

Our Outside-the-Box Thinkers

by Laura Kalinowski, Associate Producer

Quicksilver's creative communication helps you influence an audience through a variety of media.

But what type of creative communicators inspire the team behind your projects?

From writers, to architects, to musicians—even Greek heroes—the team's inspirations show that, like our projects, creative communication and motivation come in many forms.



Moe Amer
Financial Controller

"Communicating complex business and political perspectives can be challenging, but I think **Thomas Friedman** does an excellent job. His direct, yet ingenious perspectives, shed light on many multifaceted current events."

Moe efficiently manages the complex cog of Quicksilver's operations—handling business and office affairs with clear and effective communication.



Betsy Balgooyen
Internet Production Manager

"**Chris Hughes**, the head of Barack Obama's Web campaign, is an innovative and creative communicator because he successfully reached across many forms of digital communication, such as Facebook, iPhone applications and Twitter, to attract voters."

Betsy recently organized a content collection website for Zurich North America's Commercial Insurance Leadership Meeting that allowed users to submit comments on leadership and inspiration.



Chris Bartot
Senior Producer

"For me **Leonardo DaVinci** is on top when it comes to creative communication. His ability to influence many through art, technology and philosophy is a successful model of how to relate to people through different platforms."

Chris has managed several innovative projects so far in 2009, including a webcast for Right Management and the YPO Global Leadership Conference.

Our Outside-the-Box Thinkers (continued)



Max Gerstein
Account Executive

"When trying to think of a creative communicator, I can't help but think of

Hunter S. Thompson. His style of writing and dedication to his work caused him to pour himself into his projects, so much so, that he became a part of them all together."

Much like Hunter, Max is not content with sitting on the sidelines. He takes a hands-on and involved approach to all of his projects and client communication.



Mark Jadwisiak
Account Executive

"**Ronald Reagan** is remembered as 'The Great Communicator' for a

reason. His attention to those he communicated with allowed him to effectively reach everyone from diplomatic leaders to the Average Joe."

Mark's strong knowledge of Quicksilver's creative capabilities allows him to valuably communicate and meet client needs.



Lakshmi Jayaraman
Programmer

"Creative communication, for me, is in large part about attention to detail.

There is no better example than **Claude Monet.** It is all the little dots that contribute to the final message, the masterpiece."

Lakshmi has programmed several websites since the start of 2009—including sites for Cunard Line, WBDC and Zurich North America Commercial Insurance.



Laura Kalinowski
Associate Producer

"Creative communication for me comes from a spark in the imagination—when I think

of reaching someone effectively with a creative and important message I think of **Dr. Seuss.** His messages hold true for children and adults."

Laura recently wrote scripts for Accenture's HPBN and produced a highlights video for Zurich North America Commercial Insurance's Leadership meeting.



Pat Lehnerer
Senior Designer

"**Trent Reznor** of Nine Inch Nails has always impressed me with his

originality and creativity, both in the studio and on stage. You never know what you're going to hear with each new release, but you can count on something unique with many moments of 'How did they get that sound?'"

Pat designed and animated several innovative Flash pieces for the Accenture HPBN.

Our Outside-the-Box Thinkers (continued)



Diane MacWilliams
President

"The animation and theme park genius, **Walt Disney**, spent his life

communicating with the public by creating monumental cartoons, films and actual places filled with joy and imagination. Fresh, positive ideas were the foundation of his work. Yet he is quoted to say "You can design and create, and build the most wonderful place in the world, but it takes people to make the dream a reality."

Diane leads the Quicksilver team with her own bit of genius—constantly striving to find new ways to deliver for clients. She recently led the on-site team at the International Builders Show for the Owens Corning booth presentation.



Jeff Maslouski
Post Production Manager

"The creative communicator that most inspires me at this point in time, is actually

a dynamic duo – **Damon Lindelof** and **Carlton Cuse**, the writers of *Lost*. To me, the genius of their storytelling and the show's flawless technical execution are a continual source of awe."

Jeff produced a surround soundtrack for the Stryker Biotech National Sales Meeting that transported attendees to a jungle, tribal setting.



Kathy Morris
Vice President /
Executive Producer

"**Stephen Spielberg**

is first and foremost a craftsman and a storyteller. I admire his ability to be so hands on and communicate big ideas to an audience. He also has an excellent business mind and is very committed to his family."

Kathy has produced several successful meetings so far in 2009—including the Stryker Biotech National Sales Meeting, Zurich North America Commercial Insurance Leadership meeting and the Owens Corning booth presentation at the International Builders Show.



Michael O'Brien
Director of Sales

"Communication can always be improved and expanded upon. I really

admire someone like **Paul Newman** who took his influence and power to communicate on the screen and spread that to so many great things with outreach and charity."

Michael employs continuous communication with the production department and his clients to ensure smooth operations and foster creative development.

Our Outside-the-Box Thinkers (continued)



Bill Talsma
Flash Animator / Designer

"Artist **Jasper Johns**, whose suggestion 'Do something, do something to that, and then do something to that...' opens doors at every step of the creative process for me and keeps my ideas and work fresh."

Bill designed an innovative website for the Academy of General Dentistry that takes users on a journey through the life of a tooth.



Tyler Uteg
Associate Producer

"Someone who mastered communication across all mediums was **Frank Lloyd Wright**. He captured his audience's attention through pioneering architecture, writing and public speaking."

Tyler coordinated and designed multiple room setups for YPO's Global Leadership Conference.



Andrew Webb
Director of Internet Solutions

"Communication is an essential component of leadership, which is why I look to **Odysseus**. Although fictional, he is an excellent example of inspiring perseverance and dedication through communication to his men."

Andrew has led many successful internet development projects so far this year, including a website for the Academy of General Dentistry and an interactive training guide for RSC.



David Yakir
Animator / Editor

"**Stephen Soderbergh** constantly finds new ways to reach his audience in each movie. His emphasis on dialogue, score and the montage make his stories unlike any other."

Dave recently edited several informational videos for a Right Management webcast and brought spark to a Stryker Biotech video with inventive animation.

Laura Kalinowski is approaching her first anniversary as an Associate Producer with Quicksilver. Handed the assignment to create an article about the Quicksilver team that was relevant, insightful and fun, she leveraged her journalistic skills to probe for the team's heroes.

Click on this link to learn more about the members of the Quicksilver team or contact our sales team to start the ball rolling to work with them.