

+ 2017 Kaiser Permanente ::: Advise clients on content for new members
(Oversee production, write/edit content).



Together we thrive
Juntos vivimos bien

As a Kaiser Permanente member, you get the care and resources you need to live healthier. This booklet will show you how you can manage your care on kp.org, get prescriptions filled, and get the care you need. You'll also see the various ways you can receive care (including telephone appointments and video visits) and health workshops that are available to you.

Maximizing your health is a journey – and we're with you every step of the way.

Como miembro de Kaiser Permanente, usted tiene derecho a obtener la atención y los recursos que necesita para vivir de forma más saludable. Este folleto le mostrará cómo puede manejar su atención en kp.org/espanol, resurtir sus medicamentos recetados y obtener la atención que necesita. También verá las múltiples maneras en las que puede recibir atención (incluidas las citas por teléfono y las consultas por video) y los talleres sobre salud que están disponibles para usted.

Maximizar su salud es una travesía... y lo acompañamos en cada paso del camino.

Para el español, vaya a la página 8.

Getting care

No matter what kind of care you need, we've got you covered

As a Kaiser Permanente member, you have access to routine care, urgent care, and emergency care.* There are also several ways you can receive care.

Choose how you connect to care†



By phone‡

If you have a minor health condition that doesn't require an in-person medical exam – such as an allergy, upper respiratory infection, cold, or cough – you may be able to speak with a doctor by phone. You'll get great care, and you'll save time.

When you call us, we'll:

- Make sure you're 18 or older
- Confirm you've had at least 1 face-to-face visit with us
- Schedule a 1-hour window for the doctor to call you



By video‡

For some conditions and symptoms, you can connect with a doctor face-to-face by video – from your computer, smartphone, or tablet.

For video visits, you'll need:

- An in-person appointment with us before a video visit can be scheduled
- To be registered on kp.org
- A computer with a camera, speaker, and microphone, or a smartphone or tablet with a front-facing camera and the latest version of the Kaiser Permanente app



By email

For nonurgent questions, you can simply email your doctor's office. You'll get a reply usually within 2 business days, if not sooner.



In person

Because most of our locations offer many services under one roof, you can see your doctor, get lab services and X-rays, and pick up your prescriptions – all in one trip.

Making appointments

To get help determining which type of care you need, or to make an appointment, call **1-800-780-1230** (TTY 711), 24 hours a day, 7 days a week.

You can also schedule routine appointments online at kp.org/appointments.†

+ 2017 Kaiser Permanente ::: Manage all marketing for new Medical Office Building – Skyport
 (Develop Skyport Marketing Plan, branding, websites, brochures, market outreach, focus groups, market analysis, multicultural marketing and translations).



Healthy change is coming to San Jose

Soon, you'll have even more access to quality primary and specialty care in your community. We're excited to open a new medical office building in San Jose, making it easy for you and your family to get the care you need.



Map not to scale

**Kaiser Permanente
 Skyport Medical Offices**
 1721 Technology Drive
 San Jose, CA 95110



- Adult and family medicine
- Obstetrics-gynecology
- Pediatrics
- Audiology
- Dermatology
- Minor injury clinic
- Optometry and optical services
- Orthopedics, podiatry, and physical therapy



- Over 153,000 square feet
- 4 stories
- Lab, pharmacy, and imaging all under one roof
- Health education
- Conveniently located near the Mineta San José International Airport



Skyport - Executive Summary

Skyport will provide new offices in North San Jose, to improve geographic access for existing members and support growth of new membership in the Santa Clara and San Jose service areas.

Facility Offerings

- Over 153,000 square feet
- Primary Care
- Newborn Care Center
- Nephrology & Peritoneal Dialysis
- Dermatology
- Minor Injury Clinic
- Orthopedics, Podiatry & Rehabilitation
- Certified LEED Gold
- Near San Jose Airport



Our ASK:

Obtain feedback and alignment of our communications strategy to support the plan for the Skyport MOB opening.

EXECUTIVE SUMMARY *



- Broker flyer (left): Project manage
- Marketing Plan Deck (right): Develop, write, project manage

+ 2016 UC Berkeley – Office of the Chief Information Officer ::: IT Annual Report (write/edit, research, interview, photography, graphic design and layout).

IT Portfolio Management: A New Project Management Policy

We have undertaken an ongoing and evolving set of activities that aim to strengthen project and portfolio management practices to improve the delivery of IT projects and to enable the IT governance model to more strategically manage the IT Services Portfolio.

Goals:

- Update the campus PM methodology in partnership with the Operational Excellence Program Office, Student Affairs IT Project Management Office, Educational Technology Services and Campus Budget Office project managers.
- Manage IT projects more rigorously as a portfolio.
- Develop a campus IT Project Management Policy to help ensure that campus IT projects meet their objectives by establishing a common and consistent set of project management (PM) best practices to reduce project risks and increase project successes.

As the culmination of a year-long effort, in December of 2015, the IT Project Management Policy was approved by the IT Executive Committee and was recently announced to campus. A number of resources to help prepare for the policy, which takes effect in January 2017, have been developed, including training, PM tools and more. Visit technology.berkeley.edu/pm-policy to review the policy and learn more about campus PM resources.



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A New Service Catalog

In an effort to improve transparency and discoverability of campus IT services, we are developing a single, centrally maintained IT service catalog. The catalog will provide consistent information for all in-scope services, including service definitions, SLAs, information about how to procure services, and more.

Working with CSS IT to Take Service to the Next Level

IST is partnering with CSS IT to gain more clarity on roles and responsibilities regarding the delivery of IT services to our campus customers in an effort to continuously improve service. Under the leadership of Larry Conrad and Peggy Huston, a project has been initiated to move us to greater computer standardization across campus and working on other ways we can offer more efficient and cost effective solutions to our customers.

“A local resource like Savio is fantastic because we need a day-to-day ability to test new ideas.”

Savio helps Berkeley astrophysicists achieve breakthroughs in understanding of black hole behavior

“Around a black hole, there is whirlpool of material, the ‘accretion disk’, which glows (radiates) as it falls into the black hole. As gas falls in, the tremendous heat strips protons and electrons apart. Most simulations model protons (which get most of the heat), but we had no idea what the electrons are doing, and they are what radiate. The existing models assumed electrons are cooler, but their predictions did not match observations of radiation detected from Sagittarius A* [the black hole at the center of our Milky Way Galaxy]. Monica Moscibrodzka and collaborators found they needed to ‘paint’ the regions above and below black holes with high temperature, high energy electrons. That model matches observations, but it does not explain why electrons are hot. We took a forward modeling approach. We started from simulations, and added our best understanding of the physics of electrons. We used Savio to test and refine the models, ran the simulations for weeks, and computed and analyzed the resulting radiated spectra and images. We got results that matched observations! Electrons are heated more effectively in regions of high magnetic fields, which explains the observed phenomena. This is an important fundamental result for a question that people have been looking at for some time. A local resource like Savio is fantastic because we need a day-to-day ability to test new ideas.”



Alexander Tchekhovskoy,
post-doc in UC Berkeley’s Theoretical Astrophysics Center
working with Eliot Quataert, Director of the Center

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SECURITY TRACKER

Did you know that every month Information Security and Policy (ISP) monitors millions of security alerts and protects UC Berkeley from multiple security compromises on campus?

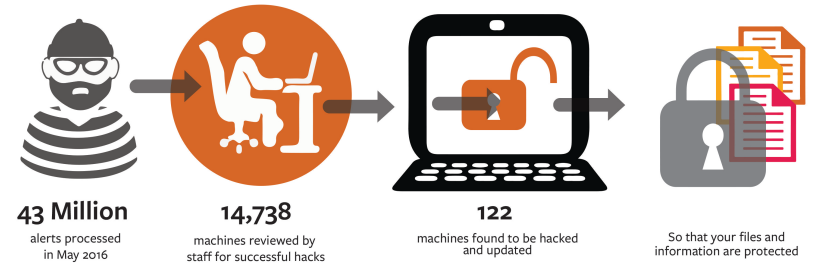
May 2016 Security metrics:



For more information please visit www.security.berkeley.edu

Keeping Cal Safe: By the Numbers

Information Security and Policy (ISP) staff receive millions of security alerts every month and review thousands of alerts and systems to keep your information safe.



For more information on security and services available, please visit: <https://security.berkeley.edu/>

Keeping Cal Safe: By the Numbers


Information Security and Policy (ISP) staff receive millions of security alerts every month, review thousands to find and secure critical security weaknesses to keep your information safe.



For more information on security and services available, please visit: <https://security.berkeley.edu/>

+ 2015 UC Berkeley - Conference Services ::: Manage all marketing for Conference Services (branding, web, brochures, photo and video shoots, outreach).

Join the vibrant international community this summer at the **University of California, Berkeley** Summer Sessions Residence Halls.



**In One Summer,
All the World.**

The UC Berkeley Summer Sessions Residence Halls provide international students with a unique opportunity to spend the summer abroad, living in an environment that fosters academic excellence while encouraging cross-cultural understanding and friendship.


Summer Sessions Housing in the residence halls is open for students registered in Summer Sessions A, A&D, B, C, and D courses.

The residential complexes are located only a few short blocks south of the main campus. Single, double and triple occupancy rooms will be available, with many rooms offering spectacular views of San Francisco, the Golden Gate Bridge, and the Berkeley Hills.

Berkeley is conveniently located in the San Francisco Bay Area, offering students countless opportunities for day excursions or weekend trips to some of the top travel destinations in the world.

Some of the many features included in the package rate:

- Flexible meal plan options (Standard and Premium plans available—price varies by session) provided by our award-winning Cal Dining, which offers seven dining locations across the campus
- An Academic Services Center with multiple computer workstations supporting popular software such as Microsoft Suite, Adobe Photoshop, Illustrator, and more
- Wireless internet available in all rooms, lounge spaces, and common areas
- Residential Living Professional and student staff who live in the residence halls and provide you with support, leadership, activities, and social programs
- Comfortable lounges, laundry facilities, and an exercise room



Berkeley
UNIVERSITY OF CALIFORNIA

To apply

for the 2015 University of California, Berkeley Summer Sessions Residence Halls, please contact your International Registration Center or University representative.

Please visit our website at conferenceservices.berkeley.edu/summersess_index.html for more information.

If you have questions, please contact the University Residence Halls Summer Housing Office at (510) 642-5796, fax (510) 642-4888 or e-mail: summerhousing@berkeley.edu

Consistent with our campus emphasis on health and environmental protection, the University of California, Berkeley is a **tobacco-free campus**.

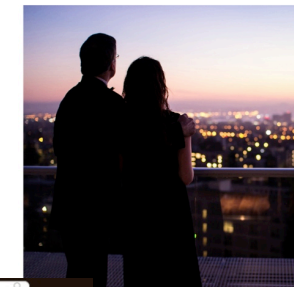
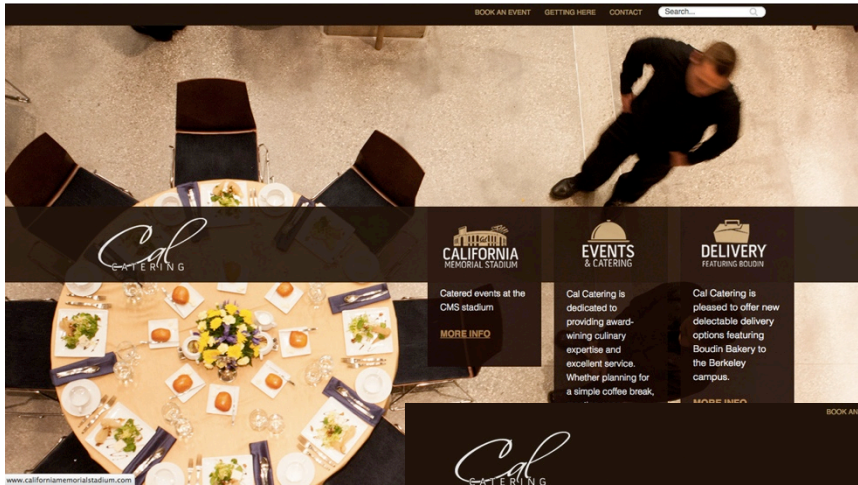
2015 University Summer Sessions Residence Halls Occupancy Dates and Rates

	1st 4 Weeks Session A May 18-2015	1st Weeks Session A&D May 18-2015	1st Weeks Session B June 1-2015	8 Weeks Session C June 1-2015	1st 4 Weeks Session D July 1-2015
Single	\$3,071	\$6,252	\$5,216	\$4,107	\$3,071
Double	\$2,306	\$5,478	\$4,650	\$3,630	\$2,706
Triple	\$2,274	\$4,620	\$3,856	\$3,038	\$2,274

Summer Sessions in the Residence Halls 2015



+ 2015 UC Berkeley - Cal Catering ::: Manage all Cal Catering Marketing (branding, brochures, menus, web and social media presence, outreach, photo shoots, wedding portfolio).



CEREMONY

\$1500

- (1) Hour Set-Up
- (2) Hour Reserved Block
- (1) Hour Clean-Up
- Goldman Plaza
- University Club Glass Deck (dependent on guest count)
- Stadium Seats (not on the field)
- Includes Rehearsal

SET UP

- Complimentary Beverage Station
- Gift Table
- Program Table
- Disposable Aisle Runner
- White Folding Chairs (up to 200)
- (1) Microphone and Speaker

CHANCELLORS BOX

\$1000 9AM - 11PM

- Bridal Staging Room with
 - Private Bathroom
 - Private Bar with Complimentary Non-Alcoholic Beverages & Snacks
- Ample Seating & Table/Counter Space
- Outlet Access
- Add On: TV Access \$50



RECEPTION

\$3500 UNIVERSITY CLUB & UNIVERSITY CLUB GLASS DECK 6-HOUR RENTAL

- Includes Day of Coordinator for duration of wedding day and rehearsal ceremony
 - Non-Negotiable Set-Up Fee: \$1000
 - Includes: all lounge furniture, tall cocktail tables, bistro tables, 60" round tables, 6' banquet table, (limited number), optional sweetheart table, Dance Floor, access to Field for pictures



DON CORTES
Senior Executive Chef, Catering Operations

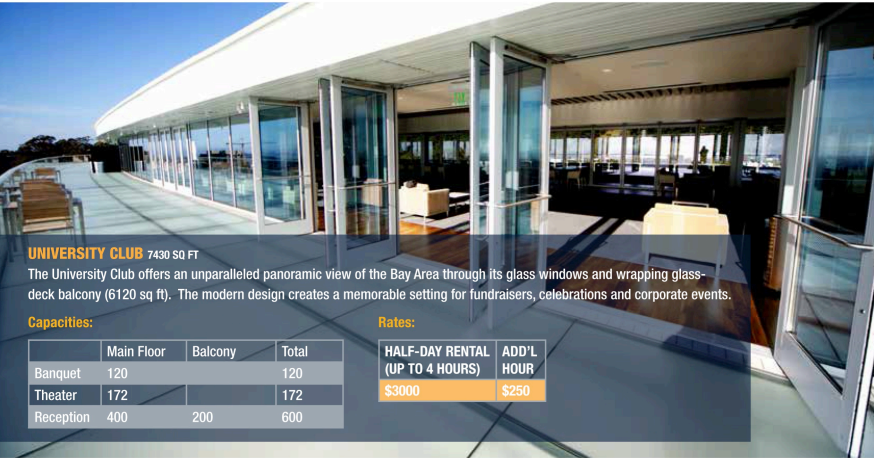
phone 510-643-3946 | doncortes@berkeley.edu

2601 WARRING ST
BERKELEY, CA 94720
CATERING.BERKELEY.EDU

■ Web, brochure & business cards: Project manage, art direct

+ 2015 UC Berkeley - Cal Concessions::: Manage all Concessions Marketing (branding, menus, web)

CALIFORNIA
EVENT RENTAL RATES
MEMORIAL STADIUM



UNIVERSITY CLUB 7430 SQ FT

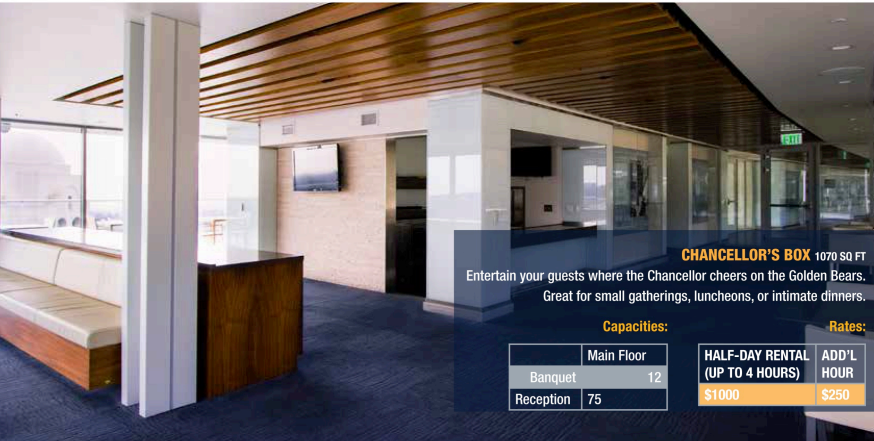
The University Club offers an unparalleled panoramic view of the Bay Area through its glass windows and wrapping glass-deck balcony (6120 sq ft). The modern design creates a memorable setting for fundraisers, celebrations and corporate events.

Capacities:

	Main Floor	Balcony	Total
Banquet	120		120
Theater	172		172
Reception	400	200	600

Rates:

HALF-DAY RENTAL (UP TO 4 HOURS)	ADD'L HOUR
\$3000	\$250



CHANCELLOR'S BOX 1070 SQ FT

Entertain your guests where the Chancellor cheers on the Golden Bears. Great for small gatherings, luncheons, or intimate dinners.

Capacities:

	Main Floor
Banquet	12
Reception	75

Rates:

HALF-DAY RENTAL (UP TO 4 HOURS)	ADD'L HOUR
\$1000	\$250


For information regarding rental of Lisa and Douglas Goldman Plaza, the Concourse or Kabam Field, please contact an event sales coordinator at (510) 642-2730 or cmsevents@berkeley.edu.

ADDITIONAL DISCOUNTS

ESP seat holders	20% off room rental
UCB Affiliates	20% off room rental
Multiple room rental	20% off lowest priced room

WWW.CALIFORNIAMEMORIALSTADIUM.COM

CALIFORNIA
Register here for exclusive offers
MEMORIAL STADIUM

EVENT SPACES CATERING SERVICES PHOTO GALLERY ABOUT PLAN YOUR EVENT



CALIFORNIA

MEMORIAL STADIUM

CORPORATE EVENTS • CELEBRATIONS • MEETINGS • WEDDINGS


UNPARALLELED VIEWS, UNFORGETTABLE EXPERIENCES

California Memorial Stadium is one of the newest and most exclusive venues in the San Francisco Bay Area. Unparalleled views. Exceptional service. A unique setting certain to impress your guests.




ONE-OF-A-KIND VIEWS

Sitting atop the Berkeley Hills, California Memorial Stadium has unrivaled views of the entire Bay Area, making it the perfect backdrop to your special event.




UNIQUE, EXCLUSIVE SPACES

Combine heritage and tradition with modern elegance in four distinctive venues. Our spaces have a versatility that can support a wide variety of event needs.



SIGNATURE CUISINE

Our dedicated culinary team specializes in contemporary cuisine, focusing on local and seasonal ingredients. Our custom menu offerings are certain to impress your guests.



STYLISH EVENT PLANNING

Design a delightful and enchanting experience with our team of event managers. From weddings to corporate parties, we will help you create a memorable and impressive event.

PLAN YOUR EVENT!

California Memorial Stadium © 2014

■ Web and brochure: Project manage

Christina Voyles ::: cvoyles@cvoyles.com

- + 2015 UC Berkeley - Cal Dining ::: Manage all Cal Dining Marketing (branding, brochures, special events, LTO's in retail, web and social media presence, photo shoots, merchandizing, digital menu & AD boards).

Cal Dining
UNIVERSITY OF CALIFORNIA, BERKELEY

SHAWN LAPEAN
Executive Director
lapean@berkeley.edu
(510) 642-8323

CAL DINING
UNIVERSITY OF CALIFORNIA, BERKELEY
2610 CHANNING WAY #MC2272
BERKELEY, CA 94720-2272
FAX: (510) 642-6990

CALDINING.BERKELEY.EDU

Congratulations!

CKC EXECUTIVE CHEF
DANIEL MORENO

SILVER MEDAL WINNER OF THE
2014 NACUFS Pacific Region Culinary Challenge

Lemongrass Butter Poached Lobster
with Thai Basil Gnocchi and Celeryroot Hash

Cal Dining
AT Cal Dining
YOUR FUTURE IS NOW!

Log-in Now!
jobs.berkeley.edu

Multi-Level Culinary Opportunities

Full Time Compensation Includes:

- * Paid Vacation
- * Paid Sick Leave
- * Retirement

Berkeley
UNIVERSITY OF CALIFORNIA

+ 2015 UC Berkeley - Cal Dining ::: Manage all Cal Dining Marketing (branding, brochures, special events, LTO's in retail, web and social media presence, photo shoots, merchandizing, digital menu & AD boards).



UC Berkeley MAP

DINING LOCATIONS

- 1 **Pat Brown's**
Genetics and Plant Biology Building
- 2 **Qualcomm CyberCafé**
Sutardja Dai Hall
- 3&4 **Foothill & Cub Market**
2700 Hearst Avenue
- 5 **Terrace Café**
Bechtel Building Rooftop
- 6 **Haas Pavillion Stands**
*Open During Basketball Games
- 7 **Common Grounds**
Level F, Dwinelle Hall
- 8 **Golden Bear Café**
César Chávez Student Center, Upper Sproul Plaza
- 9 **Ramona's Café**
Wurster Hall
- 10 **Memorial Stadium Stands**
*Open During Football Games
- 11 **The Pro Shop**
Recreational Sports Facility
- 12&13 **Café 3 & Bear Market**
2400 Durant Ave
- 14&15 **Crossroads & The Den**
2475 Bowditch Street
- 16&17 **Clark Kerr & CKCub**
2601 Waring Street

Use your meal plan points at all 17 Cal Dining locations!

Printed on recycled papers with soy-based inks. Designed and produced by Cal Dining and for Student Affairs Communications, UC Berkeley 2014. Organic salad cover photo taken by Elena Zhukova. All rights reserved ©UC Regents.

Berkeley
UNIVERSITY OF CALIFORNIA

+ 2015 UC Berkeley - Cal Dining ::: Manage all merchandizing programs for ten retail units.



SIMPLE SANDWICH	SIMPLE SANDWICH	SIMPLE SANDWICH	KOSHER SANDWICH
			
<p>ROAST BEEF</p> <p>INGREDIENTS: Roast beef, lettuce, tomato, whole wheat bread Contains: milk, eggs</p> <p>Date Prepared: Sell by:</p> <p>Prepared at this Cal Dining location dining@berkeley.edu 92533 63501</p> <p>This label was printed on compostable material using soy-based inks</p>	<p>TUNA</p> <p>INGREDIENTS: Tuna salad, lettuce, whole wheat bread Contains: milk, eggs, fish, wheat, soybeans</p> <p>Date Prepared: Sell by:</p> <p>Prepared at this Cal Dining location dining@berkeley.edu 92533 63501</p> <p>This label was printed on compostable material using soy-based inks</p>	<p>TURKEY</p> <p>INGREDIENTS: Turkey, lettuce, tomato, whole wheat bread Contains: milk, eggs</p> <p>Date Prepared: Sell by:</p> <p>Prepared at this Cal Dining location dining@berkeley.edu 92533 63502</p> <p>This label was printed on compostable material using soy-based inks</p>	<p>ORGANIC EGG SALAD & GREENLEAF ON THICK CUT TEXAS BREAD</p> <p>INGREDIENTS: Thick cut texas bread, greenleaf lettuce, hardboiled egg, ssp mayonnaise, mustard, celery</p> <p>Contains: soy, wheat, gluten, eggs</p> <p>Date Prepared: Sell by:</p> <p>Prepared at this Cal Dining location dining@berkeley.edu 92533 63512</p> <p>This label was printed on plant-based material</p> <p></p>

- Grocery bag, sandwich labels, stainless cup: Project manage

+ 2014 UC Berkeley - Cal Dining ::: Manage all Cal Dining Marketing (branding, brochures, special events, LTO's in retail, web and social media presence, photo shoots, merchandizing, digital menu & AD boards).



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dining@berkeley.edu

about us | locations | meal plans | menus | nutrition | Sustainability | visiting? | connect

DO YOU WANT TO...
purchase a meal plan?
check your points balance? • arrange visitor meal vouchers?



Cal Dining
College & University · Restaurant · Add A Category

Cal Dining
Posted by Joe Wilson [?] · 12 March at 14:24 · 🌐

Attention student designers! We're currently hiring a graphics assistant for our marketing team- apply at caldining.berkeley.edu/connect/jobs

274 people reached

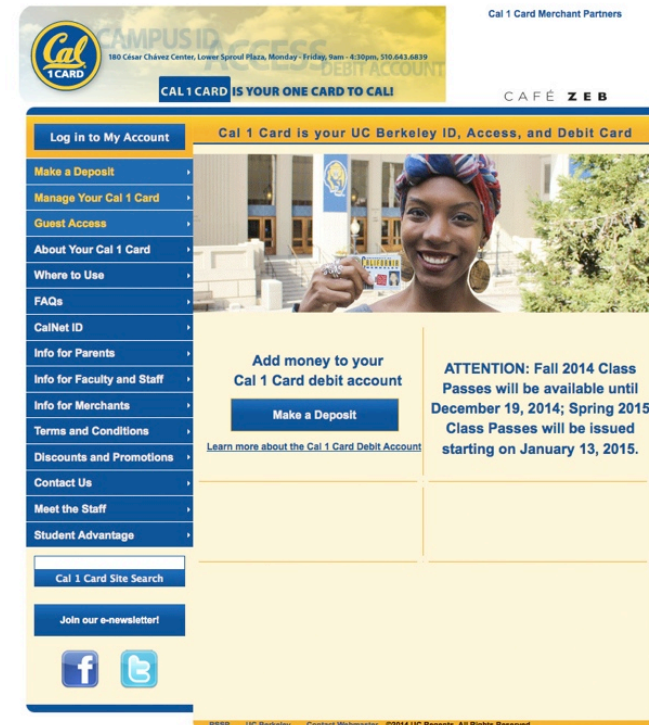
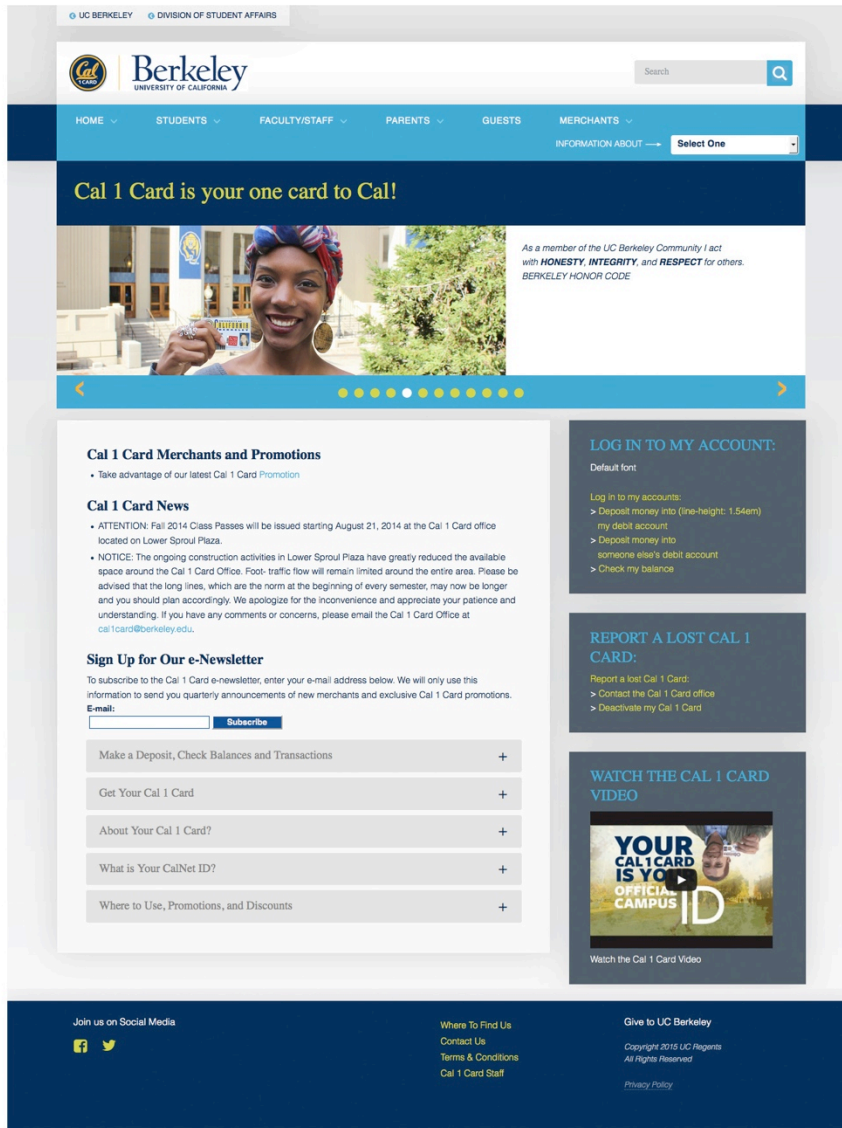
Cal Dining
Posted by Renee Mitchell Simpson [?] · 12 March at 13:23 · 🌐

Here's a creative salad contest entry from Logan Carter. She created her "perfect veggie wrap" with salad bar and other ingredients at Cafe 3. Looks tasty Logan!

101 people reached

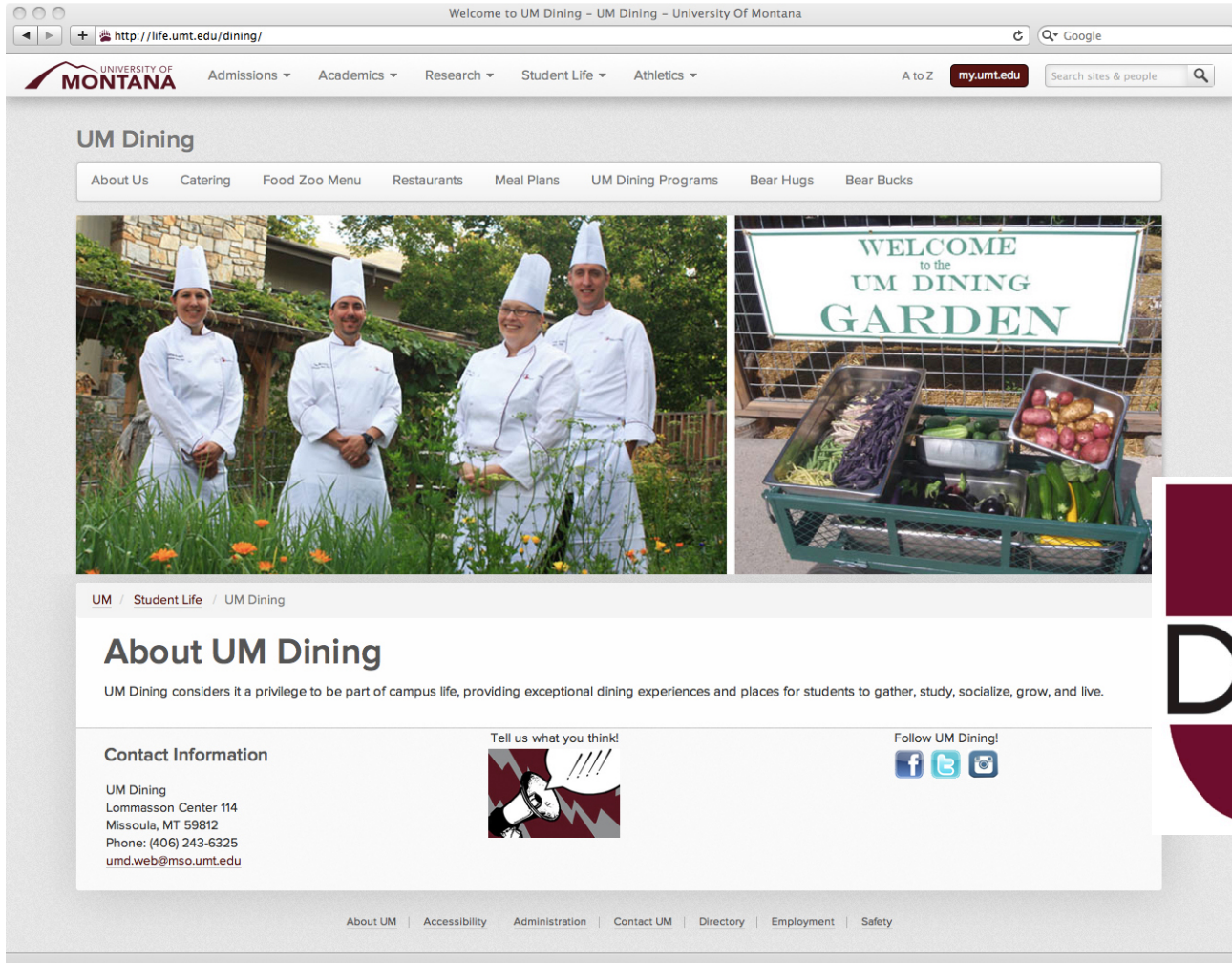
- Web: Manage and produce content; Drupal, Photoshop
- Social Media: Project manage

+ 2014 UC Berkeley - Cal 1 Card ::: Manage all branding and marketing for Cal 1 Card (branding, web, brochures, outreach, and new card design project for 2016)



- Web transition: project manage web migration from old site (right) to new Drupal platform (left)

+ 2012 - 2013: Rebranding project - UM Dining ::: Managed all aspects of the rebrand including unit name changes, new logos, new website, new meal plans, new uniforms, and one remodel.



- Web: Photography, design work, manage content
- Logo: Project manage, art direct

Christina Voyles ::: cvoyles@cvoyles.com

+ 2012 - 2013: Rebranding project - UM Dining :::

THE BAKERY
UM DINING

THE FOOD COURT
UM DINING

THE FOOD ZOO
UM DINING



A campus favorite, our famous "Griz Breakfast Burrito" made it to the Final Four in the Cooking Channel's "Best College Eats" in the nation! The Griz Breakfast Burrito is served in the Corner Store and is a favorite pre-game meal for our Griz.

- Logos: Project Manage
- Brochure: Photography, copy, and layout InDesign

+ 2012: UM Dining ::: 1950's style promotional video ::: Logo for t-shirt



How to Sign up for your UM Premium Plus Dining Plan!



How to Sign up for your UM Premium Plus Dining Plan!



- Video: Project manage, wrote copy
- Logo: Photoshop, Illustrator, InDesign