



SALIX CREATIVE

PORTFOLIO

Salix / Origin: Latin. A genus of trees known collectively by the common name *willow*.

Salix Creative / Origin: Portland. A freelance writing company where great ideas grow.

– Willow Bacon, *Copywriter*

willow@salixcreative.com

503 504 5115



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Life is filled with moments that define us. A heartbreak. A triumph. An epiphany made while driving home from work. In some cases, that moment arrives in the form of a diagnosis. And in the case of six extraordinary kids, that moment was found in their refusal to be defined by their illness.

DOERNBECHER FREESTYLE

Each year, a handful of kids from Doernbecher Children's Hospital gather at Nike to design their own one-of-a-kind footwear. The money generated from the sale of these special shoes directly benefits the Doernbecher Children's Hospital Foundation.

My job is to tell the story of these courageous kids. Their history, their hobbies, their dreams and their design inspiration all go into a keepsake book that's handed out at the annual fundraising auction.

Chad, Grant, Oswaldo, Kyle, Finnegan, and Autumn are the young designers who made their mark this year as part of the 2012 Doernbecher Freestyle Program. Using their own lives as inspiration, they created custom footwear that pays tribute to the things they love best: family and friends, music and science, lizards and lace.

This is their collection—and these are the moments that defined it.

BECAUSE TURKEYS ARE *clever* BASTARDS.

The Danner Fantail
A tough boot built to go after spring turkeys. Hand-crafted with lightweight cement construction and a waterproof GORE-TEX® liner.

The toms may be smart, but now there's a boot that's smarter — The Danner Fantail. It features the new Danner/Vibram® LW Bob outsole, specifically designed to give great traction in wooded terrain and wet spring grasses. The uppers give you the stealth advantage with Mossy Oak® Breakup™ in a strong 1000 Denier Cordura®. And the triple-density footbed provides superior arch support and cushioning. Your feet stay dry and comfortable no matter how long it takes to call the gobblers in. 1-800-345-0430 **Danner** DANNER.COM

CLIMBS STEEP HILLS *and* CORPORATE LADDERS.

Eventually, it happens: you have to hang up your boots and head to work. For that reason, we created a rugged walker that fits right in at the office. The Danner Skyline is designed with rich, full-grain leather and classic styling to please the powers that be. Plus stitchdown construction and a special footbed for maximum stability and comfort. Definitely our idea of power dressing. 1-800-345-0430 **Danner** DANNER.COM

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Because Turkeys Are Clever Bastards.

The toms may be smart, but now there's a boot that's smarter — the Danner Fantail. It features the new Vibram® LW Bob outsole, specifically designed to give great traction in wooded terrain and wet spring grasses. The uppers give you the stealth advantage with Mossy Oak Breakup in a strong 1000 Denier Cordura®. And the triple-density footbed provides superior arch support and cushioning. Your feet stay dry and comfortable no matter how long it takes to call the gobblers in. Climbs Steep Hills and Corporate Ladders.

Eventually, it happens: you have to hang up your boots and head to work. For that reason, we created a rugged walker that fits right in at the office. The Danner Skyline is designed with rich, full-grain leather and classic styling to please the powers that be. Plus stitchdown construction and a special footbed for maximum stability and comfort. Definitely our idea of power dressing.

DANNER FOOTWEAR

Danner was tired of being perceived as the company that makes your grandpa's hiking boots. So I created a series of ads that showed a new side of Danner: rugged, irreverent, all about attitude.

In the spirit of the assignment, I watched turkey-hunting videos, read Field and Stream, and got seriously in touch with my masculine side. The result was a slew of award-winning ads, a very happy client and a whole new generation of Danner consumers.



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It started as a question: What to do with all those worn-out athletic shoes? Reuse-A-Shoe became the answer. Simply put, athletic shoes of every brand, size and color are gathered, separated and ground up to make Nike Grind material. This unique material then gets used to resurface athletic fields, courts, tracks and playgrounds. Since the program began in 1993, some 13 million pairs of shoes have been turned into new places to play.

Now Nike and the National Recycling Coalition are expanding the Reuse-A-Shoe program to recycling centers like yours. Providing these sport surfaces is part of our ongoing effort to increase physical activity in youth—and give them the means to do it.

NIKE REUSE-A-SHOE

Every year, millions of athletic shoes end up in landfills. Instead of contributing to the problem, Nike set out to solve it by creating Reuse-A-Shoe, an innovative recycling program that turns old athletic shoes into new athletic surfaces.

As part of the initiative, this in-depth guide was created to help local communities start their own shoe recycling programs.



LUCY ACTIVEWEAR

Lucy offers beautifully designed apparel for active women. In helping to establish their brand identity, I created collateral, website and catalog copy filled with fresh attitude and real insights that resonated with female consumers. It also allowed me to use words like “uniboob” and “sweatsicle.”

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Give the Gift of Righteous Workout Wear

A gift from Lucy is a gift your pals will cherish—because it means they won't have to spend another winter workout sweating and freezing into an arctic crust. So this holiday season, free your friends (and yourself) from the servitude of soggy sweaters and deadbeat boob slings. And come to the land of workout wear that actually works.

Bra Basics from the Boob Brigade

First, the bad news: Breasts are attached to the chest by Cooper's ligaments, which aren't elastic. If these ligaments get stretched out, it's adios for your perky boobs.

Now, the good news: A good sports bra will alleviate the strain on these ligaments, add years of life to your bustline, and add serious comfort to your workout. Choose sports bras with minimal stretch or “give” to them, and look for supportive features like wide rib bands and shoulder straps.



SPEEDO

Speedo had three items on their wish list:

1. Update their brand voice.
2. Tell a great performance story.
3. Create an engaging packaging system that's consistent across multiple selling channels. Done, done and done.

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First in the water. Any water.

When we say that we're first in the water, we're not just talking about the pool. We're talking barrier reef, hidden coves, the blue lagoon—there's cool stuff to see out there, and we make the gear to see it best. Speedo® snorkeling products offer great visibility, stay-dry comfort, and high-performance innovations you won't find anywhere else. So grab your new Speedo gear and dive in; the water's fine.

The deep dive:

What's so great about Speedo snorkeling equipment? Dive-quality construction, ergonomic fit, superior clarity—and that's just for starters. For the whole performance story, here's a point-by-point introduction to your new Speedo gear:

Shatter-resistant lens enhances safety and offers a clear view

Adjustable head strap provides snug, custom fit

Splash-resistant snorkel helps keep water out while swimming

Hypoallergenic, ergonomic mouthpiece lets kids breathe easy

Short-blade dive fin offers outstanding comfort and power



HORNY TOAD

Born in Telluride, based in Santa Barbara and recognized most places with a smile, Horny Toad makes clothes that are built for adventure. I helped reinforce their brand personality through blog posts, web content and product copy that captures the laid-back spirit of a company that's been known to hold grilled cheese making contests during lunch.

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Toads on a roll

No matter what happened the night before, Toads still have to get to work the next day. We figured as long as we've gotta commute, we might as well do it for a good cause. So we joined the Commuter Challenge, a Santa Barbara-based competition where teams earn prizes (and serious eco-karma) by choosing sustainable modes of transportation during the month of November.

Led by fearless leader Dave Duron, our team has logged an impressive 89.2 miles on our bikes and carpooled over 200 miles (detours for latte runs, skate parks and surf breaks not included). Fueled by the slogan "Bring it On," we've brought-en' it by ranking an impressive #34 out of almost 200 challengers.

Want to get in the action? A quick Google search will tell you if there's a commuter challenge in your area, or just issue a commuter throw-down of your own for co-workers. Whoever drives the most buys the beer.

SUMMER BOUNTY: 10 FARMERS' MARKETS

OREGON COAST

25th ANNIVERSARY

LOVE ON THE COAST
Best Places to Say "I Do"

A Bright
Future for Coos Bay
& North Bend

TWO DAYS ON THE ROGUE



Cathy Warren agrees. "You get addicted to the quiet out here, and everyone looks out for each other," she said. "I have a more fulfilling social life here than I ever did when I lived in a larger community."

With the construction of several roads into the area, Agness is now easily accessible. You can also still go by boat, riding up on one of the tour boats that make the daily run to the area from May through October. It's a great way to go, since you'll have the benefit of a guide to share the area's history and point out the multitude of wildlife you'll undoubtedly see along the way. Both the Mail Boat Hydro-Jets and Jerry's Rogue Jets provide a lunch break in Agness, where you can sample the down-home cuisine of one of the three historic lodges. After lunch, boats return to Gold Beach, the tour's launching point.

But the best way to see Agness is to stay awhile. That's easily done by booking accommodations at one of the lodges or at Agness' newest option, 2 Rivers Vacation Rentals, located where the Rogue and Illinois rivers meet. Hosts Hugh and Bridget McGinnis also rent Tahitis, small inflatable boats similar to a kayak but more stable and easier to navigate. They offer a handy shuttle service to several launching points, where you can paddle down the river and spend a glorious day floating through pristine canyons and gentle riffles.

If you'd prefer to sleep under the stars, the surrounding area boasts beautiful campgrounds at Foster Bar, Illahe and Oak Flat, all of which feature idyllic campsites right on the river's edge. Hikers can choose from a large network of trails, including the Rogue River Trail, Illinois River Trail, and Pine Grove trail.

As for fishing, perhaps a sign at the one of the local lodges says it best: "Agness: a small drinking town with a large fishing problem." Anglers will find themselves in fishing heaven, as the river teems with salmon and steelhead practically year round. John Carl's Guide Service offers full or half-day trips, or you can find your own quiet fishing hole and drop a line.

When you venture "downtown," and I use the term loosely, pop into the Agness Museum located in the old Forest Service Guard Station, which features a wealth of local history and several ancient Native American petroglyphs scattered around the grounds. However, gaining entrance in the off-season can be an adventure in itself. Hugh, who was serving as my tour guide, called the museum to check their hours and received the following reply: "We don't really have hours, you just need to find someone with a key. I think Moose might have it." Thus began the search for the elusive Moose, who was not to be found at his usual haunts. However, a bemused Hugh assured me that the museum keeps regular hours during the high season.

Possibly one of the most rewarding ways to end a day in Agness is to do as the locals do: grab a spot at the picnic table outside the Old Agness Store, have a cold drink (beer seems to be the beverage of choice), and enjoy some good conversation with the residents. As a sign outside the store states, "If they don't know, they'll tell you a lie." Just don't expect anything you share about yourself to be kept secret for long. "You know the saying 'What happens in Vegas stays in Vegas'? Well, what happens in Agness gets blabbed everywhere," laughed Cathy Warren.

OREGON COAST MAGAZINE

"How was your trip?" Getting paid to answer that question is essentially what travel writing is all about. As a contributor to several regional publications, my journey has taken me everywhere from a remote fishing lodge to a tattoo parlor to a Blazer Dancer audition.

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In 1895, a tiny outpost 32 miles from the mouth of the Rogue River was established to serve miners who had flocked to the area in search of gold. Like everything else in those days, mail service arrived by boat. Miners made the trip to the post office perhaps more often than necessary—not because they were eager for mail, but because Agness, the postmaster's daughter, was quite a beauty. So much so, that they named the whole town after her.

While the postmaster's daughter is no longer around to grace the place with her charms, her beauty lives on in Agness, a hidden gem that remains largely undiscovered to this day. The town boasts three lodges, a country store, a two-room schoolhouse, a tiny library, a museum, and about 100 residents. It's almost better to describe Agness by what it doesn't have: smog, traffic jams, urban sprawl, or anonymous neighbors.

"It's a way of life most people ought to experience at least once," said local resident JR Jantzer, who moved his family there a year ago. Resident



HUB COLLECTIVE

Oh, I love the crew at the Hub Collective. When they're not creating great design, they're whipping up a fresh batch of cookies for their next client meeting. (Needless to say, I try to go to a lot of their meetings.)

HUB wanted a website that showcased their design philosophy, talents and capabilities while capturing their fun-loving personality. I was more than happy to oblige.

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Philosophy

Whether it's logos and packaging or web content and event graphics, we think that every element of your communications should play nicely together. So we make sure that your story gets told in a compelling, consistent way across every consumer touchpoint.

In order to accomplish this, we first spend some serious time getting to know you. You'll meet our cat. There will probably be cookies involved. We'll ask a bunch of questions and listen very closely to your answers. We want to really understand your message, figure out what inspires you, and get a crystal-clear picture of your goals.

As we learn about you, you'll quickly learn something about us: we're serious about great design, and serious about little else. We work in a relaxed, collaborative environment that's devoid of ego and filled with laughter.

Sound like your kind of place? Then you sound like our kind of client.

See the full site at hubltd.com.



SAMPLE COPY

Cover Oregon is writing a new chapter in Oregon health. What's Your Story?

Jim, organic berry farmer

Jim Hinsvark knows his berries: loganberries, chester blackberries, marionberries, raspberries—he grows them all on Hinsvark Farm in Woodburn, one of the first berry farms to be certified organic in the state of Oregon.

Jim is also a very healthy guy. In fact, two years ago he was chosen to compete on the U.S. team at the World Dragon Boat Games in Taiwan. But because of a pre-existing condition that was treated and cured years ago, he was denied coverage when his COBRA policy expired.

"I've been working my whole life providing food for a lot of people, so to be cut off from health care like that just doesn't seem right," he said.

Jim says he looks forward to the day when health coverage is available to everyone. "It's empowering to know that I'll be able to look at the options and make my own choices about what I need."

Manifesto

Oregon has always embraced the pioneer spirit: we are, after all, a frontier state established by hardy individuals who were willing to try something new.

Today we find ourselves on the edge of a new frontier. As one of the first states to form a Health Insurance Exchange, we're blazing a trail for others to follow and setting the standard for the next chapter in health care policy.

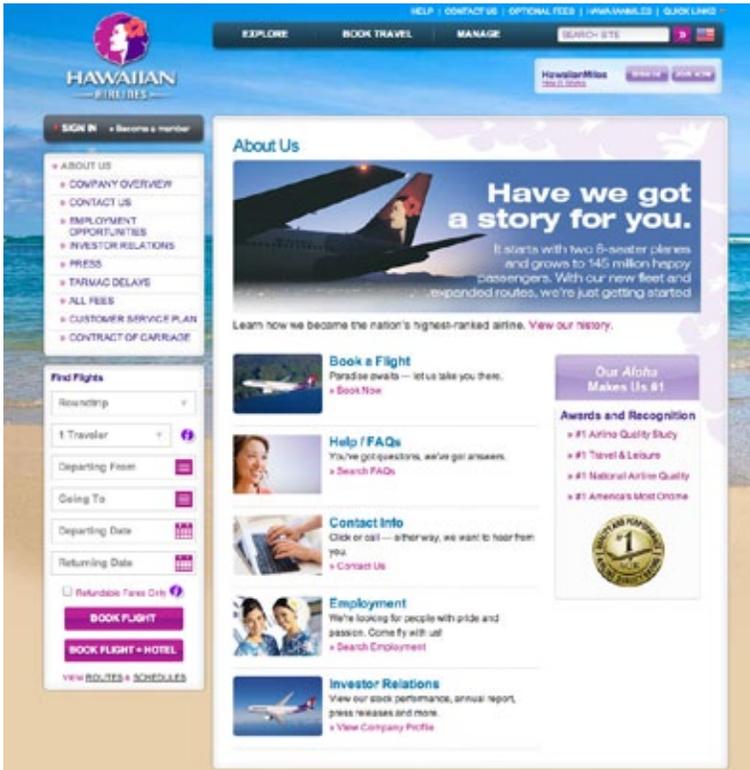
If we have anything to say about it (and we do), Cover Oregon will make it easy for individuals and families to choose the right health care coverage for their needs. This will lead to healthier communities, a stronger economy, and ultimately, a thriving state.

See the full site at coveroregon.com

COVER OREGON

A provision of the Affordable Care Act requires every state to create an online health insurance exchange where individuals and employers can shop for coverage. As a result, Cover Oregon was born.

The challenge was to take a complicated, politically charged topic and present it in a simple, meaningful way. To do it, I hit the road and got great stories from Oregonians who shared their feelings about health care reform. Their insights helped establish authenticity for the brand and allowed me to develop compelling content for the site.



HAWAIIAN AIRLINES

Hawaiian Airlines has a long history of service to the islands. As the company has evolved over the years, so has their brand voice. I was tapped to bring new energy to their web presence while respecting the company's proud Hawaiian heritage.

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Have we got a story for you.

It starts with two tiny boat planes and ends with 145 million happy passengers. With our new fleet and expanding routes, we're just getting started.

History

Hawaiian Airlines was incorporated on January 30, 1929 under the name Inter-Island Airways Ltd. That year, thousands gathered in Honolulu to witness the departure of Hawaii's first scheduled inter-island flights to Maui and the Big Island of Hawaii. The fleet was comprised of just two eight-passenger amphibian planes; six years later, larger 16-passenger planes were added to accommodate newly authorized inter-island airmail service.

In 1941, Inter-Island changed its name to Hawaiian Airlines and introduced the 24-passenger DC-3 into Hawaiian skies. This flying workhorse was the mainstay of our fleet and became vital during wartime operations when all inter-island traffic was placed under military control.

The advent of commercial jet service in the 1960s resulted in dramatically increased air traffic to and from Hawaii. In 1966, we added our first pure jet inter-island aircraft, the McDonnell Douglas DC-9. Travel time between the islands was reduced to a mere 20-30 minutes. The following two decades would see the addition of world charter service, daily flights to the west coast, and scheduled service throughout the South Pacific.

Our flawless safety and premium service started catching the attention of international travel publications, leading Condé Nast Traveler to rate us one of the world's safest airlines in 1990. The awards have been coming in steadily ever since.

Today, Hawaiian Airlines carries an average 8 million customers a year and serves 20 domestic and international destinations in the Pacific region. In North America, it provides daily service to Hawaii from more cities than any other airline. While plenty has changed throughout the years, one thing hasn't: our commitment to service, safety, and the spirit of aloha.



POSSIBLE WORLDWIDE

Take 24 digital marketing agencies from around the world and turn them into one collaborative powerhouse: That's Possible Worldwide. With so many diverse players comprising the company, Possible wanted a unifying brand piece to serve as a global rally cry for its employees. This book is the result.

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We think big because we are big.

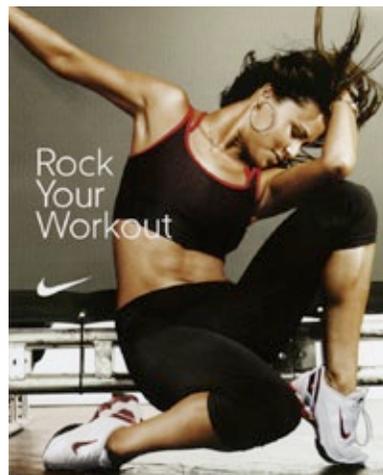
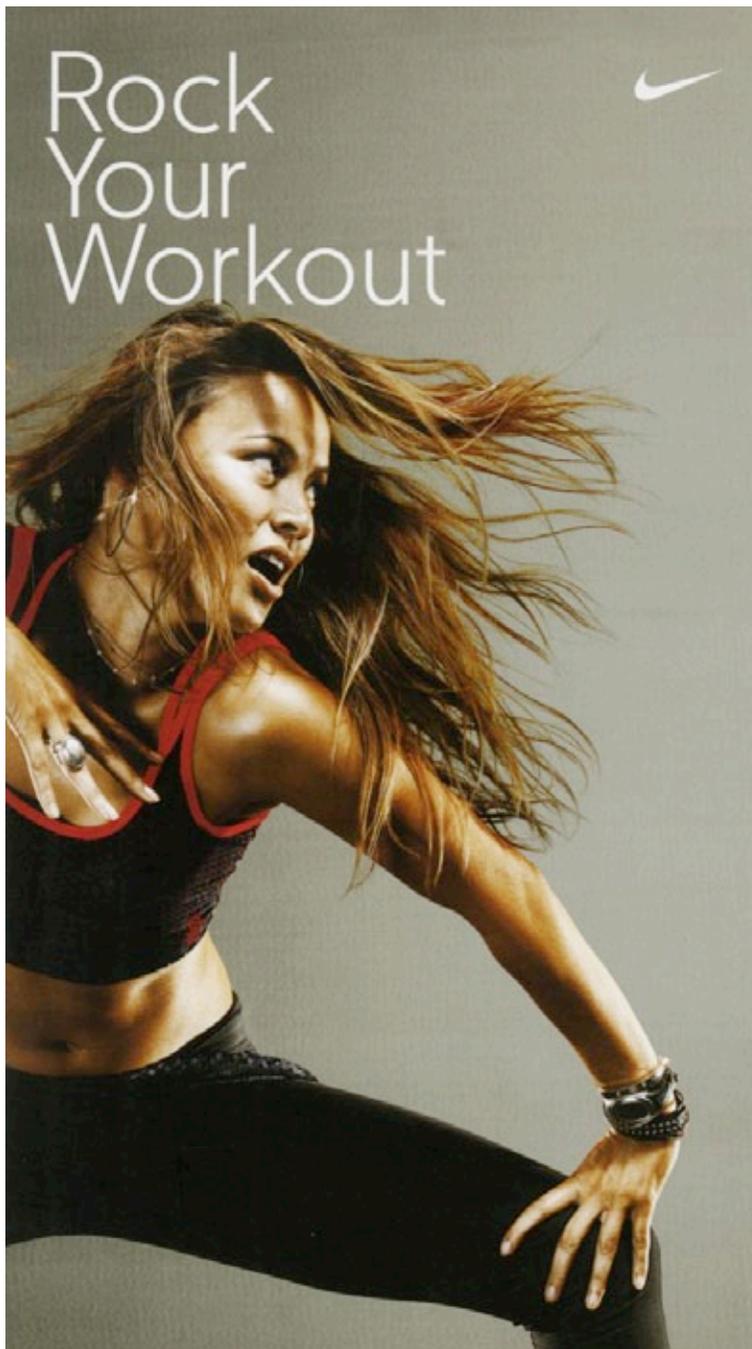
On paper, we are 24 offices in 12 countries. But in reality, we are 1,300 individuals living in the same digital realm. And between us, there is a synergy that is even greater than the sum of our parts.

Possible Worldwide is comprised of creative analysts, strategists, technologists, information architects, writers, and designers. We are innovators and entrepreneurs, each with a very different story, each unified by a shared obsession for all things digital.

We are digital pioneers.

Everyone says they're digital. (These days, you have to be.) But twelve years ago, when the world was still mostly a place of ink and paper, we were breaking new ground in digital media. So while everyone else has been fashionably late to the party, we'd like to politely point out that we got this party started.

As the digital realm becomes more commonplace, the question becomes less about technological capability and more about the ability to think intuitively. The industry is in the middle of a fundamental shift in the way we reach people and how they choose to respond. This isn't a slow evolution; it's a real-time race to get the audience's attention. And while the target may be constantly moving, we've got killer aim.



SAMPLE COPY

Rock Your Workout

Chances are, you were dancing long before you knew it was good for you. Well, dance diva, now you can take center stage at the gym, because from Hip Hop to Latin Jam, fitness dance classes are the hottest new way to break a sweat. (Not to mention a great way to mix up your workout routine.) To help you get your groove on, we're introducing a new fitness dance collection that's made to move in the studio and beyond.

Of course, we don't want you all dressed up with no place to groove, so we've created the Nike Rockstar Workout by professional choreographer Jamie King. Mixing his signature moves with all-new material, Jamie's created a funky, fast-paced cardio class that's all about attitude. Look for the Nike Rockstar Workout at a Crunch Gym near you, or check it out at nikewomen.com. Then get ready to move like the star you are.

NIKE WOMEN

In order to reach a younger consumer, Nike Women created a new category called Fitness Dance. It was an entirely new direction for the company, and it required an entirely new brand voice to go with it. Starting with the line "Rock Your Workout," I created copy for all facets of the launch, including catalog, digital and retail environments. The Fitness Dance initiative was an instant hit, and inspired female consumers across the globe to bust a move.