



Skip McKinstry Designer/Writer, etc.

Resumé, Portfolio and Shaggy Dog Tale.

[This is the real story, at least the parts that have been declassified.]

Let's face it, a resumé can be a somber affair, a meager, bulleted skeleton of an individual's working life, lacking in flesh and blood, but full of what those who write resúmes for a living call "hot" keywords. Lists of words to use and words to avoid are available in numerous places on the Interweb, should you have a need. (And trust me, sooner or later, you will.)

These days prospective employers all seem to be receiving more inquiries than they can possibly ever, ever respond to, so they seldom do. At least that is what their web sites say. In fact they are so overwhelmed by piles of resúmes in their virtual in-boxes, that they turn the review process over to software—essentially a machine that scans resúmes and cover letters looking for promising talent based on the presence or absence of whatever set of keywords are popular at the moment.

For the sake of the machines, I have included a list of hot resumé keywords at the end of this document. For traditionalists who are so inclined, the left hand columns of each page can be extracted to form something that resembles (in reverse order) a conventional resumé.

For the rest of us, here is my story.

LONG STORY SHORT:

I do design.

The usual stuff: logos, brands, books, labels, brochures, ads, posters, packaging, web sites, matchbook covers, etc.

I also write.

The usual stuff: ads, brochures, scripts, tweets, blogs, emails, billboards, letters home, expense reports, etc.

I also think strategically, tactically and obsessively about all of the above.

But enough about me. No, wait... we're just getting started.

Skip McKinstry
www.skipmckinstry.com

(405)209-4222
skip.mckinstry@me.com
Oklahoma City, OK

The wonder years

EDUCATION

Excelsior College, Albany, NY:
BA *cum laude*, Philosophy
University of Oklahoma, Norman
University of Arkansas, Fayetteville
Rogers Senior High School, Rogers, AR
Hannibal Senior High School, Hannibal, MO
Hannibal Junior High School, Hannibal, MO
Bentonville Junior High School, Bentonville, AR
Five different elementary schools in Arkansas
Mrs. Lightcap's Kindergarten, Little Rock, AR

Mr. (call me Skip) McKinstry was born, learned to walk, learned to talk, learned to read, went to grade school, had a paper route, went to high school, worked as a groundskeeper in a cemetery, cooked hamburgers, delivered pizza, waited tables, went to college, helped start an “alternative” newspaper, dropped out, photographed rock and roll bands, ran a college bookstore, sold men’s suits, wised up (thank God) and dropped back in to college. And to the surprise of everyone (including me), eventually graduated—cum laude.

By a stroke of remarkable good fortune I narrowly avoided law school, but still needed to answer one of the most difficult questions humans have pondered since Socrates: “What does a philosophy major do in real life?”

After all, you can’t exactly hang out a shingle and just think for a living. Or can you? In a moment of epiphany the answer came to me:

When honest work is scarce, try advertising.

The early career

PROFESSIONAL EXPERIENCE

(In chronological order)

TransMedia Communications

Advertising agency
Oklahoma City, OK

Tenure: 1987 to 1988
Role: Art Director

Ida B. Agency

Advertising agency
Oklahoma City, OK

Tenure: 1988 to 1990
Role: Creative Director

First there were a couple of art director positions in small OKC agencies. I spent my time learning the fine arts of classified display advertising for car dealers and billboards for radio stations and became almost functionally literate in the arcane languages of the planets Arbitron and Nielsen in order to converse with aliens known as “media buyers” and “account reps” from the planet CPM.

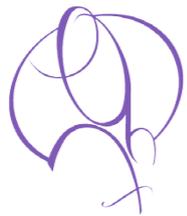
Next came a reasonably successful stint as a freelance designer, during which time I joined the Oklahoma City outpost of the American Advertising Federation, wrote a database program for scoring the ADDY® Awards, got elected to the board, became president, local and Tenth District Member O’Year, Oklahoma City Advertising Person O’Year and neglected my paying clients for four or five years.

Then I learned there is a fine line between self-employment and unemployment. It was clearly time to exchange the pro bono publico for a little pro bono curriculo. (That would be “for the good of the career” for those who don’t speak lorem ipsum.)

But wait! There’s more!



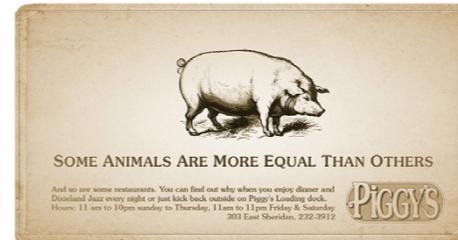
Cushing Chiropractic Clinic
Slipped disc.



Folger-Karim ObGyn
Stylized take on
O+ symbol for woman

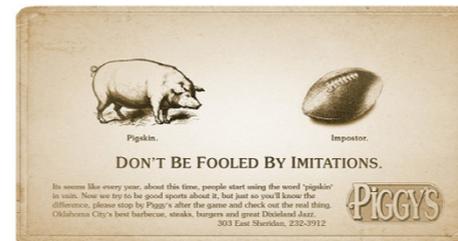


Cherokee Rib Company
teepee packaging for
barbecue fixin's



Some animals are more equal than others.

And so are some restaurants. You can find out why when you enjoy dinner and Dixieland Jazz every night or just kick back outside on Piggy's Loading Dock.



Don't be fooled by imitations.

It seems like every year, about this time, people start using the word 'pigskin' in vain. Now we try to be good sports about it, but just so you'll know the difference, please stop by Piggy's after the game and check out the real thing.



Remember Auld Lang Swine.

Ring in the New Year at Piggy's or upstairs at the Basin Street Ballroom.

Three in a series of low-budget but entertaining ads that established Piggy's as the go-to place for "Q" in Bricktown.

ThinkingCap

ThinkingCap, Inc.
Advertising and design firm
Oklahoma City, OK

Tenure: 1993 to 1997, full-time
1997 to 2001, consultant

Role: Founding Partner

In February of 1994, along with a writing partner and a couple of refugees from AckermanMcQueen (names withheld to protect the innocent), I became a founding partner in ThinkingCap, an advertising, design, corporate identity, branding, integrated marketing (along with whatever else we could get paid to do) firm.

ThinkingCap was established on the premise that it really is possible to find clients in the Oklahoma market whose advertising does not have to include the phrase, “tag, title and tax included.” Our client list included: the Oklahoma City Convention and Visitors Bureau; Will Rogers World Airport; Cellular One; AT&T Wireless; Precis Smart Card Systems; Atwood Convention Publishing; KOMA/KRXO Radio; St. Anthony Hospital; and Synaptek (specialists in health care EDI and a division of WebMD).

We were early adopters in the computer age, but we knew well that successful messaging is always about the story. And good stories seldom need flashy effects, bells or whistles—though we were not above the occasional dog and pony show. Mostly we just told the truth in a straightforward but arresting way. Sometimes in a full campaign. Sometimes a single graphic, a logo, or a name.



Oklahoma City Convention and Visitors' Bureau



milamar

Molecular designed coating and adhesive materials



Asset Staffing, serving the financial services industry

Oklahoma City Convention and Visitors' Bureau

1. We have 10,000 activities with nearly 100,000 hours of events for every month of the year.

2. Fully 100,000 people attend the International Association of the People Who Say They Were at the First Woodstock. After all, that's several million people and we just don't have that many sleeping bags.

3. One of your best looking for a centrally-located, value-minded city that can treat a few thousand people like long lost friends, give us a call. Oklahoma City is the place. Imagine that!

4. The heart of America's true western heritage.

5. Morning Meetings held in Oklahoma City may cost less than you might imagine.

6. 100,000 people attend the International Association of the People Who Say They Were at the First Woodstock. After all, that's several million people and we just don't have that many sleeping bags.

7. The heart of America's true western heritage.

With no beach, no casinos and no snow-covered mountains why would we spend this much money on an ad in a meeting planners' magazine?

Hey, we didn't just fall off the covered wagon yesterday. It was well over a hundred years ago. We know Oklahoma City might not be the perfect place for every group. For example, the International Association of the People Who Say They Were at the First Woodstock. After all, that's several million people and we just don't have that many sleeping bags. But if you're looking for a centrally-located, value-minded city that can treat a few thousand people like long lost friends, give us a call. Oklahoma City is the place. Imagine that!

Oklahoma City
imagines that!
1-800-CALL OKC

With no beach, no casinos and no snow-covered mountains why would we spend this much money on an ad in a meeting planners' magazine?

Hey, we didn't just fall off the covered wagon yesterday. It was well over a hundred years ago.

We know Oklahoma City might not be the perfect place for every group. For example, the International Association of the People Who Say They Were at the First Woodstock. After all, that's several million people and we just don't have that many sleeping bags.

But if you're looking for a centrally-located, value-minded city that can treat a few thousand people like long lost friends, give us a call. Oklahoma City is the place. Imagine that!

In 1889, it was the lure of wide-open spaces and, of course, the free land.

Folks still head for Oklahoma City seeking the kind of adventure you'll only find in the heart of America's true western heritage.

Legendary attractions like the National Cowboy Hall of Fame and the Myriad Botanical Gardens. World-class, equine entertainment at Remington Park racetrack. The authentic sights, sounds and flavor of the Old West in Stockyards City. And historic Bricktown—right next to our downtown business district.

All this adventure is just a hop, skip and a mosey from your favorite restaurants and hotels. You won't find this combination of reasonable prices and friendly people anywhere else.

Call for a free Visitor's Guide at 1-800-225-5652.

Oklahoma City
VISITORS' BUREAU & CONVENTION BUREAU
1-800-CALL OKC

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Legendary attractions like the National Cowboy Hall of Fame and the Myriad Botanical Gardens. World-class, equine entertainment at Remington Park racetrack. The authentic sights, sounds and flavor of the Old West in Stockyards City. And historic Bricktown—right next to our downtown business district.

All this adventure is just a hop, skip and a mosey from your favorite restaurants and hotels. You won't find this combination of reasonable prices and friendly people anywhere else.

At 9:02 a.m. on April 19, 1995 every American became an Oklahoman.

Times of crisis reveal the true character of a people. We are indeed proud that the citizens of Oklahoma City have been honored for their courage, their faith and their resilience in the face of tragedy.

But we wish to humbly express our heartfelt gratitude for the enormous outpouring of support we have received from the rest of the nation. Thank you America. Truly, your character has shown forth as well.

Oklahoma City

OKLAHOMA CITY CONVENTION & VISITORS' BUREAU

At 9:02 a.m. on April 19, 1995 every American became an Oklahoman.

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But we wish to humbly express our heartfelt gratitude for the enormous outpouring of support we have received from the rest of the nation.

Thank you America, your character has shown forth as well.

Synaptek

Name change, logo and new identity announcement for Synaptek (formerly Medex) a health care claims processing company. The new name emphasized their role—like synapses in brain function—providing connectivity for health care data exchange.

As the nation's fastest growing health care claims processor we were perfectly happy with the name Medex.

But when a major overnight delivery company recently switched to a name that rhymes with Medex, we knew it was time for us to change ours too.

With our new name we'll never be mistaken for a company that thinks 'overnight' means fast. When it comes to claims processing, data absolutely, positively, has to be there... instantly.

Synaptek signifies the vital electronic link Medex has forged between health care providers and payers.

It encompasses the growing variety of services which we can package with claims submission. The new name derives from "synapse," a junction or gap across which nerve impulses pass, and from the Greek word habna, meaning "add."

Synaptek will emphasize our unique advanced technology, which translates data from any physician's office system and formats it to any health care payer's requirements. We also want it to serve as a reminder of our firm commitment to continued innovation and leadership in the electronic data interchange industry.

Synaptek links providers and payers via telephone, using our proprietary software to identify the format of an incoming claim, extract the information required by the payer, and edit the data for accuracy and completeness before submitting the claim to the appropriate payer. We also enable instant verification of insurance eligibility when the payer's system can support real-time inquiries from the provider's office.

MEDICAL ELECTRONIC DATA EXCHANGE was founded in Oklahoma City in 1988 to provide a wide range of services to the national medical community, including digital electronic claims processing, electronic remittance advice, real-time eligibility inquiries and a host of other electronic services associated with the filing and paying of health care claims. Today Synaptek is the nation's fastest growing health care clearinghouse with nearly 8 million transactions in 1994.

Synaptek

405 874-6230, 800-339-3229, 3224 N. W. EXPRESSWAY, SUITE 410, OKLAHOMA CITY, OK 73112

First Panel:

As the nation's fastest growing health care claims processor we were perfectly happy with the name Medex.

Second Panel:

But when a major overnight delivery company recently switched to a name that rhymes with Medex, we knew it was time for us to change ours too.

Third Panel:

With our new name we'll never be mistaken for a company that thinks 'overnight' means fast. When it comes to claims processing, data absolutely, positively, has to be there... instantly.

Those who can, teach.

Oklahoma Christian University of Science and Arts
Edmond, OK

9/1993 to 5/2001 and 01/2014 to present
Role: Adjunct instructor, Dept. of Art & Design

Simultaneous with the ThinkingCap era, and perhaps due in small part to the company name, I was asked to be an adjunct instructor in the Department of Art and Design at Oklahoma Christian University.

Two things about teaching make the time and low pay worthwhile.

First, there is no better way to hone one's craft than to teach it and after years of teaching, my own analysis and design skills, understanding of branding, identity, semiotics, the history of type and design, and new media have grown substantially.

Second, mistakenly expecting to pass on my years of accumulated wisdom to eager, young and impressionable students, I soon found, as do most who are privileged to teach, that I learn at least as much from the kids as they learn from me... okay, more.

Teaching turns out to be a lot like creative direction. Keeping creative people moving toward a goal, on strategy and without stifling everything that makes them creative in the first place is an art that blends psychology and business knowledge with respect for people and a sense of humor. Come to think about it, working with clients requires the exact same thing.

Start me up

The irresistible siren call of stock options.

Precis Smart Card Systems, Inc.
Oklahoma City, OK
Smart card software applications developer

Tenure: June 1997 to April 2000
Role: Vice President, Creative Services

Developed identity and marketing strategy and maintained a clear, consistent and reliable corporate image across all media. Worked with clients in design and promotion of smart cards and promotional materials/activities.

In April of 2000 the company was purchased by a venture capital group, prior to launching a successful IPO in early 2001.

In July of 1997, I took off the proverbial ThinkingCap and crossed that most frightening line for independent-minded creative types—I moved to the client side. For 2 1/2 years I was VP for creative services/marketing at Precis Smart Card Systems, a software applications development firm in the infant (dare we say, stillborn?) smart card industry hoping to revolutionize health care with portable medical records. My move was precipitated by two very beguiling words uttered by the Precis CEO, “stock options.”

The mission was a simple one. As a “high-tech” startup firm—still in the garage phase—Precis needed to look big and already successful—at least bigger than it was. Mission accomplished.

But health care wasn’t interested. Still isn’t. So we switched to doing stored-value and loyalty programs and had a lot of fun working with the Chicago White Sox, the St. Louis Blues, the Carolina Panthers, Bank of America, and Oklahoma State University and a few others.

In early 1999, Precis was purchased by a couple of venture capitalists (replete with cigars and reverse-split stock calculators). As VC types are sometimes wont to do, they eliminated most of the jobs, entered into a merger to solidify the shell corporation and made a ton of money from a blank-slate IPO—miraculously, a mere month before dot-com bubble burst in 2000. Nice ride, short-lived.



Stored value, venue-based purchasing program using smart card technology.

This unassuming little object stores a remarkable amount of useful data, in a very small space. Given the right conditions it can provide exponential growth along with a fair amount of shade.



If you understand this, you'll have a pretty good idea what we mean by

Stored-Value

Panel 1
This unassuming little object stores a remarkable amount of useful data in a very small space. Given the right conditions it can provide exponential growth along with a fair amount of shade. If you understand this, you'll have a pretty good idea what we mean by Stored-Value.

then  **Stored-Value**  now

The very first instruments of stored-value were things like seeds, precious metals and animal skins (with or without the animal attached). As the concept of value exchange evolved, we developed a host of ingenious ways to retain and transfer value. Like metal coins imprinted with the emperor's mugshot. Paper currency, subway tokens and checking accounts. Then credit cards, green stamps, stock options and derivatives. Now we have Star Wars collectibles, and... *smart cards*.

Stored-value smart cards function as a new kind of currency. And they're a darn sight more convenient than toting around your latest catch of panther pelts. Whether you use the card as a gift certificate, a coupon, script, a ticket or as digital cash, both you and your customers will realize significant benefits from the use of a smart card.

The 'currency' is stored on the chip. When your customer makes a purchase, a card terminal records the transaction and automatically makes the deduction from the amount stored on the chip. No muss, no fuss and no change to count.

Because the value is on the card in digital form, the smart card eliminates the need for the online authorizations you have with a conventional credit or debit card.

Transaction times are much faster, lines are shorter, reconciliation is quicker and reduced cash handling means fewer dollars disappear into 'thin air.' You can even track sales and make your own purchasing more efficient.

Top those benefits off with the fact that the card itself is a valuable piece of advertising real estate. Use it for your own promotion or as a vehicle for cross-promotion or sponsorship and open up a whole new revenue stream.

If you're a retailer, a product manager, a festival organizer, a stadium concessions manager, a resort owner or the executive in charge of a corporate campus, the development team at Precis Smart Card Systems can customize and integrate a smart card solution specifically for you.



Panel 2
The very first instruments of stored-value were things like seeds, precious metals and animal skins (with or without the animal attached). As the concept of value exchange evolved, we developed a host of ingenious ways to retain and transfer value. Like metal coins imprinted with the emperor's mugshot. Paper currency, subway tokens and checking accounts. Then credit cards, green stamps, stock options and derivatives. Now we have Star Wars collectibles, and... smart cards.



The PrecisCache™ disposable stored-value system and the PrecisReserve™ reloadable stored-value system can support a variety of smart cards that are available from multiple smart card vendors. The required level of security and the project budget will determine the card used in any given project. Similarly, the system can also support a variety of smart card terminals available from multiple hardware suppliers.

Software Features:
All messages on the terminals are customizable and optionally bilingual.
Shows customer balance of card upon insertion.
Ability to sum individual sales items as order is taken.
Program multiple price points.
Amount of purchase is visible to customer before sale is accepted.
Easy customer interaction — One button acceptance to perform transaction.
Deducts transaction amount from card in less than five seconds.
Transaction tracking capabilities enable extensive data analysis.

Merchant & Superior Functions allow:

- Changing function of transaction records.
- Viewing of retail sale records.
- Changing the default language displayed bilingual system units.
- Changing the amount of items of the receipt, adding through the transactions.
- Changing the system of administration configuration.
- Configuring the terminal to accept hot cards.
- Viewing the terminal date and time.

Rejects cards that are not valid (expired, empty, bad, etc.)
Connection is auto-sensed by the PrecisCache Administration system.
Terminal software automatically updated as required when the terminal is connected to a PrecisCache Administration system.
Optional encrypting of the transaction records.

Hardware Features:
Secure merchant display and customer display.
Secure card in place to prevent removal of card during transaction.
In case of power failure, data through the most recently completed transaction will remain in the reader's memory.
Powers off if unused for a specified interval to save power.
Optional AC power adapter (See I/O features below).
Holds up to 500 transactions before download is required.
One cable connects to terminal and computer for retrieval of transactions.
Personalized logo or graphics printed on overlay mounted to front of machine.

Precis SMART CARD SYSTEMS, INC.
405.763.0330 1.800.911.5887 www.precis-cache.com

Panel 3
Stored-value smart cards function as a new kind of currency. And they're a darn sight more convenient than toting around your latest catch of panther pelts.

Whether you use the card as a gift certificate, a coupon, script, a ticket, or as digital cash, both you and your customers will realize significant benefits from the use of a smart card.

The "currency" is stored on the chip. When your customer makes a purchase, a card terminal records the transaction and automatically makes the deduction from the amount stored on the chip. No muss, no fuss and no change to count.

Because the value is on the card in digital form, the smart card eliminates the need for the online authorizations you have with a conventional credit or debit card.

Top those benefits off with the fact that the card itself is a valuable piece of advertising real estate. Use it for your own promotion or as a vehicle for cross-promotion or sponsorship and open up a whole new revenue stream.

If you're a retailer, a product manager, a festival organizer, a stadium concessions manager, a resort owner or the executive in charge of a corporate campus, the development team at Precis Smart Card Systems can customize and integrate a smart card solution specifically for you.

Panel 4
A bunch of technical stuff for the IT guys. You know, the same guys who memorize the specs for their audio equipment, home theater and car.





Secure loyalty, reward and affinity programs based in smart card technology.



WelcomeMat

You want traffic? Pass out the loyalty card from Precis Smart Card Systems and get out of the way.



WelcomeMat

You want traffic? Pass out the loyalty card from Precis Smart Card Systems and get out of the way.



Private.FirstClass

Reward your best customers with platinum level service while you protect their privacy with loyalty cards from Precis Smart Card Systems.



Private.FirstClass

Reward your best customers with platinum level service while you protect their privacy with loyalty cards from Precis Smart Card Systems.



SemperFido

To reach customers as faithful as man's best friend, Precis Smart Card Systems has the loyalty program to make them sit up, speak and come when you call.



SemperFido

To reach customers as faithful as man's best friend, Precis Smart Card Systems has the loyalty program to make them sit up, speak and come when you call.



DataMiner

There's gold in them there cards if you know where to look. Precis Smart Card Systems has just the program to reward your customers for their loyalty while you reward yourself with a mother lode of information.



DataMiner

There's gold in them there cards if you know where to look. Precis Smart Card Systems has just the program to reward your customers for their loyalty while you reward yourself with a mother lode of information.

Startup, Redux

Sometimes they really do get off the ground.

RealityGrid, Inc.

Edmond, OK
Internet-based geographic information systems

Tenure: June 2000 to September 2001
Role: Vice President, Marketing

Assisted with the transition of the technology from the University of Oklahoma Energy Center incubator to the private sector. Responsible for development of startup's initial business plan, identity, and marketing strategy

Company was acquired in September, 2001, by Oil-Law Records, Inc., of Edmond, OK.

RealityGrid

For the rest of 2000 I helped mid-wife the transition of a compelling geographic information systems technology from the University of Oklahoma Energy Center incubator to the private sector. I developed the name, the identity and initial marketing plan. In a few months it was acquired by Oil Law Records of Oklahoma City. Typically, I didn't make any money, but I did get to keep rights to the name.



Startup, Redux, Redux

I'm a sucker for a startup.

Claredi Corporation

Kaysville, UT
Third-party testing and certification service for
HIPAA EDI compliance

Tenure: December 2000 to May 2006
Role: Vice President, Marketing and
Creative Services

Responsible for all aspects of identity
development, product naming, marketing/
advertising planning, development and
execution of all marketing communications—
print and online, media relations, public relations
and trade show management.

Company became the definitive certifier of HIPAA
EDI compliance and was acquired by Ingenix, a
UnitedHealth Group property in 2006.

Claredi

Then the phone rang at the end of 2000 and a former client (Synaptex) made me an offer to come to work for his new company. This time it was health care EDI (electronic data interchange) certification related to HIPAA. Always a sucker for a startup, I jumped at the chance.

In the role of vice president of marketing and creative services, my work was instrumental in helping the company quickly achieve positive recognition in the marketplace. The primary marketing approach was educational, resulting in a focus on trade group exhibitions and speaking engagements— and we all had the airline miles to show for it.

claredi®



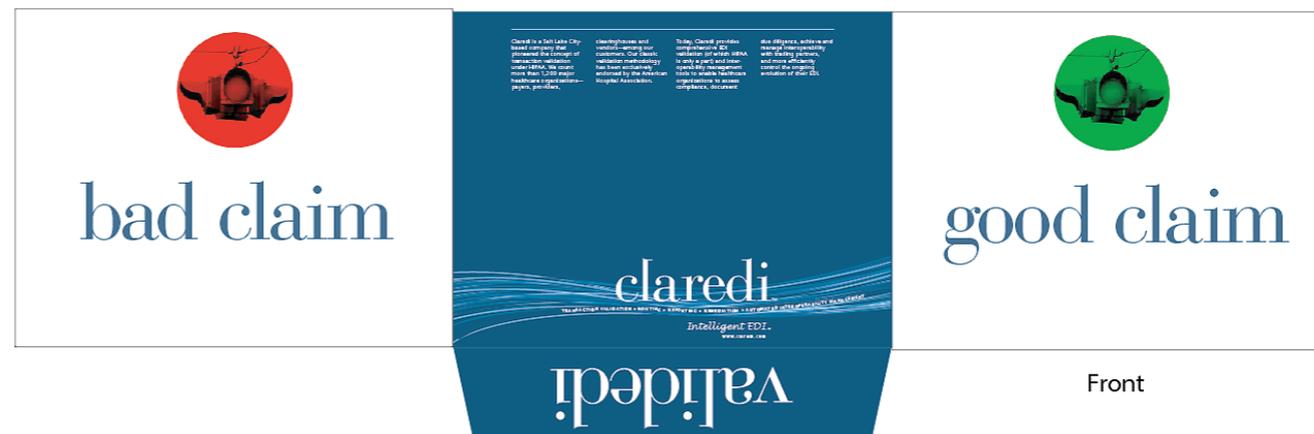
Tradeshow booth background emphasizing the data “hand-off” of EDI.

claredi.
 claredi classic
 faciledi.
 communededi.
 connectivedi.
 validedi.
 velocedi.

Like Synaptek, the founder's previous company for which I also provided the name, this startup needed a moniker. The solution was fortuitous—Clear+EDI combined to form “Claredi”. As it turned out, the “prefix+edi” formula had significant legs.

Product names such as Faciledi, Communededi, and Validedi, fell into place with ease, provided quick association with the parent brand, and best of all, offered no problems whatsoever in trademarking or securing domain names.

Equally fortuitous was the fact that the product names also lent themselves well to using the Claredi logo's backwards “l” to help make the point of connection. When serendipity—perhaps we should say, serendipedi—throws you a fast ball down the middle, commit, and swing hard.



9 x 12, 6 Panel, Pocket Folder for Claredi's simplest transaction validation product.



With well-known principals who had been active in creating the HIPAA electronic transactions, a clear identity and great marketing (of course), Claredi rapidly became the leading authority in its market space, the authoritative certifier of a health care organization's ability to function in the brave new world of HIPAA EDI, and soon attracted the attention of a number of "big fish" corporate suitors.

In May of 2006, the Claredi was acquired and their former vice president of marketing and creative services (me, for those not following closely) reluctantly settled into a new role as a marketing planning manager tucked away in the immense, soft underbelly of a multi-billion dollar division of a very large Fortune 35 company (#17 to be exact).

THE MYSTERIES Of HIPAA EDI Testing and Certification SOLVED!

NOVEMBER 21 & 22, 2002 , HYATT REGENCY, PHOENIX, AZ

Even if you have been preparing for HIPAA since 1996, you probably still have a long way to go. If you haven't started yet, it is time to get a CLUE. Either way, the Claredi User Experience, our first ever user conference, is for you. *And you don't have to be a Claredi customer.*

Whether you're an old hand at the Claredi tool set or just starting to solve the mystery of HIPAA EDI compliance, this conference will enlighten and enable you. Your transition to HIPAA compliance doesn't have to be a mystery any longer. Claredi has the solution. And CLUE is the best place to learn about it.

So what's in it for you? Thought you'd never ask:

- A stunning preview of several Claredi product enhancements and service offerings that will change the face of HIPAA testing and certification...
- A rare opportunity for interactive dialog with Claredi developers before they go back into their hideout...
- A chance to exchange best practices, ideas, and savvy user tips with fellow testers—the good guys...
- A forum to suggest future enhancements to the Claredi suite of tools...
- Insight into the future realities of HIPAA...
- And, of course, a really cool T-shirt.

TENTATIVE AGENDA
To keep things interesting (and to make sure you get the most out of your involvement) we are encouraging you to help us set the agenda. When you register you can list the things you would most like to learn and we will incorporate as much as possible into the final program.

<p>Day 1 (Nov. 21) 2:00 – 2:20 p.m. Elementary, My Dear Watkins. A welcome from Larry Watkins, COO 2:20 – 3:30 p.m. Startling Revelations: It was Dr. Zubeldia, Claredi CEO, In the Parlor with a Laptop 3:30 – 3:45 p.m. Break 3:45 – 5:30 p.m. True Stories From Real Customers 6:30 – 8:00 p.m. Whodunit? (The Reception)</p>	<p>Day 2 (Nov. 22) 8:00 – 9:00 a.m. The Third Degree: (General Q & A & Feedback) 9:00 – 9:45 a.m. It's the Law. Keynote Speaker: Richard Marks 9:45 – 10:00 a.m. Break 10:00 – 10:45 a.m. The Usual Suspects 3 Breakouts (Providers, Payers & Vendors) 10:45 – 12:15 p.m. The Line-up 3 more Breakouts (Pick 2 45 min. sessions) 12:15 – 1:30 p.m. Testing Plans: Method to the Madness 1:30 – 2:30 p.m. Claredi Clues, Tips & Tricks The Wibbler Unmasked Your Last Meal (Lunch) The Chilling Resolution: Roundtable Discussions</p>	<p>Day 1 (Nov. 21) 2:00 – 2:20 p.m. Elementary, My Dear Watkins. A welcome from Larry Watkins, COO 2:20 – 3:30 p.m. Startling Revelations: It was Dr. Zubeldia, Claredi CEO In the Parlor with a Laptop Break 3:30 – 3:45 p.m. True Stories From Real Customers 3:45 – 5:30 p.m. Whodunit? (The Reception)</p> <p>Day 2 (Nov. 22) 8:00 – 9:00 a.m. The Third Degree: (General Q & A & Feedback) 9:00 – 9:45 a.m. It's the Law. Keynote Speaker: Richard Marks Break 9:45 – 10:00 a.m. The Usual Suspects 3 Breakouts (Providers, Payers & Vendors) 10:00 – 10:45 a.m. The Line-up 3 more Breakouts (Pick 2 45 min. sessions) 10:45 – 12:15 p.m. Testing Plans: Method to the Madness Claredi Clues, Tips & Tricks The Wibbler Unmasked Your Last Meal (Lunch) 12:15 – 1:30 p.m. The Chilling Resolution: 1:30 – 2:30 p.m. Roundtable Discussions</p>
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Register today at www.claredi.com. Early Registration is only \$295 until Nov.1; \$395 if you wait.

Announcement for Claredi's first user-group meeting.
The Agenda:

Day 1 (Nov. 21)
2:00 – 2:20 p.m.

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3:30 – 3:45 p.m.

3:45 – 5:30 p.m.

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1:30 – 2:30 p.m.

Elementary, My Dear Watkins.
A welcome from Larry Watkins, COO
Startling Revelations:
It was Dr. Zubeldia, Claredi CEO
In the Parlor with a Laptop
Break
True Stories From Real Customers
Whodunit? (The Reception)

The Third Degree:
(General Q & A & Feedback)
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Claredi Clues, Tips & Tricks
The Wibbler Unmasked
Your Last Meal (Lunch)
The Chilling Resolution:
Roundtable Discussions

Mothership, Part 1

Of carrots, sticks and downsizing.

Ingenix Corporation (now OptumInsight)

Salt Lake City, UT
Health care information: measurement,
aggregation and analysis

Tenure: May 2006 to June 2007
Role: Marketing Planning Manager

Responsible for marketing/advertising
planning, development of all marketing
communications—print and online, as well
as tradeshow management for product lines
acquired when Ingenix purchased Claredi.
Claredi's HIPAA EDI products continue to
exist as the industry's certification standard.

Ingenix

When last we heard from him, our hero was working hard to turn Claredi into a household name. Well, at least in households that practiced the dark arts of health care EDI. Just over the event horizon our little startup caught the all-seeing eye of the UnitedHealth Group and in 2006 we were beamed aboard. For the record, Claredi's products still function today (www.claredi.com) with all the same "edi" names, but a much less appealing interface.

Since the word "marketing" was part of my title at Claredi, the org-chart jockeys at Ingenix (the division we landed in), pronounced me a marketing planning manager. After a year of staring at spreadsheets, little travel and having to turn over execution to "others unknown," I requested a chance to reunite with my first love—the creative department.

They took a look at the portfolio and a few short weeks later I was happily back in my element as an associate creative director with a team of talented designers, writers, proofers and project managers from Maine to Minneapolis to California.

Still able to work at home in Oklahoma City, I decided that big corporate life wasn't so bad. Besides, almost everyone who ever worked in advertising has dreamed of working for a Minneapolis agency.

Mothership, Part 2

The Carrot Agency, UHG
Saint Louis Park, MN
In-house creative group for UnitedHealthcare

Tenure: June 2007 to July 2012
Role: Associate Creative Director

Led team (3 years) of designers and writers working remotely from Maine, Minneapolis, Austin and Santa Ana, CA, in development and production of print, electronic and interactive marketing communications for several UHG divisions including:

OptumHealth
OptumHealth Financial Services
OptumHealth Bank,
OptumHealth Specialty Benefits
OptumHealth Vision
Spectera
UnitedHealthcare Specialty Benefits
UnitedHealthcare Dental
UnitedHealthcare Vision

Carrot

The agency was called “Carrot.” You know the metaphor. Carrot = incentive. In this case incentives to wellness. Great name, short life. Smart, creative people but not enough nutrients in the corporate garden. (Then again, maybe it was too much fertilizer, so to speak.)

Five years, several teams, at least four re-brandings, numerous rounds of layoffs, and one significant Supreme Court decision later, the downsizing genie found its way to my desk. A big part of my work was related to our OptumHealth Financial Services client. Two weeks after the Supremes decided to bless the “Affordable” Health Care Act—spelling the end of several OHFS flagship services—the axe fell on a third of the OHFS marketing team and their counterparts at Carrot, including me. Coincidence? Who knows? The result was the same either way—the end of my excellent UnitedHealth Group adventure.

Health care is the place where your bottom line meets hers.

Everyone can win.
 Reconcile your needs and theirs with innovative approaches to health care finance from OptumHealth Financial Services™. We offer accounts to help active employees and retirees plan, save and pay for health care. And we provide world-class benefits and trust administration services to help you manage it all. Thanks to our flexible and affordable solutions, everybody wins.
 Call us today at (866) 427-6804 or visit OptumHealthFinancial.com to learn more about our comprehensive approach to health and financial well-being.

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Balancing your bottom line and employee expectations for health care benefits can make anyone feel like a target.

We can help.
 You do your best to provide reasonable benefits while keeping one eye on profitability. Miss either one by just a little and you become the target.
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 Health Accounts • Payable Solutions • Retiree Benefit Solutions • Benefits Administration • Advanced Card Technology • Credit Solutions
Contact a tax, legal or account professional for personal advice on tax-related filings and issues. Federal and state regulations are subject to change. ©2015 OptumHealth Financial Services. All Rights Reserved. CMF15-AD-0006

Balancing your bottom line and employee expectations for health care benefits can make anyone feel like a target.

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Between employee expectations and your bottom line, there is a balance.

We can help you find it.
 With innovative approaches to health care finance from OptumHealth Financial Services.™ it is possible to reconcile your needs. With health accounts to help active employees and retirees plan, save and pay for health care. World-class benefits and trust administration services. Thanks to our flexible and affordable solutions, everybody wins.
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OptumHealth Financial Services health care products, such as health savings accounts, help companies balance employee needs with profitability.



The future of managed vision care has arrived!
 From the combined gene pools of UnitedHealthcare and Spectera



OptumHealth Rebranding #1



OptumHealth Rebranding #2

Or, to paraphrase Will Rogers' comment on Oklahoma weather, "If you don't like the brand around here, wait a few months."

Book 'em.

Of the designing of many books there is no end. (Ecclesiastes, sort of.)

Skip McKinstry, Designer/Writer
Oklahoma City, OK

Tenure: 1990 to infinity and beyond
Role: Free-lance advertising, design,
creative direction, consulting, and
comic-relief

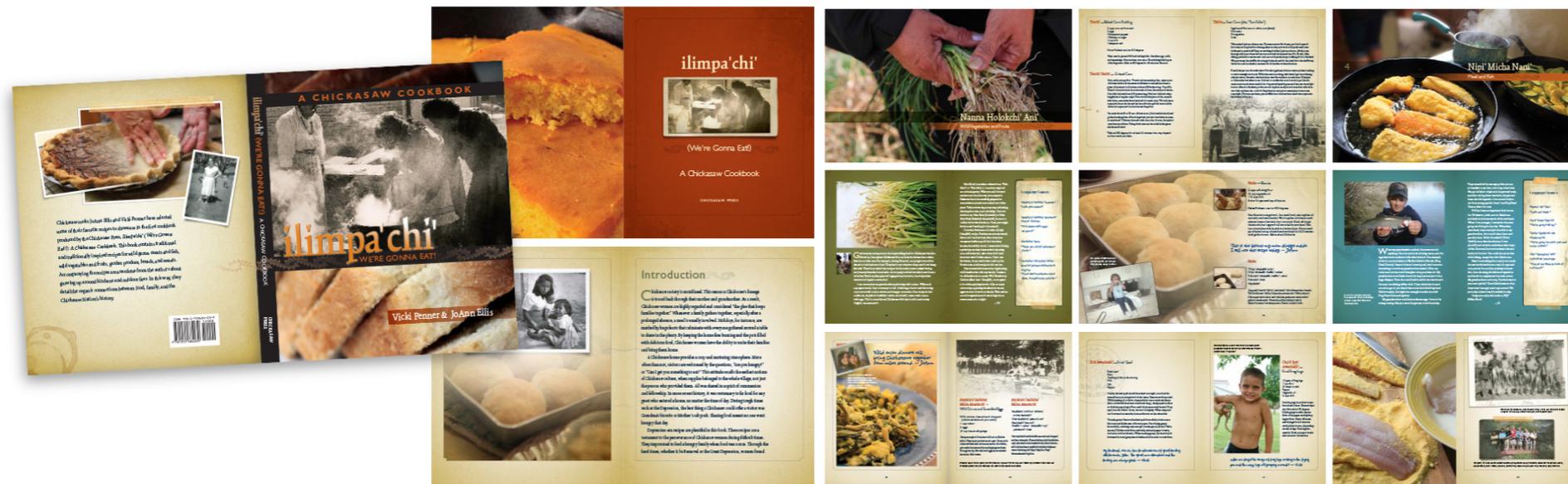
Even though my iPad contains hundreds of books, I still love the look and feel of a real world, paper and ink, bound book. So over the years, I have designed a bunch of them. It is one area of design where people are less likely to throw away your hard-won creative product after a quick glance.

Book designers, a largely invisible lot, are often asked what exactly they do. Do you write it? Sometimes, but not usually. Do you take the pictures? Sometimes. Do you do the illustrations? Sometimes, but not usually. Do you get paid for all this not doing stuff? Usually, but not always. Okay, so what exactly do you do?

Pretty much the same as any other design work: a book designer builds a gallery for the content.

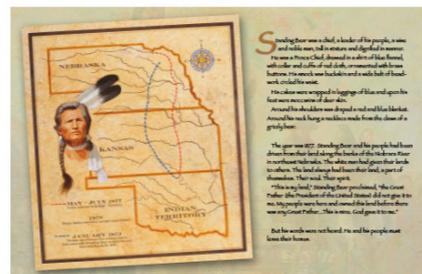
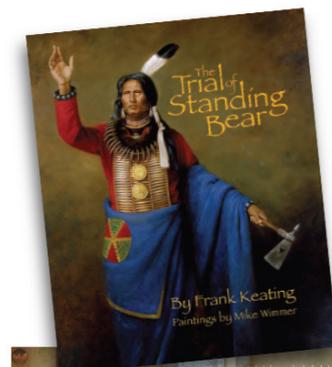
The designer is given—sometimes in good order, sometimes not so much, often on 10 or 15 DVDs and a shoebox full of snapshots—the text, the photos, the illustrations and, of course, the helpful ideas of the author and the publisher. The job is to find a way to organize it all in an effective and attractive manner that makes it easy for the reader to get the message. Underlying the task is the same principle that underlies every kind of graphic design—the story is the star.

And if the design is good, the story will always be the star.



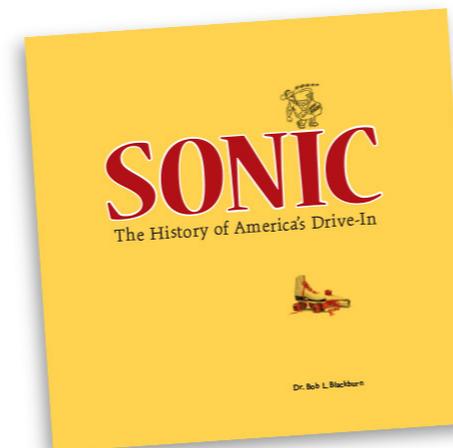
**ilimpa'chi' (We're Gonna Eat!)
A Chickasaw Cookbook**

Vicki Penner, author
JoAnn Ellis, author
Sanford Mauldin, photography
Chickasaw Press, publisher
Winner, Oklahoma Book Award



The Trial of Standing Bear

Gov. Frank Keating, author
Mike Wimmer, paintings
Oklahoma Heritage Association, publisher
Finalist, Oklahoma Book Award
Winner, Western Writers of America,
Best Western Juvenile Nonfiction



Sonic: The History of America's Drive-In

Dr. Bob Blackburn, author
Cottonwood Press, publisher
Finalist, Oklahoma Book Award

No brag, just fact.

(Well, maybe a little brag.)

AWARDS AND ACTIVITIES

American Advertising Federation:
Oklahoma City Ad Club
Board of Directors, 1989-94
President, 1992-93;
Chairman, 1993-94
OKC Ad Club Member of the Year, 1990
OKC Advertising Person of the Year, 1994
10th District AAF, Member of the Year, 1995

Over one hundred local, regional and national awards for design and copywriting including two 'Best of Show' awards and One Judges' Silver Award in the OKC ADDY competition.

Winner of the Oklahoma Book Award for Design and six-time finalist.

Member Moore Norman Technology Center
Graphic Design Advisory Board, 2012-present

St. John's Episcopal School,
Board of Trustees, 1999-2004
President, 1999-2001

Crossings Community Church
Facilitator: CareSeries Program, 2006-present
CareSeries Steering Committee, 2011-present

Troop 98, OKC, Boy Scouts of America
Troop Committee Chair, 2012-present

No patently ego-centric piece like this can be complete without mentioning all the awards I keep in a box out in my garage. Generally I figure an ADDY® and a buck will buy you a cup of coffee. (That would be pre-Starbucks coffee.) So by that formula I'm entitled to a few more than a hundred cups. Throw in a couple of extra blueberry muffins for best-of-show distinctions and a couple chai lattes for some regional and national recognition. The book design projects have garnered some attention as well. Enough coffee, we're into the good stuff, now.

But it is fair to say the work I am most proud of has been the work to raise the profile of small, start-up companies so the public or the bigger companies take a second look. It is just as exciting to me to see a small barbecue restaurant take off in Bricktown (Piggy's) as it is to see a company go public (Precis), or be purchased by a larger company (RealtyGrid, Synaptek and Claredi), in part due to my contributions to building a strong brand.

A strong brand is its own reward.

Beyond the Day Job

Life is also fun when it is not driven by a brand manual

Pro-Bono

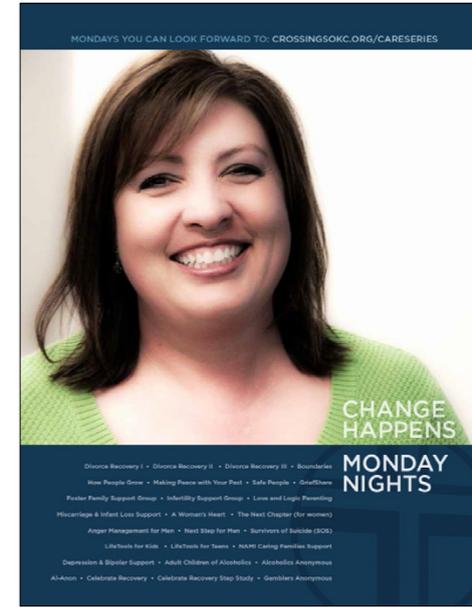
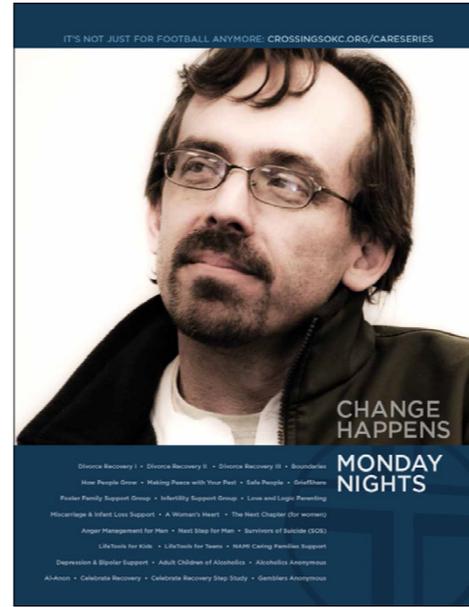
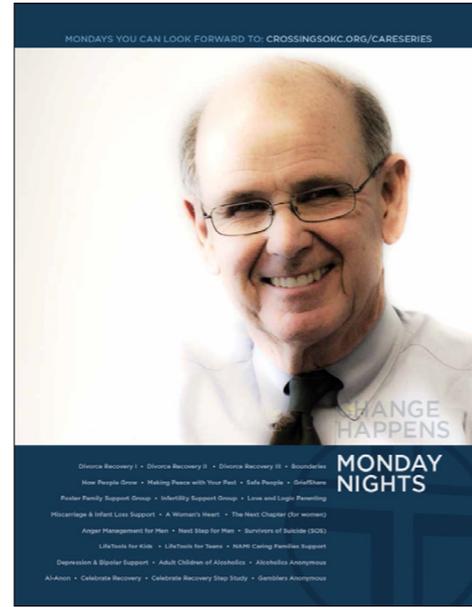
Free stuff, not U2's lead singer (though I am a fan). One of the joys of doing advertising and design is that for every non-work related organization you are involved with on a personal basis, at some point you will be asked to apply your skills to the needs of that group. Especially fun is the fact that you are not as likely to wind up with "design by committee" syndrome. The work may not be as good as the work you do for paying clients (or it may be better) but the proverbial client fingerprints tend to be less evident, though not invisible—Hey, I'm a reasonable guy.

Among other groups, and at various times, I have been very active in the Oklahoma City AD Club, the communities of St. John's Episcopal School, BSA Troop 98 at St. Stephens Presbyterian Church and Crossings Community Church. In each case, the work has been a privilege, with rewards that go way beyond a paycheck.

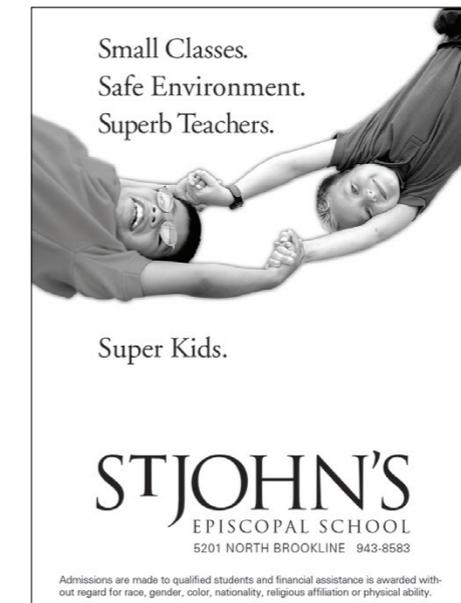
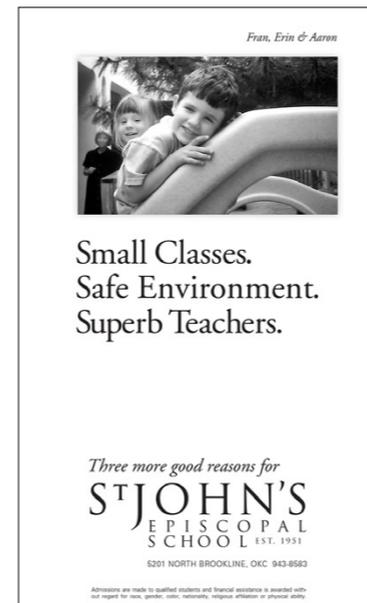
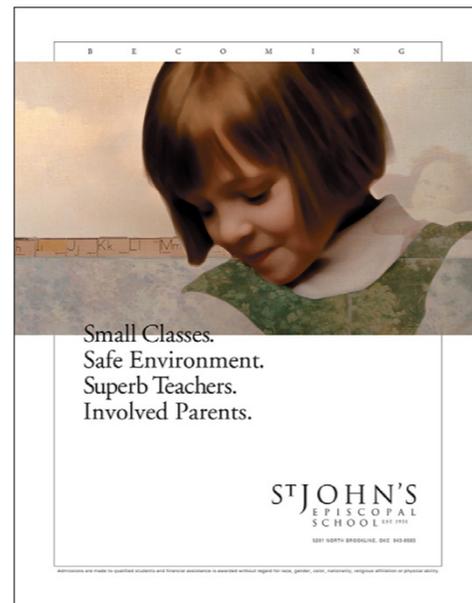
Pro-Sanity

Just because I am one of those opinionated designer-types, I started a fledgling blog on design/art/tech/media issues at: www.realitygrid.wordpress.com. Only one entry so far, but given time and raw material, who knows? For a much more personal look into my world because 140 characters are sometimes not enough (if you haven't noticed, I can be a little verbose) here is another blog: www.devo140.com.

Putting a face or two (or three) on the almost invisible Monday evening CareSeries program at Crossings Community Church.



Setting a tone for St. John's Episcopal School.



So what's the deal with the dog?



His name is Dave, in honor of David Ogilvy's legendary concept of "story appeal." He was developed by me along with the uber-gifted illustrator, Jon Goodell, as a logo for the ADDY awards in OKC several years ago. If you're old enough (I am) to remember the Budweiser beer dog, Spuds McKenzie, and Ogilvy's "Man in the Hathaway Shirt" and his mysterious eye-patch (I'm not quite that old) then you may understand story appeal. If not, you could use a little consulting work, which I will happily provide. For a reasonable fee, of course.

Technologies change, but the need for stories (and the people who tell them) remains. That is what I do.

The Call to Action

This is advertising after all, you gotta have one—or six.

If something you have seen here sparked your imagination, let me know.

If something you have seen here suggests that I might be just the person to tell your product's or company's story, let me know.

If something you have seen here makes you think it's time to refresh the old campaign you've been running, let me know.

If something you have seen here has convinced you that you need a new brand identity, let me know.

If something you have seen here has inspired you to write your own story, design your own logo, write and produce your own ads, or create your own book, go for it.

But if you'd like a little creative direction, let me know.

Skip McKinstry

skip.mckinstry@me.com

405-209-4222

www.skipmckinstry.com

And just because I promised. The list of "hot" resume keywords: Reduced, Improved, Developed, Researched, Created, Increased, Accomplished, Won, Under Budget. (<http://www.beyond.com/articles/article.asp?id=11291>) For the record, I did not use them all.