GET MOBILIZED or get left behind

Pick up your phone, go to your browser of choice and type in (or click, if you’re viewing this on your phone now) www.stokescg.com. Once you are finished checking out our newly relaunched, responsive website on your mobile device, please come back and read the rest of this article. We’ve said it time and time again - it is vital to tailor your site for desktop, tablet and smartphone screen dimensions. We may sound a bit biased when we say this, but the Stokes website truly does look great on any screen size!

In addition to the widescreen video background, updated project galleries and new employment opportunities pages, the Stokes website features blogs written by several team members that highlight their expertise through stories and tips. Stay tuned for more great blogs, our quarterly newsletters and many more exciting project galleries that will be added in the coming months.

Another exciting website redesign added to our portfolio is for D’Annunzio and Sons, Inc., (www.dannunziocorp.com). The fully responsive, updated design features new galleries, updated content and emphasizes their commitment to safety.

Needless to say, our web development team will stay busy working on several projects this fall. Stay tuned for web launch announcements for South State, Inc., Bridge Street Bridge and Kingsland Avenue Bridge (which includes a social media project). So again, is your website ready for mobile users? If not, please don't hesitate to give us a call and let Stokes bring your site up to date!
Message from the President

Fall is here – it’s all about change, it’s invigorating, it’s about preparing for the leaner time of winter – are you ready?

This fall, we at Stokes Creative Group, Inc., are borrowing from the sports world, applying the “Are you ready?” theme to our business planning. Long- and short-range planning, training and daily work practices should all be geared toward getting us – and you – “ready” for success. Are you ready? The questions below may help.

Is your website ready to help you grow and serve your clients in the best possible ways? Stokes can help you with everything website related, from conception through content development, through striking visual technology. Check out our revamped website at www.stokescg.com to see just how dynamic a website can be. We have also recently developed improvements for many new and existing clients.

Are your marketing materials ready to represent you well? Whether you rely on print pieces, electronic or a combination, Stokes has the design capabilities and marketing experience to customize materials for you that will resonate with your target audience. If interaction is an area you need to improve, we have the social media expertise to tailor programs for all industries and budgets.

Is your staff ready to grow? Do you need to provide safety training? Do you have a story to tell? Whether your target audience is a segment of the consumer population or a segment of the public impacted by a project, Stokes has the experience and cutting edge technology to tell any story – whether the intent is to engage, involve or educate.

Joanne M. Stokes, President

GROWING your SOCIAL MEDIA one follower @ a time

What do you know about Facebook and Instagram algorithms? When will LinkedIn be hashtag friendly? Why is it bad to start a Tweet with an @ symbol? How can you grow your followers without increasing spam accounts?

Several members of the Women’s Transportation Seminar Greater New York Chapter received answers to these questions and more on September 12 in New York City during a live webinar on social media stats and best practices presented by WTS-GNY member and social media-savvy Stokes employee Nicole Pace.

In addition to the 60-minute presentation, the ladies in attendance (in person and online) had an additional 30 minutes to ask questions and view live demonstrations on Facebook, Twitter, LinkedIn and another popular social media management tool, Hootsuite. Many thanks to WTS-GNY secretary Donna Tafro for the invitation to speak, and we look forward to more educational events like this in the future.

ARE YOUR STAFF MEMBERS READY ... TO GROW?

INTERNAL TRAINING WORKSHOPS help your team (and ours) grow stronger

A refresher course along your career path is the perfect way to sharpen skills and implement best practices. Chances are you will say, “Oh, I forgot about that!” as you participate in and learn during these types of training workshops. Stokes employees were recently privy to two valuable training sessions in our New Jersey headquarters. First, our Marketing & Communication Director Nicole Pace led a Prezi presentation on LinkedIn on how to make the most of your profile on this growing B2B network. Throughout the lunch-and-learn, Nicole stressed the importance of professionalism and other relevant tips including how to customize your URL and the wide social impact that every interaction you make (e.g. likes and comments) carries.

The following week, our GoldMine expert Corey Babka came back for another refresher course for the business development and marketing team, about optimizing our CRM software and provided live tutorials on how to perform different functions. We’re excited to be scheduling regular internal trainings like this moving forward. If you would like to have a refresher course for your team, please call Patty Egan at 609-859-8400 and inquire about the various workshops we offer.
NEW HIRE CORNER
Please join us in welcoming the latest additions to the Stokes Creative Group, Inc., family:

- Josh Davison > Photo/Video | NJ
- Samantha Dinon > Social Media Specialist | NJ
- KC Capri > Business Development | NJ
- Jairo Martinez > Public Outreach Specialist | NY
- Jason Jones > Senior Graphic Designer | FL

ARE YOU READY ... TO COMMUNICATE & EDUCATE?

MASTERING the ART of public outreach

At Stokes, our public outreach missions can be summarized in three simple words: engage, involve, educate. Here are three project updates in which we’re doing just that!

THE PURPLE LINE PROJECT (MD)
The Purple Line Project, a new 16-mile, 21-station light rail system, is a giant leap forward for modern rail transportation in the Washington, D.C., metropolitan region. Extending from Bethesda to New Carrollton, Maryland, the Purple Line will provide connections with existing transit providers, improving major economic and job center access for commuters. Stokes is proudly supporting the public private partnership (P3) design-build team that includes industry leaders like Fluor Enterprises, Inc., The Lane Construction Corporation and Traylor Bros., Inc. To learn more about our role on this exciting project, please visit our project gallery: [www.stokescg.com/works/purple-line-transit-constructors-llc/](http://www.stokescg.com/works/purple-line-transit-constructors-llc/).

NORTH CAMDEN/CRAMER HILL TRANSPORTATION IMPROVEMENT REPORT (NJ)
Camden, New Jersey, is experiencing several revitalization efforts in and around the city and beautiful waterfront locations. As part of our partnership with STV, Inc., Stokes assisted with public outreach and graphic support for two meetings just last week. Our Spanish-speaking outreach specialist, Jairo Martinez, came to assist with communication in the diverse community. The public involvement meetings held in each community gave attendees the opportunity to provide input on the areas in which they’d like to see transportation improvements, including bike and pedestrian modes. Data collected at the meeting will be analyzed and formulated into a report for Cooper’s Ferry Partnership by STV. Stay tuned for more updates on this transportation improvement report!

THE BOROUGH OF METUCHEN COMPLETE STREETS BICYCLE & PEDESTRIAN PLAN (NJ)
Our second bike and pedestrian project with The RBA Group (an NV5 Company) was an absolute success, yet again. The Stokes team created an informative project website, complete with public information survey; established branding for the project logo and print materials; and assisted with two open house meetings for members of the community. The final task will be assisting RBA with the design of the report summary of findings from this project, which will be presented to NJDOT and borough representatives for review and next steps. Stop by [www.metuchenbikewalk.com](http://www.metuchenbikewalk.com) to read more about the project.

BUILDING BRIDGES
from Oregon to New Jersey

In mid-September, there was a change of scenery for our production crew - and we’re not talking about the fall leaves! Videographers Steve Gonski and Matt Touhey spent a week on the West Coast, traveling all the way to Vigor Iron Works in Oregon to film deck fabrication for the Wittpenn Bridge Replacement Project. Although the final bridge replacing the original 1927 structure will be located in Jersey City, fabrication of the deck and other elements are being completed by many talented workers from across the country. The NJDOT selected Vigor to make the lift span deck for the project.

Our team captured live construction footage of massive metal beams for a documentary being created about the bridge. Spanning the length of a football field, the deck will be loaded onto a barge next spring and sent through the Panama Canal all the way up the East Coast to New Jersey. Our video production crew members are looking forward to filming the entire journey of the deck, as well as the installation once it arrives in the Garden State.
Living up to its safety motto, “Take Zero Chances,” Tappan Zee Constructors, LLC, recently held safety training exercises with the New NY Bridge project crew. The sessions focused on man overboard training directly on the Hudson River. Crew members practiced various water rescue techniques with trained rescue personnel.

“If you see something, say something,” TZC Safety Manager Daryl Lloyd told crew members at a recent briefing. “We encourage everyone on the project to be actively involved in our safety efforts.”

TZC’s “Take Zero Chances” culture is producing an impressive safety record. According to the U.S. Bureau of Labor Statistics, the project’s “Total Case Incident Rate” is less than a fifth of the national average for projects employing approximately the same number of workers. The statistic is a widely accepted measure used to report workplace injuries.

Stay up to date on The New NY Bridge project by visiting www.NewNYBridge.com.