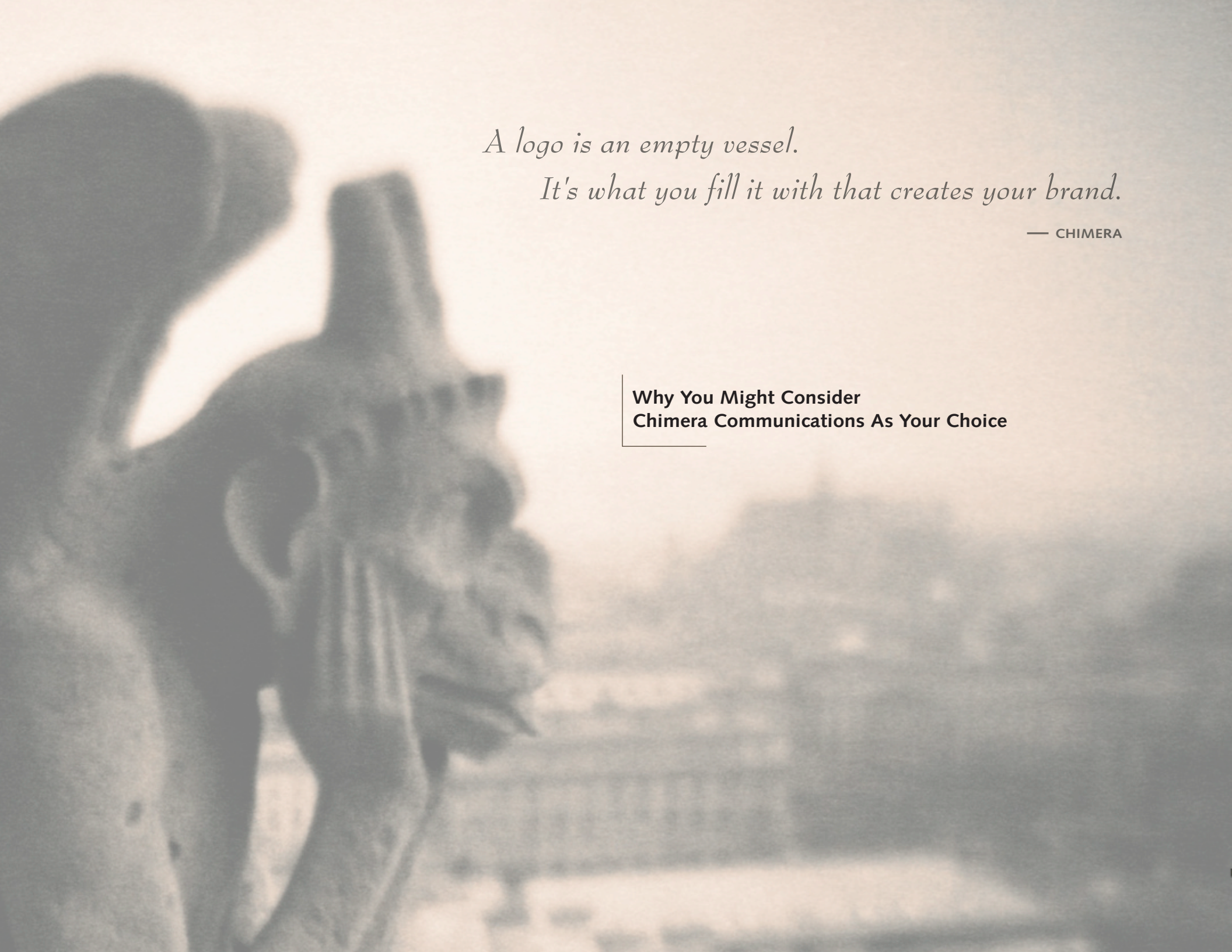


You Have A Choice in Who You Partner With
To Create Your Brand, Develop Your Personality,
Talk to Your Audience, And Get that Market to
Choose Your Product, Your Service, Your Company.
To choose you.

Brand Guardians



A logo is an empty vessel.

It's what you fill it with that creates your brand.

— CHIMERA

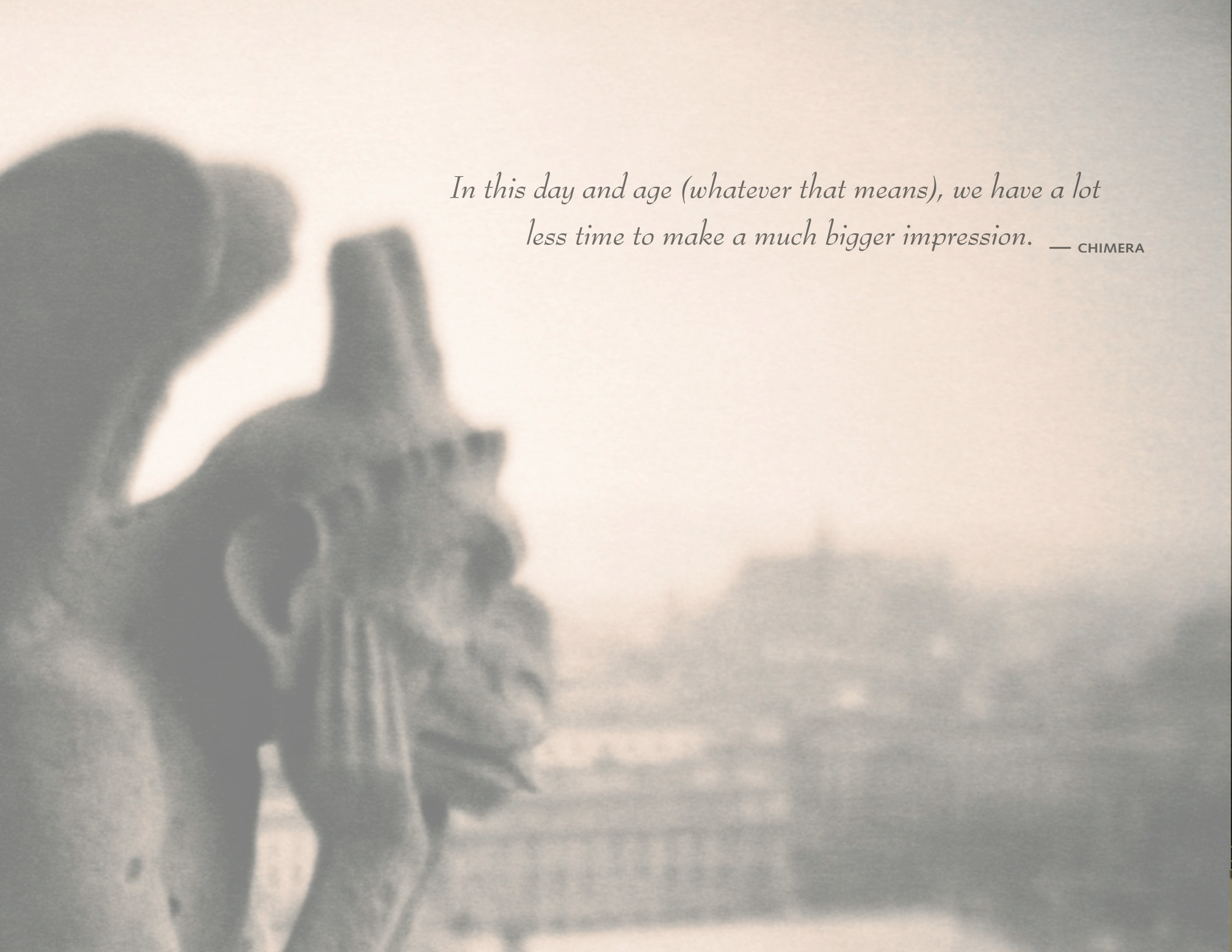
**Why You Might Consider
Chimera Communications As Your Choice**

BRANDING ACCORDING TO SCOTT BEDBURY

(one of the world's leading brand architects — think Starbucks and Nike)

1. A great brand is in it for the long haul.
2. A great brand can be anything.
3. A great brand knows itself.
4. A great brand invents or reinvents an entire category.
5. A great brand taps into emotions.
6. A great brand is a story that's never completely told.
7. A great brand has consistency.
8. A great brand is relevant.





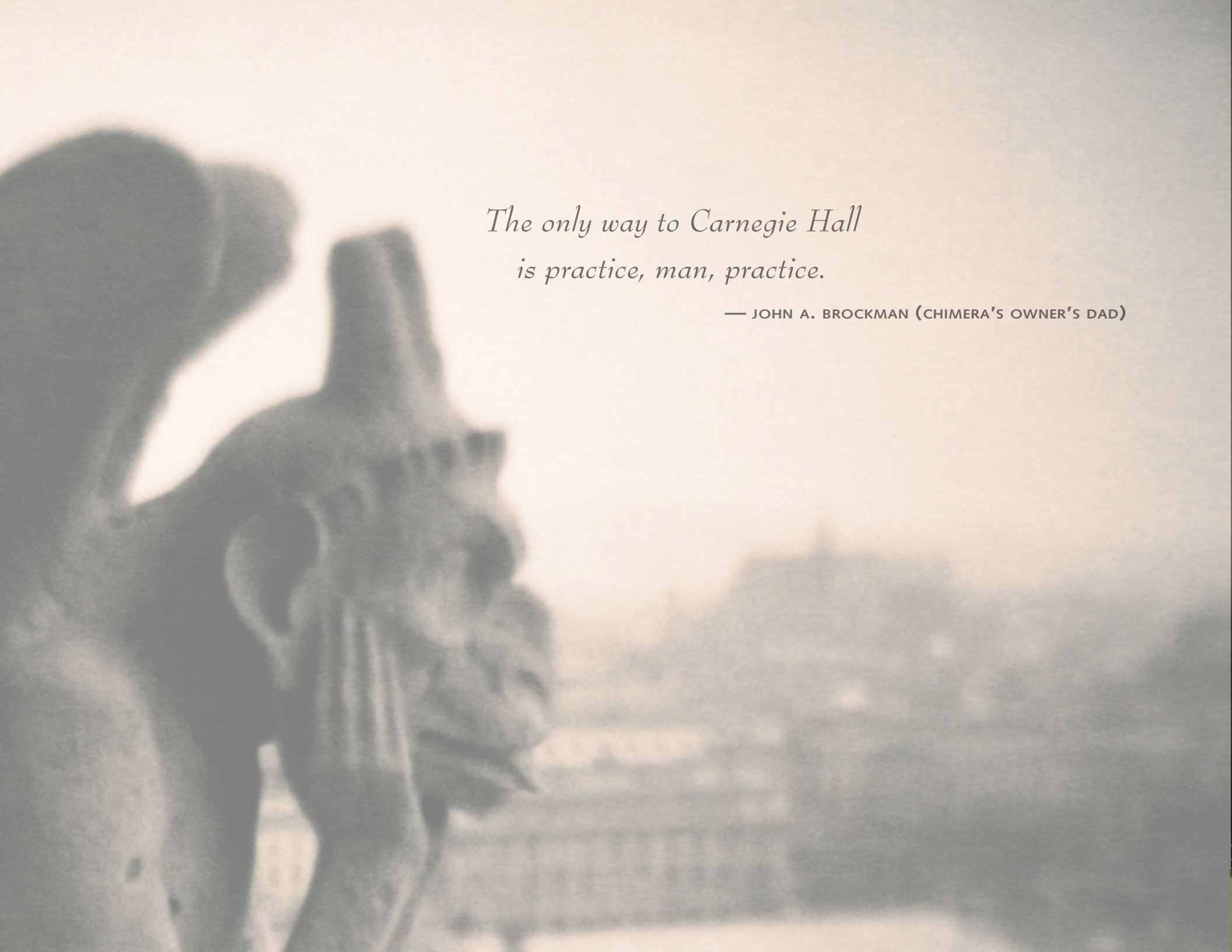
*In this day and age (whatever that means), we have a lot
less time to make a much bigger impression. — CHIMERA*

BRANDING ACCORDING TO CHIMERA COMMUNICATIONS

(one tiny little brand architecture firm with big ideas in Durango, Colorado)

1. Surprise
2. Relevance
3. Emotion





*The only way to Carnegie Hall
is practice, man, practice.*

— JOHN A. BROCKMAN (CHIMERA'S OWNER'S DAD)

OUR STORY...

Surprise!

We are a full service marketing firm without the big box cost. We have big city talent mixed with small town customer service standards. We want our clients to succeed.

Relevance:

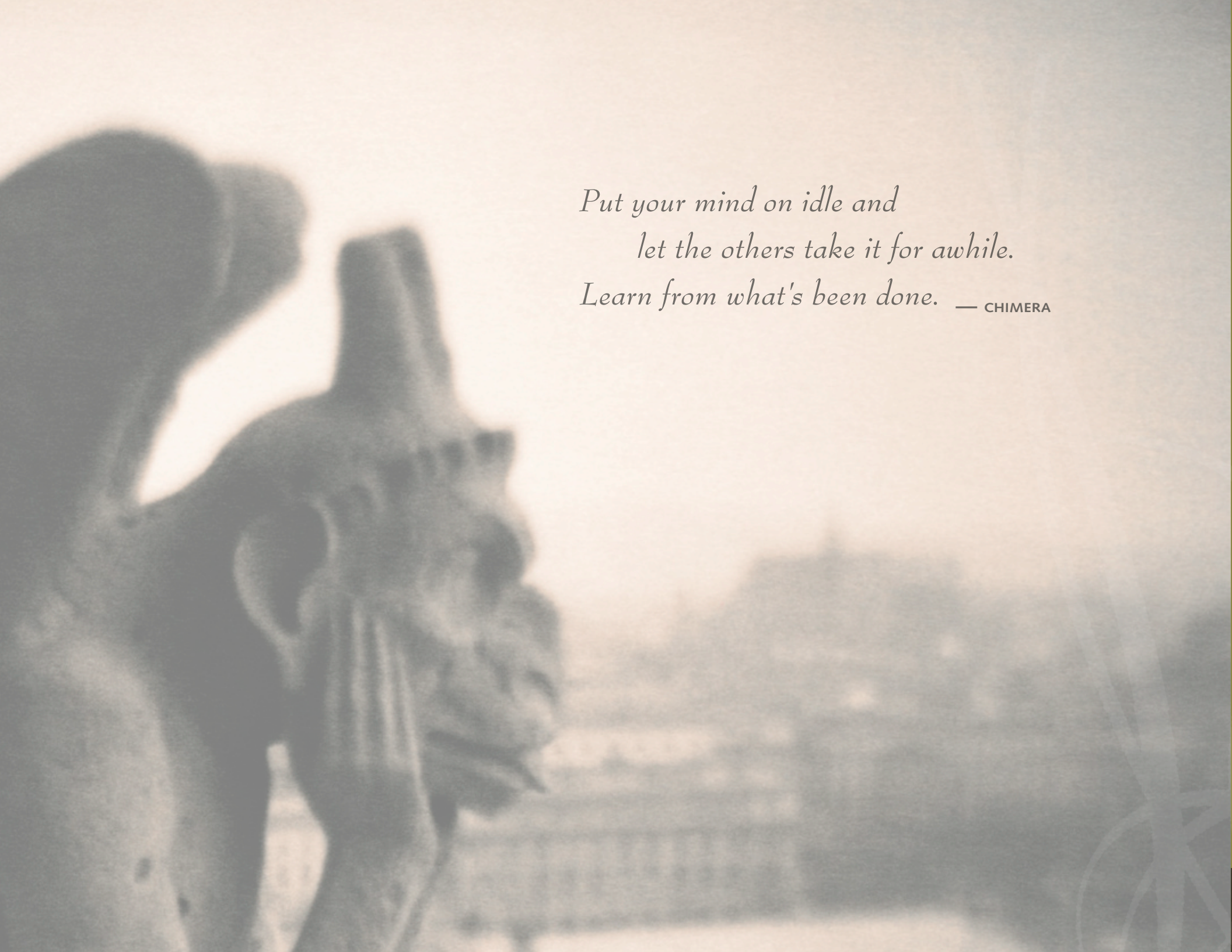
We are branding and marketing experts. From airlines to lawyers (they need brands too), we've helped clients develop personalities since 1994. And it is the personality that we help you uncover that makes you more jazzed about your own business than you have been in years. We learn just enough about your business to communicate and we respect that you are the experts in what you do.

Emotion :-)

We love to help our clients brand their companies. It's like an artist with an empty canvas and lots of colorful paints, or a writer with a blank page and no writer's block. And we want to enjoy what we're doing while we're doing it. We take our work really seriously, but we laugh while we do it (makes for some interesting facial expressions). We take great interest in the fact that the Dalai Lama is always giggling. That simply HAS to mean something.

And there is yet another relevant, but at the same time emotional, point to the branding challenge — we choose to do this work because it fulfills us, makes us better, and we believe it does some good.





*Put your mind on idle and
let the others take it for awhile.
Learn from what's been done. — CHIMERA*

Branding
Collateral
Point Of Sale
Events
Advertising
Web
SEO Optimization
Radio and Television
Corporate Videos
Annual Reports
Investor Communications

WHAT WE DO...

Marketing Communications is a pretty broad stroke, isn't it? Hard to define. From event planning and actually working the events to traditional media campaigns, we pretty much do it all. But that sounds really cheesy. So what we'll say is that we do what we need to do to help your business communicate - to your customers, to your employees, to your shareholders, to your media outlets, to the world wide web.

To see some of our work, visit our website **chimeracom.com**. But the best thing is for us to talk about YOUR business. People tell us they get more out of an initial one hour conversation with us than hours with other companies. We get excited about your business because it's not ours. Yup....we don't mind our own business. We "mind" yours. By that, we mean that we think about your business differently than you would...because it's not ours, it's new to us, it's exciting....we learn enough to be dangerous (in a good way). And then we find a way to tell your world about it -- through surprise, relevance and emotion.





Does the noise in my head bother you?

Everyone is "creative".

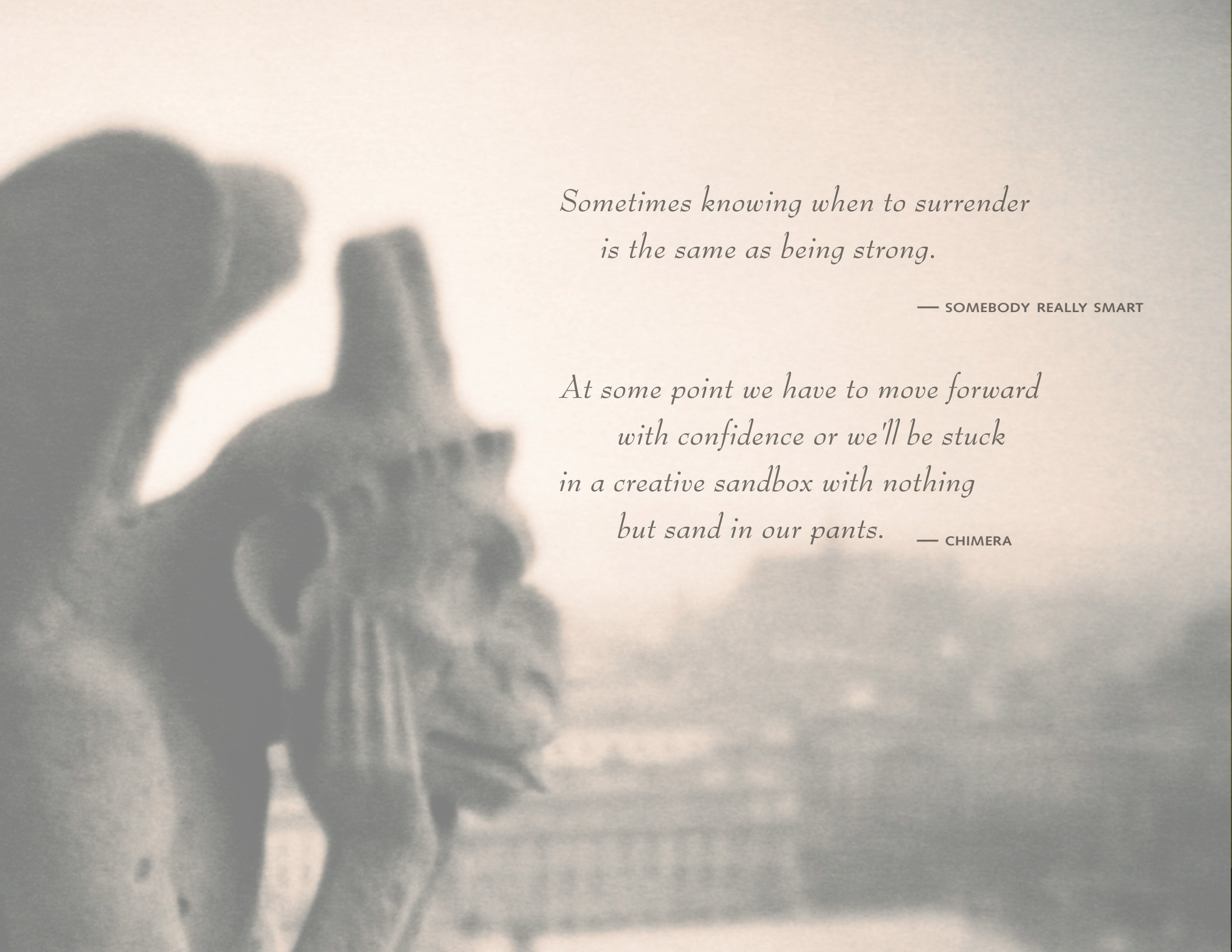
Simply say what you think. — CHIMERA

Accounting
Airline/Airport
Architecture
Attorneys
Automotive
Banking
Construction
Development
Education
Engineering
Medical
Packaged Products
Real Estate
Restaurant/Retail

INDUSTRIES WE'VE SERVED...

We've done work for lots of industries, from Airlines to Zapatos (shoes in Spanish....we couldn't think of another Z industry). Here are some.





*Sometimes knowing when to surrender
is the same as being strong.*

— SOMEBODY REALLY SMART

*At some point we have to move forward
with confidence or we'll be stuck
in a creative sandbox with nothing
but sand in our pants.*


— CHIMERA

WHO WE ARE...

We work out of offices in Durango, Colorado — a great place to live. All of us are independent, free thinkers, which can make for some interesting conversations and, more importantly, usually produces some great marketing work. Our clients get all the resources they need when they need it. There are no “junior” creative teams. We are all on the case, but only when we need to be. We don’t waste time and so we don’t waste your money. Our overhead is low and our pricing is reasonable. (We did not say “cheap” or “free.”)

We’re an ad agency, a branding firm, a marketing planning company, a web development group. We are graphic design and public relations, but mostly we just help you think of the things you don’t have time to let your brain work on. We have no problem schlepping boxes to events and we really enjoy it when we feel like part of your business, your company. It’s all about relationship. This isn’t accounting. It’s subjective (although accounting is getting really creative lately, isn’t it!?). We value — we need — our clients’ knowledge and input so we can create the surprise, relevance and emotion your audience is looking for.





Consistency does not mean stale.

It means your brand is echoing.
(and that's good...good....good) — CHIMERA

WHO WE ARE...




NANCY BROCKMAN

CEO

Nancy began Chimera Communications, Inc. in 1993 in Albany, New York and moved the business and her life to Durango, Colorado in June of 1996. She holds a BA in English and Business Administration from the University of New Hampshire. Having started her communications career at VOGUE magazine on Madison Avenue in New York as a features writer, she returned to New Hampshire and worked in the advertising industry for several years. Her career jumped to the client side of the fence when she was hired by Numerica Financial Corporation (a \$1.1 billion holding company) as Vice President, Marketing and Corporate Communications. Before joining the ranks of the self-employed, Nancy held additional senior level positions with KeyCorp and National Savings Bank, and was also the Public Relations Director at General Electric's prestigious Research and Development Center in upstate New York.

She thinks of headlines in her sleep, in the shower, and sometimes when her clients ask her to. She changes the channel to watch commercials...which is sick. Known as one of our area's "creative types" - she gave up her banking business suits for jeans, cowboy boots and sweatshirts. She can still talk like a Jersey girl, but keeps the accent at bay most of the time. Horses, motorcycles, cars, running, rafting, scuba, travel, dogs, cats, great boyfriend (took her awhile), good friends and hanging out with their kids....all balance out her life.





*Moments of encounter
build your brand.* — CHIMERA

WHO WE ARE...




KEN ARMSTRONG

Money Minder

Ken is a wizard with money and has been minding ours since about 1995. He's held various titles over the last 13 years including but not limited to Bookkeeper, Accountant, Office Manager, Gopher and Assistant to the Assistant to the Person of Significance. Ken does his best to follow guidelines set forth by GAAP (Group Against Accounting Procedures) by setting up procedures and controls that compliment his outstanding filing system. You'll see him at client events too - plays a heck of a jolly Santa - and he's been known to add a bit to the creative process when he allows himself to step outside of the boxes that surround his desk.

When Ken's not filing and pencil pushing you'll find him either on his bikes (road, mountain or cross), sporting a jogging suit or skate skiing groomed trails around Durango. When Ken's not in Lycra he is spending time with his beautiful wife Brenda and their dog Moochie and cat Archie.





*If timing is everything,
we better get going. — CHIMERA*

WHO WE ARE...

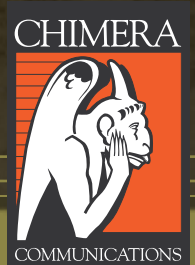



MELISSA BALES

Production

Melissa's experience is deep in the print production industry. Nine years of that stuff and she's come over to the "other side." She started her career in Graphic Arts at a company that created loan documents for Credit Unions, although it was not the most exciting occupation it exposed her to Graphic Design and Print Buying which is the foundation for the skills she has today. Since moving to Durango in 2000, Melissa has worked for Basin Printing & Imaging and the Durango Chamber of Commerce. Details don't escape her, and efficiency is her gig. Here she handles most of our vendor liaison and print and large format production. She creates slideshows and multi-media presentations for our clients too. Fortunately, she is our Mac guru and so we call her the IT girl when something is up (or down) with our computers.

Melissa is married to her terrific husband Brer who helped her discover white water rafting. She enjoys hiking, riding her dirt and mountain bikes, and camping. Kids for now are her two dogs and two cats who she loves a bunch. Melissa enjoys spending time with family and friends; good food and great company.





*You never get a second chance
to make a first impression.*

— BEEN AROUND FOREVER, FORGOT WHO SAID IT

WHO WE ARE...



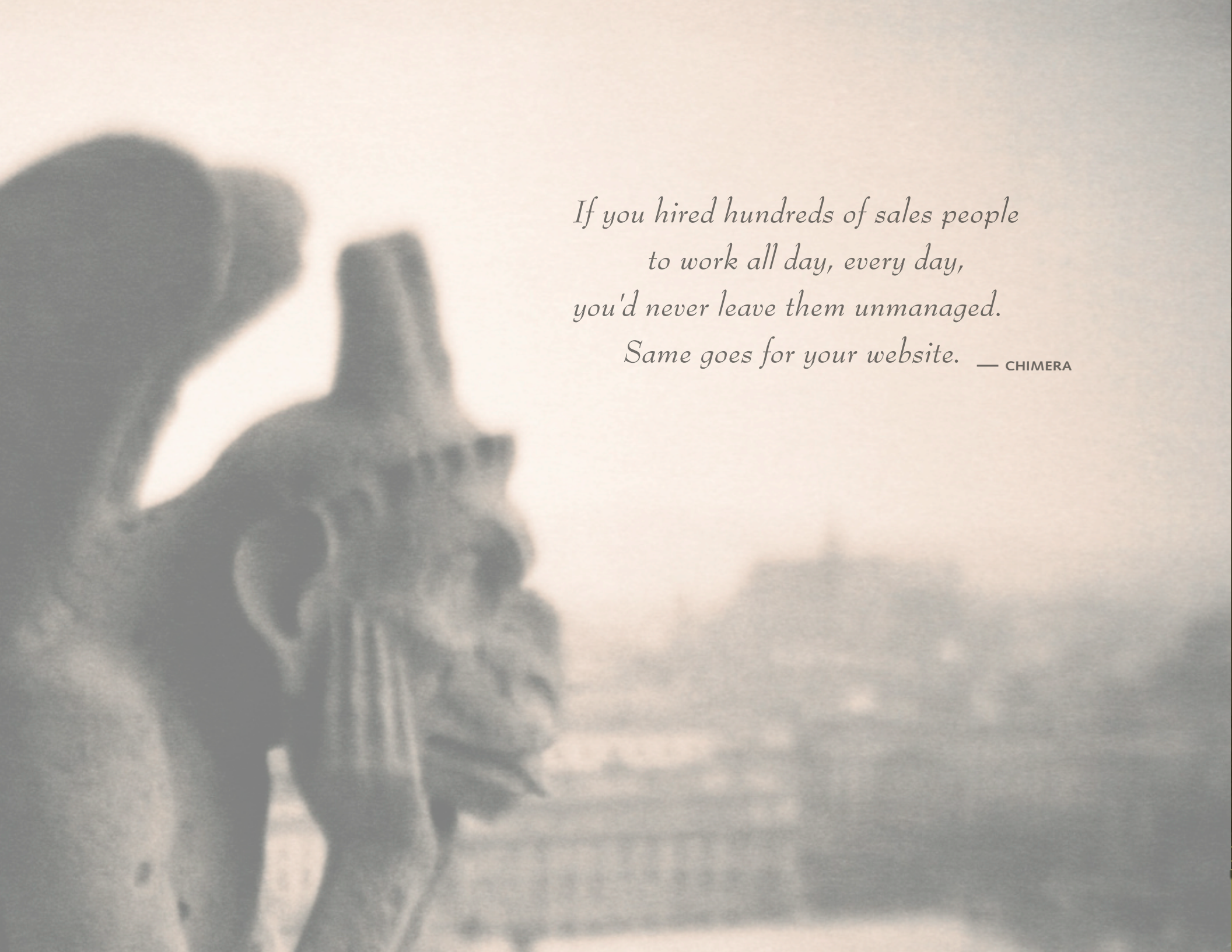
LISA MORALES ECCHER

Graphic Design

Lisa began working with Chimera Communications in early 2008. She brings 15 years of graphic design experience to the Chimera team. A designer in both the corporate and nonprofit sectors, her clientele includes a diverse array of businesses and organizations, both large and small. Whether designing a logo, brochure, advertisement or magazine, Lisa loves the creative challenge and enjoys the diversity of all her clients. She brings ideas to life like GE brings good things to life. Without her we wouldn't have anything to show for what is in our brains (well....unless it's on the web...which Mark takes care of).

Lisa is married to her husband Rudy who is also an artist. They have fun painting wall murals together. She enjoys spending time with family, especially her two newphews and reading.





*If you hired hundreds of sales people
to work all day, every day,
you'd never leave them unmanaged.*

Same goes for your website. — CHIMERA

WHO WE ARE...

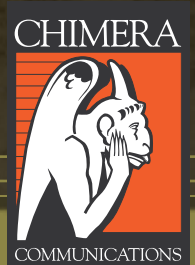


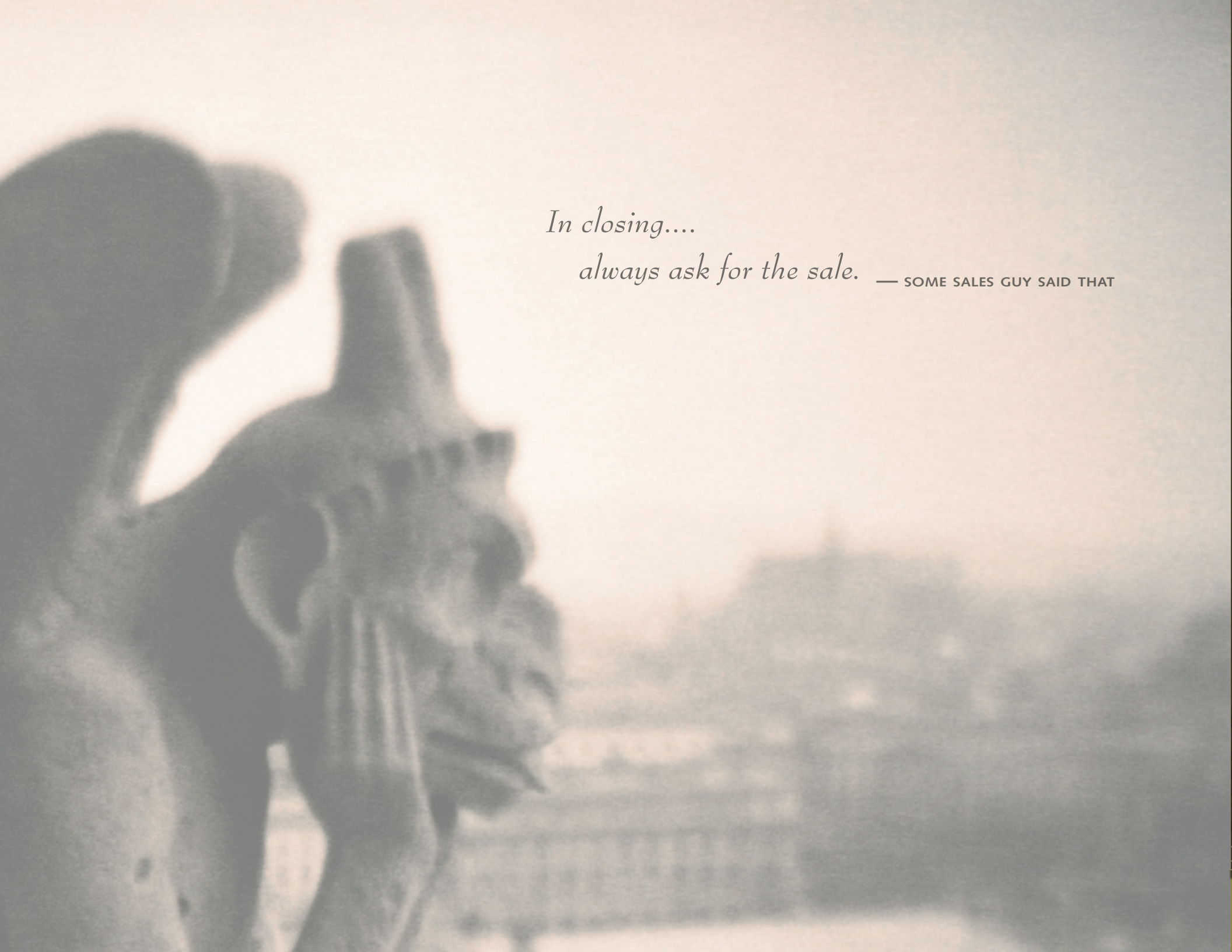
MARK REITZ

Web Guy

Mark is a graduate of Platt College in San Diego, CA where he studied print, web and multimedia design. Mark has been creating websites since 2001. While design was his initial focus, search engine optimization, usability, email marketing, web analytics and pay per click marketing soon were added to the necessary bag of tricks. Mark continues to improve his skill-set by finding new challenges in each project and staying up to date on things web 2.0. He's Mr. Web and without him we wouldn't even be in the web business. Once you see how it's really supposed to be done, there is no turning back...and Mark knows how it's really supposed to be done.

Mark loves the outdoors and wonders how he ended up behind a computer :) He enjoys mountain biking, snowboarding, skateboarding, surfing and a little mixed martial arts for good measure. For Mark, "Life's a Beach!"



A sepia-toned photograph of a statue in profile, looking out over a city at sunset. The statue is on the left, and the city skyline is visible in the background on the right. The sky is a warm, hazy orange.

In closing....

always ask for the sale. — SOME SALES GUY SAID THAT

WHO WE ARE...

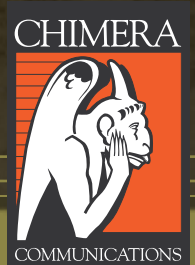


BRENDA ARMSTRONG

Client Services, Event Planning

Brenda brings 5 years of experience and knowledge in the areas of customer service, community development, event planning, and organization to the Chimera team. Brenda has a very strong work ethic and is not afraid to take initiative- she sees what needs to be done and coordinates efforts to achieve a successful outcome for the Chimera team and clients alike. Her inherent acumen has added to a solid reputation for providing personalized service and strategic solutions to clients.

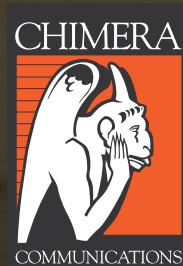
In her free time, Brenda enjoys spending time with family, enjoying good wine and cooking great food, staying healthy, and looking for new challenges. She is particularly fond of her best friends: her husband, Kenny and her 8 year old pooch, Moochie! Her greatest ambition in life is to be successful- but to be mindful and compassionate while on that journey!



A bit about our brand.

Gargoyles are chimeras. And this chimera is referred to as 'The Spitter'. We think this gargoyle looks a bit more like The Thinker with An Attitude. And therein lies the relevance to our industry and more importantly to our company. While "creative types" can come across as a bit attitudinal — there is indeed a great deal of thought behind the creative energy we produce.

Did we mention we'd enjoy the opportunity to partner with **you** on your marketing journey? We most certainly would.



nancy@chimeracom.com | Nancy Brockman, Owner, Creative Director | 970-759-6343 cell