Stokes Creative Group, Inc. (SCG) continues to capture the rising New NY Bridge project as the crossing’s iconic towers advance skyward. The 419-foot tall structures will be built in continuously climbing segments throughout the coming year, and SCG will utilize both time-lapse and aerial photography to record the monumental construction effort.

Our public outreach team uploads these photos along with illustrations, fully-produced videos and informational hand-outs, to the project’s extensive media gallery, available at NewNYBridge.com.

In addition, our team continues to support the project’s outreach efforts, producing two new educational presentations for both elementary and older students. The presentations highlight the wide variety of skills and talents of the people involved in this historic infrastructure project, including engineers, environmental specialists, craft workers, administrators and architects.

By introducing some of the complex concepts being used on the bridge project, the students gain a better understanding of how classroom theory comes to life on a massive scale right here in their own backyard. The presentations also provide technical concepts that teachers can elaborate on during their coursework.

SCG will continue to support new content and media on NewNYBridge.com as the project continues through 2018.

Stokes would like to take this time to welcome the newest additions to the Florida Business Development department, Aage Schroeder III, P.E. and Mary Ann Rozengard. Aage, a former FDOT District 2 Secretary, joins Stokes with more than 45 years’ experience in transportation and business development, bringing with him a wealth of knowledge in transportation planning and engineering.

Mary Ann previously worked as a Senior Supervisor and Training Lead, directing and overseeing the operations and financial productivity for multiple establishments. Mary Ann’s attention to detail and commitment to the client is what attributes to her success and the success of her clients’ initiatives.

Welcome Aage and Mary Ann!
The leaves are changing colors, the weather is getting cooler, and before you know it, the year will be over. Stokes had a very successful summer in 2015. We made significant growth in our Baltimore and Florida offices, and continue to develop and grow our main offices in NJ, NY and PA.

Perhaps the most noteworthy news of the year is that we are proudly celebrating our 30th anniversary. As you may have seen via email or our social channels, we will be holding a series of fundraisers for The Healing Hands Foundation over the next several months to pay it forward for all of our success. Please join us in celebrating this milestone for Stokes Creative Group, Inc. over the last three decades. We’re so grateful for your business and friendship throughout the years.

Stokes has been busy working on several projects over the past few months, some of which you will read about in this issue of the newsletter.

Some of the other projects awarded include:
- Burlington County Resource Conservation Dept. – Smithville Mansion
- Turner Construction – Marketing Services
- John P. Picone – Bowery Bay
- Kiewit/Shea JV – BT-2 Roundout West Bypass Tunnel
- Hunter Roberts Construction – Lincoln Towers Alterations

As the year winds down and we prepare for the New Year, it is the time to do some strategic planning for 2016! The winter is the time to develop your 2016 marketing plan. Is your website in need of a makeover? Are you utilizing social media effectively? Do your company branding and marketing materials need some revitalization? Stokes can help! Our talented staff can help to create an image that will position your company for success in the coming year.

It has been our pleasure to serve the transportation and construction industries for the past 30 years. Have a safe & warm winter!

Joanne M. Stokes, President

MARKETING: FROM THE SHORES TO THE MOUNTAINS

Everyone knows and understands the importance of having not only a strong online presence on a variety of channels, but a functional, attractive website to showcase your business, staff, portfolio, and client testimonials. In our last quarterly newsletter, we discussed the growing mobile landscape and how crucial a mobile-friendly website is to your business. The end of the year is the ideal time to start planning your 2016 marketing plan and website improvements.

Recently, our talented marketing and production teams worked on two projects in these areas—The South Jersey Port Corporation (SJPC) website redesign, and a complete marketing plan and materials for Twin Mountain Off Road Adventure (TMORA) in West Virginia.

The SJPC website update gave it a more modern look, and made it compatible across multiple devices. Additionally, our programmer integrated ship tracking into the site to better inform and engage their clients and site visitors. Lastly, a CMS system was implemented to allow the SJPC to easily edit and publish up-to-date information.

For TMORA, our team traveled to West Virginia to gain first-hand experience driving off road trucks through exciting, winding trails and camping under the stars. We documented the entire trip with photography and GoPro video to capture imagery that will tell the story and enhance the Twin Mountain promotional efforts on their website, brochures, business cards and other marketing materials we are creating for them.

Need some help making your brand shine a little brighter in 2016? Want your company website to tell the story of your success? Interested in integrating some savvy social media marketing into your New Year’s business resolutions? Give us a call today!
SAFETY GOES SOCIAL

DID YOU KNOW?

With the cold weather months quickly approaching, a trip down to The Sunshine State is starting to sound like a fantastic idea. Luckily, our Florida team enjoys the warmth all year long.

This summer, the video crew worked with Florida’s Turnpike Enterprise (FTE) to create a virtual tour of their 312-mile roadway. Our 11-minute production was featured in the presentation given by FTE Executive Director, Diane Gutierrez-Scaccetti, at the IBTTA Conference for the Summit on All-Electronic Tolling, Managed Lanes & Interoperability in Miami, Florida in mid-July. This special virtual tour showcased the Florida tolling network to illustrate how the agencies collaborate and how they impact individual communities.

The conference was attended by state representatives from all over the country, as well as around the world. Our video was a key part of the presentation and gave the conference attendees a clear picture of how Florida’s Turnpike Enterprise stays on the road to success.

WHAT’S HAPPENING

LIFE IS A HIGHWAY
IN FLORIDA, IT’S 312 MILES TO BE EXACT

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SAFETY GOES SOCIAL

We live in a fast-paced world, but slowing down to take extra safety precautions is something we should all make time for. This was the central idea behind the new safety campaign that we worked on with NJ Transit titled, “Take a Minute to Be Safe!”

Four unique videos were created and released each week in June to observe National Safety Month. These short, informative videos were broken down by the services offered by NJ Transit such as Light Rail and Bus Safety, while another featured other important safety tips from a New Jersey Transit police officer. The campaign successfully promoted a safe environment for NJ Transit customers, their employees, and all New Jersey residents and visitors in general.

Please be sure to stop by the NJ Transit YouTube channel at youtube.com/TheNewJerseyTransit to see these four videos.

NJ Transit provides a safety hotline to report suspicious activity that users can call or text anytime: 1-888-TIPS-NJT or text NJTPD (65873).
Stokes Creative Group, Inc. is proudly celebrating our 30th Anniversary and we want to invite you to join us for a very special event on Thursday, October 15th. This event is particularly special to us for another reason—we’re kicking off a series of fundraisers to pay it forward and help out The Healing Hands Foundation.

This wonderful non-profit organization helps provide life-changing operations for children born with deformities who lack medical resources, and we are dedicated to raising enough funds to cover 30 operations. We can’t do this without your support and generosity.

We’ll have a 50/50 raffle and chance to win a FREE ROUND OF GOLF FOR FOUR courtesy of Deerwood Country Club! Tickets are $50 per person and include stationed and butler-passed hors d’oeuvres, wine, beer, and a portion of the proceeds will benefit The Healing Hands Foundation. Please come help us celebrate this important milestone in our company and support a great cause at the same time.

PAY IT FORWARD WITH US

LEARNING FROM THE PAST
SUPERSTORM SANDY LESSONS

Disaster recovery is important for people to plan for all over the country, but even more so for those of us along the beautiful shorelines. After the devastation the coastal Mid-Atlantic States endured from Superstorm Sandy, flooding and emergency preparedness have continued to be hot topics in the news.

Our video team is now working in conjunction with Michael Baker International to create public outreach videos for FEMA (Federal Emergency Management Agency). The purpose of these videos is to engage New Jersey residents and educate them on how they can prepare their homes and help their communities in case of an emergency.

Topics included flood insurance, storm preparedness and flood proofing ones residence.