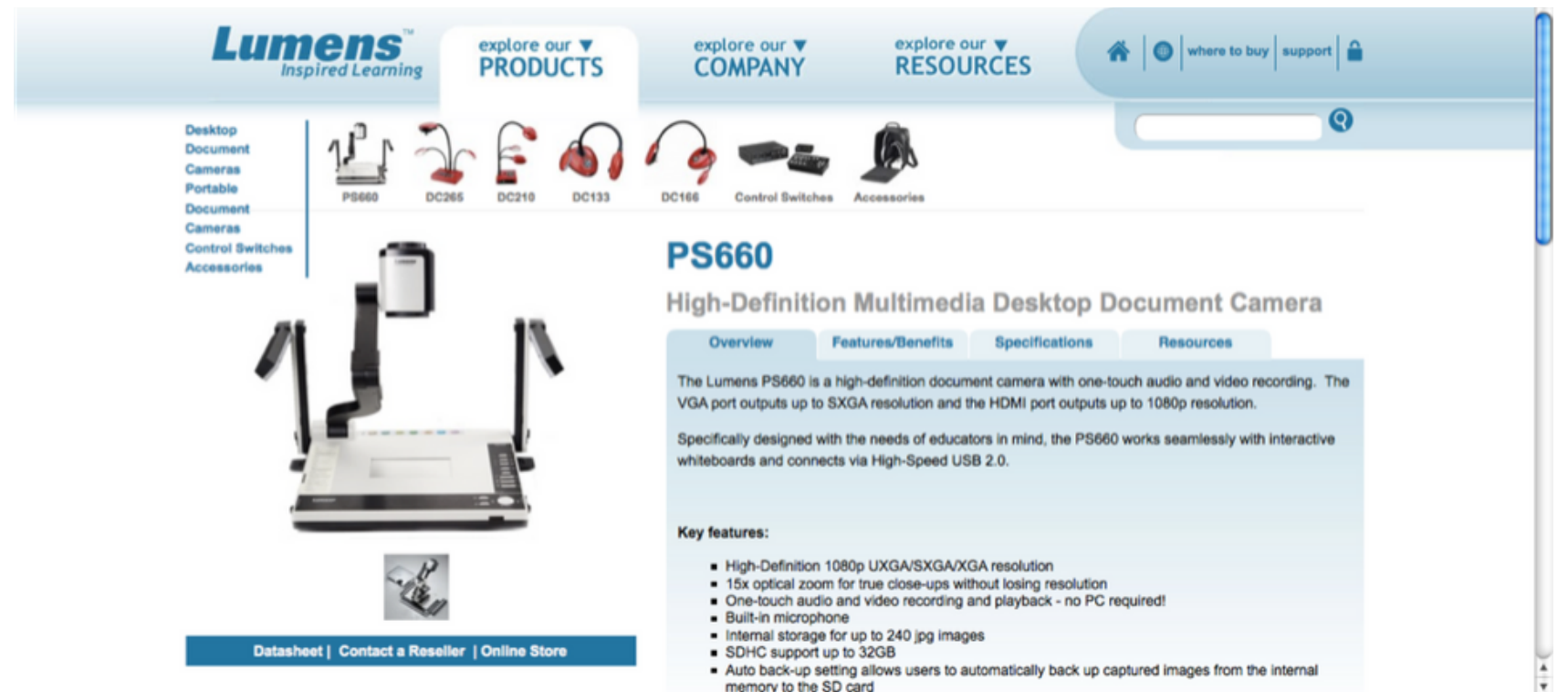
Overview Features/Benefits Specifications Resources

The Lumens DC265 is a high-definition multimedia document camera that delivers clear images and crisp text every time with a 6x optical zoom and 1080p, UXGA resolution. One-touch audio and video recording and playback do not require a computer with this camera and seamless integration with interactive whiteboards is standard for all models, making Lumens the perfect choice for educators.

Key Features:

- High-Definition 1080p/UXGA/SXGA/XGA resolution output settings
- 6x optical zoom
- One-touch, standalone audio/video recording - no PC required
- Built-in microphone
- Internal memory up to 120 JPEG images
- External memory: SDHC up to 32GB
- Integration with interactive whiteboards
- HDTV-compatible/HDMI output
- Fast, instant stills

Datasheet | Contact a Reseller



Lumens
Inspired Learning

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where to buy | support |

Desktop Document Cameras Portable Document Cameras Control Switches Accessories

PS660

High-Definition Multimedia Desktop Document Camera

Overview Features/Benefits Specifications Resources

The Lumens PS660 is a high-definition document camera with one-touch audio and video recording. The VGA port outputs up to SXGA resolution and the HDMI port outputs up to 1080p resolution.

Specifically designed with the needs of educators in mind, the PS660 works seamlessly with interactive whiteboards and connects via High-Speed USB 2.0.

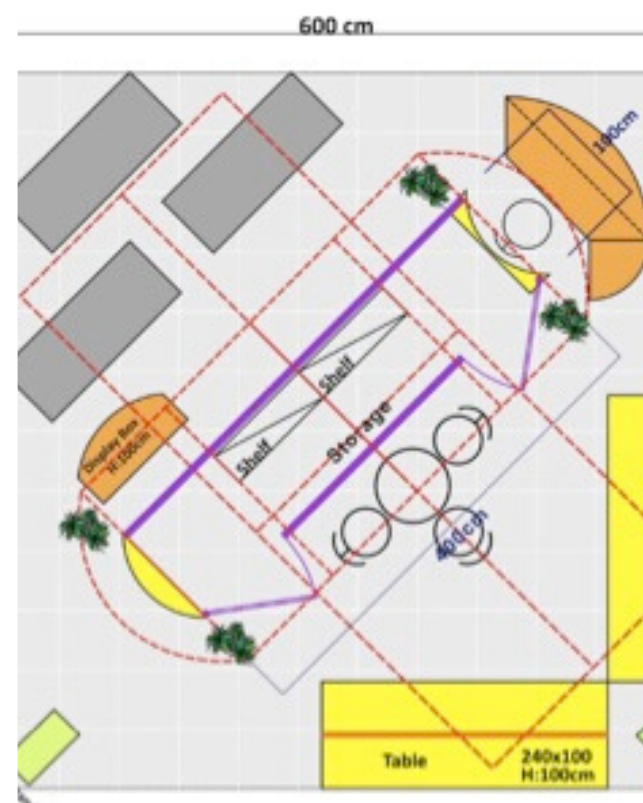
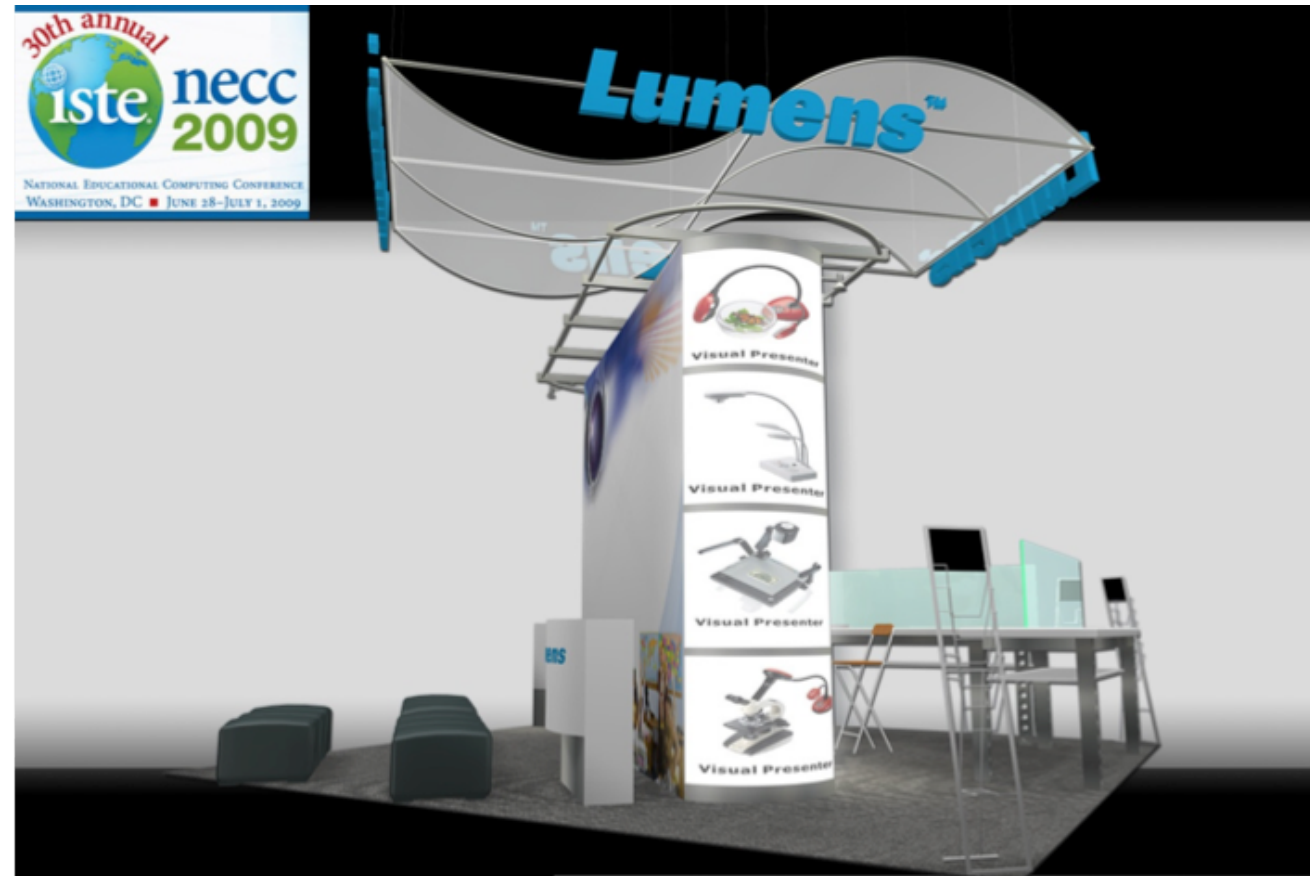
Key features:

- High-Definition 1080p UXGA/SXGA/XGA resolution
- 15x optical zoom for true close-ups without losing resolution
- One-touch audio and video recording and playback - no PC required!
- Built-in microphone
- Internal storage for up to 240 .jpg images
- SDHC support up to 32GB
- Auto back-up setting allows users to automatically back up captured images from the internal memory to the SD card

Datasheet | Contact a Reseller | Online Store

09

TRADE
SHOWS
NECC 2009
Lumens



10

**EGGERS ASSOCIATES
SINCE 2010**

MARKETING CONSULTANT

Working for clients in high tech,
higher education, travel, wine and
destination

MARKETING STRATEGY,
BRANDING, MARKETING
COMMUNICATIONS, SOCIAL
MEDIA, PUBLIC RELATIONS,
EVENT/TRADE SHOW
MANAGEMENT



12

The Half Moon Bay Wine & Cheese Company

WINEMAKER SERIES

lichen estate



SATURDAY, JULY 27, 3-6 PM
HMBWINEANDCHEESE.COM



Hand Picked Artisan Wines



ORDER TODAY
HMBWINEANDCHEESE.COM/PRODUCT

THE
HALF MOON BAY
WINE & CHEESE
COMPANY

Breeze into fall
with us

Dear friends,

The air is feeling chillier, dishes are becoming heartier, rich whites and reds replace rosé wines, and many start thinking about their Halloween costumes and activities.

While picturesque Half Moon Bay turns on its fall colors and bursts into a brilliant sea of orange for the annual Pumpkin & Art Festival [The Half Moon Bay Wine & Cheese Company](#) breezes into autumn with a well-rounded mix of events, which we would like you to attend.

Mingle with the winemakers of Thomas Fogarty Winery of the Santa Cruz Mountains, Saxon Brown Wines or Spann Vineyards of Sonoma County, attend our Pumpkin Festival Warm-up Party featuring music by Fret + Fiddle, the annual Half Moon Bay Pumpkin Festival, a series of live music events, incl. Chenot and Mike McCall, and a fun and fright-filled Halloween Trick or Treat afternoon at the tasting bar.

Let's embrace fall days together,
Your team at
The Half Moon Bay Wine & Cheese Company

UPCOMING
OCTOBER EVENTS

SPECIAL EVENTS:

SAT + SUN, OCTOBER 19 + 20, FROM 10:30 AM
Half Moon Bay Pumpkin & Art Festival

THURSDAY, OCTOBER 31, 12-6 PM
Half Moon Bay Trick or Treat

WINE EVENTS:

SATURDAY, OCTOBER 5, 3-6 PM
Thomas Fogarty Winery, Santa Cruz Mountains

SATURDAY, OCTOBER 12, 3-6 PM
Saxon Brown Wines, Sonoma

SATURDAY, OCTOBER 26, 3-6 PM
Spann Vineyards, Sonoma

MUSIC SERIES AT THE TASTING BAR:

THURSDAY, OCTOBER 3, 6:30-8:30 PM
Mike McCall/Spanish Guitar

THURSDAY, OCTOBER 17, 6:30-8:30 PM
Fret + Fiddle/Irish, Scottish, Bluegrass

SATURDAY, OCTOBER 19, 6:30-8:30 PM
Chenot/Solo voice + guitar

Stay up to date by visiting our website:
<https://www.hmbwineandcheese.com/event>

OCTOBER
WINES



Our October favorites:

Presqu'île Wines

2016 [Santa Maria Valley Pinot Noir](#), \$43.99

2016 [Presqu'île Vineyard Pinot Noir](#), \$9.99

2018 [Sauvignon Blanc](#), \$27.99

2014 [Spann Vineyards 'Yin-Yang' Chardonnay/Viognier](#), \$21.99

2015 [Kunin Pape Star Blonde](#), \$28.99

Halloween wines:

2018 [Blackbird 'Arriviste' Vineyards](#), \$27.99

2015 [Domaine Pellieres 'Terrasse du Diable'](#), \$48.99

[SHOP NOW](#)

OCTOBER
CHEESES



Cowgirl Creamery Chimney Rock - Holstein milk cheese with piquant, earthy flavors balanced by high notes of orange blossom and apricot

Red Witch - raw whole milk, creamy, easy melting, and relatively mild cheese

Available in-store.

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Be among the first to know about events, wine and cheese specials, and so much more.

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THE HALF
MOON BAY
WINE AND
CHEESE CO.



The Half Moon Bay Wine & Cheese Company

TOUR OF ITALY
WINE TASTING

FEATURING LYRA WINE



SATURDAY, MARCH 23, 3-7 PM
HMBWINEANDCHEESE.COM



araya

araya® LED Light Engine
CTM 012 CTM 019 CTM 032
LFI 2012 Innovation Award Winner

Description

The araya Color Tuning Module (CTM) mixes broad spectrum LEDs to deliver tunable white light on the Planckian curve at very high color rendering values. Available in 12mm, 22mm and 32mm source sizes, the araya color tuning module features two tunable range options: 1600–4000K and 2700–6000K at 2 standard deviation of color matching throughout the tunable range. The color tuning modules also feature Saturation and Hue mode for off Planckian curve color points. The modules offer front or rear heat sink attachment, side or rear wire exit and mounting provisions for Lumenetix custom reflectors or commercially available reflectors. The CTM family can be controlled using the Lumenetix wireless Light Commissioning Tool, industry standard 0-10V input wired controls or a hybrid of wired and wireless controls. When used with the Lumenetix Light Commissioning Tool, the Copy and Paste function allows for one Lumenetix light to be “copied” and then “pasted” onto another Lumenetix light for fixture to fixture consistency.

Key Features

- UL recognized component
- Tunable natural white light on the Planckian curve
- Two tunable ranges: 1650–4000K and 2700–6000K
- Saturation and Hue mode for off Planckian curve color points
- Very high color rendering values (Ra) over the tunable range
- Integrated thermal turn down protection
- Wired (0-10V input) or wireless control using Lumenetix Light Commissioning Tool
- Copy and Paste for exact fixture to fixture matching
- Ste, store and recall up to five scenes
- Calibration feature maintains color point over lifetime

Photometric Specifications

		Tunable Color Temperature Range	
		1650–4000K	2700–6000K
Luminous Flux (Typical)	CTM 012	750	800
	CTM 019	950	1050
	CTM 032	1050	1200
	CTM 032	1050	1200
Nominal Color Consistency (offset from CIE Black Body Locus)	CTM 012	Within ± 2 Standard Deviation of Color Matching (SCDM)	
	CTM 019		
	CTM 032		
	CTM 032		
Color Rendering Index	Ra @ 3000K	95	93
	Ra range	91 – 97	92 – 98
	R9 @ 3000K	91	90
	CTM 012	Calibration feature corrects and restores original color point	
Color Consistency Over Lifetime	CTM 019		
	CTM 032		
Lumen Maintenance		L70* at 50k hours	

*70% of initial lumens



CTM 012



CTM 019



CTM 032



Light Commissioning Tool

Ordering Information

CCT RANGE	SOURCE DIAMETER	ORDERING CODE
1650-4000K	12	CTM12 40 W
	22	CTM19 40 W
	32	CTM32 40 W
2700-6000K	12	CTM12 60 W
	22	CTM19 60 W
	32	CTM32 60 W

lumenetix

LED Linear Light Engine
lleSeries Specifications

Description

The Lumenetix lleSeries is a LED linear light engine with integrated thermal management, optics and controls. The lleSeries features Thermalok™, a revolutionary thermal storage technology. With Thermalok, the integration of the lleSeries into products is less complex than conventional LED lighting solutions. Available in standard color temperatures of 4100K and 5600K, the lleSeries offers four different lens options and three control options. Other color temperatures and lens options are available on request.

Thermal Management Using Thermalok

The Lumenetix lle Series contains a passive thermal storage vessel. When activated at high ambient temperatures, the media in this vessel clamps the temperature of the LED well below its rated operating junction temperature, assuring the life rating of the LEDs. The thermal storage system is reversible. Stored heat is conducted to ambient air when powered off. The engineered LED mounting pads and conductive body of the lleSeries are efficient heat conduits to the housing of the fixture.

Additional Key Features

- Delivers high lumens, up to 2100 lumens per light engine
- Tilt feature (± 55°) to optimize optical efficiency
- Includes dimming circuit to work with standard non-dimming power supplies
- Integrated temperature monitor with current turn-down protection
- On board dimming available with dimming options for 0-10VDC control systems or bi-level with 24VDC Hi/Lo occupancy sensors
- Integrated bi-level dimming (50% power) using standard 24V occupant sensor
- UL Recognized Component

Applications

- Outdoor Area Lighting
- Roadway Lighting
- Highway Sign Lighting
- Wall Wash
- Wall Packs
- Flood Lights
- Recessed Linear Lights
- Outdoor Media Lighting



11.9" (302mm) L x 2.23" (56mm) H
x 2" (50mm) W



UL Recognized Component
For use in Class 2 Input



Designed in California, USA
Assembled in USA



lumenetix

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- Company
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About Lumenetix

Founded in 2009, Lumenetix designs and produces UL recognized LED light engines, LED light modules, and LED components and OEMs these products to LED lighting fixture manufacturers worldwide. Lumenetix LED light engines, LED light modules, and LED components incorporate game changing inventions in thermal management, controls and optics, that enable the promise of LED lighting technology - low energy consumption, eco-friendly materials, long life and extraordinary lighting controls - to be achieved. Lumenetix is a LED lighting manufacturer that is distinguished by innovative breadth and a team of LED lighting and electronic professionals with a record of practiced execution and commercial success.

News & Events

Lumenetix Introduces New Tunable Range for Araya® Color Tuning Modules

Lumenetix® announced today the introduction of a new tunable CCT range of 1600–4000K for its award winning araya® product line."The 1600 – 4000K range complements our original tunable range of 2700–6000K", said Jim Kingman, President and CEO, "and continues the Lumenetix tradition of high quality light that replicates natural daylight". [Read More](#)



Contact Us

Product Info and Downloads

Contact a Sales Rep

1-877-805-7284

Lumenetix Inc.
4742 Scotts Valley Dr.
Scotts Valley, CA 95066

877.805.7284
www.lumenetix.com
info@lumenetix.com

Revised 4.10.12
Specifications subject to
change without notice



London 2019 - Melia White House/Regent's University



Boston 2018 - Westin Waterfront/Babson College Downtown



San Francisco 2017 - Hotel Griffon/Babson College San Francisco



Chicago 2015 - Chicago Athletic Association/DePaul University Downtown



San Diego 2016 - Kona Kai Resort

Santa Cruz 2014 - Dream Inn Hotel

15

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MARKETING STRATEGY, BRANDING,
CLIENT SERVICING AND ACQUISITION