



graphic design and consulting

“I’ve worked with many different designers over the course of my career but collaborating with Anne Kerns of “Anne Likes Red” is by the far the best experience I have ever had. Spectacular design work that is on time and on budget, all wrapped up in a great client/provider relationship—what more can you ask for!”

Bonnie Horrigan
Director of Communications and Public Education
The Bravewell Collaborative

“After working with dozens of designers over the years, Anne Kerns is by far my favorite. Her sense of style, keen eye and creativity are some of her best assets and she is probably one of the easiest people to work with. She stays true to deadlines! She has designed numerous invitation packages, Save the Date notices and event programs for our organization and each have been done with meticulous detail and care. Additionally, she developed and helped brand a new image (including comprehensive marketing materials) that has received rave reviews from our Board members and other constituents. Her professionalism, expertise and knowledge of her field make her stand out from the rest and I would recommend her to anyone seeking ‘the best of the best.’”

Judy Singer
Director of Development
International Student House of Washington, DC

“Anne is a true design professional. And I emphasize the word ‘professional.’ Her attention to detail, design insights and love of great grammar made her the only person I considered contacting when I needed the most experienced person to proof my new product line before it went into production. Anne enhanced my design, improved my writing, and helped me launch a high quality product.”

Catherine Anderson
Chief Creative Officer
Just Organize Your Stuff, Inc.

ANNE C. KERNS, AIGA

I focus on the creative expressions of messaging, organizational goals, and client needs, to deliver communication materials that clarify and engage.

I earned a BS in Advertising Design from the University of Maryland, College Park, back when Xacto® knives and mechanical boards were *de rigueur*. I'm happy to report I survived that era with all fingers intact. Learning graphic design before the computer was a ubiquitous tool taught me the production processes behind design and gave me an eagle eye for the details of the craft. Some might call it obsessive; I call it dedicated.

For over 20 years I have held graphic design and management positions in the Washington, D.C., area, working for and with a wide variety of firms. Previous engagements included Hecht's Department Stores, Powell Tate Public Relations, Hirshorn Zuckerman Design Group, and The Madison Design Group.

Throughout my career, I have been intrinsically involved in everything from marketing strategy and promotion, to systems implementation, art direction and hands-on design solutions for traditional print projects as well as web, animation, and custom three-dimensional pieces.

What does that mean for you? It means I will ask questions, I will put myself in your audience's shoes, I will think strategically. So that the designs we pursue together will make good sense as well as look good.

An avid promoter of good design and fine typography, I taught design at George Mason University (periodically 2002–2010), have given seminars and workshops, and generally try to educate anyone who wants to know more about things like grid structures, dingbats, and kerning. Yes, ironically I actually have a typographic term for a last name. (Thanks, Dad!)

I started my business seven years ago, specializing in print and digital design and consulting. Most recently I have focused in on design for foundations, think tanks, and nonprofits to help these organizations share their passion with the world. I work in the practice areas of logos and identity, marketing and development materials, reports and white papers, and collateral design.

I believe the design activity is a process that benefits from the thoughtful participation of all stakeholders. I am a willing collaborator. When needed, I have a network of experts available to partner with for complex

projects, and I am a seasoned project manager, ensuring schedules and budgets are achieved and maintained.

The designation AIGA after my name indicates that I am a member of the oldest, largest association for design professionals and I uphold *The Standards of Professional Practice*. Among other things, that means I conduct my business in an ethical manner and do not engage in speculative work. I specify materials with an eye to sustainability. Now in the third year as an AIGA Carbon Cool Partner, Anne Likes Red, Inc., purchases annual carbon offsets for our small studio. I was honored as the 2012 recipient of the ADCMW Lifetime Member award, and I am also a member of Washington Book Publishers, DC Web Women, and B'More Creatives.

And while red is *my* favorite color, I design across the spectrum, selecting a palette based on what's appropriate for *your* project.

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A sampling of my work can be found on the following pages. Thank you for your interest... *How can I help you achieve your communication goals?*

anne likes red!

...a passion for print and design

graphic design and consulting / logo design



anne likes red!

...a passion for print and designSM

graphic design and consulting / think tank design

EducationSector is a nonpartisan education policy think tank dedicated to improving education's most pressing problems. When Anne Likes Red began working with ES in 2011, they already had an established visual identity and existing templates. So we helped them implement reports and chart documents as needed, and then developed additional new materials over the next year, including a folder with inserts, to act as a marketing/informational/development brochure; some special infographics; and the masthead and design for a newsletter, *ESselect*.

ES REPORT SNAPSHOT
What More Time Can (and Can't) Do for School Turnarounds

Estimated learning time (ELT) is becoming one of the most widely used strategies for turning around low-performing schools. The U.S. Department of Education is investing \$1.5 billion over 10 years through the School Improvement Grant (SIG) program to provide additional, low-cost learning ELT. The Department of Education estimates that 20% of schools are in turnaround, with 10% showing improvement and 10% not. This means that 10% of schools are not showing improvement, and 10% are showing improvement. The cost of turnaround is \$1.5 billion, and it impacts 10% of schools.

EDUCATIONSECTOR
Independent Analysis, Innovative Ideas

EDUCATIONSECTOR
Expert thinking on the issues that matter today ... or will tomorrow.

- Bringing together the best minds in education policy
- Distilling complex information
- Following the evidence to where it takes us
- Anticipating the challenges facing education

WHO WE ARE
EducationSector is an independent think tank that challenges conventional thinking in education policy. We are a nonprofit, nonpartisan organization committed to achieving measurable impact in education, both by proposing exciting reform initiatives and by developing new, innovative solutions to our nation's most pressing education problems.

OUR MISSION
We strive to promote changes in policy and practice that lead to improved student opportunities and outcomes.

OUR GOAL
We aim to be the leading independent source of information for policymakers, the press, and the public on the issues on which we focus.

OUR APPROACH
EducationSector is a hybrid institution, formed at the intersection of public policy, research, and journalism. We borrow from each of these fields, merging the independence and public accessibility of the best journalism, a commitment to serious research, and the practical impact of timely policy analysis. This combination makes our work stronger and requires us to think in different ways. It leads us to ideas that are innovative, evidence-based, and well-communicated, and most important, that influence the public debate.

LOOKING FORWARD | A View from Our CEO

THE PATH TO CHANGE | Our Strategic Plan

THE ES DIFFERENCE | Our Impact

JOINING FORCES | Our Partners

FUNDERS AND FINANCES
As a component of our transparency policy, we list our sources of financial support on our website. Since our inception, we have received support from the following funders:

CORE OPERATING SUPPORT
George Corporation of New York
Columbia Foundation
The Bill & Melinda Gates Foundation
The Wilson and Flax Howard Foundation
Doris Duke Charitable Foundation
Rockefeller Foundation
Charles and Johanna Schwab Foundation

PROJECT-SPECIFIC SUPPORT

ESSELECT
Our experts take on the issues that matter today ... or will tomorrow.

10 FEBRUARY 2012

The Great Recession, the Occupy Movement, Mitt Romney's wealth and career with Bain Capital, and President Obama's plan and vision for restoring the long-term stability of the American economy: that's all covered in our latest public-affairs issue on the risks and growing income and opportunity gaps between the rich and the rest of us. Our ESselect "week column" on that topic says that America's declining youth "real-estate wealth" needs only tenacity to be a common cause.

In the U.S., we're not alone. According to the Organization of Economic Cooperation and Development, income disparity is growing throughout the world, including in rapidly growing countries such as Denmark, Germany, and Germany. Advances in information technology, which place a premium on technical, analytical, and communication skills, and which emphasize the importance of education, are but one reason, according to the OECD.

Around the globe we see that educational opportunities are unevenly distributed and, instead of ameliorating differences, sometimes make them worse. So, in the U.S., as in the rest of the world, we see economic and long-term risks in academic achievement. EducationSector's new policy analysis, *Drop Out of College*, just spent a week in *Fast Company*, *Forbes*, discussing the issue with 50 representatives of 18 developed and developing nations. The gathering was organized by the Global States Service and the Educational Testing Service.

In *Drop Out of College* we find the easy answer: <http://www.educationsector.org/globalaffairs/educationpolicy>. It says, "The more that, while nations across the world have dramatically increased access to education, nearly 70 million children still are out of school. And we learned that, with more children going to school, improving quality has become a higher priority for many countries. Public and private leaders shape education reform efforts around the world as they go to the U.S. She notes that "robust health, the power to decide on the gender, identity, identity, and learning of education decide the future of the nation."

To combat these problems, which pose a threat to democracy as well as to health and the global economy, former British Prime Minister Gordon Brown just last month called for the creation of a Global Fund for Education. Solutions won't be easy, fast, or cheap. But they are possible.

You'll want to read the whole essay for more of his keen observations and insights.

This piece is the first of what we're calling the *ESselect* series. The series will consist of timely reports, reports, analysis, and commentary of big issues on topics ranging from early education through college and into the labor market. They will be produced by EducationSector's talented staff of policy experts as well as other contributors. We'll be sending them out at least monthly or more often if warranted by news or policy developments. I know that you, like me, welcome far more information than you can possibly absorb. But always make time to read articles that help me make sense out of the world -- and thank the editor(s) and I apply to these articles.

We invite you our **feedback, questions, and ideas** (info@educationsector.org) to help us make *ESselect* as valuable as possible for you.

Richard Lee Cohen, EXECUTIVE DIRECTOR

EDUCATIONSECTOR
www.educationsector.org

CHARTS YOU CAN TRUST
Trends Among Borrowers Who Drop Out of College

2001-2009

Overall... **+6%** more students borrowed to go to college, **+6%** more students dropped out.

In the for-profit sector... **+11%** more go to public colleges, **+24%** more go to private colleges, **+20%** more go to for-profit colleges, **+9%** more go to drop out of college.

Compared to borrowers who graduated, borrowers who dropped out between 2003 and 2009... **+10%** more underemployed, **-\$5K** less median income, **4X** more likely to default.

GETTING THE DISCUSSION STARTED
From 2008 to 2010 we conducted one of the most intensive research efforts and shared findings in a series of *ESselect* "week columns" on the issue of student loan delinquency for a leading magazine, with the *Forbes* magazine, and the *Wall Street Journal*.

BECOMING THE GO-TO THOUGHT LEADER
Our work on college costs, student loans, and reform. Education, Labor and Human Resources Committee (2010) and the Senate Committee on Education and the Labor and Human Resources Committee (2011) have both invited EducationSector to testify before their respective committees.

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THE ES DIFFERENCE | Our Impact

As EducationSector, we are committed to helping **improve impact in education policy**. Our research and analysis is the leading independent source of information for policymakers, the press, and the public on the issues on which we focus. We are a nonprofit, nonpartisan organization committed to achieving measurable impact in education, both by proposing exciting reform initiatives and by developing new, innovative solutions to our nation's most pressing education problems.

Our 2011 report on the impact of the recession on education policy has been cited in our 2011 report on the impact of the recession on education policy. Our 2011 report on the impact of the recession on education policy has been cited in our 2011 report on the impact of the recession on education policy.

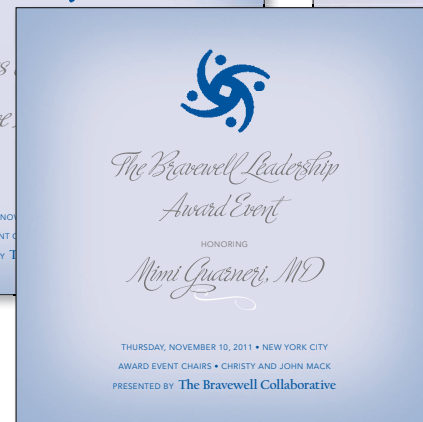
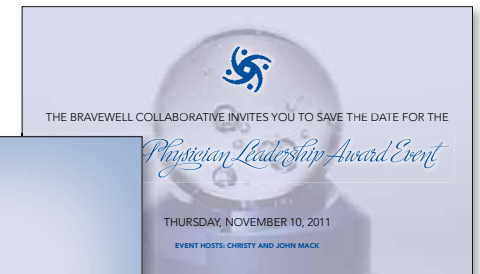
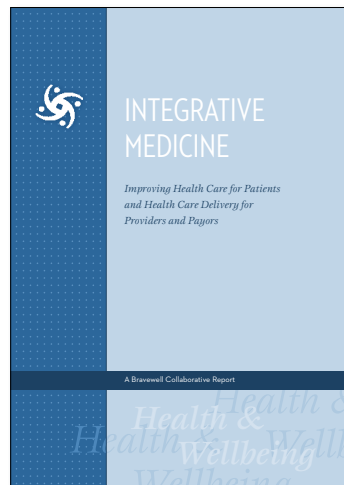
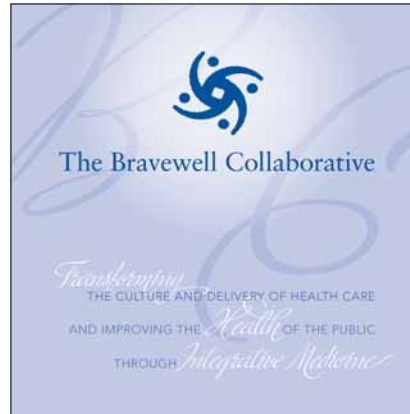
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anne likes red!

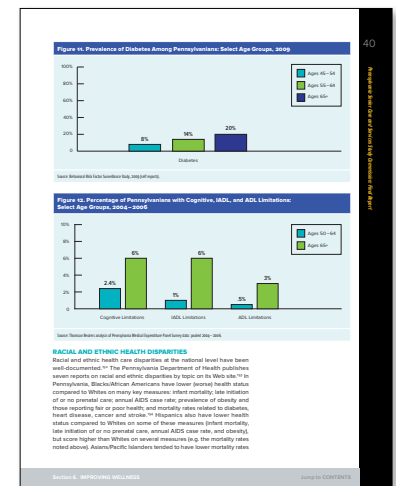
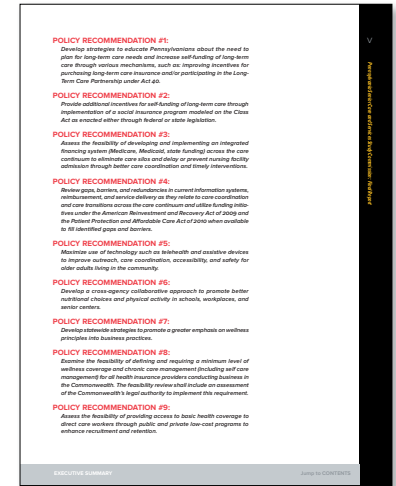
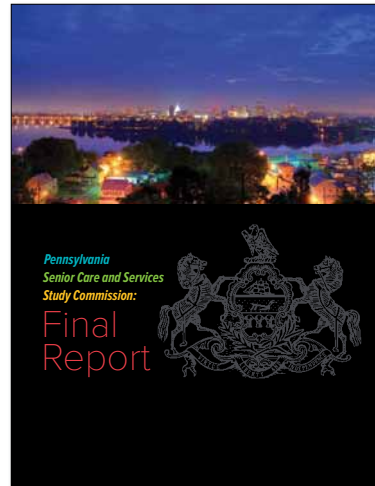
...a passion for print and designSM

graphic design and consulting / foundation collateral

The Bravewell Collaborative is a philanthropic foundation dedicated to transforming the culture and delivery of health care through integrative medicine. Anne Likes Red started working with them in 2008, with a brochure and coordinating business card. The cover of the brochure was printed on stock with a metallic sheen, and the logo was a registered emboss. Subsequent projects have included their biennial gala event announcements, invitations, program books, reports, white papers, and other materials.



This 80-page report was done for Thomson Reuters, for their contract with the state of Pennsylvania on senior care. The report contains body text, tables, charts, and graphs, sprinkled with quotes and photos of Pennsylvania seniors. It is an 8.5 x 11 web-based PDF with internal links and wayfinding. The key audiences for the report are politicians, policymakers, and the press. The cover uses a beautiful HDR (high dynamic range) photograph of Pennsylvania's capital, Harrisburg.



anne likes red!

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graphic design and consulting / collateral

EAPrefer[®] is an employee assistance program that connects qualified social workers with the clients who need their services. Through a PR firm, for NASW Assurance Services, Anne Likes Red helped with the naming (they picked ours), developed the logo, identity materials, branding materials, direct mail, email, a Powerpoint template, several brochures, invitations, ads, a website (http://www.eaprefer.org/), and popup display banners. Since the initial launch, we have also developed a newsletter, pocket folder, and additional ads.

EAPrefer
Connecting Qualified Social Workers
with Employees Who Need ThemSM

50 Citizens Way • Suite 304 • Frederick, MD 21701

First Name Last Name, CRE DENTALS
Title, Company
Address 1
Address 2
City, ST ZIP
Country (if not US)

To learn more about how EAPrefer can help you, visit us in Booth 204.

EAPrefer
Connecting Qualified Social Workers
with Employees Who Need ThemSM

www.EAPrefer.org
Social Workers
866-307-2325
EAP Network Providers
301-644-5402

Introducing EAPreferSM

— a revolutionary new program to help you find the right EAP professionals!

Developed by the nation's leading social worker association, EAPreferSM allows EAP network providers to effortlessly match social workers with the employees who need them.

Qualified social workers receive:

- Opportunity to earn additional income and a flexible work schedule
- Reduced paperwork and fair, pre-negotiated rates

EAP network providers receive:

- Easy access to qualified EAP professionals in the right locations around the country through a state-of-the-art database
- Ability to select professionals with the right education, licensure and expertise

Participation is free for NASW members and EAP network providers.

Learn more about how EAPreferSM can help you.

www.EAPrefer.org

Call toll free: 866-307-2325

EAPreferSM is a program of NASW Assurance Services, a subsidiary of the National Association of Social Workers.

EAPreferSM
Connecting Qualified Social Workers
with Employees Who Need ThemSM

From: Mark Eisenhart
Subject: EAP news test email 2
Date: August 19, 2010 3:09 PM EDT
To: Anne C. Kerns, NASW-nasw@annelikesred.com
Reply To: Mark Eisenhart
of Attachments: 4 KB (View) (Download)

A MESSAGE FROM YOUR NASW NATIONAL & IOWA STATE EXECUTIVE DIRECTORS

Dear Iowa NASW member:

Are you looking for a way to build your private practice or supplement your income?
Do you need flexibility in your work schedule?
Do you want to continue working after retirement?

There's an exciting new benefit for NASW members — available at no cost — that may be just right for you!

Introducing EAPreferSM the Employee Assistance Professionals network referral program

EAPrefer gives you the opportunity to receive referrals from qualified EAP network providers, who match qualified social workers with the employees who need them.

Developed by the nation's leading social workers (NASW) with social workers in mind, EAPrefer has:

- Precise and regulated with select EAP network providers to help to provide fair compensation
- Tailored referrals to fit your schedule — take on as many or as few cases as you wish
- Reduced time paperwork and administrative burden
- Created an easy system for you to sign up and begin receiving referrals

Participation is free, and is limited to NASW members.

To learn more about EAPrefer and to find out if you meet the program qualifications, visit www.EAPrefer.org or call toll free 866-307-2325. You will be receiving program materials in the mail within the next week and a program representative will also be calling you soon to help you more.

Sincerely,
Elizabeth J. Clark, PhD, MSW, MPH *Kelli Soyars*
Executive Director *Executive Director*
National Association of Social Workers

I'm ready to enroll!

A new opportunity just for NASW members...

EAPrefer - Connecting EAP professionals with Employees who need them

EAPrefer
Connecting Qualified Social Workers
with Employees Who Need ThemSM

A New Opportunity for NASW Members
Introducing EAPreferSM — a revolutionary new program connecting Employee Assistance Professionals with the Network Providers who need them.

Developed by the nation's leading social worker association, EAPreferSM allows EAP network providers to effortlessly match social workers with the employees who need them.

Qualified Social Workers Receive:

- Opportunity to earn additional income and a flexible work schedule
- Reduced paperwork and fair, pre-negotiated rates

EAP Network Providers Receive:

- Easy access to social workers in the right locations around the country through a state-of-the-art database
- Ability to select qualified social work professionals with the right education, licensure and expertise

I'm ready to enroll!

EAPreferSM is a program of NASW Assurance Services Inc., a wholly owned subsidiary of the National Association of Social Workers (NASW).
WEST NASW Assurance Services, Inc.

Your search for the right employee assistance professional just got easier.

All participants in EAPreferSM have provided their degrees and licenses, and hold appropriate professional liability insurance for their state.

EAPreferSM is committed to helping employee assistance programs run their businesses more profitably and efficiently.

By December 2010, EAPreferSM will have more than 2,000 social work members available for cases nationwide.

EAPrefer
Connecting Qualified Social Workers
with Employees Who Need ThemSM

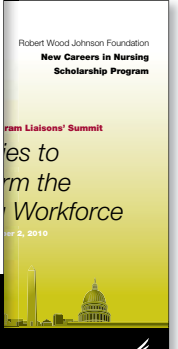
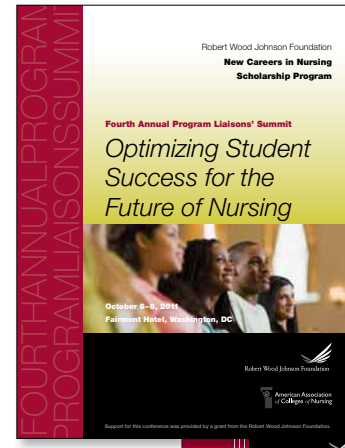
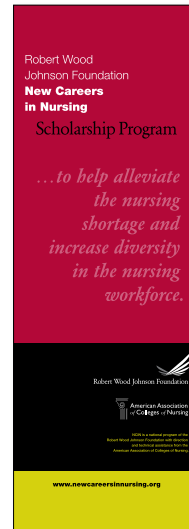
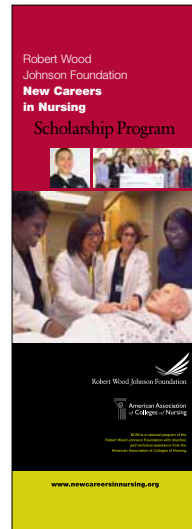
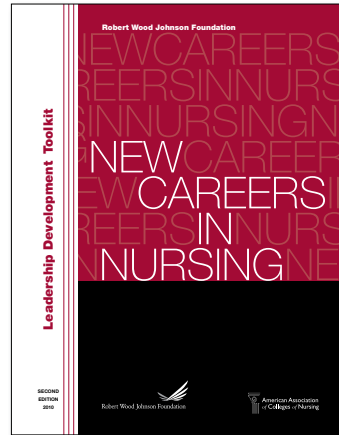
For more information please visit www.eaprefer.org or call (301) 644-5402

anne likes red!

...a passion for print and design

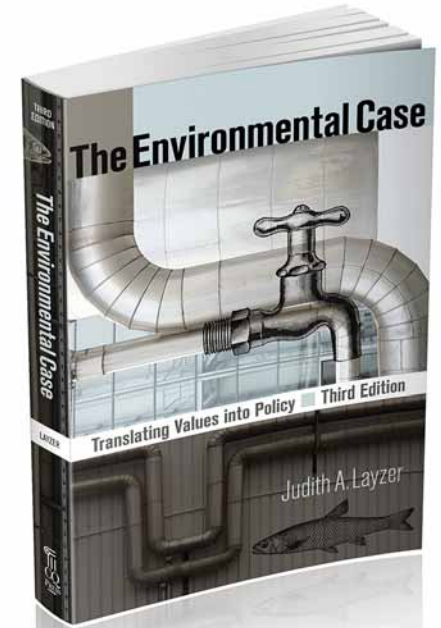
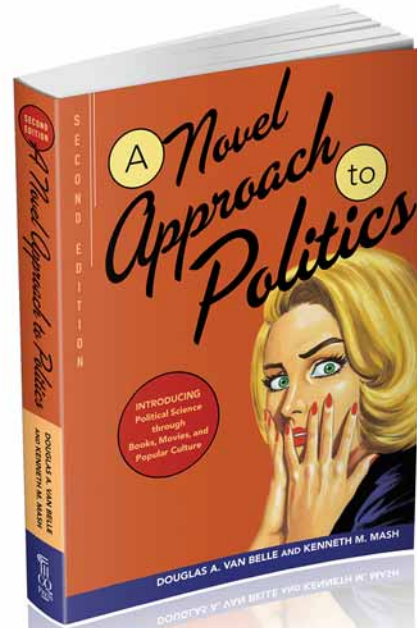
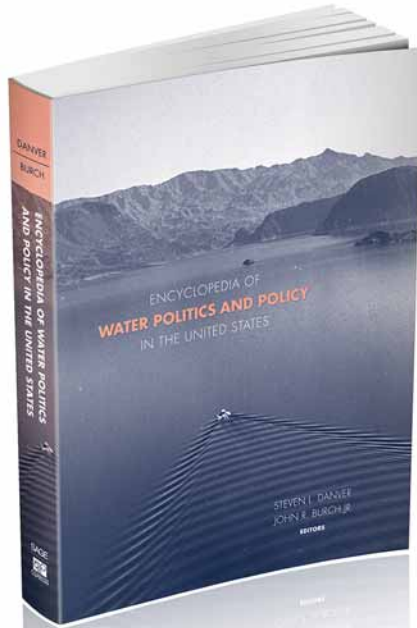
graphic design and consulting / nonprofit collateral

Anne Likes Red began working with New Careers in Nursing, a scholarship program of the Robert Wood Johnson Foundation, in 2009. ALR picked the system color palette and has designed toolkit covers, annual reports, newsletters, popup banners, and other materials to support their branding and their mission of increasing the diversity of the nursing profession.



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graphic design and consulting / book covers



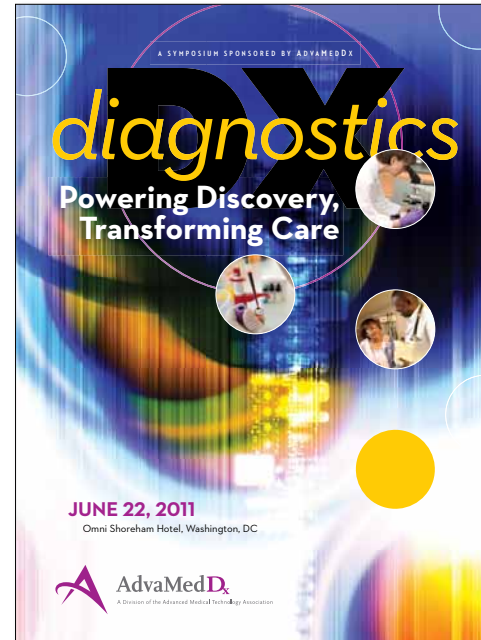
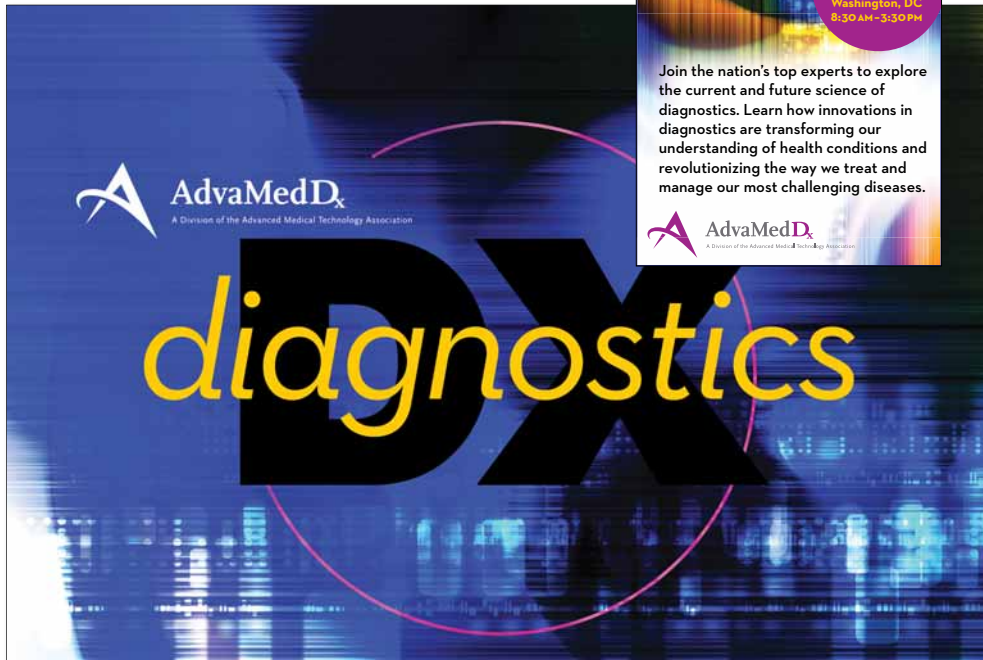
A sampling of book covers for CQ Press, a non-partisan, political science textbook and reference book publisher.

anne likes red!

...a passion for print and design

graphic design and consulting / event graphics

Anne Likes Red designed the event graphics for a symposium on Diagnostics, held by AdvaMedDx, the association for medical technology. Materials included web buttons and ads, a postcard, a slide to be projected, posters, and large format pop-up banners.

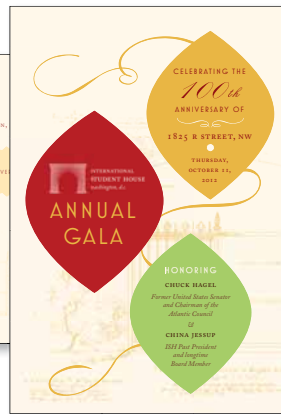


anne likes red!

...a passion for print and designSM

graphic design and consulting / gala design

For the second year in a row, Anne Likes Red designed the event materials for International Student House DC's annual gala. The 2012 collateral included a Save the Date postcard, invitation package and reply, and the event program.



ANNE C. KERNS, AIGA / anne@annelikesred.com