



# The Light of the Country™

The People and Stories of the  
'Light of the Country' Campaign

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The campaign to win over the country begins in rural America where many key values match product qualities.

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Mik is Lineman Supervisor at Inland Power. In touch with his crew and well respected, Mik had the support of his crew cheering him on the morning of the shoot.

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The first time six Evluma LED security lights came on in the equipment repair yard of her family's business, truck driver Laura Watson's immediate reaction was, "We saw the light!"

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A 10' x 10' tradeshow booth mock-up featuring the new 'Light of the Country' theme and product graphics.

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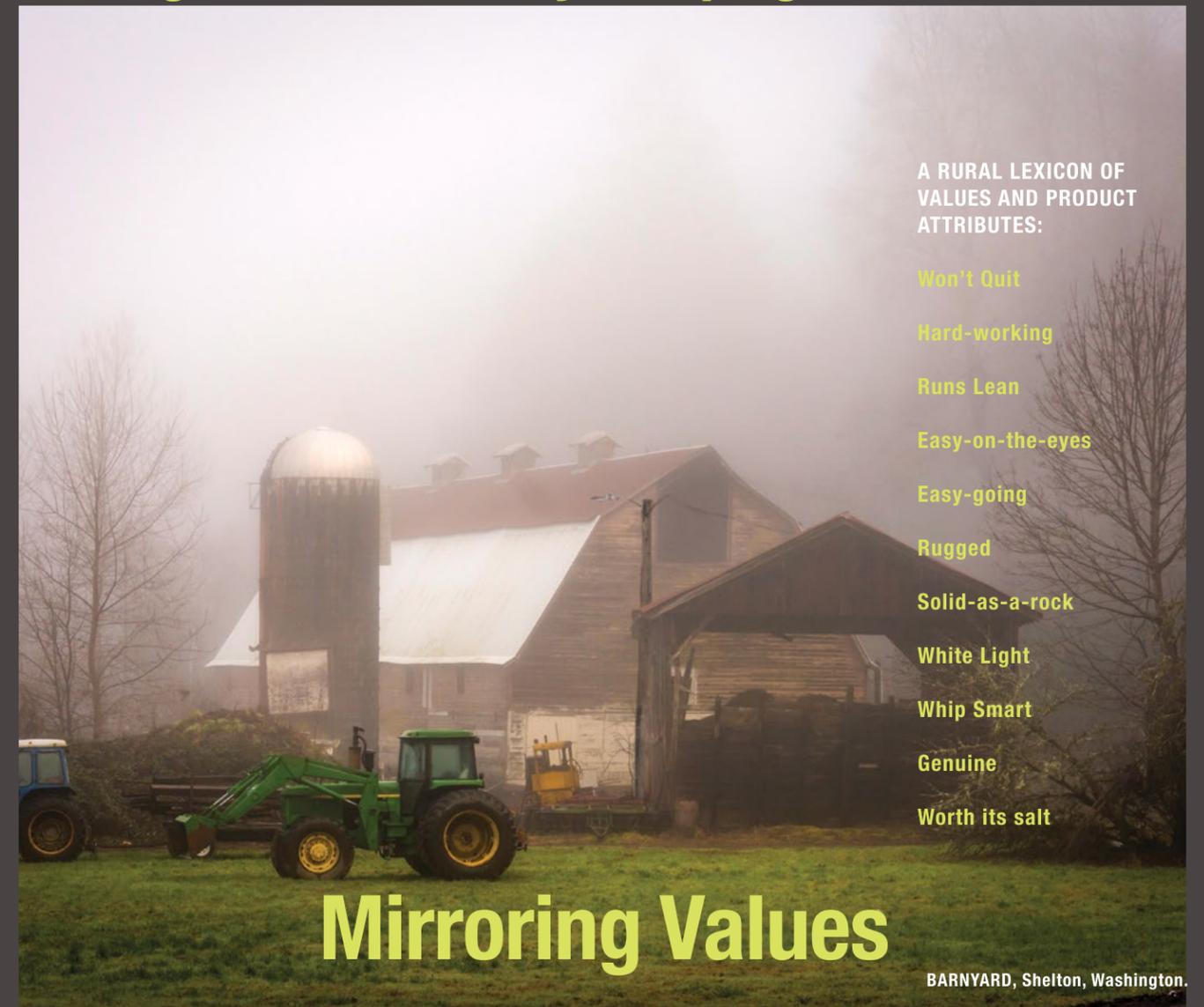
Wendi is a Mason PUD 3 employee who volunteers her time for Project Share, a community program that raises funds to assist low-income families with their electric bills.

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## 'Light of the Country' Music Video Storyboard

Watch and listen at [www.mktx.com/video/light.mp4](http://www.mktx.com/video/light.mp4)

# The Light of the Country Campaign



A RURAL LEXICON OF VALUES AND PRODUCT ATTRIBUTES:

Won't Quit

Hard-working

Runs Lean

Easy-on-the-eyes

Easy-going

Rugged

Solid-as-a-rock

White Light

Whip Smart

Genuine

Worth its salt

## Mirroring Values

BARNYARD, Shelton, Washington.

PHOTO BY C. BRUCE FORSTER

IMAGE EDITING BY

TIARA JOHNSON AND

CATHLEEN SHATTUCK

President Obama's initiative to convert 1,500,000 mercury vapor (MV) and high-pressure sodium (HPS) area lights to LED represents about 3% of the nation's total. There are an estimated 15,000,000 area lights installed in rural America alone, illuminating barnyards and parking lots, equipment yards and recreation areas; but not very efficiently.

15 million  
in 2015

Evluma recognized a key factor driving energy costs for utilities operating in rural America, which is the distance between service customers. For light locations, often miles apart, a "truck roll" is required with every failure, to replace a luminaire or the photocell that controls it, estimated at an average cost of \$250 for truck and crew. Evluma decided to focus on the rural electric co-operative and public utility market, where its innovations had the most impact on reducing power utility costs. Working hand-in-hand with rural utilities, Evluma solved the problem by developing a highly reliable outdoor LED security light warrantied for 10 years, with an estimated life of 20+ years, which possessed proprietary technology that eliminates ever having to change a failed photocontrol.

MKTX identified the qualities of Evluma's AreaMax Security Lighting products that align themselves with rural American values and developed a down-to-earth, real-people campaign entitled "The Light of the Country," to build relationships in the rural market. MKTX presented the Creative Brief to Evluma in the Fall of 2014 and Evluma joined the MKTX client roster to realize and gain access to this very American campaign theme in 2015.

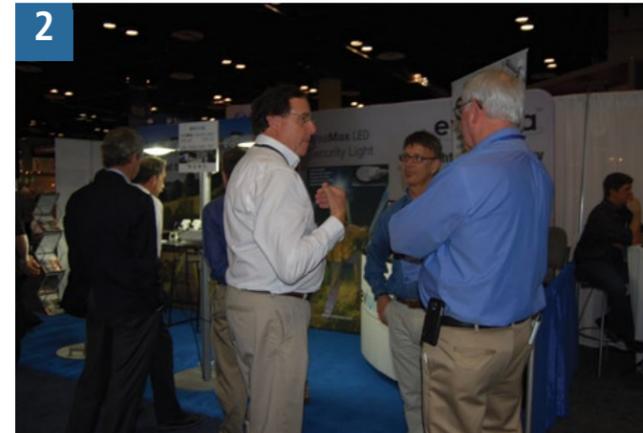
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# Evluma

**E**vluma is a division of Express Imaging Systems, LLC (EIS), a company that has been designing high-power LED applications for the photographic industry since 1995 and draws on over 200 years of combined experience in the photo-processing equipment industry. Developing products in a field where precise color metrics are required, EIS won the prestigious DIMA Digital Printer Shoot Out in 2005, 2007 & 2009 with products that incorporate 2,370 LEDs in a delicately balanced combination of red, green and blue LEDs that delivered 50,000 hour constant-use lifetimes. They also developed unique methods of thermal management, a key element to LED stability.

In May 2008, EIS formed Evluma to pursue LED-based, energy-efficient lighting projects. EIS has a tradition of developing products that are energy-efficient, have a smaller than average footprint, require minimal disposable parts, and reuse existing frameworks and platforms when performing upgrades. That Evluma's first product would be an energy-efficient 40W replacement lamp/luminaire for existing 50-175W Mercury Vapor (MV), or 50-150W High Pressure Sodium (HPS) NEMA dusk-till-down fixtures is no surprise.

**T**he talented team at Evluma includes experts in the fields of color science, optics, electro-mechanical production, and electrical and mechanical design, many of whom have been working together for years. Valued employees and innovative ideas work hand in hand. Evluma, like EIS, remains interested in the customer's process and finding solutions to real challenges. Evluma is based in Renton, WA and makes every attempt to keep the manufacturing process, and manufacturing jobs, local.



- 1** NRECA CEO Joann Emerson with Evluma CEO Keith Miller and attendees at the launch of The Light of the Country Campaign at NRECA's TechAdvantage® 2015 Conference & Expo, Orlando, Florida.
- 2** Paul Jamerson, Senior Account Manager, Evluma, with customers.
- 3** CEO Keith Miller with Congressman Adam Smith
- 4** VP Sales & Marketing David R. Tanonis with lobbyist Hugh McGillicuddy.
- 5** Account Manager Taisha Bezzo and Account Manager Angie Griffin-White.
- 6** David Tanonis, VP Sales & Marketing, meets with Teresa Hansen, Editor-in-Chief, Electric Light and Power Magazine, and PowerGrid International.

Photos supplied by Evluma

# Inland Power & Light

## 'The Light of the Country' shines on in and about Spokane, WA

**Inland Power is transitioning to LEDs to cut costs and improve service.**

About two years ago, Pat Osborn, GIS and Facilities Coordinator for Inland Power of Spokane, Washington, began looking into the benefits that transitioning its 4,000 rural area lights to LED technology would bring to his co-op and its members. It is widely understood that LEDs consume about 1/3 the energy of high pressure sodium (HPS) lights, and they can function over five times longer without losing brightness. Plus, LED bulbs provide a more pleasant white glow in comparison to the harsh yellow light of HPS bulbs. The decision was made to move forward with converting the co-op's HPS fleet to LEDs.

"The money we save in energy is important, but the money we save by not changing light bulbs or photocontrols as often is even more significant," said Pat Osborn. "We figure that we've been sending a lineman out to service each HPS area light about every five years and that has been a significant source of expense for our co-op. Inland Power's service territory is large, so some of our bucket trucks need to travel 100 miles to change light bulbs."

Interested in evaluating different LED-based alternatives to HPS, Osborn invited Inland Power's lighting distributor, General Pacific, Inc. of Fairview, Oregon to demonstrate an AreaMax outdoor LED area light fixture manufactured by Evluma of Renton, Washington (Figure 1). Subsequently, Inland Power installed a

dozen AreaMax lights at the homes of board members, co-op managers and others as a test. "We installed both 40 and 70 Watt versions to replace 200W HPS fixtures," said Pat Osborn. "As nice as the 40Watt was for some uses, most people wanted more light, so we made the decision to standardize on the 70Watt versions."

"In the end, the selection of Evluma was based on multiple factors," said Pat Osborn. "Bottom line, we were looking for a lighting company that was focused on solving the problems of rural co-ops, such as the high cost of sending skilled linemen long distances just to replace bulbs and photocontrols."

"We decided that the most economical way to change out the fixtures is to hang a new LED light when we get called in to service the old HPS light," said Pat Osborn. "So we budgeted for a certain amount of change-outs per year – about 300 lights."

The economics of the changeover is made even more attractive when the Bonneville Power Administration (BPA), Inland's electricity supplier, agreed to give them money back as part of the BPA's program to reward steps taken in their region to conserve energy. "We figure the first time we don't roll a truck for repairs is when the light will pay for itself," said Pat Osborn.

Evluma's AreaMax has special features to reduce co-op maintenance

costs that other LED area lights don't have. One of these is Photocontrol Failsafe™ operation. The AreaMax contains a special control module that calibrates and then tracks the local day/night cycle, such that should the photocontrol fail (which can happen every five years or sooner in normal operation), the AreaMax continues to turn on and off as though the photocontrol were functioning. There's no need for the co-op to change out the photocontrol with a new one. "We like the failsafe feature because it ensures that we don't need to go out to the site to replace anything for the full lifetime of the fixture, which is warranted by Evluma to be service-free for at least ten years," said Pat Osborn.

Whereas the process with other lights is typically to replace the photocontrol along with the light bulb when either one needs service, AreaMax's Failsafe feature gives Inland Power linemen the confidence to transfer the old functioning photocontrol from an HPS light being replaced to the AreaMax, saving the co-op additional component costs. AreaMax has other features that appeal to linemen as well. (See Figure 2). "The product's lightweight and sleek design make it a lot easier for our linemen to hang compared to the old HPS lights," said Pat. Another lineman-friendly AreaMax feature is Bluetooth wireless control, whereby a lineman can turn the lights on or off and vary the brightness using a hand-held key fob or through the use of a Bluetooth-enabled notebook PC or tablet. Linemen can use this feature to test the operation of the lights during the day, and the co-op's meter-readers can use it to enable or disable the lights easily when the homes change ownership.

Inland Power will have converted about 800 HPS area lights to the Evluma AreaMax by the end of this year.



WRITTEN BY BOB PATTERSON, MKTX  
LINEMAN PHOTOGRAPHY BY C. BRUCE FORSTER  
INLAND EQUIPMENT YARD SCOUTING PHOTOS BY MOLLY SANTANA

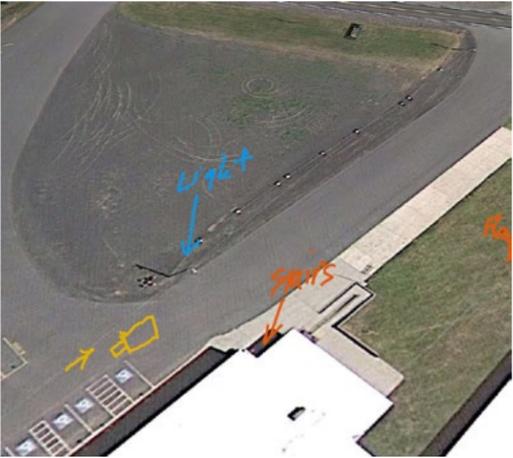


# Teresa Engle Liberty School District

**A** small rural school district 20 miles south of Spokane, WA, serves the communities of Spangle, Fairfield, Latah, Waverly, Plaza and Mt. Hope.

Inland Power installed the District's first Evluma AreaMax LED security light at Liberty High School. With assistance from Liberty School District's Superintendent and K-8 Principal Kyle Rydell, MKTX Visual Content Producer Molly Santana made arrangements with Rydell and Liberty High Bus Driver Teresa Engle to stop for a photo shoot outside the main entrance under the AreaMax security light after her winter afternoon run.

The district provides a comprehensive educational program for about 400 students in grades K-12 including FFA, FBLA, robotics, computer assisted drafting, AP courses in English, math, and Spanish as well as interscholastic sports for grades 7-12. Small class sizes and a close family atmosphere, two of the value advantages of rural schools, combine for success through individual attention and high accountability.

Clockwise: Sharing initial images.  
Positioning the bus relative to the AreaMax.  
Comprehensive layout of proposed ad  
Entrance to Liberty High School

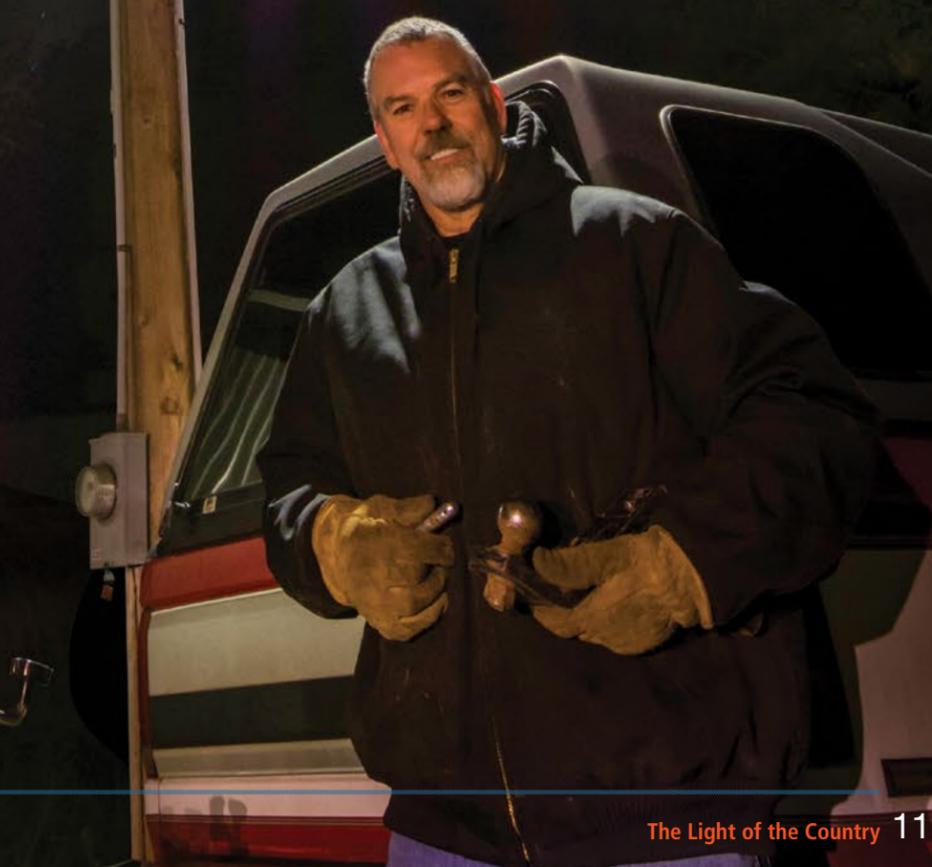
## Ken McKee

**K**en and Sandi McKee like their new AreaMax light. It automatically lights their side yard, driveway in front of Ken's shop. Sandi is CFO of Inland Power & Light and appreciates the most energy efficient lighting. Evluma LEDs cut lighting energy consumption by 65% over older technologies such as mercury vapor (now banned from production and import) and high-pressure sodium (those orange-tinted lights). Their neighbors have an AreaMax as well.

Temperatures were in the 20s the evening of the shoot. Ken's son loaned his work gloves for handling the ice-cold steel hitching gear.

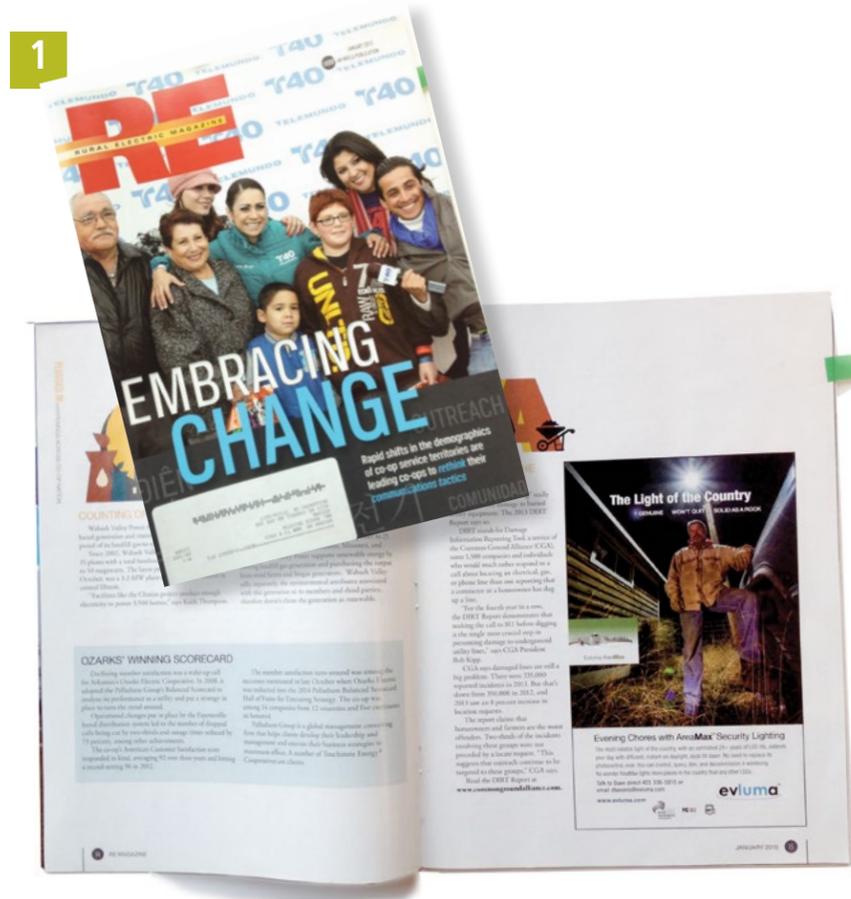


**Photographer C. Bruce Forster and MKTX Creative Director Joe Santana line up the composite shot.**



# Kit Vanburskirk

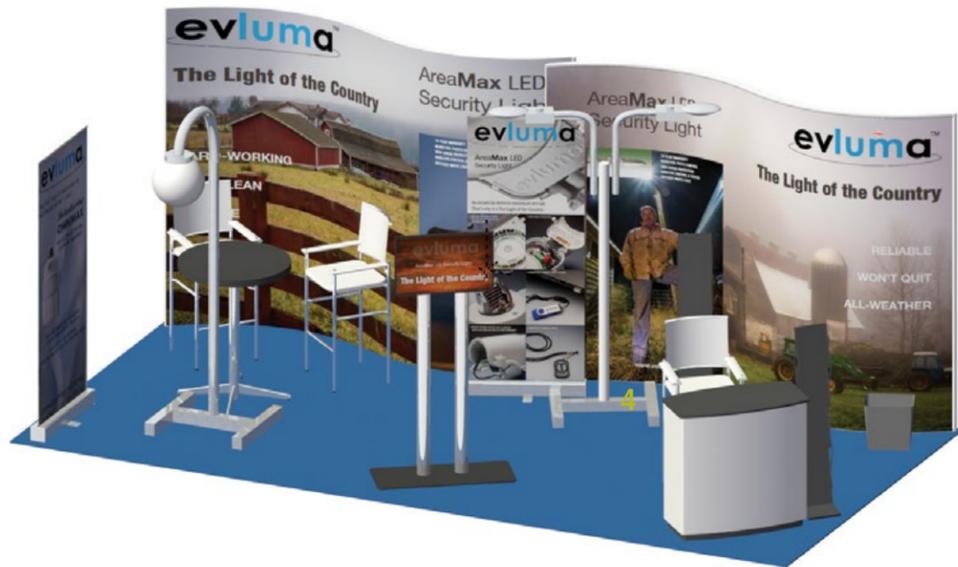
**K**it Vanburskirk has farmed wheat and alfalfa and drives his tractor everyday 9 miles to the farm. Jenny is the first person you meet at Inland Power & Light. They have a light in the driveway over the work shed. Jenny said it use to be so dark and scary when she got home that you wanted to just run in the house as quickly as possible. They like their new light and think it's much better than the old yellow halogen. Kit can actually see what he's doing getting ready in the early morning hours or wrapping his day with evening chores without the problems of the old light.



**1** Evluma AreaMax Ad 'Evening Chores' Featuring Kit Vanburskirk in the January 2015 issue of Rural Electric Magazine

**2** Evluma 10 x 20 Tradeshow Booth Concept for 2015 Rendered by Next Level By Design

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## Lineman Mik Cole

“ Mik backwards spells Kim.

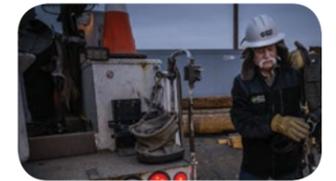
**M**ik has been a lineman for many years and now he's a supervisor of linemen at Inland Power & Light. He's from the area. He can tell you all about the progression of area light technologies, especially the advantages of Evluma AreaMax over Mercury Vapor and High Pressure Sodium. Never again having to send a bucket truck out to change a failed photocontrol is one feature he really appreciates. Plus it goes up so easy. The remote control feature of all Evluma AreaMax lights is another. Mik's in touch with his crew and well respected. As each team left the yard on their assignments for the day, they stopped to remind Mik to smile, something he has no trouble doing.

A LIGHT OF THE COUNTRY LAYOUT PROPOSED FOR THE AREAMAX PRODUCT BROCHURE



SCENES FROM THE 'LIGHT OF THE COUNTRY' VIDEO WITH MIK.

RURAL ELECTRIC MAGAZINE APRIL 2015



REPLACING OLD TECHNOLOGY  
WE SELECTED A UTILITY POLE AT THE INLAND POWER EQUIPMENT YARD WITH AN AREAMAX LED LUMINAIRE AND A BURNED OUT HIGH PRESSURE SODIUM (HPS) YARD LIGHT. THE STORY IS ABOUT A LINEMAN REPLACING THE HPS WITH AN EVLUMA AREAMAX LED.



# Mason County PUD 3

## AreaMax is becoming 'The Light of the Country' in Mason County

### Higher reliability cuts maintenance costs.

Since the early 1980s, keeping up with the maintenance of outdoor high pressure sodium (HPS) light fixtures has required a lot of effort for Shelton, WA based Mason PUD 3, a Washington State Public Utility District. Like most rural utilities, PUD 3 provides area security lights to customers on request for a low, flat daily rate. The PUD supplies the energy, fixture, and installation, and maintains the lights, sending a serviceman and a bucket truck to respond to any failures in the field.

The trucks have rolled too often for Justin Holzgrove, PUD 3 Energy Resources Manager. "A lot can go wrong with HPS fixtures," said Holzgrove. "The bulb can fail, the ballast too, or the photocell can stop working." According to Holzgrove, something within an HPS is likely to fail every five years or less, causing the PUD to send a truck to fix the problem.

To avoid these frequent trips in the future, when the PUD serviceman replaces the HPS fixture, they install a new LED-based AreaMax outdoor luminaire manufactured by Evluma, of Renton, Washington).

"We really like the fact that the fixtures are made in the USA by a local Washington State company," said Holzgrove.

"The best part for us is the reduced maintenance that the Evluma lights require."

LEDs typically last as much as 20 years or more. They use about one third the power of HPS lights at an equivalent effective illumination, and the light that they emit remains relatively constant for the whole life of the luminaire, whereas HPS light output degrades over time.

"One of the things our customers like best about the new LED area lights is the natural white color, just like the light of a full moon," said Holzgrove. Evluma lights were chosen by Holzgrove and his team after an exhaustive comparison of LED-based products from many vendors. "We ranked them all according to performance, projected maintenance savings, energy efficiency, illumination pattern, and light quality," said Holzgrove. "The Evluma source performed more consistently than the other LEDs at 0, 15 and 30 feet from the pole. We made sure that we were saving at least 65% of the energy used compared to the 100 watt HPS alternatives. We also asked the linemen," continued Holzgrove. "They really liked the smaller, sleeker AreaMax fixture compared to the old, bulky HPS fixtures. So did our warehouse people."

AreaMax supports features other LED luminaires don't. One of these is Photocontrol FailSafe™ operation. Because of its smart internal control system, which is calibrated to the local day/nighttime cycle, the AreaMax will continue to operate normally if the photocell fails. "This removes a common failure mode that plagues other outdoor luminaires," said Holzgrove. "It allows us to install the lights with our choice of photocells. We won't have to worry about how they will function for the life of the fixture." The AreaMax is designed for a maintenance-free lifetime of 24 years, and Evluma backs up its reliability claims by offering a 10-year warranty.

Another feature of the AreaMax is remote commissioning/decommissioning. Each luminaire is set up to respond to wireless commands that turn the light on and off or with a notebook PC that also controls the brightness level. "We can deactivate the light without removing the fixture," says Holzgrove. "It saves energy. It also helps us be more efficient with our labor force. Now a meter reader or utility person can take care of the light. Previously, we had to schedule a lineman and a bucket truck to perform the same task."

The LED-based AreaMax luminaires have been functioning as advertised. The experience is still relatively new for Mason PUD 3, which has upgraded about 300 fixtures to date. There are another few years to go before all the old outdoor area lights are replaced. "Once the system upgrade is complete, several of our linemen will be freed from the task of changing lightbulbs, which will enable them to do other service-related work and we can become more efficient as a utility," says Holzgrove.



evluma

AreaMax LED Security Light



Mason PUD 3 lineman, John Donovan, replaces another bulky HPS area light with a sleek AreaMax LED in a work environment with a sweeping view of the country.

Watch Justin Holzgrove, Conservation Manager, Mason PUD 3, at [www.masonpud3.org/about/videos.aspx](http://www.masonpud3.org/about/videos.aspx)

WRITTEN BY BOB PATTERSON, PRESIDENT, MKTX, INC.  
PHOTOGRAPHY BY LYNN EATON, MASON COUNTY PUD 3



# Laura Watson

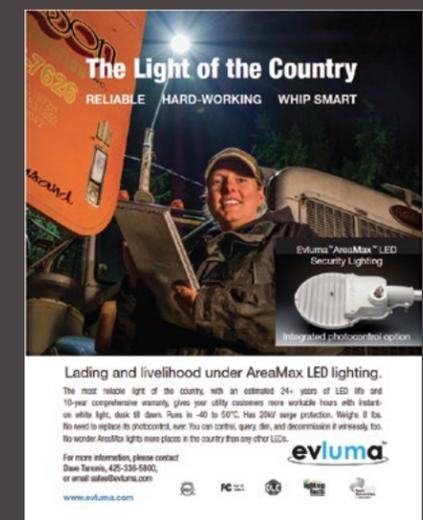
## Watson Diesel Repair and Watson Trucking



Bruce Forster stands in to show Laura how he will compose the shot.



10' tradeshow backwall featuring Laura Watson.



Rural Electric Magazine Ad  
May 2015 Issue

# Richard Turner Watson Construction, Inc.

Laura Watson became a truck driver when her dad needed one 4 or 5 years ago. She works for another trucking company now, but her significant other, Richard, works for Watson Construction. This is a family-owned and run business and other employees attest that even though you don't have the Watson name, you are treated as if you do. They have about 6 Evluma AreaMax lights around their equipment yard and diesel repair shop.

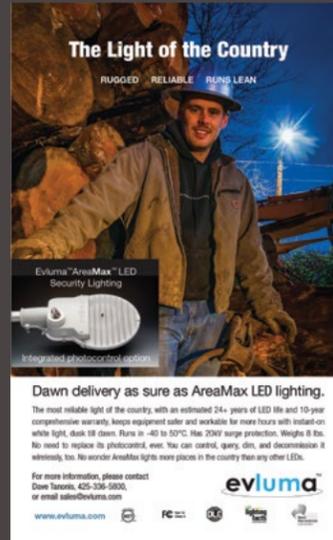
Laura's dad, Bob Watson, has been in business in Shelton and the surrounding area since 1977. He started out at Simpson Timber Company in 1972 as fire watch at Camp Gridale, then advanced into construction, running heavy equipment building Simpson logging roads.

The next step was starting a heavy equipment company, Watson Construction Inc which specializes in fiber recovery, scarification, hauling, road building and rock walls. Watson Construction's customer list includes Green Diamond, Weyerhaeuser, Port Blakely and Champion.

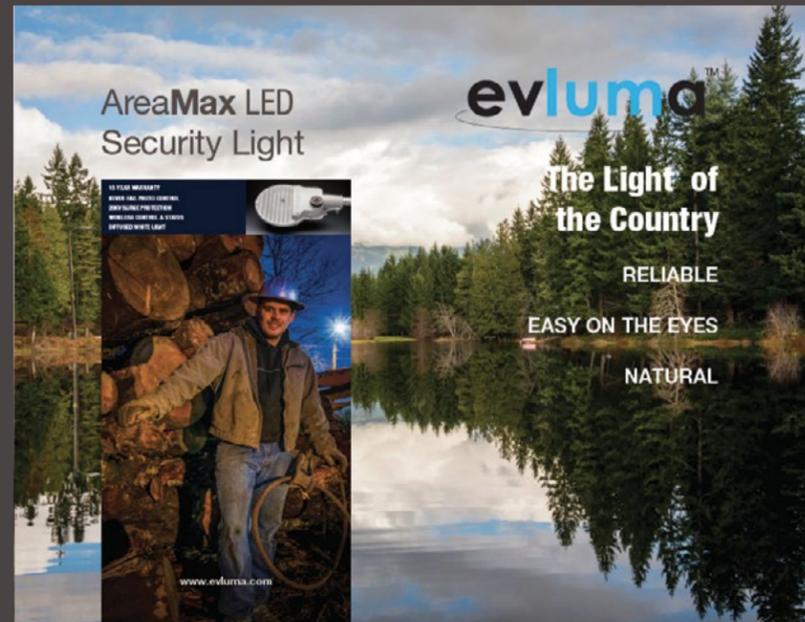
In 2010, with an extensive heavy equipment inventory, Watson expanded its enterprises to include a repair shop for truck and equipment maintenance. Thus Watson Diesel Repair was a natural step forward.



Laura & Richard



Rural Electric Magazine Ad  
April 2015 Issue



10' tradeshow backwall featuring Richard Turner

SETUP PHOTO BY MOLLY SANTANA





## Bob King Twanoh Falls Beach Club

**T**wanoh Falls Beach Club is located on the Hood Canal and is a private dock and picnic area for a little over 400 residents. Bob King knows numbers! He is the club's treasurer and worked for many years as an accountant for a school district.

He has a beautiful view from his house high above the canal and acknowledges the big difference the new LED security lights make since now he can see both the beach area and dock area from his window.

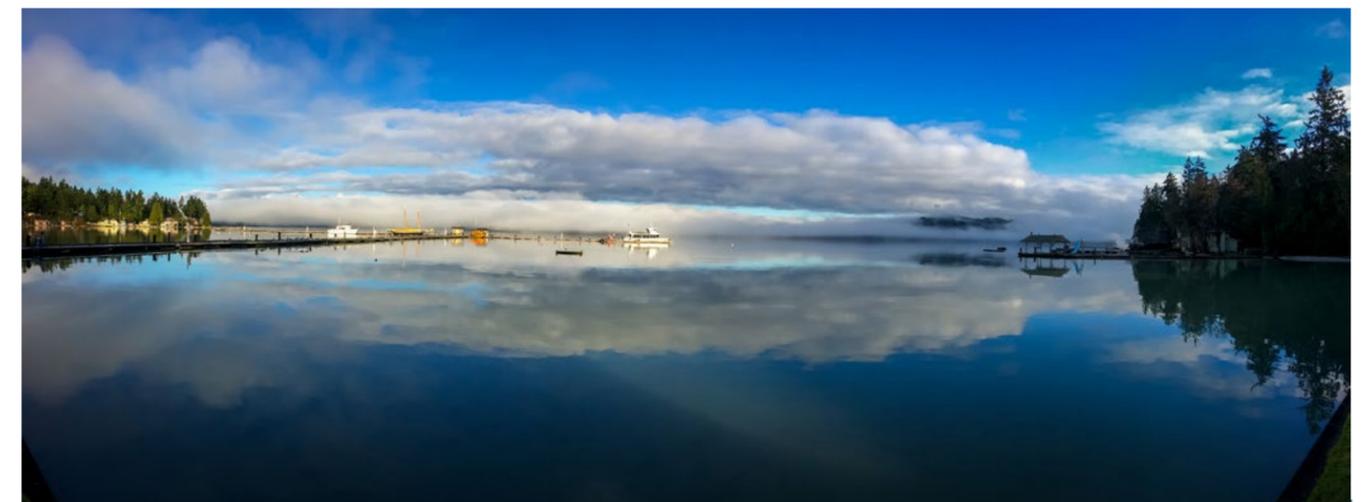
To express how the AreaMax is stargazer friendly, Molly stepped in the frame to shoot what we imagined to be the New Year's Eve fireworks display.

On Bob's recommendation we stayed at Alderbrook Lodge, which is a fabulous place in a beautiful setting with outstanding service and facilities. He was dining there with his friend Ann when we finished the night's shooting. He asked us to join his table at Alderbrook and we had a fun evening. Ann's son holds a key position at one of Evluma's major suppliers on the East Coast. It is a small world!

Eggs Benedict at Alderbrook Lodge, the Lodge, and a panoramic view of Hood Canal from the dock.



Photos by Bruce Forster



# Detective Deputy Sheriff Danielle Rickards Sheriff's Office Mason County, WA

**D**anielle Rickards is positive and personable, with a great attitude towards her role in keeping the peace in her own community, Mason County. She apologized for not having time to wash her unmarked patrol car before arriving at the shoot. We took care of that with image editing. No problem.

Working with Danielle to get this shot was a pleasure thanks to her calm, patient cooperation. As a detective and deputy sheriff, Danielle Rickards personifies many aspects of the Mason County Sheriff's Office.

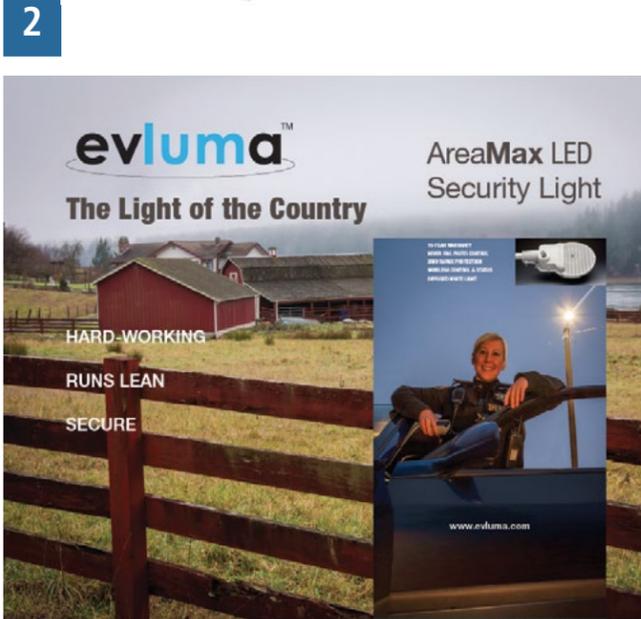
## VISION STATEMENT

The Mason County Sheriff's Office will be recognized as an innovative, progressive and resourceful law enforcement agency. We will foster innovation and positive change as we continually advance our level of service through constant training, evaluation and input from the citizens of Mason County.

Our goal is to maintain a community environment that is safe and secure by providing effective and timely law enforcement services, education and partnerships. We will always strive for the highest levels of professionalism, courtesy, compassion and fairness.

Our vision will be accomplished through an unwavering dedication to public service, an uncompromising concern for the welfare of all people and total commitment to continuous improvement.

- 1 Rural Electric Magazine Ad February 2015
- 2 Tradeshow backwall featuring Danielle Rickards
- 3 Bruce Forster shooting the red barn for the tradeshow backwall.





## Elise Dike Lynch Creek Floral at Calvary Fellowship Church

**L**ynch Creek Floral is located in the heart of downtown Shelton. There is a small coffee shop inside the floral and gift store.

Our scene was to depict a woman at night near a church in the security of a well-lit parking lot. The Calvary Fellowship Church, which had an Evluma LED Security Light installed, kindly gave us permission to shoot with their handsome, but unlit, church steeple in the background.

Being a commercial enterprise, we needed a someone from outside the church as our model. Lynch Creek Floral serves the Shelton area, is family owned, and committed to "offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect."

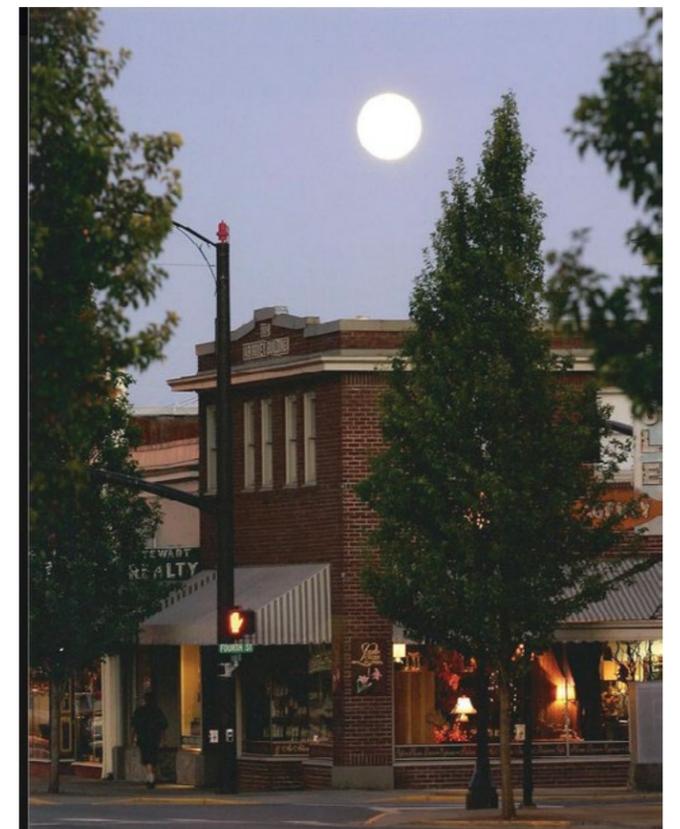
This sounded perfect because we needed that extra mile, so we made a arrangements with Polly, Lynch Creek Floral's Store Manager, and Chastity, Floral Manager, to create and deliver a gift basket with flowers to the church parking lot.

The downtown shop closes at 6 p.m., just as it gets dark in winter. Because we had to wait for dusk for the lights to come on, we asked if we could be the last delivery of the day and if the delivery person could stay for an hour.

The concept for all the shots was to shoot real people, doing what they really do under Evluma LED lighting. No models.

What we didn't count on was Elise Dike being the delivery person. As tall, slender and attractive as any professional model, Elise was a bit shy at first, but got into the job once the concept was explained. Molly did some styling with her.

We bathed the steeple with a spot. The AreaMax created a cross of light. Elise smiled. Bruce got the shot. Could life be better? The whole experience made us want to move to Shelton.





# Wendi Kirk Mason County PUD 3 Project Share

**P**roject Share is an assistance program that was started in 1983 to assist low-income customers with their electric bills. The program is a joint effort of Mason County PUD No. 3, the Community Action Council (CAC), churches, interested citizens, and PUD 3 customers.

Wendi Kirk is one of the coordinators of the race, a PUD employee and is an avid marathon runner herself!

Through the generosity of donors in 2014, more than \$110,000 was contributed and used to assist 650 low-income families with payments on their account. All contributions were allocated with no administrative costs to qualified low-income customers.

The Oyster Shuck and Share is an annual 5k run in October to raise money for Project Share. The fast, 5K Shuck & Share road race coincides with the Washington State Seafood Festival – OysterFest - to which race participants receive a free ticket.

Part of the route is along the Brockdale Walking Path where approximately 15 Evluma AreaMax luminaires light the way.

The lights along Brockdale have helped people training for the event in the early morning or after work.



Bruce Forster on the ground with camera and tripod, Joe Santana with the fill card, and Wendi Kirk poised to stretch for the shot, along the Evluma-lined Brockdale Walking Path on E. Island Lake Road in Shelton, WA.



## Bruce Forster Photography

**P**hotographing the Way the World Works

For more than 40 years, Bruce Forster has been capturing compelling images of the way the world works – construction of a 600-foot television transmission tower, Brooklyn dock workers off-loading South American coffee beans, and railcar workers in Nova Scotia. Most recently Bruce has been documenting iron workers constructing the first bridge to span the Willamette River in Portland, OR since 1970 for TriMet's Portland-Milwaukie Light Rail expansion.

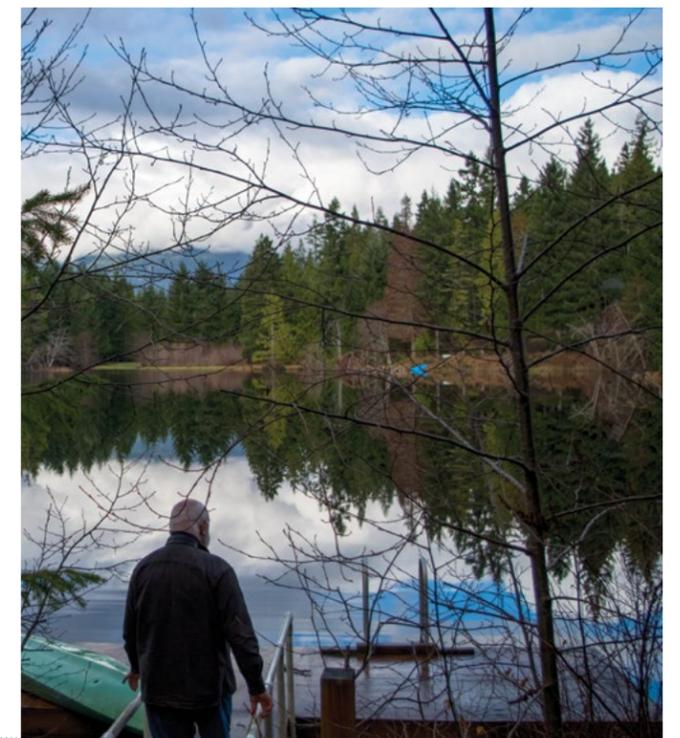
After earning an MFA degree, Bruce Forster settled in Portland in 1970 and started building a substantial client base doing fine art, magazine, corporate, aerial, and architectural photography. Bruce has traveled the world for Fortune 500 clients including Tektronix, PacifiCorp, and Willamette Industries capturing images for annual reports, capabilities brochures, and other marketing materials.

Bruce has also been active in the stock photography industry since 1985 through Getty Images and is the owner/founder of ViewfindersNW Stock Photography. ViewfindersNW has a comprehensive archive of landscapes, landmarks, aerial photography, city scapes, urban living, industry, recreation, agriculture and green energy images. Bruce is cofounder of the Oregon Chapter of the American Society of Media Photographers (ASMP) as well as a member of the Stock Artists Alliance (SAA), American Marketing Association (AMA), Portland Ad Federation (PAF) and the American Society of Picture Professionals.

**Bruce Forster and Joe Santana discuss what's needed for today's shoot. Bruce and Joe first collaborated on projects in the 1970s, which included multimedia shows for Tektronix Cable Testers and American Airlines, and Willamette-Western Corporation on the building of the Trident Submarine Base at Bangor, WA, and the Glenn L. Jackson Memorial Bridge across the Columbia.**

Bruce at Standstill Lake.

Photos by Molly Santana, MKTX





# MKTX

## Marketing Communications Excellence

**M**KTX produces content, integrated programs and campaign themes to increase brand awareness in hard to reach markets, build business relationships faster, and shorten the sales cycle for complex products and services.

MKTX develops communications strategies and messaging to express brands, attract prospects in target markets, and close sales. We create multifaceted campaigns like The Light of the Country that work across multiple media platforms, amortizing our clients' investment in us while making an impact that delivers results.

MKTX's account base is diverse – spurred by our intellectual curiosity into how client solutions work and the dynamics of their marketplaces. We are entrepreneurially oriented, supporting several startup teams, and playing instrumental role in their growth.

We encourage clients to communicate fully, authentically, and honestly in order to establish the trust and value that is critical to long-term business success. Our experience produces quality communications, efficiently, that speak the language of the marketplace.

**Bob Patterson, President, and Joe Santana, Creative Director, outside MKTX offices at Orenco Station, Hillsboro, Oregon.**

**Molly Santana, our Visual Content Producer, had a great time scouting Washington for the campaign. "I had such a nice time; not only was Washington beautiful, but I feel so fortunate to have met one kind person after another. Truly the light of the country!"**

Our approach is comprehensive. In the beginning, we seek answers to many questions as we conduct a thorough analysis that includes a head-to-toe review of every facet of a brand. From these answers we can construct a plan, and create the content and materials to implement it. It is a client-agency collaborative process. Some call it work. It is, but it can be fun as it was creating the concept and content that embody the campaign.

Evluma employed a classic marketing strategy which excited and inspired the MKTX team to propose and produce a video with music and lyrics for The Light of the Country campaign.



**“** A well expressed vision energizes your team and can establish you as a leader. It's your idea of how the world could be with your product or service achieving full potential.

*In this case, Evluma envisions an energy-efficient world through innovative lighting technology. 'Country' in the "Light of the Country" will transition from meaning 'rural' to the broader meaning in their vision, that is, the light of the nation. The vision drives the marketing campaign, which will evolve as goals and objectives are achieved. A vision guides decision-making, too, helping you choose which way keeps you on the path to fulfillment.*

-Bob Patterson, MKTX

**"Light of the Country" Music Video Storyboard**

[www.mktx.com/video/light.mp4](http://www.mktx.com/video/light.mp4)

Video Sequencing and Editing by Molly Santana

Music and Lyrics by Joe Santana. © 2015 MKTX, Inc.  
Arranged and Performed by Jon Patterson, Capital Guitar

:00 - :06



Rural farm darkens. Logo, product name. Light comes on.

:06 - :08



Video sunset. "The Light of the Country"

:08 - :13



Various shots of lineman in utility yard at end of workday.

:13 - :18



Lineman leaving. (Yard darker. Lights whiter.)

Country whistling

Country whistling

Music with vocals:  
"A good day's work is over as the sun sets down."

Music with vocals:  
"Light spills out across the yard. Time to head towards town."

:19 - :24



Video coming into a small town at night.

:24 - :27



Public Power Week lineman and flag under street light.

:28 - :32



Pan string of lights to runner.

:33 - :35



Pan up to light, zoom in and dissolve to Bus light.

Music with vocals:  
"Where the highway turns to Main Street, there an old friend waves hello."

Music with vocals:  
"At attention by the lamp post in the evening glow."

Music with vocals:  
"This is the light of the country."

Music with vocals:  
"What we depend on dusk til dawn."

:35 - :40



Pan down from light to bus driver.

:41 - :46



Dissolve eyes to eyes. Pan to light.

:47 - :52



Dissolve to Logger.

:53 - 1:01



Dissolve to Church woman.

Music with vocals:  
"To jump start the day or hang in to stay"

Music with vocals:  
"Until the worries of the night are gone."

Music with vocals:  
"This is the light of the country."

Music with vocals:  
"Keeping what lurks in the dark at bay."

1:01 - 1:06



Dissolve and pan across hillside to hitch.

1:06 - 1:12



Dissolve to Trucker.

1:13 - 1:19



Pan from light across image to fireworks.

1:20 - 1:30



Superimpose logo, product name and theme.

Music with vocals:  
"Beaming bright 'cross hills and byways"

Music with vocals:  
"Guiding us home the surest way"

Instrumental close.

Keith VO: "Evluma AreaMax lights more places in the country than any other LEDs."

Instrumental close.  
Keith VO: "It's the Light of the Country"

Close

Keith VO: ad lib



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