



imagine the possibilities



imagewerks
design

what's with the plum?

A plum is referred to as the most desirable result; a choice thing of its kind, something superior or enviable. A plum is also referred to as a bonus, reward or special catch such as, a special client or contract; the plum account, so to speak.

For these reasons, the lofty plum became the Imagewerks mascot. It becomes the driving force behind developing the best visual communication strategy to deliver your message—a constant reminder to convey the essence of your business with consistent branding using mixed media and a repetitive delivery system.



Have you talked to your plum today?

Plum, a member of the purple color family, is typically used to depict elegance, sophistication and mystery. Because purples are derived from mixing a strong warm and strong cool color it has both warm and cool properties—a wonderful symbol of balance. Purple is said to increase a child's imagination and creativity. The wild plum, whose branches flower during winter, represents longevity.

Purple was also the favorite color of Egypt's Cleopatra. It has been traditionally associated with royalty in many cultures as purple robes have been worn by people of authority or high rank. The Purple Heart is a U.S. Military decoration given to soldiers wounded in battle.



have you talked to your plum today?



Imagewerks is a boutique design studio specializing in creating or enhancing your image by expressing the true essence of your product or service.

The visual impact of marketing communications cannot be undervalued. It's your business' first impression to the outside world and the key ingredient that lures an audience into your message. Imagewerks' specialty lies in the transformation of business identity by breathing new life into your brand and existing communications materials. If you're a startup company, Imagewerks can create your image right from the start and help put your emerging business on the map.

If you are looking for high-quality, professional design, turn to Imagewerks to tackle your toughest assignments.

- Logos
- Identity Systems
- Websites
- Brochures
- Direct Mail
- Print Ads
- Presentations
- Event Materials
- Newsletters
- Email Marketing
- Presentations
- Flash Animation

history

Imagewerks Design was founded by Bonnie F. Ontko in 2007 and is growing steadily. Bonnie brings over a dozen years of advertising and marketing communications experience to the studio covering a large scope of projects. Complex project management experience, professional ethics, creative talent and an entrepreneurial spirit creates the winning combination and sets the foundation from which Imagewerks emerged.

Bonnie gained experience as a designer in leadership roles almost from the beginning, and did so for several companies over the past decade. Early in her career, she jumped right into the position of Corporate Creative Director for Howard Hanna (formerly Smythe, Cramer Co.) There, she made a significant impact by leading the company into digital presentations, a more contemporary website, high-profile corporate newsletters and upscale direct marketing campaigns. Bonnie was also responsible for the production of several issues of Fine Ohio Homes Magazine. All of her work at Smythe, Cramer received awards and recognition.

Later, she held the position of Director of Marketing & Creative Services for Life Settlement Insights, a young life settlement brokerage company.

There, she reissued their corporate identity by redesigning their corporate website, developing a company intranet and designing trade show materials along with all their marketing communications and advertising. Then, she did the same thing again for their spin-off company, LifeX, Inc., an online exchange for unneeded life insurance policies. Once again, most of those projects received awards.

Prior to pursuing her creative career, Bonnie spent a decade in the technology industry as a programmer, systems engineer, software instructor and in fields sales support. Industries included computer manufacturing, factory automation and telecommunications.

High-end corporate design is what initially attracted Bonnie to the field of commercial art. This intention shines through in all of her work and has become her signature style.

Bonnie holds a B.A. from Mount Union College and earned an M.A. in Communication Theory & Methodology from Cleveland State University. She received her design and artistic education from Cuyahoga Community College and the Cleveland Institute of Art in both interior design and commercial art.



Bonnie F. Ontko



why imagewerks?

A Balanced Approach

Imagewerks' purpose is to help you project an image that works by gaining attention and creating demand; hence the name Imagewerks. The philosophy behind the company is that no matter how well-crafted your message is, or how well-developed your product is, if it isn't presented to the intended audience in a clear, visually appealing way, then it won't get the attention it deserves. Effective communication involves, in part, a design using a combination of proper layout, negative space, sound decisions using color, the proper imagery and the right amount of creative latitude.

Creative latitude employs a balanced approach using a delicate compromise between artistic expression and practical application—typically the winning combination that works well across media and among industries. Creativity plus reason equals power.



One-Stop Shopping

Virtually all aspects of your project can be done in-house with Imagewerks, from concept and design—right through to production management.

Competitive Pricing

Being a small studio, Imagewerks can offer competitive. You reap the benefit of receiving large-agency quality at a small-agency cost—not to mention, a more personal touch and one-on-one attention.

design samples

Visit imagewerksdesign.com
for a more comprehensive portfolio.

websites

logos



Have you talked to your plum?



design samples

identity systems with brochures



Does your image work for you?

design samples



direct mail



Have you talked to your plum?



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25 Years

Congratulations to NALBA for celebrating 25 years of service to the life and health insurance industry. NALBA has provided a comprehensive forum for the advancement of knowledge and a platform for brokers to develop their business and maintain a standard of excellence. We wish continued success for NALBA during the next 25 years and appreciate the opportunity to take part in celebrating this milestone.

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Don't let life settlement negotiations leave you feeling this way.

Have the endless phone calls, weeks of follow-up and mounds of paperwork left you frustrated or with lost deals?

Imagine the entire negotiation phase of life settlements being automated. Quick and simple to use would be even better, right?

Life X™ is the reason. This web-based auction system automates the entire negotiation process and allows buyers and sellers to conveniently come together on a single playing field. By using Life X™, competitive and transparent bidding generates true fair market values for your clients' policies — a win-win situation for everyone.

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See How You CAN Get More Out Of Life With L5insights.

Life Settlement Insights (L5insights) approaches every transaction as an advocate for the seller. Compensation is based on the amount of value created, the difference between a policy's cash surrender value and the settlement offer. This pay-for-performance arrangement pushes us to seek higher offers, thereby delivering the best market-driven results for your client.

A review of 2006 state insurance department filings showed that offers secured by Life Settlement Insights, as a percentage of net death benefit, exceeded the industry average by 50%.

Not Often to Client's Advantage

They have brokered more than \$1 billion in settlements, bringing added value to our partner agencies by helping them identify settlement clients and sites by thoroughly pre-qualifying cases. Our proprietary software package provides an early gauge of marketability and pricing. As a result, 70% of the cases we bring to market receive offers.

L5insights is differentiated by a complete dedication to securing the highest possible price for the policies we bring to the market. As a full-time regulator, L5insights works directly with more than two dozen institutional buyers nationwide.

Call 877.374.4321 for a Case Review.

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Does your image work for you?



the imagewerks process

Imagewerks works hard to cover all the aspects of your project, up front, so there are no surprises. You are kept in the loop every step of the way so you can watch your project unfold and come to life. Many clients are using a design firm for the first time, or it's been a long time since they have. Or, some have experienced a change in staff and starting all over again. So, to make the process more efficient, Imagewerks has outlined the procedure to make it easier for you to get acquainted with the steps.

getting started

stage one

1. Determine the scope of your project—This is where all the aspects of your project are defined and discussed, such as logo creation, website creation/update, brochure, etc. Details for each piece are gathered and discussed so time frames and pricing can be determined along with the order in which each piece will be produced.
2. A proposal is developed which includes a price estimate and terms & conditions and the amount of your deposit.
3. Upon acceptance of the proposal and receipt of your deposit, your project is scheduled. At this time, you would supply any copy or images required for the job and any additional details required for your artwork to be developed will be discussed.

stage two

1. Initial design concepts for your project are developed. This may be the art for a home page, a brochure cover or a logo. In some instances, the design is perfect from the start, other times, it may take a couple iterations to agree on a design that is both aesthetically sound and accomplishes your goal. There is mutual agreement before progressing to the next step.
2. Now your project goes into production to complete an identity system, develop a brochure or produce the HTML for a website. You're moving from concept to reality now!
3. Review, edits, changes and/or swapping of images may occur to complete your project(s).

stage three

1. Final review and client approval
2. Installation of website (if required) or print jobs goes into production and delivery.
3. Invoicing is sent.



testimonials

"Follow-up, diligence and attention to detail enhance the premier-quality website design services I received from Imagewerks. Bonnie Ontko, Imagewerks' founder and creative director, quickly understood and was able to capture the essence of my firm in her design. Each visitor to my site will instantly know the message we want to convey because Bonnie has the talent to decipher who we are and effectively depict that message graphically." —

Michelle Pierce Stronczer, Founding Member, Pierce Stronczer Law

"Imagewerks (Bonnie Ontko) visually captured our message and projected the right image for our company right from the start. Bonnie's work on our corporate websites and marketing materials demonstrates the breadth of her skill and talent across various media. We receive fast turnaround, excellent design and know that our projects are managed well and our identity is maintained. We know we can rely on a continuing relationship with Imagewerks for our marketing communications needs." —

Jim Cavoli, CEO, Life Settlement Insights

"How do you market to moms and dads, include a lot of information, and have it look fresh, exciting and most importantly easy to navigate? Just ask Bonnie Ontko. She was able to capture the essence of our business and make it a very appealing site that is easy to navigate. I am thrilled with the results!" —

Cathy Huser, Director, Kindermusik of Cleveland.

"Bonnie Ontko from Imagewerks Design was able to capture the spirit of my photography business. With her knowledge, skill and experience, she seamlessly took my vision for marketing materials and business identity and brought it to life. Bonnie's talent is second to none. I could not have created my business identity without her! Imagewerks has been and will continue to be a valuable resource for my business." —

Sarah Edelman, Owner, Simply Captured Photography



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www.imagewerksdesign.com

Design samples are either original work by Imagewerks, or from the portfolio of Bonnie Ontko.
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