



ENTREPRENEURIAL SPIRIT is a registered Service Mark of Entrepreneurial Spirit LLC
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PHONE (856) 435-4777 WEB: WWW.ENTREPRENEURIAL-SPIRIT.ORG



A Light For Your Vision

Do you have a story that needs telling...
an idea that needs explaining...
a business area that needs developing...
a corporate or public initiative that needs following...
you need **Entrepreneurial Spirit**

Our strength is shining a light on your business!

Who We Are *Entrepreneurial Spirit* is a multimedia communications company with full production capabilities in all electronic media - digital TV, video, print graphics, web and interactive.

We develop multifunction platforms to let people know 'You're Open for Business'. Our television programs celebrate business success and entrepreneurship. We tell the story of business.

Multimedia also addresses key strategies of today's business growth and marketing strength. We bring multimedia to life for your business.

What We Do *Entrepreneurial Spirit* brings innovative ideas and common sense to business. Your businesses need to grow. We raise public awareness by producing multimedia productions that inform, educate, motivate and inspire.

Who We Serve *Entrepreneurial Spirit* serves businesses of integrity. A business is never too small or too large to place value on the character of their business ethics. Any type of business operating in today's economy needs to let people know 'You're Open for Business'. Television and multimedia are still the quickest and most cost effective way to accomplish this goal.

We serve;

Business to Business & Business to Consumer

Women in Business

Education and Public Service

Healthcare and Pharmaceuticals

Science, Engineering, and Technology

by shining a light on ***your Entrepreneurial Spirit!***

A Vision of Possibilities

Our Host *The Cable Lady Connects.*
 A seasoned broadcaster / entrepreneur / marketing visionary...The Cable Lady connects business with her audience.



Powerful Connections *Small Business needs customers! Television is the fastest way to grow your business!*
 Our television programs are about the success of small business.

Our business is to provide platforms for your business to connect with our audience. Our region is a powerhouse of creativity, innovation, and resources. Let people know 'You're Open for Business!'

Create a 'buzz' about your business... reach new clients. Our magazine style profiles, spotlights, news and information highlights, and multimedia showcases are excellent ways to make your outstanding company stand out.

Target Audience *The more ways the public hears about you,* the better your chances are for achieving credibility, and greater market share. Effective marketing is partly the result of exposing our target audience to your name and your selling points as often as possible, in as many ways as possible, and as cost-effectively as possible!

Program Line-up

United Small Business Report



News, Information, Resources & Interviews



Profiles of Women in Business



A Showcase of Business Diversity & Excellence

Entrepreneurial Spirit



Business profiles, Practical Information, and Human Interest Stories

A Path To You

Connecting You With The Tools to Live an Authentic Life

You're Invited!

A Tour of Retail Business in Your Neighborhood

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Business of Excellence *The Cable Lady only stands behind Businesses of Excellence!*
Guaranteeing your products and services affords you an opportunity to be part of an exclusive network of business owners.
 A listing in **The Cable Lady Connects** directory is the place where consumers will be looking to find reliable companies to provide the services that they need.



one of our favorite billboards (©95 DE)

List of Services

Overview

Main Service Category	Sub-categories		
Video Production Services			
Broadcast Production	TV Program Production	Custom Programing	Commercials
Corporate Video:	Event Videography	Instructional Videography	Video for the Web Production
Project Compliance:	Information Gathering (video)	Video Presentations	
Medical Videography:	Procedures/Patient Care	Equipment Use training	
Legal Videography:	Legal Depositions		
Digital Video Editing:	Non-linear Editing	Motion Graphics	Flash Animation
Audio Production Services			
Audio Recording:	Meetings/Proceedings	Custom Radio Broadcasts	Voice Over
Audio Editing	Non-linear Editing		
Digital Photographic Services			
Digital Photography	Event Photography	Business Photography	ID Cards
Project Compliance:	Information Gathering (stills)		
Graphic Arts Services			
Layout and Design:	Letterhead/Business Cards	Annual Reports	Marketing Packages
Advertising:	Ad Layout and Design		
Magazine:	Production Layouts	Newsletters	
Technical Illustration:	Projection Views Mechanical Drawing	Product/Service/Instruction Manuals	Engineering Illustration
Presentation Materials:	Graphs/Flow Charts	Banner/Label/Cover Design	Package Design
Medical Illustration:	Anatomical/Biochemical/ Biomedical Illustration	Device/Process Illustration	
Duplication Services			
Tape Duplication:	Video Tape Duplication	Audio Tape Duplication	
CD/DVD Duplication:	CD/DVD Mastering	CD/DVD Duplication	CD/DVD Authoring
Business Services			
Marketing and PR:	Marketing for Small Business		
Web Presentation:	Web Page Design	Flash Animation	E-Learning



NEWS EXTRA!

From The Gloucester County Times
July 21st, 2005

EXPERTS FORECAST SLOWED JOB GROWTH IN NJ, HONEYWELL POSTS STRONG SALES, CONFIRMS 2,000 LAYOFFS.

THE CYCLE OF A THRIVING ECONOMY.

90% of US business is small business.

How many NEW Entrepreneurs & Business Owners are here?

'The Job Of The Entrepreneur is to see opportunities and to allow those opportunities to benefit others.'

Business match making opportunities

Steps to building wealth



Small Business provides the bulk of new innovation and new markets that are fueling our economy.

Stable businesses are able to pay back their investors and go on to develop more opportunities.

We report on news and information that effects small business in the Greater Philadelphia Region!

B to B opportunity for you to be an advisor in your business sector.

Investment opportunities to rebuild neighborhoods and communities

Small Business needs a place to showcase and advertise their goods and services.

Small Business are active consumers of Business to Business goods and services.

We produce TV programs, that connect business to consumers... the source of your revenues!



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TV Demographics

Regional Statistics

National ranking for TV markets / Greater Philadelphia Region DMA	Rank #4
National ranking for Cable TV markets / (GPR DMA)	Rank #34
Regional number of TV homes	3 million
Population	7 million

Airing



African American TV Homes	Rank #5
Hispanic TV homes	Rank # 18
Greater Philadelphia Region (11 Counties)	
PA - Bucks / Chester / Delaware Montgomery / Philadelphia	
NJ - Burlington / Camden / Gloucester	
Mercer / Salem	
DE - New Castle	

Diversity

Adults	5.7 million
Men	2.7 million
Women	3 million
18 - 34	1.6 million
34 - 54	2.3 million
55 +	1.7 million
Education	
College	3.2 million
High School	2.5 million
Income	
\$50 K +	3.0 million
\$50 K -	2.7 million
Marital Status	
Married	3.1 million
Unmarried	2.6 million
Real Estate Ownership	
Home Owners	4 million
Renters	1.3 million
Estimated Annual Retail Sales	\$98 billion

Source: Scarborough

Television



All About Business

Statistically only 5% of people are willing to do what it takes to have success! The companies you remember most, utilize television as a valuable marketing tool in their success strategy. Keep in mind that business television is not just commercials, it's a programming platform that allows you to shine a light on your business.

The Trust Factor

Americans say television is still their primary source of news and information. Television continues to work for audiences and advertisers alike.

Wharton School of Business Discovered;

Prospects are 72% more likely to purchase a product or service when video is used.

There is a 51% greater understanding of a subject or product through video.

Video speeds up buying decisions by 70%

Strong Growth

Television's strong growth continues year by year.

2006 GROWTH ESTIMATES BY MEDIA	
Medium	% CHANGE vs. 2005
Hispanic Television Network	10.4%
Internet	9.1%
Cable Network Television	8.4%
Spot TV	7.0%
Syndication Television	4.8%
Network Television	4.5%
Source: TNS Media Intelligence <small>Internet estimates do not include paid search advertising.</small>	

Real Stories



Notable Interviews

Judy Wicks	Restaurateur	White Dog Cafe
Malcolm Wells	Architect	Pioneer-Earth Covered Bldgs.
Father John D'Amico	Jazz Pianist	Father John D'Amico Trio
Anne & Mike Strawbridge	Business Partners	Wild Fruitz Beverages
Dr. Jana Mathews	Consultant	Boulder Quantum Ventures
Hart Singh	Professor	Silberman Entrepreneurship
Jane Knapp	Airline Pilot	US Commercial Airline
Dr. Marianne Teitlebaum	Physician	Ayurvedic Medicine
Mark Merrill	Consultant	Product Marketing
Ruth Blake	Stage Actress	Philadelphia / Los Angeles
Marjorie Cuffy	Nursing Director	Geriatric Care
Sandy Bronson	Consultant	Corporate Strategies
Art Cambell	Executive	Chamber of Commerce
Peter Jameson	Mentor	Business Consultant
Dotsey Landau	Clothier	Pearl in the Oyster Boutique
Harry Copland	Auctioneer	Harry E. Copland Auctions
Ralph Cioffi	Owner/Retailer	Dreamfields Inc.
Jon Corzinne	Senator	Now Governor State of NJ
Bertice Berry	Author	Entrepreneur / Humorist
Penda Aikens	Staffing Service	Penda Aikens Inc.
Beverly Inman-Ebel	National President	NAWBO
Angela Pipersberg	President	Christian Camber of Comm.

Events

Entrepreneurs Forum of Southern New Jersey
SBA Matchmakers Conference
Entrepreneurial Womens Expo
PA Governors Conference for Women
South Jersey Development Council
Mid-Atlantic Venture Conference
Invest in Camden Day
New Castle County Chamber of Commerce Tabletop Expo
Delaware Procurement Expo

Events



Video Presentations

Visual impact for your business growth and success. Business events are productions full of marketing opportunities. Successful companies use video to promote and enhance their productions.

Publicize your event on our TV programs

Attract a larger attendance

Video introductions for your opening roundtables

Real time big screen video projection

Point Of Sale (POS) Booth Videos

Creative opportunities for future marketing clips.

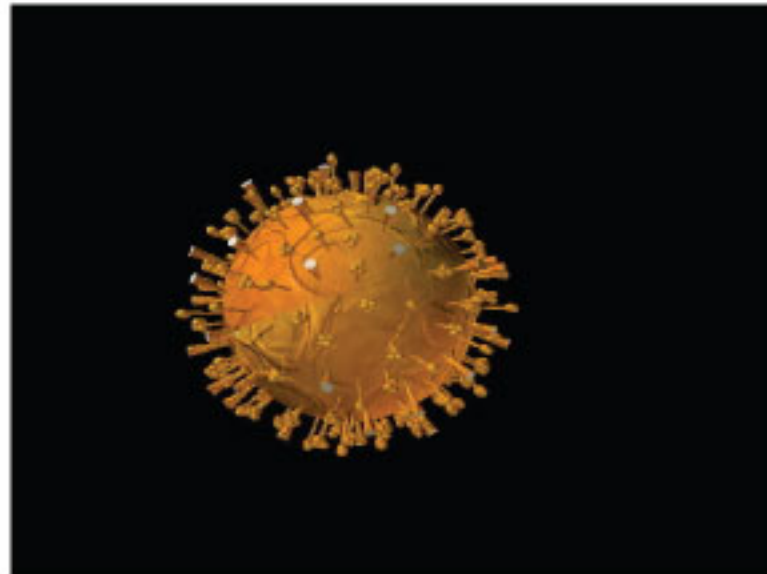
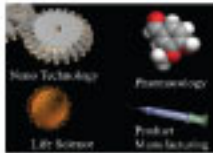
Tell the story of your business success

Post event marketing on follow up DVD/CD ROM

Video is an exciting enhancement tool for any event. Some moments in time are simply too important to miss. Video preserves these moments, so they can become your future marketing / educational / legacy / resources.

Utilize the power and versatility of video as a vital component in the growth of your company.

3D Modeling



Versatile 3D Modeling provides dynamic visual impact to Business / Technology / Science / Engineering projects.

3D Modeling is adaptable to video / print / web formats

We utilize 3D Modeling to create;

Bold headliner banners for high visual impact
Animated or stationary logos
Enhance existing or developmental concept delivery
Marketing / Technical Literature / Education / Product Literature
Enhanced E-Learning

Software ***Cinema 4D*** - 3D modeling / animation / rendering
Pro Animator - character animation / skin effects / 3D compositing
After Effects - design / effects / compositing / animation
Flash - flash animation / web animation / e-blast
Combusion - visual effects / color correction / compositing
3D Studio Max Maya - next generation gaming / 3d modeling / animation

An Exclusive For Your Web Site!

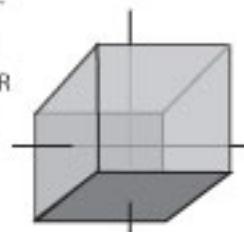


Virtual Reality Cube

Unique high resolution, customized virtual reality displays offer your clients access to large amounts of visual information in a relatively small file size. Each multi-functional cube contains 6 gallery / billboard surfaces individually designed by our outstanding graphic design team to display your Marketing / Product / Instructional / Technical Information.

Virtual reality cubes provide a state of the art easy navigational experience for your web clients. Featuring dynamic 360 degree horizontal and vertical spin, pan, tilt plus high gain in/out zoom capability.

VR cubes add a new dynamic range to web pages. Adding new dimension and vibrancy to your site. VR cubes can also reduce the total number of website pages and site management issues.



- Enhance your clients web experience.
- Billboard style delivery
- High resolution capability
- Low file size ratio for fast information delivery
- Add several rooms to a single page for greater impact

Creative Process

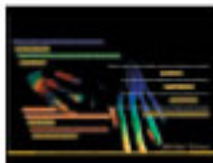
Start by assembling your information and related material that you are considering for display in a VR cube. *Note: Client is responsible for all copyright compliance on submitted materials, photos, logos, etc...*

- Content files: GIF / JPEG / TIFF / Vector Graphics
- Text - standard ASCII / MS word / Word Perfect / Star
- True Type & Adobe Fonts
- Adobe Illustrator / Photoshop / Deneba (ADC) Canvas

Call for an appointment with our graphic design department.

Cube Faces 1200 x 1200 pixels to 1800 x 1800 pixels

Web Design



Dynamic Sites

Feature active modules for flash / java / streaming video & audio applets. A full multimedia experience allows your client or prospective client to gain a fuller understanding of your products and services. We have a variety of design tools and applications ready to meet the specific needs of a project.

Macromedia Suite

Flash - animation / compositing / rendering
Fireworks - graphics design / compositing
Dreamweaver - site construction / editing / uploading

Adobe Creative Suite

Illustrator - graphics design / compositing / rendering
Photoshop - graphics manipulation / rendering
Acrobat - document distribution / security

Premier Production Studio

Premier Pro 2.0 - Video production / rendering

Static Sites

When file size of a site becomes an issue, trade off's may become necessary. Forgoing full multimedia resources for creative static pages still presents a welcoming experience to your clients in the promotion of your business. Mapping the flow of information and ease of navigation are equally important to both construction methods.

Unique site design that draws attention to your business does not come from prefabricated templates. A creative team, mapping your site needs, with vision for the future can be a valuable resource for bringing new clients to your company.

Virtual Reality Cubes

This exclusive web design applet acts as a bridge between static and dynamic sites. The low ratio of dispensed information to file size is a solution to some bandwidth and site expansion problems. This dynamic digital experience, though not full multimedia, provides visitors access to a range of content far in excess of a standard static page.

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E-Learning



Interactive Multimedia

Integrating modern search programming with video, flash, composite graphics, text and illustration produce unparalleled interactive learning experiences. Education is an ongoing experience in life. E-Learning tools can increase your companies potential by keeping staff / clients up-to-date with new product information / technology training / customer service development and creative continuing education programs. E-Learning, self paced, interactive tutorials are a cost-effective way to keep large numbers of people up-to-date and informed about your companies products and services.

- Product Launches*
- Basic Training*
- Affiliate Training*
- Patient Education*
- Preventive Health Education*
- Sales Training & Motivation*
- Service and Technical Training*
- On-Line Tutorials*

Workplace Safety

Structured e-learning can ensure and verify employees understanding of Workplace Safety / Security / QC Compliance issues. The versatility of on-demand training modules can include pass-before-proceeding testing, to reinforce understanding of the educational material.

E-Learning can reshape the way your company develops human resources and attracts new clients.

Entrepreneurial Spirit

MULTIMEDIA PRODUCTION FOR BUSINESS & MARKETING
DIGITAL VIDEO & TV WEB & INTERACTIVE

Business Graphics



Innovative Design

Custom graphic design to meet all of your business needs;

- Brochures**
- Flyers**
- Letterhead**
- Postcards**
- Business Cards**
- Mailers**
- Reports**
- Newsletters**
- Print ads**
- Logo design**
- Manuals**

We strive to maintain continuity of corporate branding while bringing innovative visual expression to our design work. Final designs are delivered on disk in a digital print ready, PDF format or pre-press cropped layouts for offset printing.

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Frequently Asked Questions

How much does it cost to promote my business on Entrepreneurial Spirit television programs?

That's similar to asking 'How much does it cost to buy a home?' Are you buying a mansion or a rancher? In what city? In which neighborhood? Our price lists will give you a fair idea of the cost of video production services. You can compare them to recent surveys by the American Association of Advertising Agencies report; That the production cost of a national TV Commercial spot averaged \$330,000. Production costs for locally produced television programs averaged \$1500-1800 per minute (\$42,000-50,000 per half hour program). These AAAA figures are beyond the reach of most small businesses. Entrepreneurial Spirit uses their unique television productions to **enable you to cost effectively** 'Let people know, You're open for business.'

What other costs are involved?

Before any video production reaches the airwaves airtime charges have to be paid. Airtime charges vary by the broadcast time; daytime verses prime time, weekday verses weekend. These charges also vary by a stations ratings and demographics. When you promote your business on Entrepreneurial Spirit programs, you'll be reaching a potential of over 2 million homes.

What guarantee do I have of gaining new clients?

Statistics from Advertising Age conclude; That every dollar spent on advertising, averages a 1.5 times return to the advertiser in the **long term**. Effective marketing requires pursuing as many avenues as possible to create the results that you are looking for. Marketing is a necessary function of being in business. Marketing, with it's many variables comes with no guarantees, however television **is** the fastest way to reach a large audience.

Who's responsible for marketing my company?

Ultimately, **you are** because it's your company and you know more about it than anyone else. Like any other marketing adventure, you need to prepare for a successful promotion. After you have done your homework we're here to help you with advice, coaching services and production services.

How do I get started?

Call one of our consultants. They are here to assist you in creating a marketing strategy that gets the most benefit from your TV marketing budget. From simple to complex we develop program platforms to **'Let people know, You're open for business!'**

entry level 15 second Video Billboards are a cost effective way, even for startup small businesses, to get the attention they need. The concept is simple, a still image(s) telling who, what, when, where, why.

uncomplicated 30 second Introductions are your next step. You supply 3-5 quality j-pegs of what you want included and we will build a introduction around them with pertinent information. (For a slightly higher fee, we can take the pictures for you).

creative 1 minute Spotlights use a combination of digital video, graphics, titles etc. to shine a light on your business specialty.

informative 2 minute Showcases are the straight forward way to promote your companies products and services. This isn't Hollywood, but when you are part of the program content, people listen!

you're the star 3 minute profiles are mini interviews. This is your time to shine. Utilizing digital video, cut-ins, graphics etc. we create a profile opportunity for you to connect with our audience.

What if I want all the bells and whistles?

Our production team is available to produce **high end style productions** to fit your production budget. From high quality motion graphics, digital effects, 3D, voice over and scripting, to digital animation and composite graphics. Our talented group of production professionals are here to assist you.

What other resources does Entrepreneurial Spirit offer?

Full suite of **Graphic design services, Video production services, Web development, Digital photography, Marketing & PR.**

Multimedia Resource Suite

AutoCad 2006	CAD technical drawing / design / rendering
Acrobat Professional	Intelligent / secure / document creation / PDF
After Effects	Motion graphic design / effects / video compositing / animation
Audition	Audio recording / mixing / editing / mastering / digital audio
Canvas	Technical graphics for science and industry
Cinema 4D	3D modeling / animation / rendering
Dreamweaver	Dynamic / static / web design toolbox
Encore	DVD creation tools
Fireworks	Image creation / editing / optimizing / for the web
Flash	Graphic design for print / video / web
Illustrator	Dynamic web / presentation / DVD / creation toolbox
InDesign	Professional publishing / graphic design / production lay-out
Photoshop	Digital image enhancing / photo retouching / image compositing
Premiere Pro 2.0	HD enabled professional broadcast audio video / editing / compositing / mastering suite
Pro Animator	3D animation / editing suite
Quicktime Pro	Multimedia / video content creation
SMG	Molecular modeling creation
VRI	360 Panorama creation