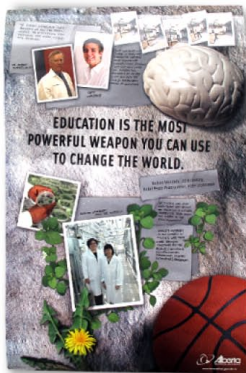


# id8 design group

## PORTFOLIO SAMPLES



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## PORTFOLIO SAMPLE ANNUAL REPORT, SCHULICH SCHOOL OF ENGINEERING

**SCHULICH SCHOOL OF ENGINEERING**  
THIS IS WHAT LEADERSHIP LOOKS LIKE

**LEADERSHIP IS NOT FOUND IN A TITLE. IT IS A QUALITY POSSESSED BY INDIVIDUALS. IF THERE WAS ONE CHARACTERISTIC THAT WE CONSISTENTLY VALUE AND NURTURE IN THE FACULTY, STAFF AND STUDENTS AT THE SCHULICH SCHOOL OF ENGINEERING, IT IS LEADERSHIP**

Message from the Dean: 12 / Year in Review: 18 / Student Experience: 22 / Undergraduate Research: 26 / Faculty Research: 28 / Community Engagement: 32 / Profile at a Glance: 34 / Photo of the School: 36 / Strategic Plan: 38 / Mission and Vision: 40 / People: 42

**SOMETIMES IT'S ALL ABOUT WINNING**

The Alpine Climber Open Ice team has been getting a competitive edge by 3D printing their equipment with technology developed at the Schulich School of Engineering.

**THE PLANET NEEDS NEW INDUSTRIES**

Management of natural resources, it is a discipline that is changing, one that requires engineering, innovation and computer.

**COMMUNITY PARTNERSHIPS**

All grown up – Calgary's science and engineering camp for kids

The Minds in Motion summer camps program housed in the Schulich School of Engineering hired a full-time director for the first time in its 15 year history. Serving thousands of Calgary area youth through summer camps as well as classroom workshops throughout the year, the program has targeted programs for elementary, middle, and all-girl and all-boy programming. Students are introduced, hands-on, to scientific and engineering principles by building basic machines, programming robots and participating in industry experiments. Instructors are University of Calgary students in the Schulich School of Engineering and the faculties of science and education.

5.2 million flowed to students through awards this year

The Aberdeen Trust bursary was awarded to students for the annual gas oil high-velocity engineering projects. Over 500 awards worth \$5.2 million flowed to students this year at the Schulich School of Engineering. The Student Excellence Award (high-velocity) awarded to students who have demonstrated exceptional leadership skills in the classroom, and in the community. George Fiske, co-founder of Engineers Without Borders, received one of the leadership awards that awarded the bursary. That award-winning behavior will find students by students.

The five-year strategic plan, launched in early 2008, directs the Schulich School of Engineering to focus on key strategic areas. Within those areas of focus, there are concrete goals for what success will look like.

**Student Experience**  
Increase high-velocity student with diverse talents and backgrounds, and develop them to become high-velocity, innovative engineers, managers and leaders through high-quality, innovative learning programs and diverse student experiences.

**Research Excellence**  
Increase research excellence and the impact of high-velocity research, increasing output to the highest international standards, in strategically targeted areas.

**Contemporary Infrastructure**  
Build a dynamic learning and research environment through physical infrastructure and robust software.

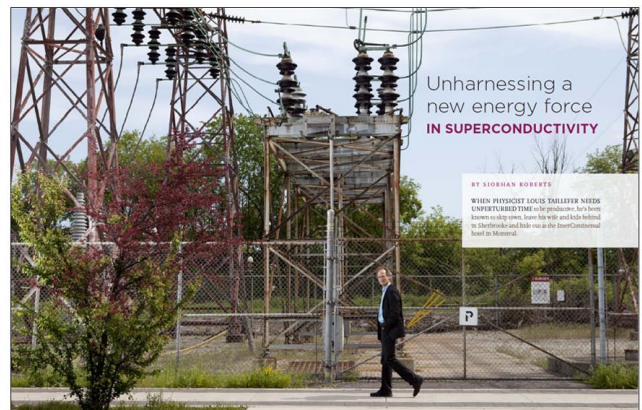
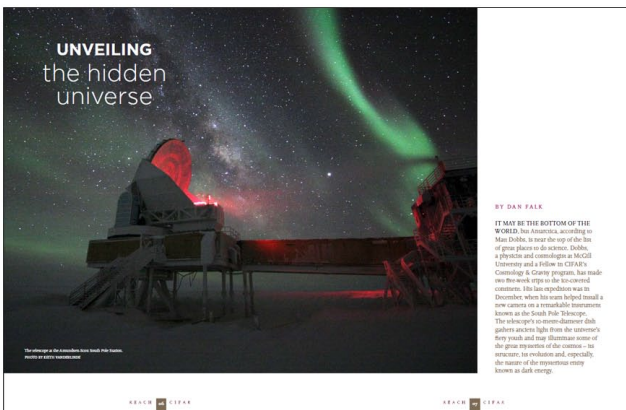
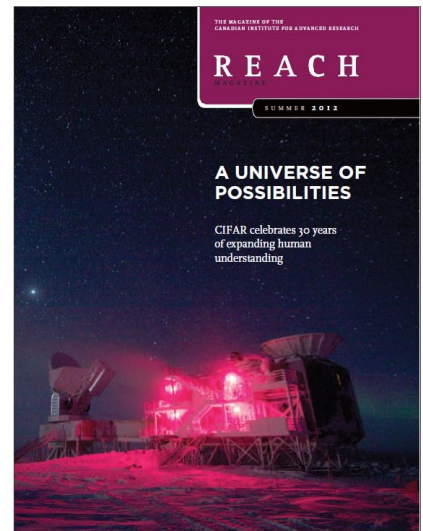
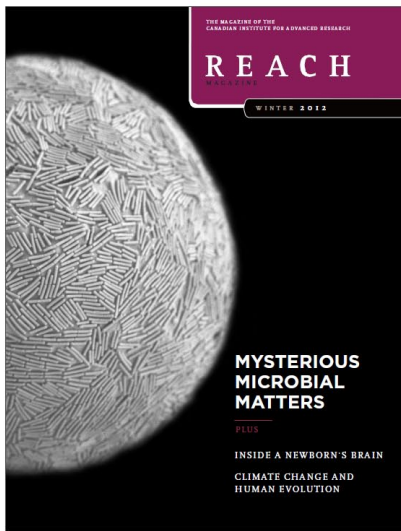
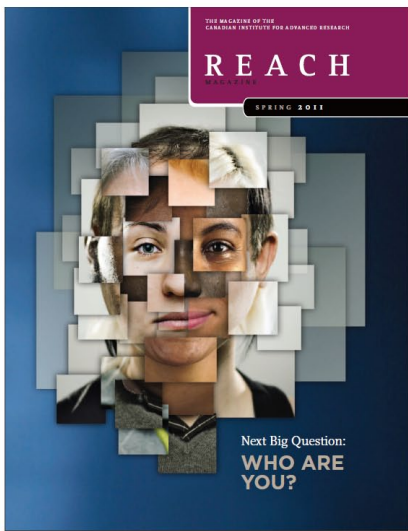
**Links to the Community**  
Increase the school's impact in the Calgary community and expand relationships across Canada and beyond.

**PROFILE AT A GLANCE**

- 2,300 undergraduate students
- 1,000 graduate students
- 27 research chairs
- \$32 million research spending
- 150 faculty members
- Renowned professors make up 50 percent of the faculty
- Almost 25 percent female undergraduate population
- Director of Student Learning, Student Success
- \$525,000 annual Schulich Student Activities Fund
- \$500,000 fund per year to assist teaching, development, innovation and student job placement
- largest engineering entrance scholarships in the country
- innovative first- and final-year design labs
- unique leadership program for all students to accelerate management and interpersonal skills
- 12- to 18-month internship placements
- comprehensive joint degree programs
- specializations in emerging multidisciplinary areas
- at-risk residence
- over \$5.2 million in student bursaries and scholarships awarded each year
- 100 new undergraduate engineering scholarships offered each year, increasing both high achieving academic and entrepreneurial students

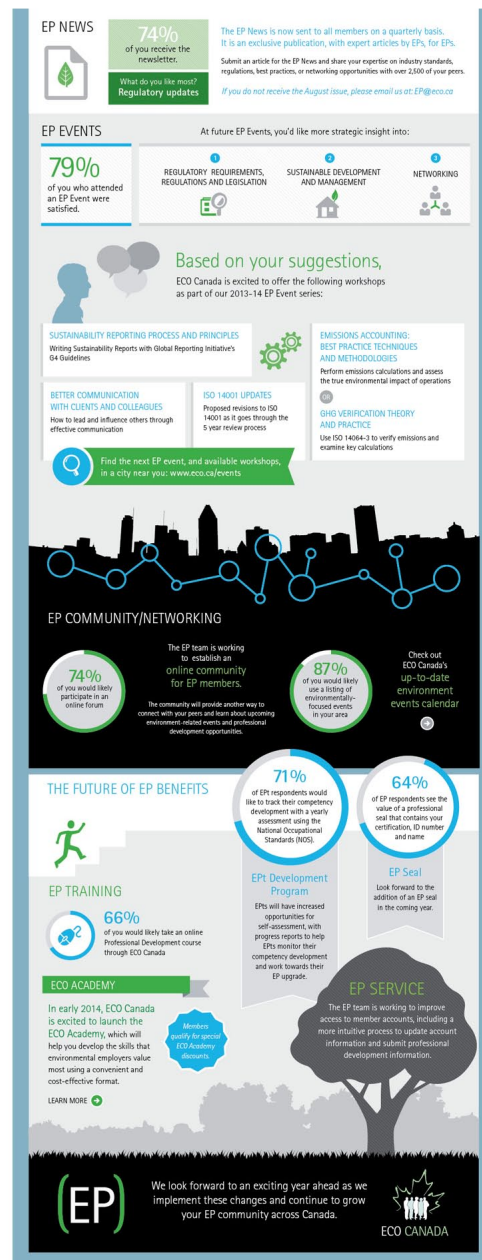
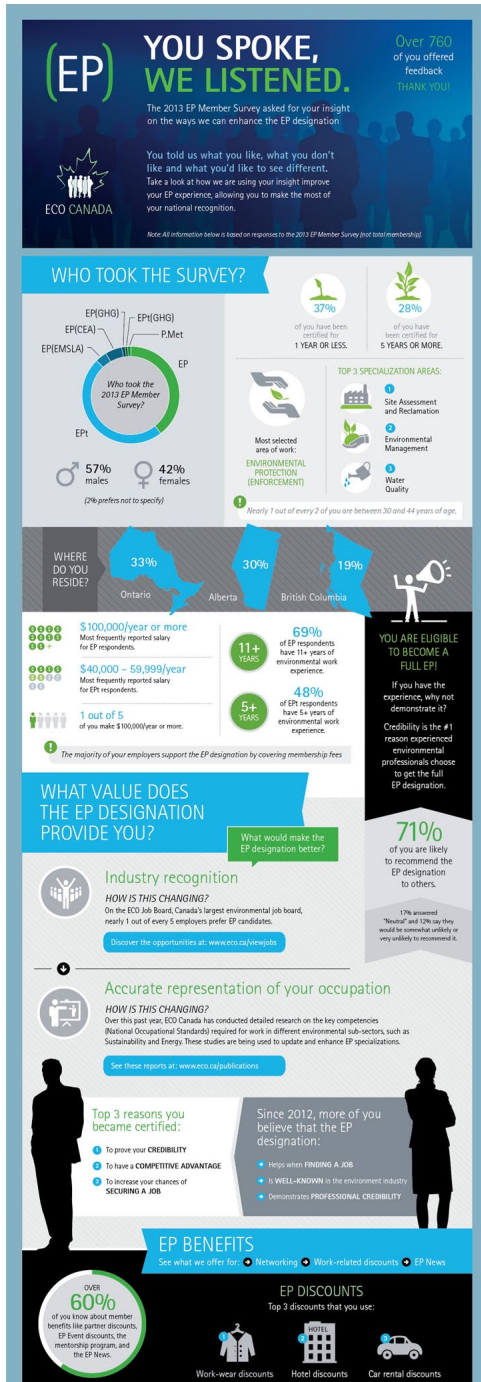
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## PORTFOLIO SAMPLE REACH MAGAZINE, CIFAR



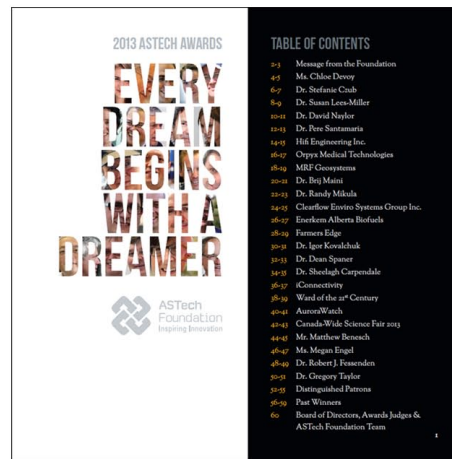
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## PORTFOLIO SAMPLE INFOGRAPHIC, ECO CANADA



# id8 design group

## PORTFOLIO SAMPLE EVENT PROGRAM, ASTECH FOUNDATION



OUTSTANDING LEADERSHIP IN ALBERTA SCIENCE

**DR. STEPHANIE CZUB**  
CANADIAN FOOD INSPECTOR AGENCY

**DREAM BIG.  
THE SKY IS  
THE LIMIT.**

Dr. Stephanie Czub takes the credit for finding and confirming the first case of bovine spongiform encephalopathy (BSE) in 2003. As Canada's foremost expert in BSE, her immediate and effective actions allowed the Alberta and Canadian governments and the beef industry to respond in a timely fashion while dealing with the devastation of market closures.

Her dedication to the livestock industry and to securing Canadian market access has driven information and science-based policy development in scientific research in prion disease.

6



INNOVATION IN AGRICULTURAL SCIENCE  
SPONSORED BY DOW AGROSCIENCES CANADA INC.

**DR. IGOR KOVALCHUK**  
UNIVERSITY OF LETHBRIDGE

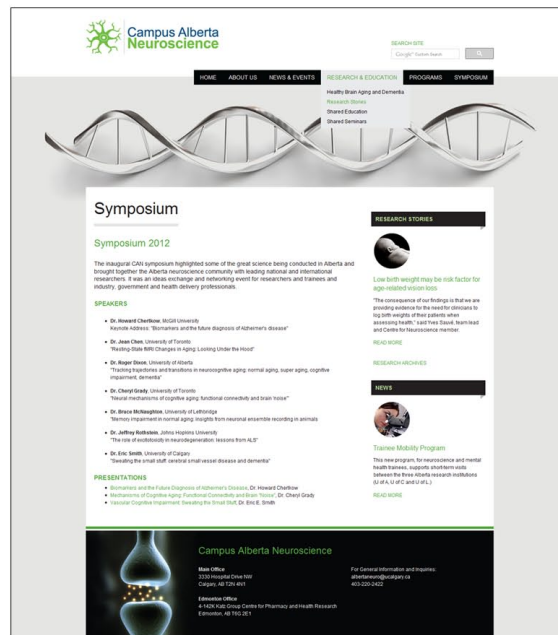
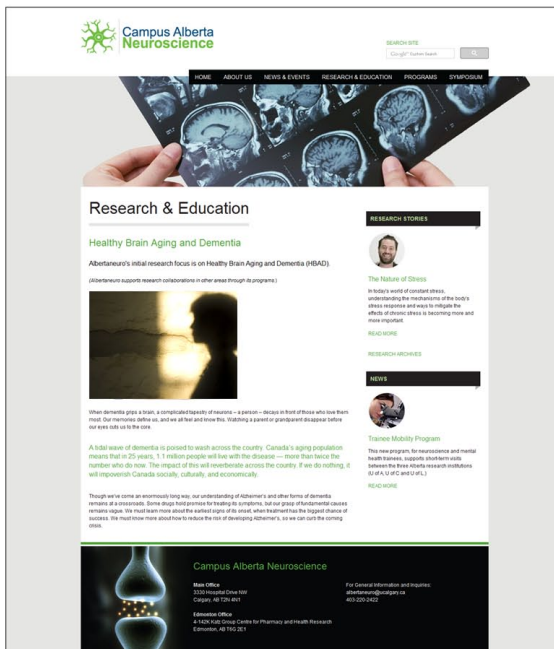
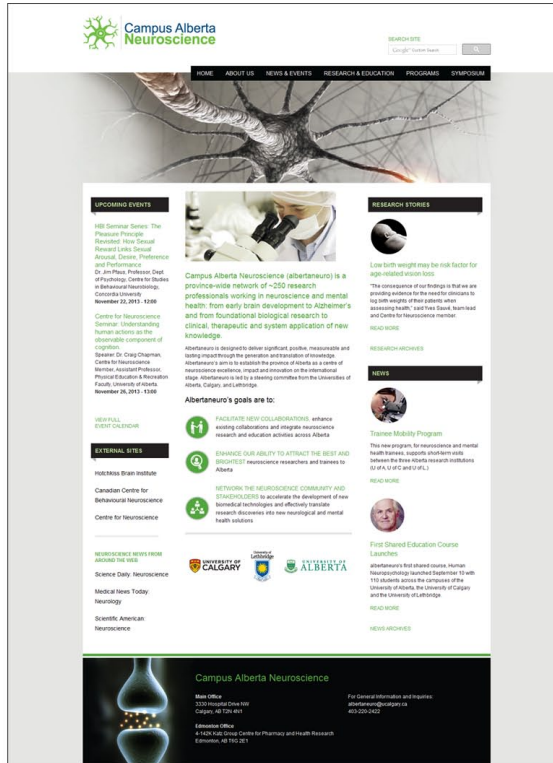
**IMAGINATION  
IS GREATER  
THAN DETAILS.**  
—ALBERT EINSTEIN

Dr. Igor Kovalchuk is considered to be a visionary in the world of agricultural biotechnology. He is internationally renowned for his expertise in plant epigenetics, plant genome stability and plant agrobiotechnology.

Through his company Plantbio, Dr. Kovalchuk developed new varieties of transgenic plants that monitor the environment for pollutants in water and soil. These biosensors will be an early warning system for potential environmental pollution and prevent exposure to possible bacterial contamination.

30

31



### REHAB Impact

REPORT 2011-12

A YEAR IN REVIEW FOR THE FACULTY OF REHABILITATION MEDICINE

Careful and Early Education Program making a difference

Robot challenge inspires kids to help seniors

Libraries to physical therapist support to Order of Canada

UNIVERSITY OF ALBERTA FACULTY OF REHABILITATION MEDICINE Pursuing your best

### Q&A with MICHELE CRITES BATTIE, PhD

CANADA RESEARCH CHAIR IN COMMON SPINAL DISORDERS

**WHAT DOES YOUR IDEAL DAY OF WORK AND LIFE LOOK LIKE?**  
I live in the heart of the forest and enjoy the quiet. I wake up early and go to work. I am very lucky to have a great job and a great life. I am also very lucky to have a great family.

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### Q&A with GREG KAWCZUK

CANADA RESEARCH CHAIR IN SPINAL FUNCTION

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### CONTINUING PROFESSIONAL EDUCATION

rehabilitation.ualberta.ca/ContinuingProfessionalEducation

Lifelong learning has always been a commitment at the University of Alberta's Faculty of Rehabilitation Medicine. Skills and technologies needed by clinicians and academics expand to respond to innovations in treatment and educational changes in the delivery of health care. The Faculty of Rehabilitation Medicine is dedicated to improving continuing education resources for clinical professionals, administrative leaders and academics.

**TO DO:** The Faculty offers an online program in Canada's First Management of Common Injuries. This program is designed to provide a comprehensive overview of the most common injuries seen in the emergency department. The program is available in both English and French. The program is available in both English and French. The program is available in both English and French.

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### OUR DEPARTMENTS AND PROGRAMS

**1** I have already received 10 awards. The quality of education is superb, with a perfect balance of theoretical and practical knowledge. We can have the best in research, as well as the knowledge to use to our benefit in research.

**2** Any profession who works with chronic pain patients would benefit from this course.

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### SPEECH PATHOLOGY AND AUDIOLOGY

www.spa.ualberta.ca

The Department of Speech Pathology and Audiology boasts the largest speech-language pathology program in Canada. In addition to providing training with state-of-the-art equipment and technology, the department is proud of its focused world-class research and partnerships with the community.

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### AT A GLANCE

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### 2011-2012 AT A GLANCE

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### UALberta physical therapist named to Order of Canada

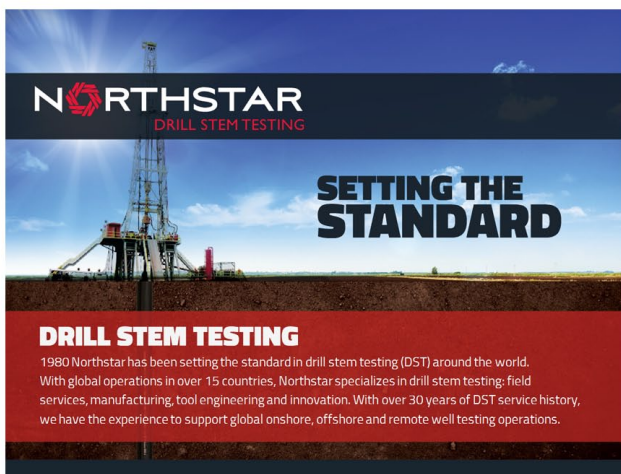
BY BRIAN ALARY

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## PORTFOLIO SAMPLE POWERPOINT, NORTHSTAR DRILL STEM TESTING



**NORTHSTAR**  
DRILL STEM TESTING

### SETTING THE STANDARD

#### DRILL STEM TESTING

1980 Northstar has been setting the standard in drill stem testing (DST) around the world. With global operations in over 15 countries, Northstar specializes in drill stem testing; field services, manufacturing, tool engineering and innovation. With over 30 years of DST service history, we have the experience to support global onshore, offshore and remote well testing operations.



**WE WORK ANYWHERE**

Northstar has the reach to service onshore, offshore and remote well testing operations anywhere in the world. We have operations in North America, South Asia, South East Asia, the Middle East and Africa.

**NORTHSTAR**  
DRILL STEM TESTING

#### EXPERIENCE GOES A LONG WAY

Northstar has over 30 years of experience in delivering excellence in drill stem testing. This experience and service history is built into our service culture, people, tool design and manufacturing. It is this history and focus that provides our customers with the best advice, support and service in drill stem testing.



**NORTHSTAR**  
DRILL STEM TESTING

**INNOVATION**  
Lead industry innovation

**PEOPLE**  
Safely employ and grow future leaders

**ORGANIZATION**  
Disciplined financial management

**SALES & MARKETING**  
Growing profitable sales

**SERVICE DELIVERY**  
Flawless service delivery

**Integrity  
Customer Focus  
Innovation  
Initiative**

**CUSTOMER DRIVEN**

The Northstar team is the ideal size to offer *customer-driven solutions* with short timelines. *In-house engineering and manufacturing* means Northstar can take a client's challenge in the field, engineer and manufacture a solution to *ISO:9001 standard* and then deliver back to the client by best-in-class Field Technicians in record time.



**NORTHSTAR**  
DRILL STEM TESTING

#### PROFESSIONAL SERVICE 24/7 SUPPORT

Northstar has an experienced management team and group of field personnel that provide customers with hands-on customized service that is not available from larger integrated service companies. Our operational team works closely with customers to ensure all testing parameters are identified and understood so that test objectives are met and operational time is maximized.



The screenshot shows the homepage of the Alberta Prion Research Institute. At the top, there are logos for the Prion Research Institute and Alberta Innovates Bio Solutions. A navigation bar includes links for Home, About Us, Prion Basics, Research Funding, Research Highlights, and News & Events. The main content area features a large banner titled "Alberta Investment, Global Impact." Below this, there are sections for "NEWS" with a "Latest Innovation" article, a "Special Edition of Prion Journal" link, and a "ON TWITTER" section. A "CONTACT US" section provides the institute's address, phone, and email. The footer includes the Alberta logo and a list of partner organizations.

This screenshot displays the "Prion Basics" page, specifically the "Animal Diseases" section. It features a large image of two deer. The text explains that prion diseases are caused by the misfolding of normal cellular prion protein into an abnormal infectious form, which is transmissible between species. It lists "ANIMAL PRION DISEASES INCLUDE THE FOLLOWING:" and provides details for BSE (Bovine Spongiform Encephalopathy), Scrapie, and Chronic Wasting Disease (CWD). A small image of a cow is shown in the bottom right corner of the text area. The footer is identical to the homepage screenshot.

The screenshot shows the "About Us" page of the Alberta Prion Research Institute. It features a large image of a cow in a field. The page is divided into sections: "ABOUT US" with the title "The Institute", "HISTORY" detailing the institute's founding in 2005, "MANDATE" describing the institute's focus on prion research, and "OBJECTIVES" listing the institute's goals. The footer includes the Alberta logo and partner organizations.



# id8 design group

## PORTFOLIO SAMPLE WEB SITE, SEA NG

The screenshot displays the SEA NG website homepage. At the top is a search bar and a navigation menu with links for Company, Marine CNG, Technology, Tariff Tool, Media, and Contact Us. Below the navigation is a featured story titled "Sea NG marine transportation: Investing in Innovation Series" with a right-pointing arrow. The main content area is divided into several news articles:

- DOWN TO KOKOMO: EXPORTING COMPRESSED NATURAL GAS TO THE CARIBBEAN** (BY HOUSLEY CARR, HOUSLEY CARR) - Includes a photo of a beach and a quote: "Aruba, Jamaica, ooo I wanna take ya. Bermuda, Bahama, come on pretty mama...".
- THE ADVENT OF FCNG** - Includes a photo of an offshore platform and text: "The advent of FCNG now presents the possibility of a Piped-Development For East Med's Hydrocarbons".
- INDUSTRY** - Includes a photo of a sunset over the ocean and text: "CYPRUS GAS IS IT TOO LATE FOR LNG?".
- PARTNERSHIPS** - Includes a photo of industrial equipment and text: "CANADA EAGER FOR HYDRO-CARBONS ROLE".
- ON THE WEB** - A list of recent news items with dates and titles.
- UNLOCKING STRANDED GAS WITH FLOATING CNG** (BY HOUSLEY CARR, HOUSLEY CARR) - Includes a bar chart comparing FLNG (US\$3.8 Billion, 1,500 tpa) and FCNG (US\$2.4 Billion, 360 tpa) and text: "A Floating CNG (FCNG) system typically costs less than half of an FLNG vessel...".

At the bottom of the page is a footer with navigation links for Company, Marine CNG, Technology, Tariff Tool, Media, and Contact Us, along with a copyright notice: "COPYRIGHT © 2014 SEA NG CORPORATION. ALL RIGHTS RESERVED."

This screenshot shows a detailed page about the Coselle™ system. The top navigation is identical to the homepage. The main heading is "Full designed. Extensively Tested." followed by "Sea NG's cutting-edge Coselle™ technology has received full ABS classification approval." Below this is a large image of a Coselle ship.

**OVERVIEW**  
Sea NG's Coselle™ System is a combination of a loading and a discharge facility and the optimum number of appropriately sized, purpose-built, ships utilizing the the Coselle™ technology. Each Coselle™ System is specifically designed and sized to meet specific project requirements.

**KEY FEATURES**

- CONTINUOUS DELIVERY**  
Achieved without the need for storage at either the loading or discharge site because the ships provide both storage and transportation.
- LOADING AND DISCHARGE RATES CAN BE VARYED OR INTERESTED**  
Coselle™ compression equipment does not require continuous uniform throughput.
- COSELLE™ IS VERSATILE**  
A wide range of gas compositions can be accommodated.

**Components of the Coselle™ System**

- LOADING FACILITIES WHERE GAS IS TREATED, COMPRESSED AND TRANSFERRED ONTO SHIPS.**
  - Onshore loading is accomplished via a pier or jetty.
  - Offshore loading is accomplished via a platform or FPSO with loading via a buoy.
- A PURPOSE-BUILT FLEET OF SEA NG SHIPS.**
  - Quantity and size will vary with project parameters, particularly gas volume, distance and marine environment.
- UNLOADING FACILITIES WHERE GAS IS DECOMPRESSED AND DISCHARGED.**
  - Onshore unloading of high pressure or low pressure gas can be carried out at a pier or jetty.
  - Offshore unloading of high pressure or low pressure gas can be carried out at a platform or buoy.
- STORAGE FACILITIES, IF NECESSARY.**
  - Can be offshore on a barge fitted with Coselle™.

Shipping cycles are designed to ensure no interruption in loading or delivery of gas. If needed, additional reliability can be achieved by adding CNG storage at either end or by increasing ship size or fleet size to increase "stack" time. Loading and discharge rates are matched to meet customer requirements. Where desirable loading or discharge may occur discontinuously at higher rates and can result in overall lower project costs.

At the bottom of the page is a footer with navigation links for Company, Marine CNG, Technology, Tariff Tool, Media, and Contact Us, along with a copyright notice: "COPYRIGHT © 2014 SEA NG CORPORATION. ALL RIGHTS RESERVED."

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PORTFOLIO SAMPLE LOGO DESIGN, VARIOUS CLIENTS



TORONTO REHABILITATION INSTITUTE  
Strategies and Tools to Enhance  
Patient Safety



HAWTHORNE RIDGE  
HERITAGE FARM



ALBERTA college  
of OPTOMETRISTS



Campus Alberta  
**Neuroscience**

HEALTHY BRAIN AGING AND  
DEMENTIA INITIATIVE



CANADIAN  
**glycomics**  
NETWORK

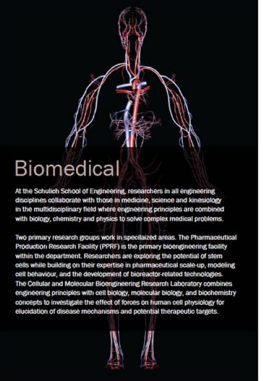


Campus Alberta  
**Neuroscience**

IMAGING CONSORTIUM

# id8 design group

## PORTFOLIO SAMPLE BROCHURES, SCHULICH SCHOOL OF ENGINEERING



**Biomedical**

At the Schulich School of Engineering, researchers in all engineering disciplines collaborate with those in medicine, science and technology in the multidisciplinary field of biomedical engineering. Research is combined with biology, chemistry and physics to solve complex medical problems.

Two primary research groups work in specialized areas. The Pharmaceutical Production Research Facility (PPRF) is the primary bioprocessing facility within the department. Researchers are exploring the potential of stem cells while building on their expertise in pharmaceutical scale-up, modeling cell behavior, and the development of non-viral related technologies. The Cellular and Molecular Bioprocessing Research Laboratory combines engineering principles with cell biology, molecular biology, and biochemistry research to investigate the effect of forces on tissue cell physiology for elucidation of disease mechanisms and potential therapeutic targets.

**Stem Cells**

The capacity of stem cells to divide and replace specialized cell types makes them very desirable for the treatment of chronic conditions, such as Parkinson's disease and diabetes, which are caused by the death of specialized cells in specific tissues and are currently deemed to be incurable. In order for stem cell transplantation to offer cure it is necessary to find methods to grow large quantities of stem cells in a reproducible, clinically acceptable manner.

Researchers at the Schulich School of Engineering are recognized leaders in developing and the protocols for the production of stem cells to be used in the treatment of several diseases. They are looking ways to grow necessary cell types in specific tissues and are currently deemed to be incurable. In order for stem cell transplantation to offer cure it is necessary to find methods to grow large quantities of stem cells in a reproducible, clinically acceptable manner.

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**Neural Stem Cells**


The use of stem cells is used in cellular connectivity and there is an inherent safety. Neural stem cells generate a neuroprotective effect in a variety of neurodegenerative diseases. Research at the Schulich School has developed methods to generate stem cells in large concentrations in vitro, for the development of cellular treatment options for Parkinson's disease.

**Microfluidic Stem Cells**

Microfluidic stem cells are believed to respond to injury by building and mending tissue, cartilage, muscle, tendon, ligament and other connective tissue. Research is on developing and optimizing culture methods to repair these cell populations derived from bone marrow. Through the generation of one month and expansion culture treatment protocols, the long-term goal of this project is to generate enough cells for practical trials aimed at treating multiple injuries.

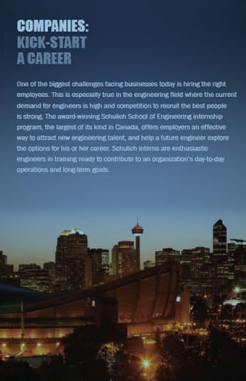
**STUDENTS: TEST-DRIVE YOUR PROFESSIONAL CHOICES**


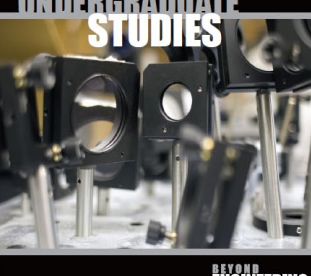
The demand for engineers is high in Calgary and elsewhere in the world. For engineering students, this means the prospect of getting a job after graduating is good - but how can you ensure the job you get will be good for you? Building a successful, satisfying career takes planning and work. The Schulich School of Engineering's internship program offers you the opportunity to test drive an employer and industry sector to help you identify the career path that's right for you. Schulich interns earn a competitive industry salary while still in school. The hands-on professional knowledge earned by interns gives them an edge when it comes to full-time employment. It will help you land not just any job, but your job of choice.



**COMPANIES: KICK-START A CAREER**

One of the biggest challenges facing businesses today is hiring the right employees. This is especially true in the engineering field where the current demand for engineers is high and competition to recruit the best people is strong. The award-winning Schulich School of Engineering internship program, the largest of its kind in Canada, offers companies an effective way to attract new engineering talent, and help a future engineer explore the options for his or her career. Schulich interns are enthusiastic employees in training eager to contribute to an organization's day-to-day operations and long-term goals.



**UNDERGRADUATE STUDIES**

**BEYOND ENGINEERING**




**SCHULICH SCHOOL OF ENGINEERING**

**AT THE UNIVERSITY OF CALGARY**

**THE SCHULICH SCHOOL OF ENGINEERING IS FORWARD-THINKING AND BUILDS IN CURIOUSITY. IT FOSTERS INNOVATION, LEADERSHIP AND TEAMWORK, ON TOP OF TECHNICAL EXPERTISE. IT IS AN INSPIRING ENVIRONMENT THAT BELIEVES EXPERIENTIAL LEARNING AND KNOWLEDGE-BASED EXPERIENCES OUTSIDE OF THE CLASSROOM. IT IS A PLACE WHERE STUDENTS ARE EQUIPPED WITH THE SKILLS THAT GO BEYOND ENGINEERING: GLOBAL DIVERSITY, FLEXIBILITY, RISK-TAKING AND COMMUNICATION SKILLS. ALL OF WHICH ARE CRITICAL TO SUCCESS AFTER GRADUATION. ABOVE ALL IT IS A SCHOOL THAT SUPPORTS EXCELLENCE IN RESEARCH - CREATING A CLIMATE FOR DISCOVERY, RISK AND TOP-QUALITY RESULTS.**


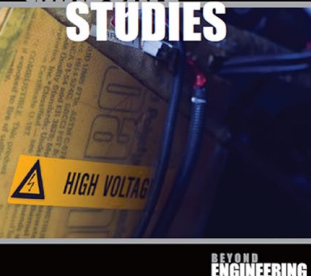
The quality we expect to build a student into is embodied in the Schulich Engineer - individuals whose skills and thinking skills go far beyond engineering.

At the Schulich School of Engineering we are one of the largest engineering schools in the country. To meet our student needs every year we conduct more than 1000 study abroad trips of various lengths and costs, and to ensure leading education, the quality of education is well supported. The most significant evidence through the 2011 million investment in 2005 by Schulich School and the University of Calgary.

The Schulich Bachelor of Science degree programs in the areas of engineering are all fully accredited by the Canadian Engineering Accreditation Board. As a former student I had a "summer camp" reputation and that carried through the study of engineering disciplines offered in several year as paths towards a graduate diploma. All Schulich programs offer direct in specialized areas and joint degree programs.



We envision levels of learning opportunities, leadership programs and academic support. It is awarded time to study engineering in Calgary. Open up your world of experience at the Schulich School of Engineering.

Dr. Elizabeth Carron, PEng, FRSC, FCAE  
Dean

**GRADUATE STUDIES**

**BEYOND ENGINEERING**

**GRADUATE STUDIES**

**THE CITY OF CALGARY**

**CALGARY CONSISTENTLY RANKS AS ONE OF THE TOP THREE CITIES IN THE WORLD FOR QUALITY OF LIFE.**

**LOCATED IN ALBERTA, CANADA'S WEALTHIEST PROVINCE, CALGARY IS THE FASTEST GROWING ECONOMIC REGION IN CANADA.**

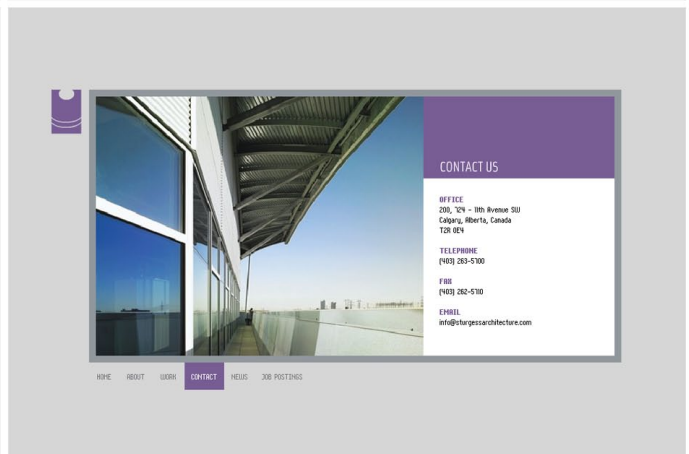
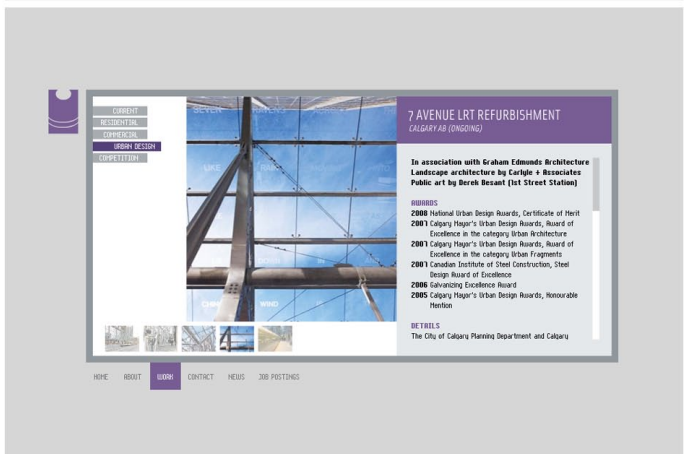
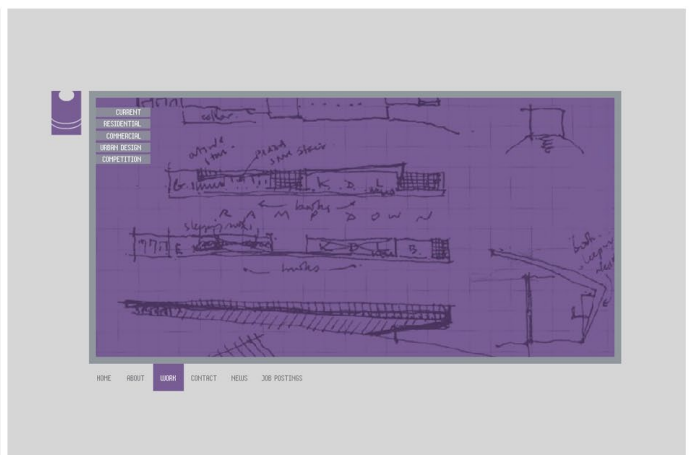
Calgary is Canada's energy capital and the city with the second highest number of corporate head offices in the country. It is situated on the confluence of two rivers, has numerous walking and cycling trails, and is just an hour and a half from the international destination of Banff and the Rocky Mountains. World-class opportunities abound for camping, cycling, fishing, golf, hiking, horseback riding, kayaking, mountain climbing, photography, skiing, windsurfing, and many other outdoor pursuits.

Calgary's prosperity and vibrancy has attracted citizens from across the country and around the world. With a population of one million people, there are 23 cultural festivals that celebrate the diversity of the people who call Calgary home.



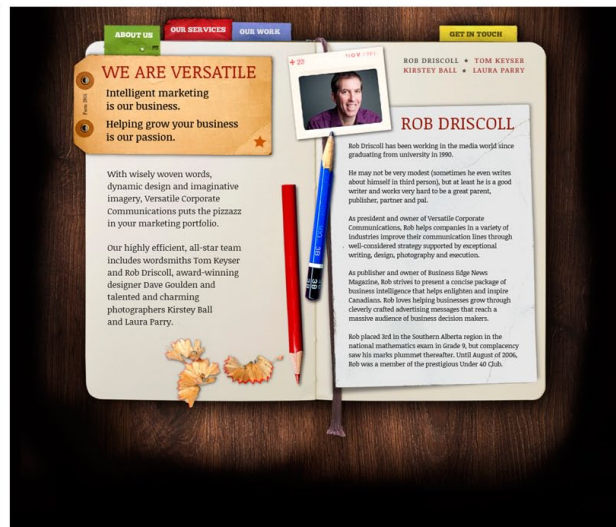
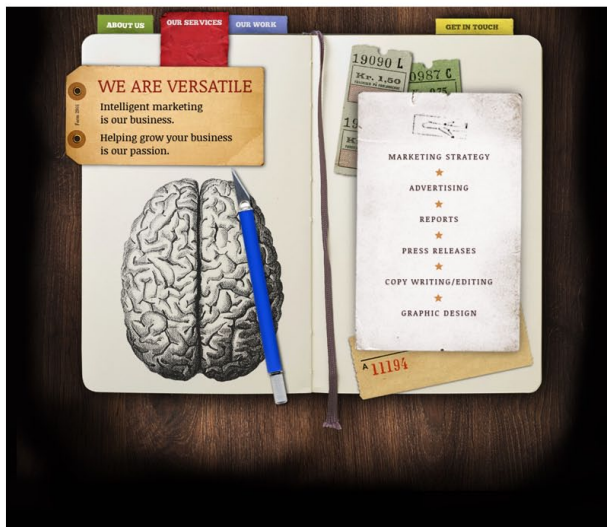
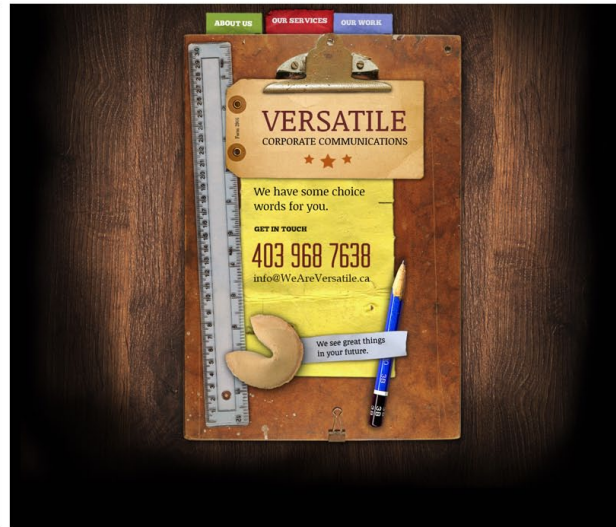
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PORTFOLIO SAMPLE WEB SITE, STURGESS ARCHITECTURE

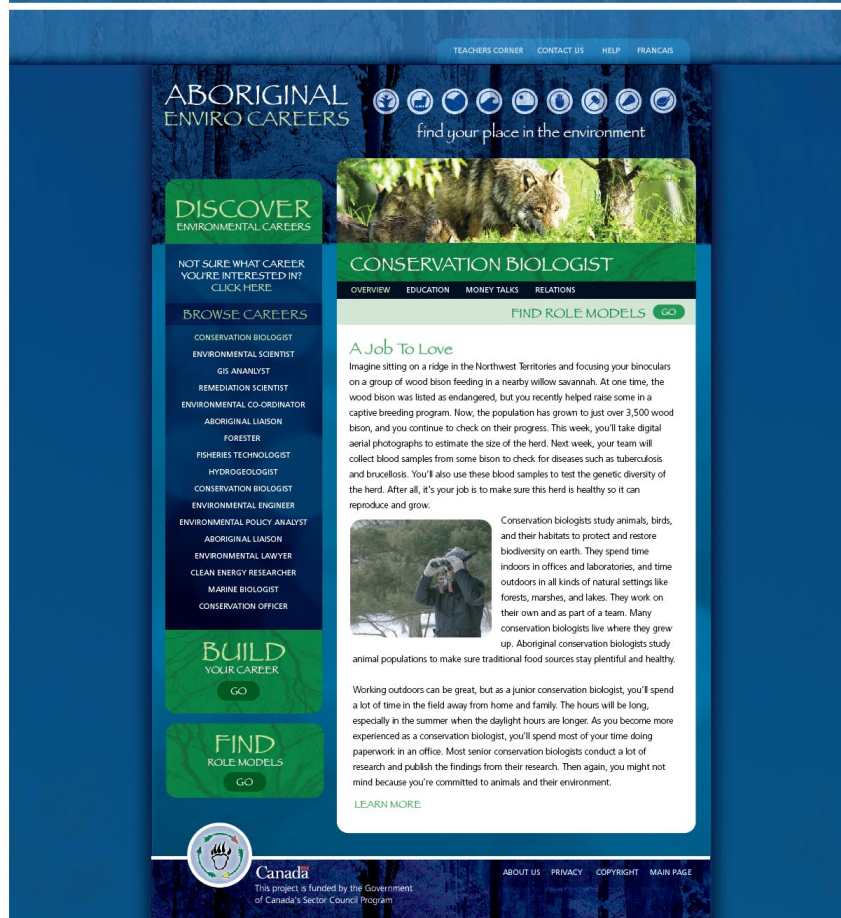
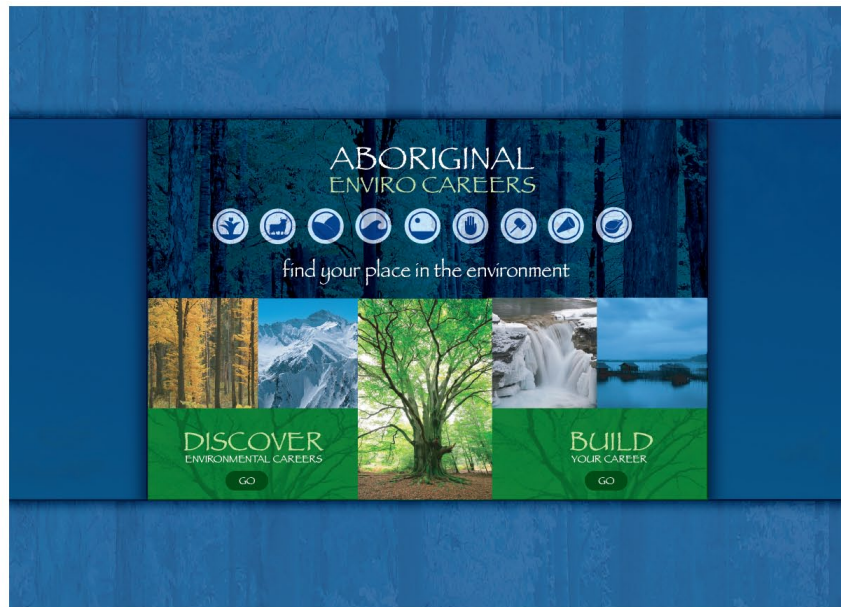


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PORTFOLIO SAMPLE WEB SITE, VERSATILE CORPORATE COMMUNICATIONS

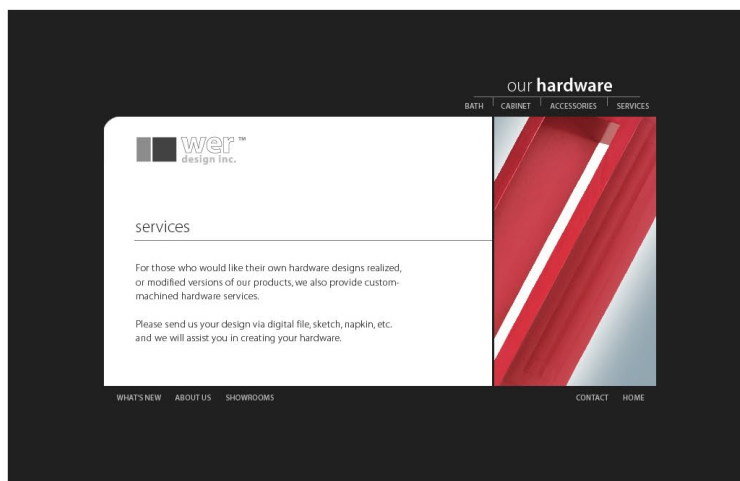
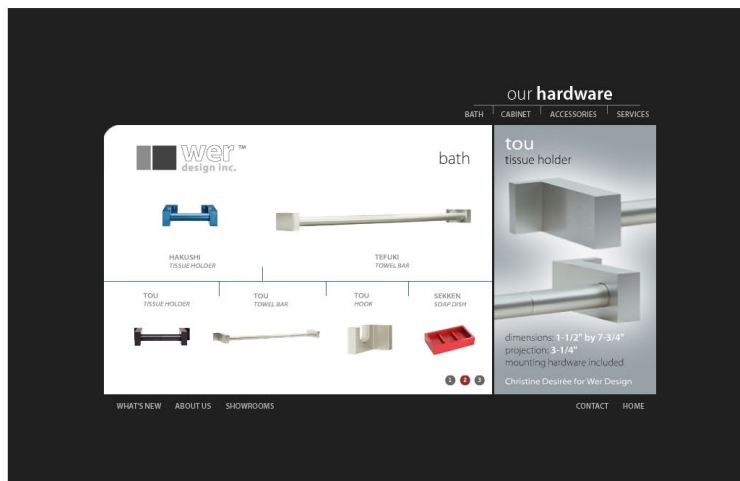
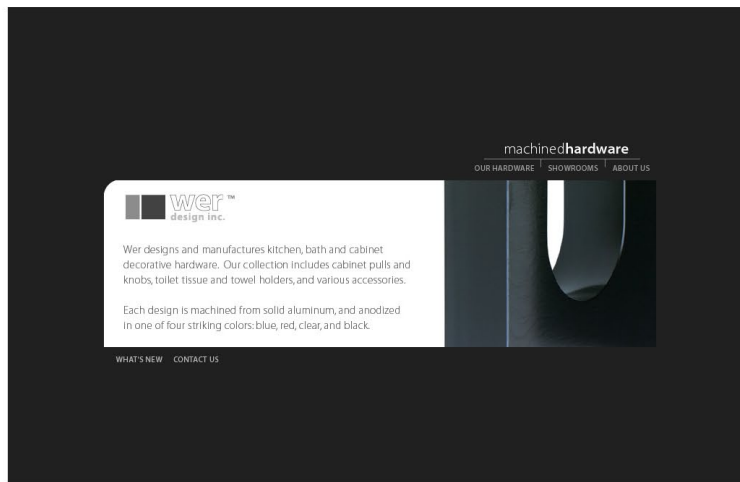






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## PORTFOLIO SAMPLE WEB SITE, WER DESIGN



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## PORTFOLIO SAMPLE ANNUAL REPORT, ALBERTA PRION RESEARCH INSTITUTE

**Ingenuity, Investigation, Invention:**  
Capturing prion research and discoveries

**Chronic Wasting Disease** **Human Prion Diseases and Protein Misfolding Disorders** **The Challenges That Remain** **What The Future Holds**

**Alberta Prion Research Institute** **Alberta Innovates Bio Solutions**

### Specified Risk Material

**What it is**  
In each, prion are concentrated in the brain, spinal cord and a small number of other tissues. If you eat SRM, these tissues will reduce infectious prions that cause BSE. In some cases, the prion is also concentrated in the nervous system and in the digestive tract.

**Specified risk material (SRM)** is cattle tissue that is most likely to contain infectious prions. As such, it has the potential to transmit bovine spongiform encephalopathy (BSE).

**How it's handled**  
The Canadian Food Inspection Agency (CFIA) has established a list of SRM materials that are prohibited from being used for human consumption. These materials include the brain, spinal cord, and dorsal root ganglia. SRM is also prohibited from being used for animal feed. SRM is collected and destroyed in a secure facility. SRM is also used for the production of animal feed, but only if it is rendered at 133°C for 20 minutes. SRM is also used for the production of animal feed, but only if it is rendered at 133°C for 20 minutes.

### How it's handled

Prion protein (PrP<sup>Sc</sup>) is a protein that is normally found in the brain and spinal cord. It is normally soluble, but it can become misfolded and form aggregates that are toxic to the brain. The aggregates are made up of a protein core and a glycoprotein shell. The aggregates are made up of a protein core and a glycoprotein shell. The aggregates are made up of a protein core and a glycoprotein shell.

**APRI's response**  
The Alberta Prion Research Institute (APRI) has been established to coordinate prion research in Alberta. APRI is a not-for-profit organization that is dedicated to the study of prion diseases in Alberta. APRI is a not-for-profit organization that is dedicated to the study of prion diseases in Alberta.

**How much BSE is in**  
In 2011, Canada was a leading beef producer and exporter. In 2011, Canada was a leading beef producer and exporter. In 2011, Canada was a leading beef producer and exporter.

### BSE (bovine spongiform encephalopathy)

**BSE (bovine spongiform encephalopathy)** is a prion disease that affects cattle. It is caused by a protein that is normally found in the brain and spinal cord. It is normally soluble, but it can become misfolded and form aggregates that are toxic to the brain. The aggregates are made up of a protein core and a glycoprotein shell. The aggregates are made up of a protein core and a glycoprotein shell.

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### BSE FACTS

**YOU CAN'T get BSE from eating red meat.** You can't get BSE from eating red meat. You can't get BSE from eating red meat.

**YOU CAN'T get BSE from eating milk or eating milk products.** You can't get BSE from eating milk or eating milk products. You can't get BSE from eating milk or eating milk products.

**YOU CAN'T get BSE from eating any other animal products.** You can't get BSE from eating any other animal products. You can't get BSE from eating any other animal products.

**KEEPING BSE IN CHECK**  
The World Organization for Animal Health (OIE) defines SRM as any tissue that is most likely to contain infectious prions. SRM is also defined as any tissue that is most likely to contain infectious prions. SRM is also defined as any tissue that is most likely to contain infectious prions.

### Human Prion Diseases and Protein Misfolding Disorders

**HIGHLIGHTS FROM HISTORY**

- 1917** - Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located.
- 1957** - An American prion disease, variant Creutzfeldt-Jakob disease (vCJD), was first reported. An American prion disease, variant Creutzfeldt-Jakob disease (vCJD), was first reported. An American prion disease, variant Creutzfeldt-Jakob disease (vCJD), was first reported.
- 1976** - Variant Creutzfeldt-Jakob disease (vCJD) is diagnosed in the United Kingdom. Variant Creutzfeldt-Jakob disease (vCJD) is diagnosed in the United Kingdom. Variant Creutzfeldt-Jakob disease (vCJD) is diagnosed in the United Kingdom.
- 2000** - The Alberta Prion Research Institute (APRI) was established. The Alberta Prion Research Institute (APRI) was established. The Alberta Prion Research Institute (APRI) was established.

### RECENT EVIDENCE INDICATES THAT THE WAY PROTEINS MISFOLD IN OTHER NEURODEGENERATIVE DISEASES IS SIMILAR TO THE MECHANISMS IN PRION DISEASES. THERE ARE ALSO SIMILARITIES IN HOW MISFOLDED PROTEINS MOVE FROM CELL TO CELL.

The growing body of scientific knowledge that is connecting prion protein and prion disease to other neurodegenerative diseases and cases of Alzheimer's, Parkinson's and other protein-folding diseases. Scientific knowledge gained from the study of prion-folding disease. Scientific knowledge gained from the study of prion-folding disease.

### Basic Prion Science

**Prion**  
Lentils and mushrooms that are rich in protein. Lentils and mushrooms that are rich in protein. Lentils and mushrooms that are rich in protein.

**1917**  
Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located.

**1957**  
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### APRI RESEARCHERS IN ACTION

**Milestones**

- 1917** - Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located. Dr. Alton D. Brown identified the brain tissue in which the prion protein was located.
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### Mixing methods

Dr. David Ruddle and his team at the University of Alberta are developing a method for the production of animal feed. Dr. David Ruddle and his team at the University of Alberta are developing a method for the production of animal feed. Dr. David Ruddle and his team at the University of Alberta are developing a method for the production of animal feed.

**Hydrolytic methods**  
The hydrolytic method is a process for the production of animal feed. The hydrolytic method is a process for the production of animal feed. The hydrolytic method is a process for the production of animal feed.

**Turning Garbage into Goods**  
The hydrolytic method is a process for the production of animal feed. The hydrolytic method is a process for the production of animal feed. The hydrolytic method is a process for the production of animal feed.

### HOW DO YOU KILL A PRION?

Prions are highly resistant to heat, acid, and other treatments. Prions are highly resistant to heat, acid, and other treatments. Prions are highly resistant to heat, acid, and other treatments.

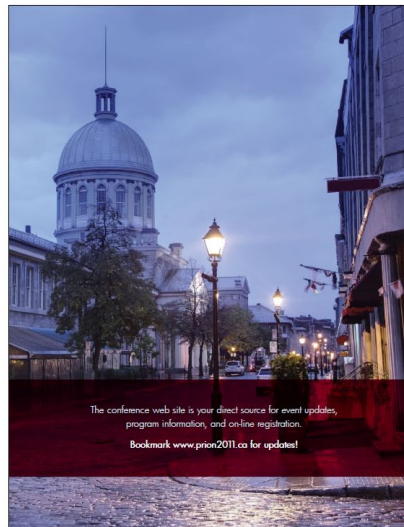
**How do you kill a prion?**  
Prions are highly resistant to heat, acid, and other treatments. Prions are highly resistant to heat, acid, and other treatments. Prions are highly resistant to heat, acid, and other treatments.

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PORTFOLIO SAMPLE CONFERENCE MATERIALS, PRION 2011

# PRION<sup>2011</sup>

montrealcanada



**PRION<sup>2011</sup>**

On behalf of Pric-Het Canada and the Alberta Prison Research Institute (APRI), we are delighted to invite you to support and attend the world's largest prison research congress, PRION 2011, taking place from May 16-19 at the Fairmont Queen Elizabeth Hotel in Montreal, Quebec, Canada.

PRION 2011 - New World will mark the first time the international congress is held outside of Europe. We anticipate over 600 attendees, with one half from outside of North America. The congress Steering Committee represents prison experts from around the world including the Pacific Rim (Australia, China and Japan), North America, and Europe plus key industry and government stakeholders.

PRION 2011 will follow in the same tradition as the past twelve PRION conferences in Europe that were originally organized by the European Union Network of Excellence, NuewPrison. The three and a half day program includes numerous national guest and plenary speakers, exhibits, panel talks, networking activities, academic development, and poster sessions. The proceedings for the conference will be published in the prestigious journal PRION in partnership with Lambert Business.

Prison diseases know no borders, and this congress represents the one annual event to bring together experts from around the world to discuss a broad spectrum of topics, from surveillance and control, to prison structure and function, to diagnosis and treatment, ultimately with the goal to enhance the pace of prison research to mitigate the negative impact of prison disease on society. This meeting will also cover the new connections between prison diseases and other human modifying prison diseases such as Alzheimer's, Parkinson and others. Prison-like progression of prion misfolding will be one of four special themes of the meeting.

We encourage your organization to maximize its exposure, interaction and impact with leaders in this exciting, burgeoning field of prison research by supporting PRION 2011. We invite you to review the various opportunities available to draw your support and help ensure the success of this landmark meeting.

We look forward to your participation!

PRION 2011 Organizing Committee

MORE DETAILS ON PRION 2011 CAN BE FOUND AT [www.prion2011.ca](http://www.prion2011.ca)

**PRION<sup>2011</sup>** new world montrealcanada may 16-19

Oral abstracts due  
January 31, 2011

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PRINT + INTERACTIVE + ART

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