



McGraphics Design, Inc.  
is a graphic design,  
commercial art studio.

Our goal is to provide creative  
service that inspires and  
visually defines our client's  
project mission.

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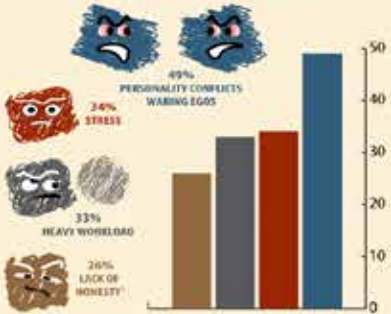
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# WORKPLACE CONFLICT



## PRIMARY CAUSES



## TIME WASTED



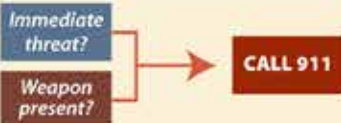
**MOST WORKERS EXPERIENCE CONFLICT**  
One in six (16%) say a recent dispute resulted in a situation and/or scenario only 11% of those surveyed have never experienced a disagreement that escalated!

## Dealing with Angry People

- DO NOT try to reason with an enraged person
- DO NOT argue - stay professional
- DO NOT take their frustration personally
- DO NOT blame the individual
- DO NOT be defensive
- DO use a calm, level voice
- DO be respectful

## Threat Assessment

Listen to Your Instinct



## Active Shooter Situation

- RUN** — Get out quickly if you can. If possible, help others get out.
- HIDE** — If evacuation is not possible, find a place to hide.
  - Turn off the lights
  - Turn off your cellphone
  - Stay down low
  - Keep away from doors and windows
- FIGHT** — Take action against an aggressor — LAST RESORT!

# Las Vegas Mobsters, Nostalgia and Hollywood Movies

**1945** The "Mob's ascension" **NIKE LANNI** takes over the El Cortez.

**MOVIE Connection** Meyer was the model for "Goldfinger" **Herman Firth** and a hit for **Michael Caine**.

**1945** **SEAN BEALE** converts the mob to lead a new casino, **the Flamingo**.

**MOVIE Connection** Warren Beatty starred as Bugs in "Bugsy".

**1947** **THE RABBIT** & the **CRIMINAL MIND GANG** build out the Desert Inn original location and opened the casino in 1947.

**Scandalous Affair** with young singer **Phyllis McGuire**.

**1950s-1960s** Chicago mob boss **VITO GIL**, **ALVIN GARLAND** gained control of Las Vegas casinos.

**Career Highlight** Schemed \$2 billion a year from the Sands, Riviera and Desert Inn.

**1958** Proving for the "Chicago mafia" **FRANK ROSENTHAL** becomes the **mobster** sector CIB.

**MOVIE Connection** "Casino" is based on Frank, played by **Robert DeNiro**.

**1957** Brothers for mob boss **FRANK COSTELLO** in **Tropicana** operation.

**MOVIE Connection** Frank Costello was the model for "You Don't Have to Die" **Vin Costello**.

Mobsters turned Las Vegas mobsters into exciting glamorous 20th-century tough guys. They lived and loved hard becoming celebrities just like their more star-pals **Cory Grant**, **Frank Sinatra**, **John Hufsch**, **George Raft**, and **Marilyn Monroe**.

With the end of mob-controlled casinos and the passage of time Las Vegas mobsters have taken on the patina of nostalgia, even claiming a glory museum park like Las Vegas museum dedicated as the Las Vegas mob.



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# INFOGRAPHICS

**HALLOWEEN** October 31

**Day of the Dead** November 1 - 2

Halloween originated in Ireland 2,000 years ago (approx.)

Day of the Dead originated in Mexico between 2,000 & 3,000 years ago.

Decorate home. Attend costume parties. Children "trick or treat."

Visit cemetery. Place food at an altar for a dead family member or friend. Dress in costume.

Orange, Black

Skulls, La Catrina

Carved Apples

Pumpkin

Ghosts, Witches

Plague Murders

Halloween annual spending

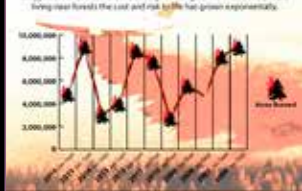
Dead of Dead 2016 prices

## California Wildfires

**Smokey is Losing the War**

Despite 60 years of reminders from Smokey Bear, wildfires are becoming more and more of America's enemy. About 2.9 million acres burned each year across the U.S. between 1985 and 1995, but since then the average has jumped to 5.5 million acres annually. That includes a massive 9.2 million acres that burned nationwide in 2012, which was the highest total on record since 1957. 15.7 million acres burned in 2013.

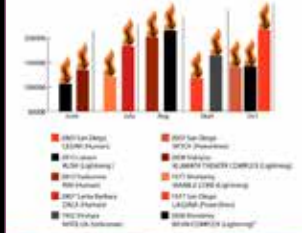
## California on Fire



## 2016 Fall Forecast



## Top 10 Fires & Causes



LOGOS



Frozen Foods



Cable TV



Television



Recycling



Fashion Jewelry

# ILLUSTRATION



TRADER JOE'S





DAVID BOWIE

PETER, PAUL AND MARY





“ Organizing photos, charts, tables & diagrams into an easy-to-read catalog requires a complicated underlying layout structure ”

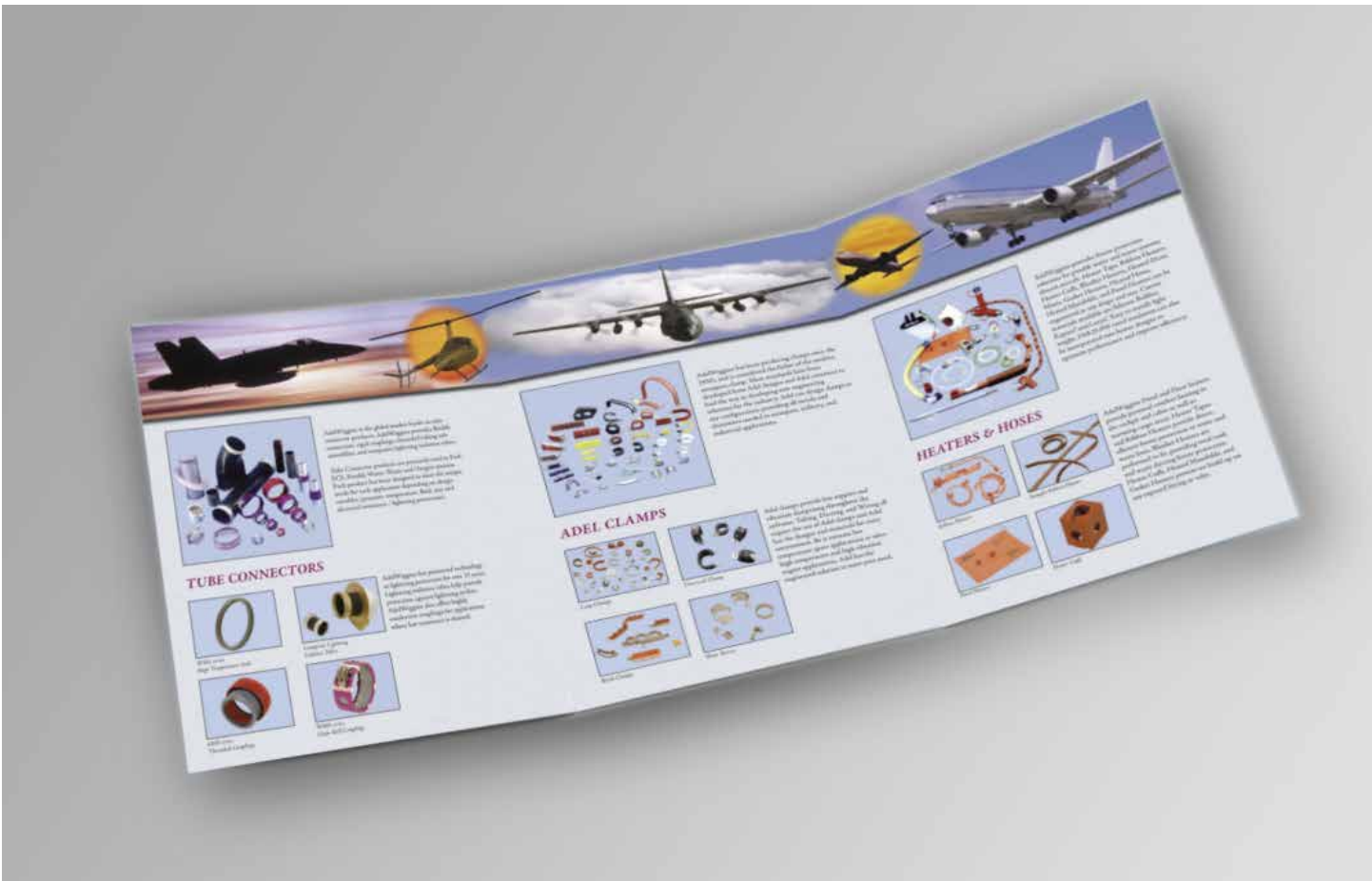
## XANTECH CATALOG





“ Colorful photos & montages provide interest, product context & company history ”

ADEL WIGGINS CAPABILITIES BROCHURE





“  
*The guidebooks require an in-depth understanding of branding, design & style usage*  
 ”

KAISER PERMANENTE GUIDEBOOKS



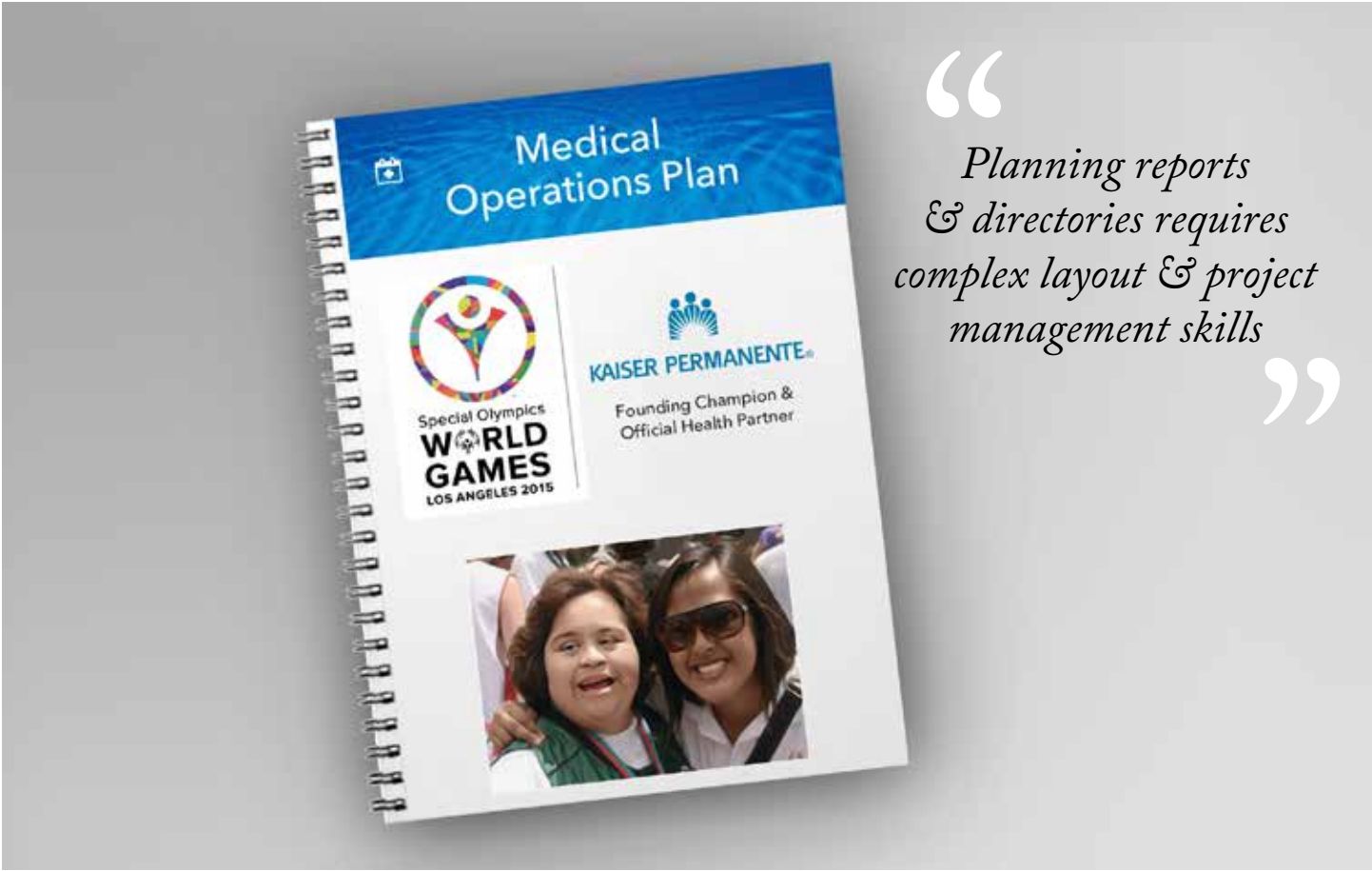




“  
*Clarity in design &  
 layout simplify complex  
 information*  
 ”

HEALTHCARE DIRECTORIES





“  
*Planning reports  
 & directories requires  
 complex layout & project  
 management skills*  
 ”

KAISER PERMANENTE MEDICAL REPORTS





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### *CREATIVE DIRECTOR*

Kathleen McGuinness founded McGraphics Design in 1972. Since then McGraphics Design has done work for companies like Boeing, Disney, Sunkist, Trader Joe's, and Kaiser Permanente.

McGraphics Design's longevity is due to Kathleen's willingness to work and a love of learning. Her creative background began with Trade Tech, Art Center and UCLA and continues today on [lynda.com](http://lynda.com) and at Pasadena art schools.

### *PROJECT MANAGER*

Vladimir Pavlov joined McGraphics Design in 1998. He handled the company's incorporation and manages finances and production.

Vladimir graduated from Prague's prestigious Charles University with a degree in both sports and law. Prior to coming to the United States he ran a nationwide sports program and worked as an international business lawyer.



Vladimir Pavlov and Kathleen McGuinness