

stevenratajczyk

graphic designer | illustrator | photographer

# branding

The graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.



# main street meats

Chattanooga South-Side butcher and charcuterie shop specializing in local products.

# east e11even

## east e11even

Full-service advertising and marketing agency operating under the umbrella of the Chattanooga Publishing Company located at 400 East Eleventh Street.



man xpo

Large expo/event presented by the Chattanooga Times Free Press  
celebrating all things manly.



beverage world

Largest selection of American and imported beer in the Chattanooga area.

**POWER  
CUSHIONED**®  
PERFORMANCE SOCKS



power cushioned

Athletic sock brand.

*Harrison*  
*SPEED & STYLE*

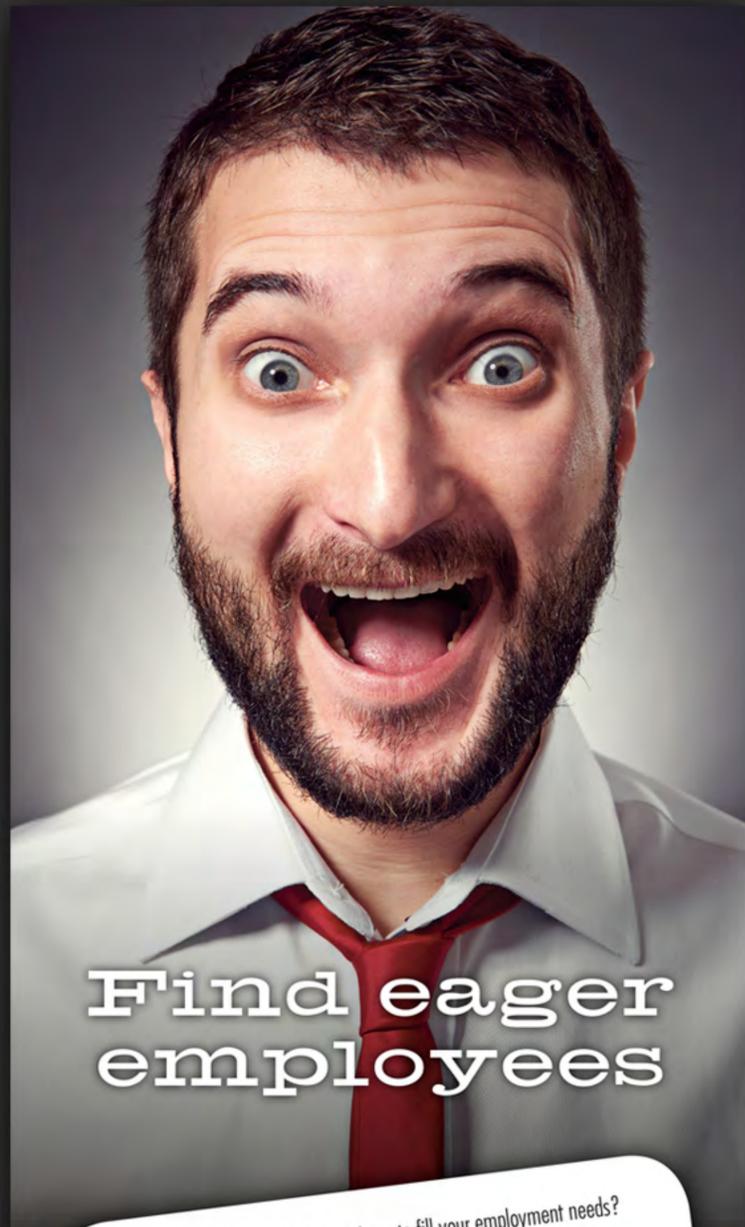
**harrison speed**

Independent custom shop specializing in "hot rod" restoration and customization.

# print advertising

“Doing business without advertising is like winking at a girl in the dark.  
You know what you are doing, but nobody else does.”

—Stewart Henderson Britt, New York Herald-Tribune, October 30, 1956



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**jobs.timesfreepress.com**

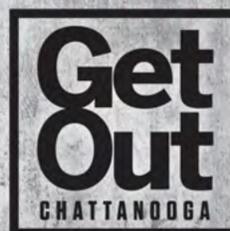
Self promotional advertising

**UTC vs.  
JACKSONVILLE  
STATE**

**SATURDAY, SEPTEMBER 6TH  
FINLEY STADIUM 6:00PM  
HOME OPENER**



**PRESENTED BY**



utc vs. jacksonville

Grungy ad for a down and dirty rivalry game.



the  
**DISCOUNT**  
advantage



Whether you are installing a metal roof or putting up a post-frame building, we believe that by visiting us you will have taken an important step in making a wise and better informed decision.

Discount Metal Roofing offers only the very best products and service at discounted prices for residential, light commercial and agricultural applications, to ensure the success of your project.

**DISCOUNT  
METAL ROOFING**  
discountmetalroofing.com

6843 Mountain View Road • Ooltewah, TN 37363 • 423-238-7280

# discount metal roofing

Grid designed magazine advertisement.



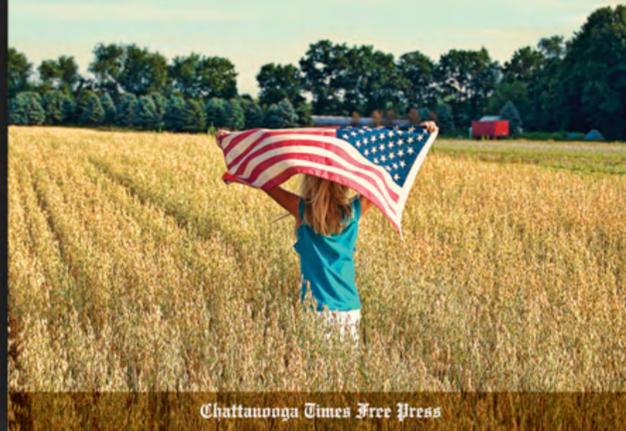
Happy New Year



Chattanooga Times Free Press

*In 1776 the winds of freedom swept across this land to create the greatest democracy the world has ever known.*

*Today we stand strong in celebration of America's independence.*



Chattanooga Times Free Press



**VETERANS DAY**  
NOVEMBER 11, 2010

TODAY WE PAUSE TO HONOR THE BRAVE MEN AND WOMEN WHO HAVE MADE GREAT SACRIFICE TO PROTECT OUR FAMILIES, OUR COUNTRY AND OUR FREEDOM.

TRUE AMERICAN HEROS.



Chattanooga Times Free Press  
inprint | online | inyourcommunity



*Merry Christmas*

*Although it's been said many times, many ways,  
Merry Christmas to you.*

Chattanooga Times Free Press

# holiday sentiments

Self promotional holiday sentiments of the Chattanooga Times Free Press.



**Public service announcement 5:  
IPA's are great on patios.**

In this case our big West Coast style Magnum PA is the beer of choice for patio weather. Have this hoppy treat with our Eat a Peach. This sweet and spicy peach glazed half chicken's flavors hang perfectly with this big beer. Prost!

Southside Chattanooga / 423.752.8090 / terminalbrewhouse.com



**Public service announcement 4:  
Monks know beer!**

Our Belgian pale ale, Monks Wages, is an homage to the well-known brewing prowess of Belgian Monks. Pair one with a truly American pizza, the Braised and Confused pie loaded with braised short ribs, for a great dining experience.

Southside Chattanooga / 423.752.8090 / terminalbrewhouse.com



**Public service announcement 6:  
It's hearty food and beer time!**

Cooler days and nights demand heartier food and beer. Our Bison Meatloaf is lean but hearty and is a fresh take on the classic homemade marvel. Add a pint of our Southsidenstein Stout with its myriad of roasted malt flavors. Perfect pairing.

Southside Chattanooga  
423.752.8090 / terminalbrewhouse.com  
f / terminalbrewhouse



**Public service announcement 7:  
Beer and food warm the soul**

It may be cold, but our Winter Warmer can help you shake it off while it slakes your thirst. Add our Philosopher's Burger for just the right combination of flavors and spice.

Southside Chattanooga  
423.752.8090 / terminalbrewhouse.com  
f / terminalbrewhouse

# terminal brewhouse

"Public Service Announcement" ads illustrating food and beer pairings. I not only did design layout buy all food photography as well.



# best of the best publication cover

20th Century Fox inspired design for tab cover of local "reader's choice" awards for top area businesses.  
Not print advertising per se...

# marketing campaign

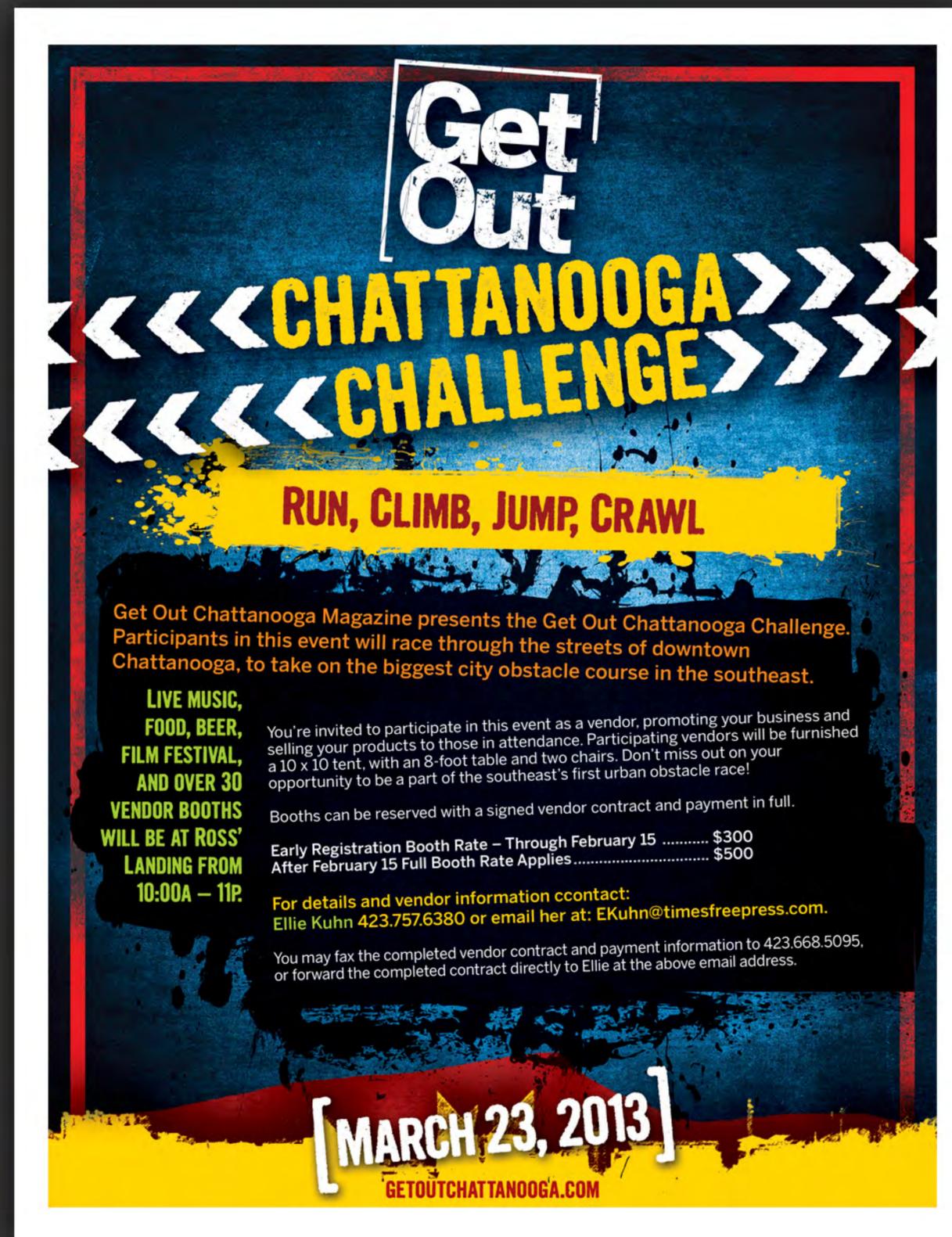
Following is an example of a complete advertising and marketing campaign of elements for a large event promotion.

This campaign is for an athletic competition taking place in the downtown area of Chattanooga.



## logo / branding

The event is presented by Get Out Chattanooga magazine and is called the Get Out Chattanooga Challenge. The branding identity is the first piece in the evolution of the entire campaign.



# sales flyer

One of the first printed materials to kick off the event. The sales flyer clearly illustrates the design direction that will be carried through the entire campaign.

# ARE YOU UP FOR THE CHALLENGE?

**IF SO, THIS IS WHAT YOU CAN EXPECT ON RACE DAY...**

**VILLAGE VOLKSWAGEN CAR CRAWL**  
Once the 10k race launches at Ross's Landing, runners will face the Riverfront Car Crawl, a challenge that requires them to army crawl under a barricade of Volkswagen's finest.

**CHATTANOOGA CHOO CHOO CLIMB**  
At the Chattanooga Choo Choo, racers will climb over the Choo Choo caboose itself, with the help of a very handy cargo net draped over the structure.

**ACE HARDWARE DARE**  
At Scrappy Moore Field, Ace Hardware will challenge racers in their level of agility. Participants can expect ropes, tires and general running, swinging, pushing and crawling.

**SPORTS BARN MARINE HURDLES**  
The feats of strength continue with Sports Barn's marine hurdles at First Christian Church. If you don't already know what marine hurdles are, Google it... and be afraid.

**CHATTANOOGA TIMES FREE PRESS NEWSPAPER MOUNTAIN**  
Nothing will move this mountain — one way or another, runners will have to climb up and over an enormous mountain made out of newspapers and make their way back down to continue.

**COCA-COLA CARRY**  
After runners make their way to the Boathouse Rotisserie & Raw Bar, they will discover an interesting challenge with a favorite locally bottled beverage—Coca Cola. Runners are advised to prepare to maneuver around, through and possibly even carry a boatload of Coca-Cola.

**"SEE ROCK CITY" BARN CLIMB**  
Looming as the last obstacle racers must face back at Ross's Landing is a true-to-size replica of the famous "See Rock City" barn. To complete the challenge and cross the finish line, racers will climb up and over the bright red Chattanooga icon.

**MAIN TERRAIN ART PARK**  
Loop around Chattanooga's newest park and complete five fitness activities including the sculpture wheel turn, trapeze rings, and more.

**FINLEY STADIUM CLIMB**  
Race participants must scramble their way up the steps of Finley Stadium. And there are a lot of steps...

**TENNESSEE AQUARIUM PENGUIN PLUNGE**  
In a bone-chilling obstacle set up by the Tennessee Aquarium, runners will splash their way through water that's kept at the same temperature the Aquarium's waddling emperor penguins inhabit.

**Get Out 10K CHATTANOOGA CHALLENGE**

**[MARCH 23, 2013]**  
REGISTER AT [GETOUTCHATTANOOGA.COM](http://GETOUTCHATTANOOGA.COM)

ROCK/CREEK, BIG RIVER, CHERRY CENTER, TENNESSEE AQUARIUM, SPORTSBARN, ACE, Memorial, Coca-Cola

**Get Out**

**CHATTANOOGA CHALLENGE**

**RUN, CLIMB, JUMP, CRAWL**

GET OUT CHATTANOOGA PRESENTS THE CHATTANOOGA CHALLENGE. COME RACE WITH US THROUGH THE STREETS OF DOWNTOWN CHATTANOOGA AS WE CHALLENGE YOU TO TAKE ON THE BIGGEST CITY OBSTACLE COURSE IN THE SOUTHEAST!

**[MARCH 23, 2013]**  
REGISTER NOW AT: [GETOUTCHATTANOOGA.COM](http://GETOUTCHATTANOOGA.COM)

TENNESSEE AQUARIUM, SPORTSBARN, ROCK CITY

**Get Out**

**CHATTANOOGA CHALLENGE**

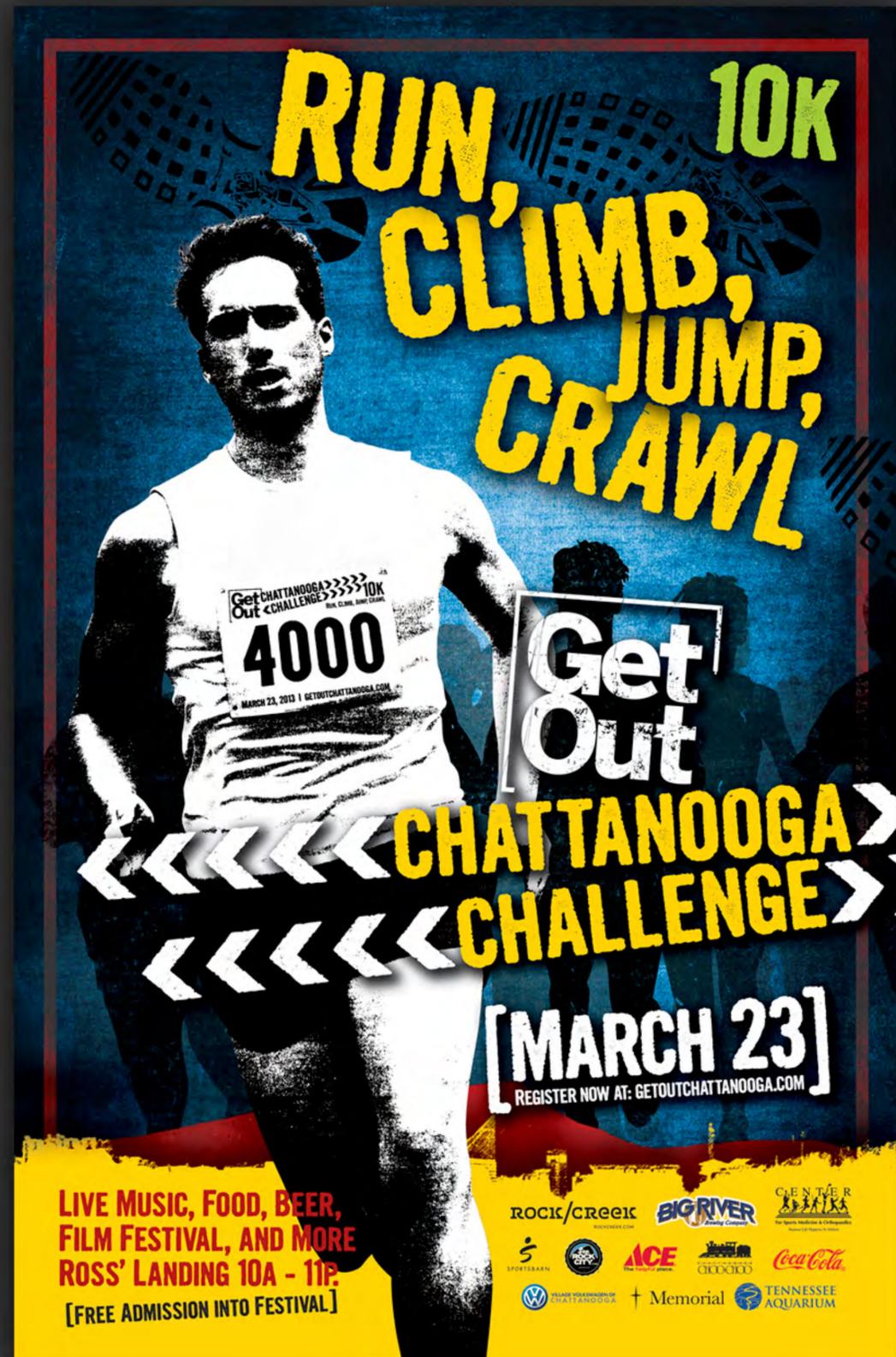
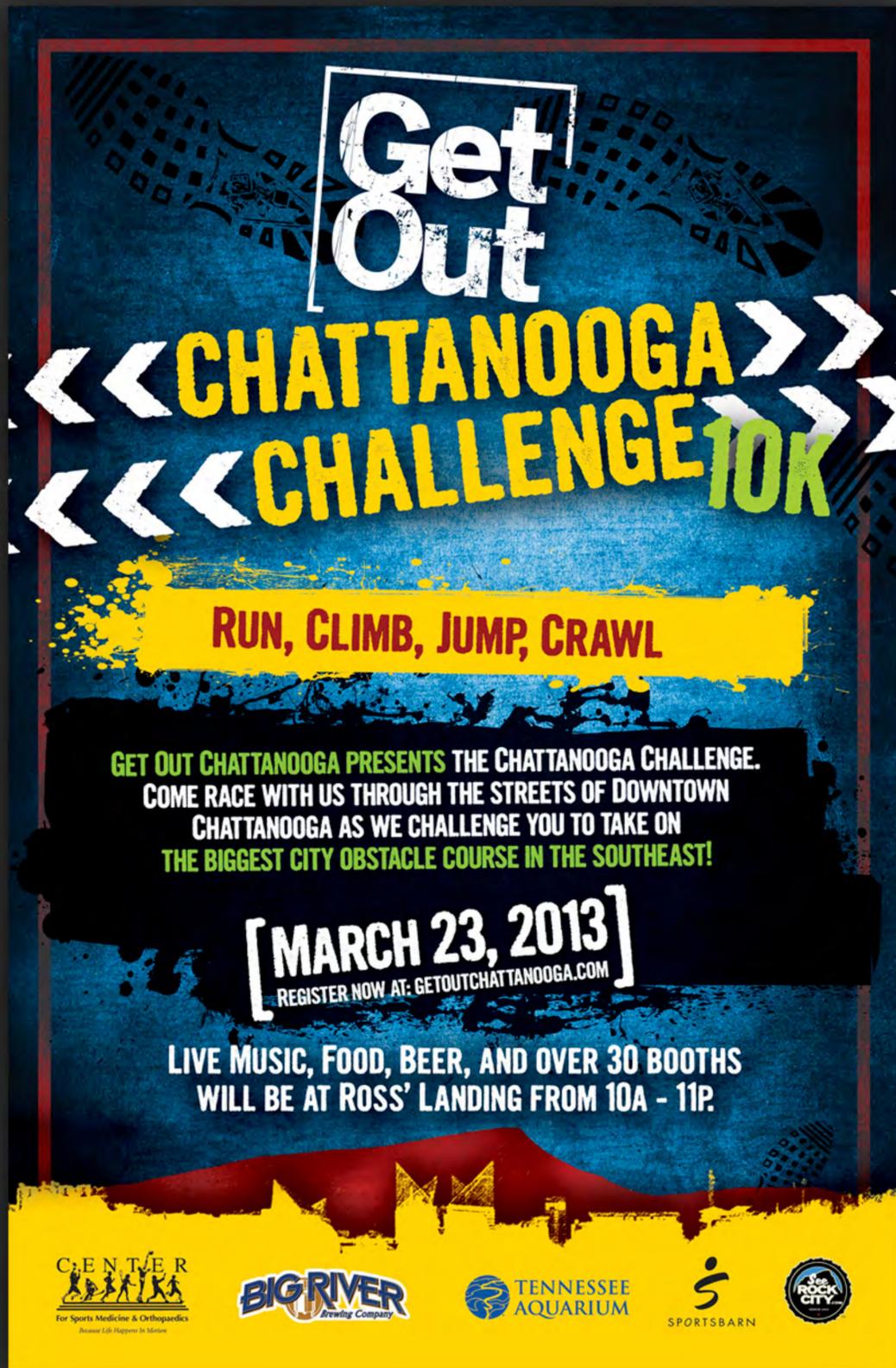
**RUN, CLIMB, JUMP, CRAWL**

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**[MARCH 23, 2013]**  
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# print advertising

A series of print ads appear in newsprint and magazines. These are just a few.



# posters

11" x 17" posters displayed throughout the Chattanooga area at local businesses.

facebook Search for people, places and things Steven Ratajczyk Find Friends Home

**RUN, CLIMB, JUMP, CRAWL**  
**[MARCH 23, 2013]**  
**Get Out CHATTANOOGA CHALLENGE**  
 REGISTER NOW AT: [GETOUTCHATTANOOGA.COM](http://GETOUTCHATTANOOGA.COM)

**Jodi Walters** Friends Message

Went to Forest Hills Central High School  
 Lives in Chattanooga, Tennessee  
 Married to Steven Ratajczyk  
 Today is her birthday

About Friends 222 Photos 12 Map 4 Likes 53

Post Photo Write something... Share

Activity Recent  
 Jodi liked Ark Of Cleveland, Inc.  
 Jodi pinned to My Style - Fashion on Pinterest.  
 Like - Comment

Friends 41 Mutual Friends See All

Heather Veldsma Merlo Jodi Walters  
 47 minutes ago  
 Happy Birthday Jodi!

Sponsored  
 WANTED: 4x4 Lovers uti.edu  
 Breed your Dragons!  
 9,300,000 people played Dragon City.

# social media

Graphics created to work with various forms of social media.



# outdoor advertising

Billboards and sheet posters pop up throughout the Chattanooga area.



# misc. marketing collateral

Several collateral pieces were created for day-of-race attendees and participants including shirt designs, event maps, stickers, award medals, race bibs, and more.

# editorial design

I have had the opportunity to do some work in the realm of visual journalism...

Mostly in the way of individual "feature" articles and magazine cover design.

Here is a taste of some of my favorites.



# IRISH INFLUENCE

CHATTANOOGA'S HISTORY TRACKS BACK TO  
THE IRISH IMMIGRANTS WHO BUILT  
THE CITY'S RAILROADS

By Kathy Gilbert and Jennifer Bardoner  
Historical photos courtesy of the Chattanooga Public Library

**S**cenic City residents toasting St. Patrick March 17 won't find green beer at The Honest Pint, one of the city's only Irish bars, but if they look close enough they can spy the last visible vestige of the city's Irish immigrant population, a single green shamrock in the stained-glass windows of nearby Sts. Peter and Paul Parish.

"The most tangible symbol of the Irish immigrants' impact on Chattanooga is the railroad," says Maury Nicely, a board member of the Chattanooga History Center who leads historical tours of the area. "These individuals had a hand in bringing the most important piece of our history into being. The railroad coming to Chattanooga was what made Chattanooga a city. Without the railroad we're Loudon, Tennessee. Without it, we play no real role in the Civil War. We're the Dynamo of Dixie because of the railroad."

But for all their lasting impact, the story of their existence is like a legend of

lore. The itinerants wrote few letters, kept no diaries. Census records are sparse. No ancestors of former residents seem to exist, says Monsignor George Schmidt Jr., of Sts. Peter and Paul, around which the Irish bought land and lived communally.

"It's a very obscure part of the city's history," says Daryl Black, executive director of the Chattanooga History Center. "We know the outlines of their story, but we would like to know more of the details."

One detail is clear. Today's cityscape was shaped at the hands of the Irish in more than one way - Patten Parkway, which houses the Honest Pint and just off

## irish hill

Opening spread. I also did photography and photo enhancement on this spread.



Stone Fort, looking northwest from about Market and 10th Street. Civil War photo of Stone Fort including Union Depot shed, Crutchfield House and W & A (Western & Atlantic) Railroad Station.

of which sits another Irish bar, O'Heiney's, was once called Irish Hill, home to the immigrants that helped build Chattanooga into the city it is today.

Before the Civil War, those immigrants — along with slaves — shoveled mud, blasted tunnels with gunpowder, laid track, spiked rails. After the war, they vanished.

"Honestly, the fact that the area was known as Irish Hill and that the church is still standing there are about the only signs that remain," says Nicely.

## IRISH HILL

In 1850, four railroads were being built into downtown: the East Tennessee-and-Georgia, the Memphis-and-Charleston, the Nashville-and-Chattanooga and the Western-and-Atlantic, which ran from the city's first depot at Ninth and Market streets to Atlanta.

Southern railroads were leasing and buying slaves to do the work, but demand

outpaced supply. So hundreds of Irish immigrants — fleeing centuries of oppression, poverty and the Great Famine of 1845 — were also hired for the most dangerous and dirtiest tasks.

In 1852, Father Henry Brown, a Catholic missionary from the North, founded Sts. Peter and Paul Parish on Eighth Street. He also sold land around the church, at

cost, to Irish immigrants. The area became known as Irish Hill. The residents were generally poor, single men living in rough-hewn shanties or barracks-style apartments, living close to the machine shops and railroad shops serving the Western and Atlantic, says Black.

The workers excavated and graded lines with pickaxe and shovel; they blasted

cuts (removing rock or dirt to make paths) and tunnels with hand drills and black powder. They worked on the 2,228-foot Cowan (Tenn.) tunnel on the Nashville-and-Chattanooga line, the 1,477-foot tunnel at Tunnel Hill, Ga., and the 170-foot high "Deep Cut" through the Allatoona mountains of the Western-and-Atlantic — all engineering triumphs of the time.

The Louisville-and-Nashville and Nashville-and-Chattanooga lines, once the pride of the South, became supply lines for the Union Army during the Battles for Chattanooga in 1863. Union Maj. Gen. William T. Sherman commandeered the Western-and-Atlantic for his Atlanta Campaign and March to the Sea.

A development boom after 1885 installed familiar architectural treasures — Memorial Auditorium, the Dome building, the brick facades of Patten Parkway — on the Chattanooga downtown scene.

The whereabouts of the former residents of Irish Hill became a mystery; the sounds of the Gaelic tunes they once sung on Flynn and Lindsay streets were a mere echo of the past. The railroad workers may have joined the Army, bought farms or laid track on the Transcontinental Railroad.

Father Brown's church, which had been disemboweled by Union forces under orders of Maj. Gen. Ulysses S. Grant so the stones could be used for culverts and fortifications, was completed in 1890. In the only remaining echo of Irish Hill, the stained glass windows, designed by Louis Comfort Tiffany, include one emerald shamrock, the emblem of Eire.

"The area likely still retained a lot of Irish character and identity into the 1880s and 1890s but the area was beginning to change more into urban construction when the first big real estate boom hit Chattanooga in about 1887-1888," Nicely explains.



Sts. Peter and Paul Catholic Church erected in 1888 and located at 214 E. 8th Street, Chattanooga

## IRISH HILL TODAY

Last year, the River City Company asked Tom Bartoo, owner of Method Architecture, to propose a new design for Patten Parkway, a short passage one block north of M.L. King Boulevard between Lindsay Street and Georgia Avenue, as part of its new Urban Design Challenge. As part of the overall project, six separate teams

were recruited to each tackle a vital neighborhood downtown and imagine a future redevelopment scheme for it.

Bartoo began by sifting through documents at the public library, then skimming Nicely's "Chattanooga Walking Tour & Historic Guide," where he learned of the area's Irish ancestry. Between Chery and Lindsay

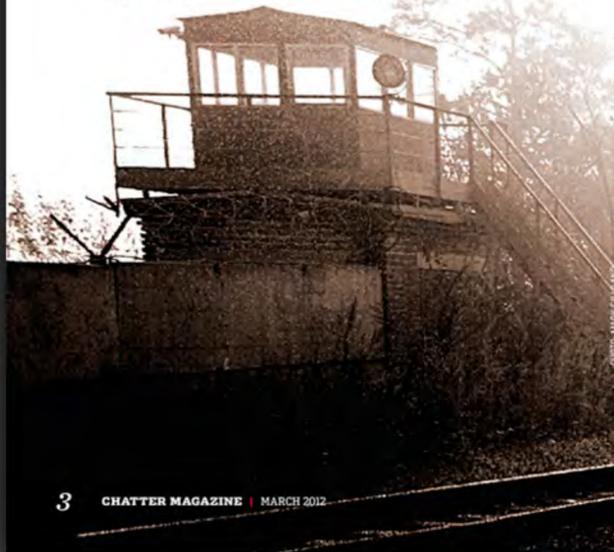
streets, McCallie Avenue and M.L. King Boulevard — the approximate boundaries of the old Irish Hill — Sts. Peter and Paul Basilica and Notre Dame Academy were nearly the only structures still standing. "It was mostly open land," says Bartoo.

His team's proposal hinges not on bringing back a key piece of the city's history,

but on bringing life back to a key area for the city. "We recognized very quickly that the site can play in connecting the central business district over to the UTC area," Bartoo says.

The driving elements for his team's design were the World War II Memorial and a city market that operated on Patten Parkway until

*"The most tangible symbol of the Irish immigrants' impact on Chattanooga is the railroad," says Maury Nicely, a board member of the Chattanooga History Center*



irish hill continued

Inside spread.



PHOTO: MARK GILLIAND

Front of the United States Military railroad office in Chattanooga; foundry on the right.



1942, and such typical modern urban improvements as wider sidewalks, limited car traffic and apartments over shops and grocery stores. "All of these things bring life back to what seems like a sea of parking now," says Bartoo.

Though unfamiliar with Irish Hill's history when they opened the pub, The Honest Pint co-owner Matt Lewis says the Method Architecture team's proposal might feel familiar to the former sharecroppers of County Clare.

Recalling the past, even indirectly, forms a city's future, says Blythe Bailey, an organizer of the Community Design Forum — a second downtown redesign that works cooperatively with the Urban Design Challenge — and project manager at River Street Architecture. Even when that history is buried beneath Gilded Age pavers,

the ancient spirits waft into modern minds. "Chattanoogaans think of downtown as a neighborhood without a soul, but when you call it Irish Hill you suddenly see rich images of real people with roots to a native land," says Bailey.

**"CHATTANOOGANS THINK OF DOWNTOWN AS A NEIGHBORHOOD WITHOUT A SOUL, BUT WHEN YOU CALL IT IRISH HILL YOU SUDDENLY SEE RICH IMAGES OF REAL PEOPLE WITH ROOTS TO A NATIVE LAND," SAYS BAILEY.**

On March 17, The Honest Pint will shun green beer in favor of handmade food, live music and whiskey giveaways. Traditional Irish toasts will be printed on menus. The focus will be on connecting patrons to their neighborhood and community. In short, it's a "Cheers" kinda joint — much as the Irish Hill residents might have seen. "Historically, Irish pubs were in each little town or little neighborhood.

We thought we could do something similar to that," explains Lewis. "And we tend to be purists when it comes to beer."

## LEARN MORE ABOUT IRISH HILL

CHATTANOOGA HAS MANY HISTORIC RESOURCES. IF YOU HAVE A STORY TO SHARE, OR WANT TO LEARN MORE ABOUT THE CITY'S PAST, HERE ARE SOME TOP SOURCES:

- Chattanooga Walking Tour & Historic Guide, Maury Nicely. Available at the Chattanooga History Center and [amazon.com](http://amazon.com)
- Maury Nicely Walking Tours, historical information: Chattanooga History Center, 2 Broad St., 423-265-3247, [chattanoogahistory.org](http://chattanoogahistory.org)
- Chattanooga-Hamilton County Bicentennial Library, Local History and Genealogy Department. 1001 Broad St., 423-757-5317, [www.lib.chattanooga.gov](http://www.lib.chattanooga.gov)
- Urban Design Challenge, [urbandesignchallenge.com](http://urbandesignchallenge.com)
- Chattanooga Community Design Forum, [facebook.com](http://facebook.com)

# irish hill continued

Last page

# THE YELLOW MENACE



A MILD, SOGGY WINTER MIGHT MAKE A VERY YELLOW MONTH, BUT THERE IS A CURE FOR THE HAY FEVER BLUES.

By: MERRELL MCGINNESS Photo: STEVEN RATAJCYK

Neon yellow is red hot on the runway this season, which might rank Chattanooga among the hippest cities in the country. Not only will we see the trendy hue on the fashionable set, but also on our cars, our streets, our pets – even our gutters. Yes, it's pollen season – and the look this year is head-to-toe yellow. Consistently ranking in the top five worst cities for allergies in the U.S., a mild, soggy winter might mean an earlier start to the sneezing warns Dr. Marc Cromie of the Chattanooga Allergy Clinic, one of the busiest offices in the Southeast.

"I had patients in late January coming in who are allergic to pollen having symptoms that they noticed were worse when they were outside," he says. The rain knocks down pollen counts but encourages mold growth – another common trigger. Pollen usually peaks the first two weeks in April, but the lack of freezing temperatures this winter might make this month the worst.

Many of the attributes that give the Scenic City its nickname – diverse tree species, mountain ranges, mild winters – are also culprits in our notoriously yellow springs. Ironically, the trademark yellow dusting is caused by pine trees, whose pollen is so large

and heavy it rarely causes actual allergy problems. That notorious tickle in your nose is actually caused by what you don't see coming from ash, birch, maple and sycamore trees, just to name a few. And Chattanooga's bowl-like geography traps many allergens in the valley, which is certainly nothing to sneeze at.

Fortunately, there is hope on the cloudy, yellow horizon. Allergy shots have come a long way in recent years, providing stronger doses that allow patients to take them for about five years instead of indefinitely. And while the once-a-week protocol might seem time consuming, for many it's the all-natural cure they've been longing for.

"All you're doing is getting an injection of what you're allergic to," explains Cromie, whose office administers roughly 500 shots per day. "The goal is to get off medicine altogether – it's more of a cure. Allergy shots essentially retrain the immune system."

It takes a while for the shots to reach their maximum efficiency, but for those willing to commit to a few extended office visits up front, the build-up phase can be concentrated to several weeks instead of the typical three to six months. To get started, patients need to see a board certified

allergist, who can provide skin testing to determine exactly what allergens are causing the problem.

A recent study out of Florida found shots can save patients an average \$1,500 per year in allergy medication and antibiotic costs, says Cromie. In addition to improving quality of life and reducing presenteeism – being present at work or school but not functioning at the highest level – shots have also been shown to reduce the chances of allergic children developing asthma by 50 percent.

Over-the-counter medications such as Zyrtec or Allegra can also be effective, as well as steroid nasal sprays. Generic versions of both are helping to keep costs down. Other common-sense measures are limiting exposure by keeping windows closed and cleaning off pets before they come inside. Using a Neti pot or other nasal irrigation system can help wash out allergens if used regularly. The key, whatever you choose, is to start early.

"If you get started three to four weeks before the pollen comes in you're going to do better overall," says Cromie. "Once it starts you kind of get primed; it's almost like everything gets inflamed and you're behind the eight ball trying to catch up."

**TREE POLLEN:** The highest amount of pollen all year is in the spring thanks to budding trees. Tree pollen begins in February or March, typically peaking the first few weeks of April.

**RAGWEED:** The second worst pollen season in the South is August or September when this ubiquitous yellow weed begins to bloom.

**MOLD:** Those allergic to mold unfortunately suffer year-round, particularly during the rainy spring season.

**DUST MITES:** Dust mites aren't seasonal but have a higher predominance to cause symptoms in the fall and winter when people are inside more.

**GRASS POLLENS:** Blooming in late spring or early summer, grass pollen counts in this region are typically not that high, but those who are allergic have problems when cutting the grass or near hay.

## yellow menace

Article about the dreaded yellow pollen that plagues the area every spring. I decided creatively to go with a campy B Horror movie approach.

# CHATTER

TRENDS | DIVERSIONS | PEOPLE | PALATE | CULTURE | WELLNESS | HABITAT  
CHATTER.CHATTANOOGA.COM | JUNE 2014

# 20 UNDER 40

YEAR-LONG,  
IN-DEPTH  
INVESTIGATION  
UNCOVERS 20  
LOCAL PEOPLE  
INCITING  
CHANGE IN  
CHATTANOOGA

THE  
LAMP POST GANG  
-last known whereabouts  
800 Market St.  
Suite 200  
-former Lowman's  
retail operations  
No. 23705/04

informant:  
Mary Beth

# CHATTANOOGA'S MOST WANTED

425 700 6900  
Time stamp evidence  
sightings at  
the following:  
- Panoram Imports LLC  
- Randa Solutions, Inc.  
- Way Power  
- Hutchinson & McCallagh  
- Pure Sedemarks LLC  
- One to One Personal  
Physician Network  
- Patten-Johnson  
- Cumberland Trust

MATT  
"THE SODA JERK"  
ROGERS



# 20 under 40 cover

Every year, Chatter Magazine celebrates 20 of Chattanooga's best and brightest under the age of 40. I went with a "most wanted" theme, and for the tri fold out cover, I did an investigative crime board.



# 20 under 40 feature

The inside editorial was 20 pages long including the intro spread. The entire layout is set as a detective's desk, and the featured 20 would be written about in rap sheets. All of the photos are taken like mug shots.

CHATTER HEADQUARTERS, CHATTANOOGA, TN

**CONFIDENTIAL** Form No. 20U40

CHATTER CHATTANOOGA  
**CHATTANOOGA'S MOST WANTED**

NAME: **LAURA JONES**

AGE: **29**

RAP SHEET: Owner of McClain Made Jewelry Studio, University of Georgia graduate, Planning committee for River City Rush benefiting TPL and the Chattanooga History Museum, Graduate of the Business Development Center, Member of the Northshore Merchants Collective, Chattanooga enthusiast and small business supporter

LITTLE-KNOWN FACT: Being an artist, everyone assumes that I can draw and paint. The fact is, I couldn't sketch a recognizable cat. My brain's creative sphere is in 3D. Sculpture, pottery and metal fabrication is my M.O.

LIFE-CHANGING MOMENT: My family and I took a trip abroad to Italy. It was my first time there and I had just spent the semester studying Art History at UGA. To be able to see everything I just studied in class was a priceless experience. I still draw inspiration from that trip, not only in my creative work but in my appreciation for travel, family and our memories made together.

ADVICE TO 10-YEAR-OLD SELF: I was very shy. My mom sent me to summer camp when I was in fourth grade and I cried every day. I was the girl that cabin mates dreaded bunking with. I would tell my 10-year-old self to give camp another try. In fact, to go to camp all summer long every summer I could. I think that camp is such a learning experience and helps young minds grow. I would tell myself to soak in all the arts, crafts, friends and outdoors while I could. Also, to not fret too much about boys teasing me because 9 times out of 10 they are just flirting.

TRUTH BEHIND ART: That's part of being an artist—you have to fail 100 times to get one piece that is worth something. That's what people are buying. When you buy a piece of artwork, you're buying an artist's 100 failures to get to this piece that is a total success. That's what people have to think about when they buy art. Sometimes people get discouraged by price and they don't understand the work that goes into it.

PROUDEST PROFESSIONAL MOMENT: The proudest moment I've had was when National Geographic came to my booth at a wholesale show and placed an order for their website and museums. I can't imagine a cooler company carrying my line. Of course, Saks or Neiman Marcus wouldn't be bad customers either.



20U40-2014  
CHATTANOOGA, TN  
LAURA JONES 29  
MOST WANTED

CHATTER HEADQUARTERS, CHATTANOOGA, TN

**CONFIDENTIAL** Form No. 20U40

CHATTER CHATTANOOGA  
**CHATTANOOGA'S MOST WANTED**

NAME: **BARRY LARGE**

AGE: **36**

RAP SHEET: Partner and Co-founder at Lamp Post Group - Co-founder of Access America Transport - McCallie School Board of Trustees - Husband to Marylee and Daddy to Leighton, 3, and Layla, 16 months

HIDDEN TALENTS: I've been told I am good at trivia, especially pop culture. In particular, I have a knack at guessing a film's Rotten Tomato score (give or take 5% or so).

LIFE-CHANGING MOMENT: Within a couple weeks in 2012, I was diagnosed with cancer and discovered my wife was pregnant with our second child. The experience of truly contemplating your own death while celebrating the creation of new life certainly changed me. It gave me tremendous perspective and a new appreciation of the gift of every single day. When I get anxiety over the daily minutia as a parent or a husband and think back about what we went through, it puts things into perspective.

CHILDHOOD ASPIRATIONS: I think like a lot of kids, I aspired to be like my dad. I grew up in a first generation family business. Witnessing he and my mom start a company from nothing certainly imprinted entrepreneurship in my psyche. By the time I was a pre-teen, I believed my future was in business. By the time I finished college, I knew who I would go into business with, yet we still hadn't quite figured out what kind it would be!

IF YOU WERE 80-YEARS-OLD, WHAT ADVICE WOULD YOU PASS ON TO YOUR CHILDREN? Always strive to be your authentic self and to allow yourself to be vulnerable to others, especially your closest friends and relatives. I fail at this almost on a daily basis, but I still strive towards this goal. When I do achieve authenticity and vulnerability, peace and fulfillment seem to follow.

PROUDEST PROFESSIONAL MOMENT: I'm very proud that my two best friends and I have weathered the business journey of the past 15 years. There have been many moments when we each thought we might not—it's kind of like a family where sometimes you want to choke your siblings but deep down you love them—but yet I can honestly say we are as close as we've ever been today. Here's to the next 15!



20U40-2014  
CHATTANOOGA, TN  
BARRY LARGE 36  
MOST WANTED

# 20 under 40 feature continued

All of the inside pages were photographed. Only the typography for the rap sheets was created in the design. I'm only showing a couple of the 20 page spreads.



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CHATTER CHATTANOOGA  
**CHATTANOOGA'S MOST WANTED**

Fingerprint—Records Section,  
Information Bureau,  
Chatter Headquarters,  
Chattanooga

NAME: **MATT ROGERS**

AGE: **34**

**RAP SHEET:**

Co-founder and CEO of Pure Sodaworks LLC  
• Co-founder of Everyday Eclectic LLC • Bass  
vocalist with Voci Virili Men's Consort • Husband  
and business partner to Tiffany • Faithful human to  
Ripley the dachshund, 8, and Dexter the corgi, 3

**LITTLE-KNOWN FACT:**

Something that few people know about  
me is that I actually took two years of  
Ancient Greek at UTC in preparation for  
going into seminary. I think studying  
Greek might have been one of the reasons  
that I didn't end up going to seminary  
after all! I also love learning new skills.  
I have taught myself how to bake my own  
bread, make soap, balloon sculpt, contact  
juggle and brew a great espresso.

**CHILDHOOD ASPIRATIONS:**

I distinctly remember wanting to be a private detective,  
an astronaut and a doctor when I grew up.

**SECRET TO SUCCESS:**

Seven years—that's what it takes. Sticking  
with it, not losing focus and believing in  
it even when it might not make sense.

**LIFE-CHANGING MOMENT:**

By early 2011, my wife and I had been operating Everyday Eclectic for four years making all-natural  
candles and body care products. One of the things that we knew we wanted to get into was a food  
item using the same types of ingredients and techniques that we had already developed. In March of  
that year, I was out running errands for work and one of my stops was at a local coffee shop where  
I decided to get a quick cup of coffee. While there, I overheard a girl order a Lavender Italian  
Soda. That was the eureka moment that changed my life. I realized that soda embodied everything  
that we were looking for in a new product: it's distinctly American, it's nostalgic, it can be made  
using all-natural ingredients and I was already making flavored syrups for our own home use  
with various herbs and spices. I knew if one person would order it, 100 people would order it. It  
took several months from then to actually build the new business, but that moment represents the  
beginning of Pure Sodaworks.

**PROUDEST PROFESSIONAL MOMENT:**

Nothing makes me more proud than hearing and seeing someone enjoy a product that I have had a  
hand in creating.

CHATTER MAGAZINE | JUNE 2014

**CONFIDENTIAL**  
CHATTER CHATTANOOGA  
**CHATTANOOGA'S MOST WANTED**

Form No. 20U40

Fingerprint—Records Section,  
Information Bureau,  
Chatter Headquarters,  
Chattanooga

NAME: **ANGELA BALLARD**

AGE: **38**

**RAP SHEET:**

Chief Learning Officer, WTOI-PBS • President-Elect,  
Junior League of Chattanooga • Weekend Air Personal-  
ity, (WDEF-FM) • Doctoral Student and Adjunct Professor,  
University of Tennessee at Chattanooga • United Way of  
Chattanooga 2014 Campaign Cabinet Education Chair •  
The University of Tennessee System Alumni Board of  
Directors • Moth Ball Steering Committee Member •  
Chattanooga Women's Leadership Institute Member •  
America's Junior Miss Alumni Council Member • Member  
of Rivermont Presbyterian Church • Member of Highland  
Park Neighborhood Association • Wife to Mike and  
stepmother to Zack, 16, and Ben, 12

**LITTLE-KNOWN FACT:**

I graduated from UTC with my bachelor's  
degree when I was 19. I'm on a quest to fill  
up a passport with stamps and catch up  
with my husband, who has traveled to 31  
countries. He and I rang in the new year  
in Gibraltar, Spain and Morocco, and we  
just got back from a scuba diving trip to  
Bonaire. Our next big adventure is to take  
the boys to Greece.

**CHILDHOOD ASPIRATIONS:**

My family always told me I would make a good lawyer,  
which I think was a polite way of saying that I would  
argue until I got my way.

**HOBBIES:**

We really like the outdoors. I'm also a  
pescetarian, and we have a pretty big  
garden. We love to cook.

**SECRET TO SUCCESS:**

My husband, Mike, is the secret to my success. He's my mentor, my biggest cheerleader and my  
favorite colleague.

**LIFE-CHANGING MOMENT:**

Three years ago, I went back to school to earn my doctorate in education. I'm a completist, so starting  
the education process and realizing there is another layer makes me want to finish. The process has  
been transformative and has stretched my mind further than I thought it could go. I'm beginning my  
dissertation research this summer, and I'm really looking forward to the growth and opportunities it  
will undoubtedly provide.

**PROUDEST PROFESSIONAL MOMENT:**

I was incredibly honored to be elected the 2015-2016 president of Junior League of Chattanooga.  
Earning the trust and support of so many smart, talented, generous women who work hard to make a  
difference in our community is certainly one of the highlights of my life.



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033535

DRIVER'S LICENSE  
C.M.V.  
WITH HAZ. MAT.

OFFENSES, ALL OF  
AND PROVIDED.

YES NO

5-301  
17-425)

CHATTER MAGAZINE | JUNE 2014

# 20 under 40 feature continued

This feature and cover won gold ADDYs.

# THE GARAGE GANG

Converting his two-car garage into a world-class strengthening and conditioning facility, Tom Rowland helps friends go from over-the-hill to on top of the mountain.

By Merrell McGinness

Cars snake around the circular driveway and up the street outside Tom Rowland's Riverview home. Loud music spills from the back of the house as a florescent spotlight cuts through the dark. While the scene sounds like the perfect set up for a party, the 20-plus men in the driveway aren't there for revelry. That is, unless you call thrusting a 95-pound barbell over your head "fun."

What's perhaps more impressive than their intense

CrossFit workouts is the reason for holding them at 5:45 a.m. each morning. "Most of us are dads so there's always a soccer game or dance recital to keep us busy in the evenings," explains Rowland, 43. "This became a very convenient time for all of us to carve out an hour."

There's an unspoken camaraderie between the men that only comes from enduring pain together – even if it is self-inflicted. A few weeks ago one member, Lee Connell, 28, moved out of his

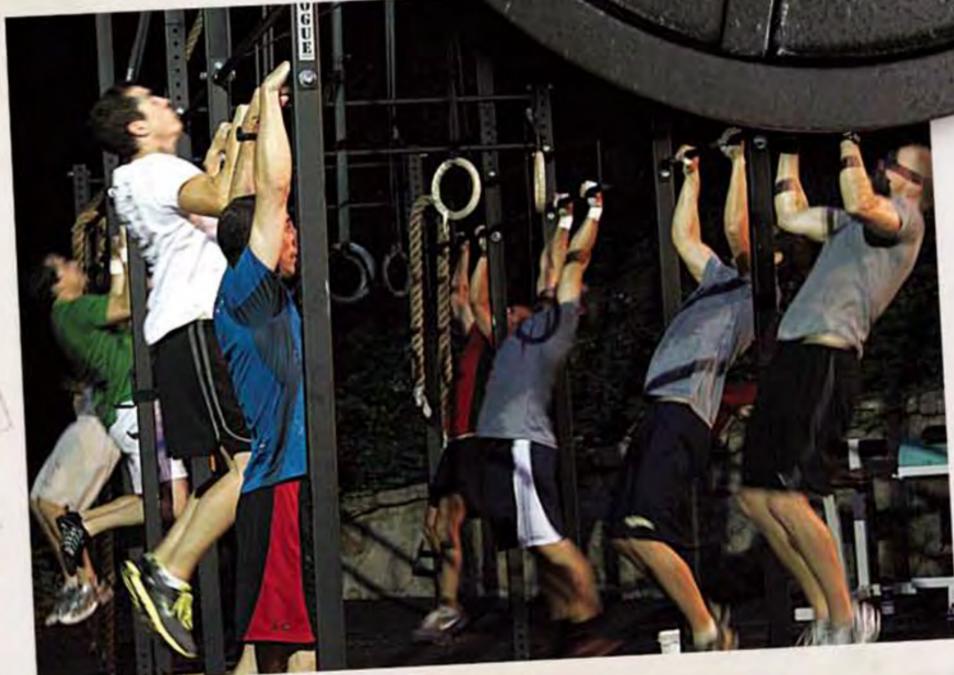
Middle Valley home and had some of his CrossFit buddies help. His whole house was loaded in about 30 minutes.

"It's kind of a cross between a football team and a book club," smiles Alan Lebovitz, 44, steam rising from his shoulders post workout. A childhood friend of Rowland's, Lebovitz was one of the original four members. Burned out on the running, biking and triathlon circuit, he was attracted to CrossFit for its variety. "It's a surprise every day."



## garage gang

Feature story about Cross Fit and a guy who is doing it out of his garage... hence the title. I decided that the grungy hard edged diamond-plate was a good fit and went with it.

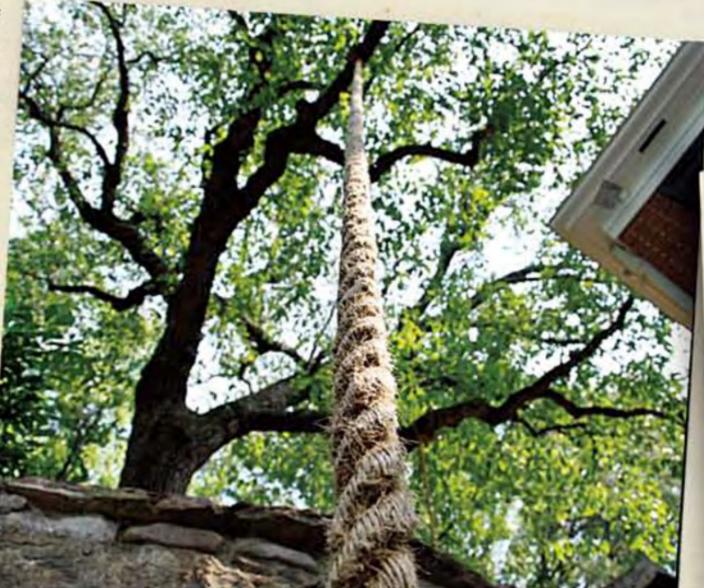


Workouts often include 100 pull ups or more... Here are some of the guys trying to break their PRs at the pull up station.

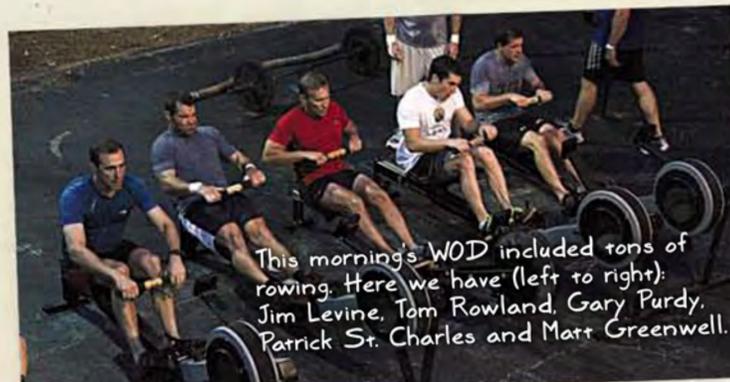
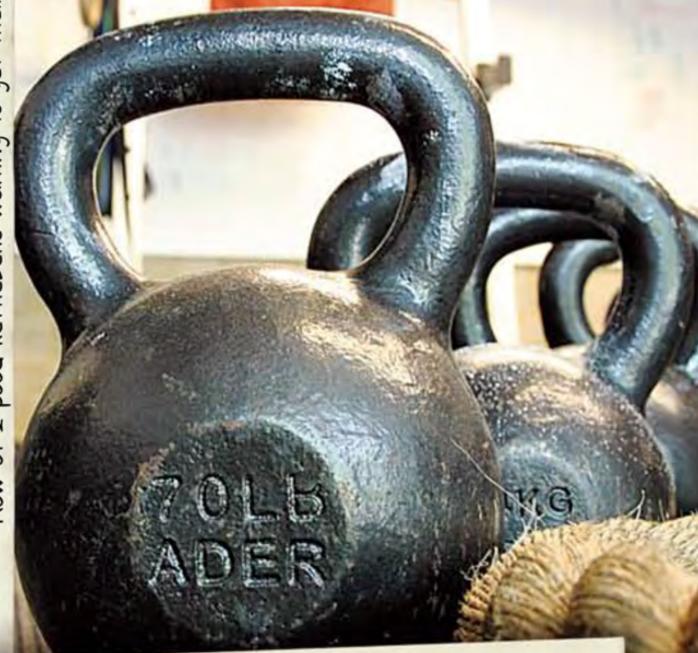
Rowland isn't a professional trainer. He stumbled across the exercise program seven years ago, hoping it would help with his physically demanding job as a fishing guide in the saltwater flats of Florida. "I was pushing a boat around with a stick basically for 12-15 hours a day in heavy winds, throwing cast nets, lifting heavy coolers," says Rowland. "Key West is also an extremely expensive place to live. It became real obvious to me that if I wasn't in tip-top shape I couldn't provide for my family. I got to where I could work 150-175 days in a row."

Now back in his hometown, Rowland has left guiding but still stars in two NBC Sports fishing shows, *Into the Blue* and *Saltwater*

30-foot rope climb our back.



Row of 2 good kettlebells waiting to get their swing on.



This morning's WOD included tons of rowing. Here we have (left to right): Jim Levine, Tom Rowland, Gary Purdy, Patrick St. Charles and Matt Greenwell.

"...It's one of the best things I've ever done in my life"

- Clay Watson

Experience. He started his CrossFit gym in Chattanooga about four years ago, meeting every morning rain or shine. When shooting calls him out of town, someone else fills in as the leader.

What started as four friends has morphed into 50. "There's an interesting mix of people I've known since I was five years old and some people I've only known for five months," says Rowland. "But it's basically a group of 50 best friends."

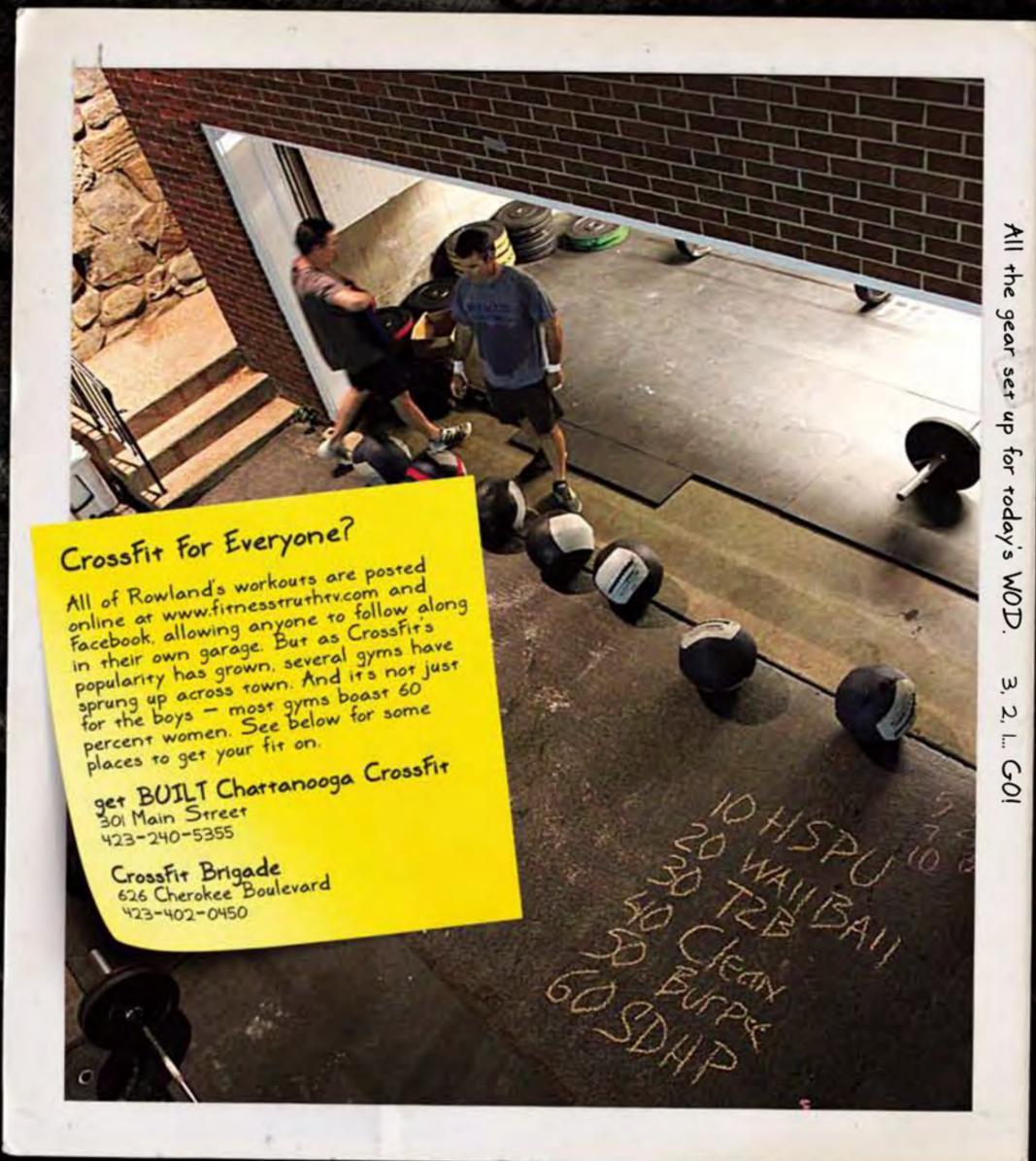
Men hail from all over the city, including Ringgold, Hixson, Lookout and Signal mountains. Most work out two or three mornings each week, with a few five-day-a-weekers such as Rowland, Lebovitz and Clay Watson, 38, who makes the trek from Lookout Mountain.

"We've got such a core group if you stay in bed you've got 25 other people wondering where you are and holding you accountable - it's one of the best things I've ever done in my life," says Watson. "Tom was on me for a long time about joining the group, and one day I woke up and got tired of being fat and unhealthy and feeling bad, so I joined August 30, 2009. I remember the day I started and have never looked back."

With ages ranging from 21 to 51, most of Rowland's

# garage gang continued

Inside spread.



**CrossFit For Everyone?**

All of Rowland's workouts are posted online at [www.fitnessruthrv.com](http://www.fitnessruthrv.com) and Facebook, allowing anyone to follow along in their own garage. But as CrossFit's popularity has grown, several gyms have sprung up across town. And it's not just for the boys — most gyms boast 60 percent women. See below for some places to get your fit on.

get **BUILT Chattanooga CrossFit**  
 301 Main Street  
 423-240-5355

**CrossFit Brigade**  
 626 Cherokee Boulevard  
 423-402-0450

10 HSPU  
 20 WALLBALL  
 30 T2B  
 40 CLEAN  
 50 BURPE  
 60 SDHP

All the gear set up for today's WOD. 3. 2. 1. GO!

CrossFit crew members are former athletes. But he's quick to point out that anyone can jump into the workouts. "I hear people say they have to get in shape before they come but nothing could be further from the truth," says Rowland. "These workouts are infinitely scalable." For example, instead of a

pull-up you could do what's called a body row, pulling up with feet on the ground and body at a 45-degree angle. Instead of lifting a 95-pound barbell, you could start with a PVC pipe (the bar alone weighs 45 pounds). Which brings us to Rowland's only rule for his gym: check your egos at the door.

"I want people to go away from a workout not feeling like they just almost died, which is easy to do," says Rowland. "I want them to walk away wanting more, especially when they first start." The word "gym" may be a stretch by traditional definitions. No one pays dues and membership is through

invitation only. Expansive whiteboards line the walls of his two-car garage, where each member records the time it took to complete each workout. When it's repeated, they can track personal progress. Some workouts take two minutes to complete while others span 40, but all are designed to be equally intense.

**"These workouts are just as challenging as that two- or four-hour bike ride."**

— Alan Lebovitz

"CrossFit lets us do something really compact and still get in all the same things we were doing before," says Lebovitz. "These workouts are just as challenging as that two- or four-hour bike ride."

Beginning as a free, underground, Internet-based exercise program, CrossFit is the melting pot of the workout world. Dumbbells, Olympic barbells, gymnastics equipment, rowing machines, Kettlebells and sleds are just a sampling of some of the equipment. Movements are

functional, meaning they mimic real-life events such as hoisting a bag of dog food into the trunk (with a lot more weight added).

The workouts have also become the subject of Rowland's third television project, Reebok Fitness Truth. Now in its second season, the 25-minute episodes chronicle the journey of his garage gym. Their stories of transformation are impressive, such as Jody Bankston, 45, who lowered his cholesterol 40 points in five weeks.

All told he's lost 20 pounds and gained untold muscle.

But weight loss isn't the only benchmark. "As you get to be 35-40 years old you start to think 'I can't do that anymore, or I need to be careful, or I'll never hit the golf ball as far as I used to' and it's just not true," says Rowland. "I think the big transformations I see for people are when they realize that, and they're like, 'You know what, I'm not going downhill — I'm getting better every day.'"

As a group they've won the Mud Run, the Stand-Up Paddleboard race and the Ragnar — an overnight relay race from Chattanooga to Nashville. But according to Rowland, the trophies are far less important than the real-life rewards of their seemingly brutal regimen.

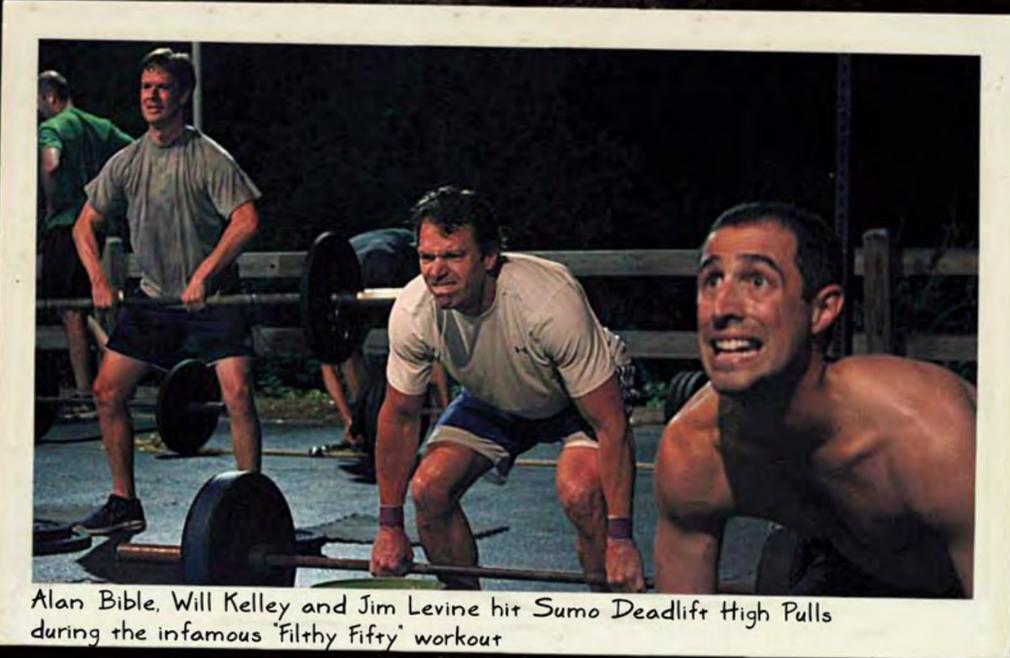
"There's nothing in life that we're going to do that's more challenging than what we're doing here in this little garage every morning," he says. "Physically we're prepared for anything."

**Tuning In**  
 If you want to look before you lunge, catch episodes of Rowland's Reebok Fitness Truth on the following stations:

**Tuff TV Network (WDEF Digital 12.2, Comcast 212, Charter 156, EPB 162)**  
 Saturdays at 1:00 p.m.  
 Sundays at 12:00 p.m.

**Sky Angel, Angel 2 on Dish Network**  
 Tuesdays and Thursdays at 8:30 a.m.

**YouTube**  
 Search 'Fitness Truth' for full episodes of Season 1



Alan Bible, Will Kelley and Jim Levine hit Sumo Deadlift High Pulls during the infamous 'Filthy Fifty' workout

**garage gang** continued

Final spread.

# illustration

I have a passion for WPA style illustration and design.  
I step it up by doing all of my illustrating in vectors.



# Uwharrie Rover Expedition

Series of posters for a large Land Rover off road event held in North Carolina. Illustrations were made into posters and T-shirts.



# Hike to Health

Series of posters I had created for health awareness event. I had done 2 of these per year for 3 years. Here are 2 samples.



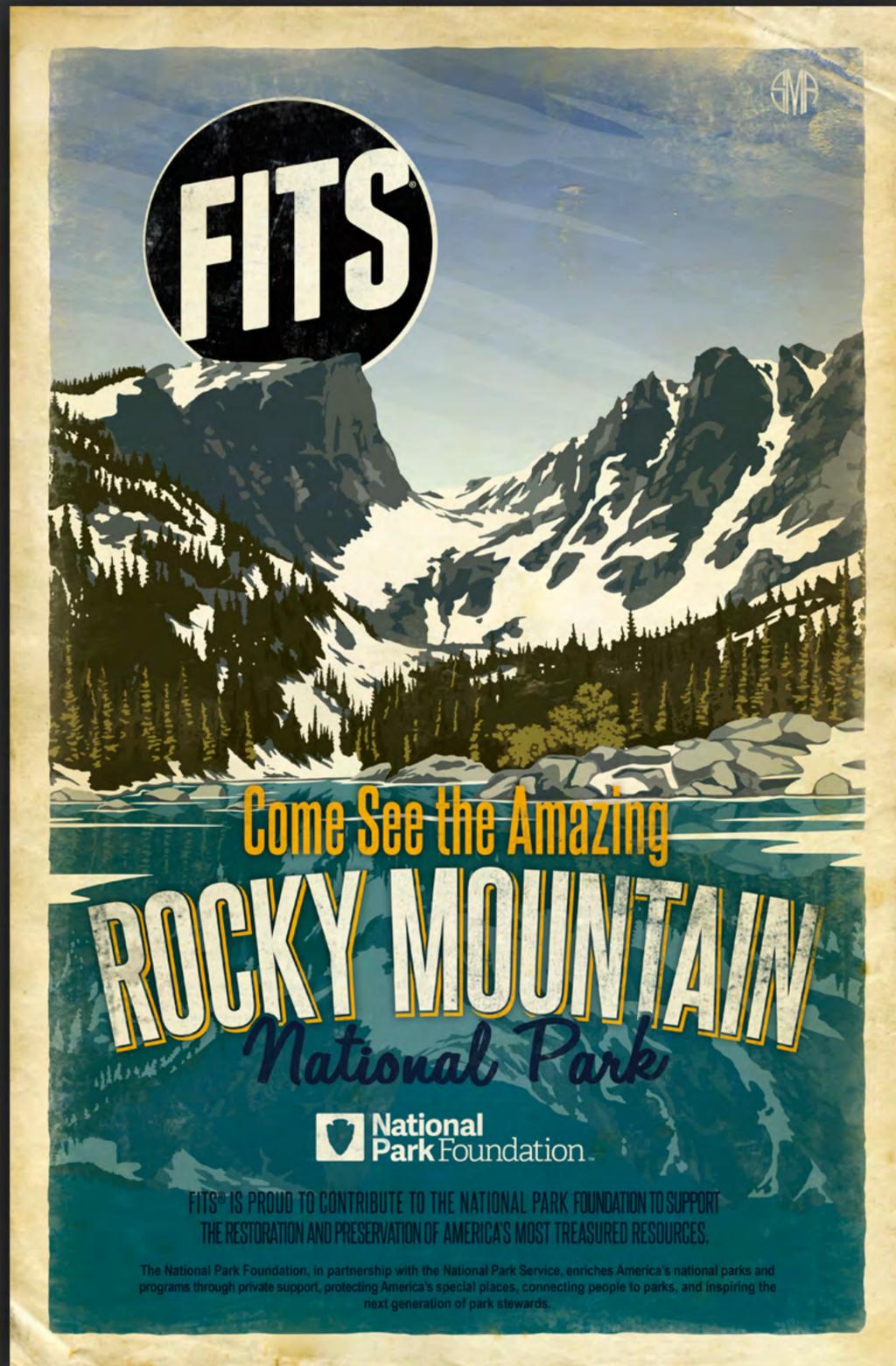
# FITS - Grand Tetons

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



# FITS - Olympic

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



# FITS - Rocky Mountains

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



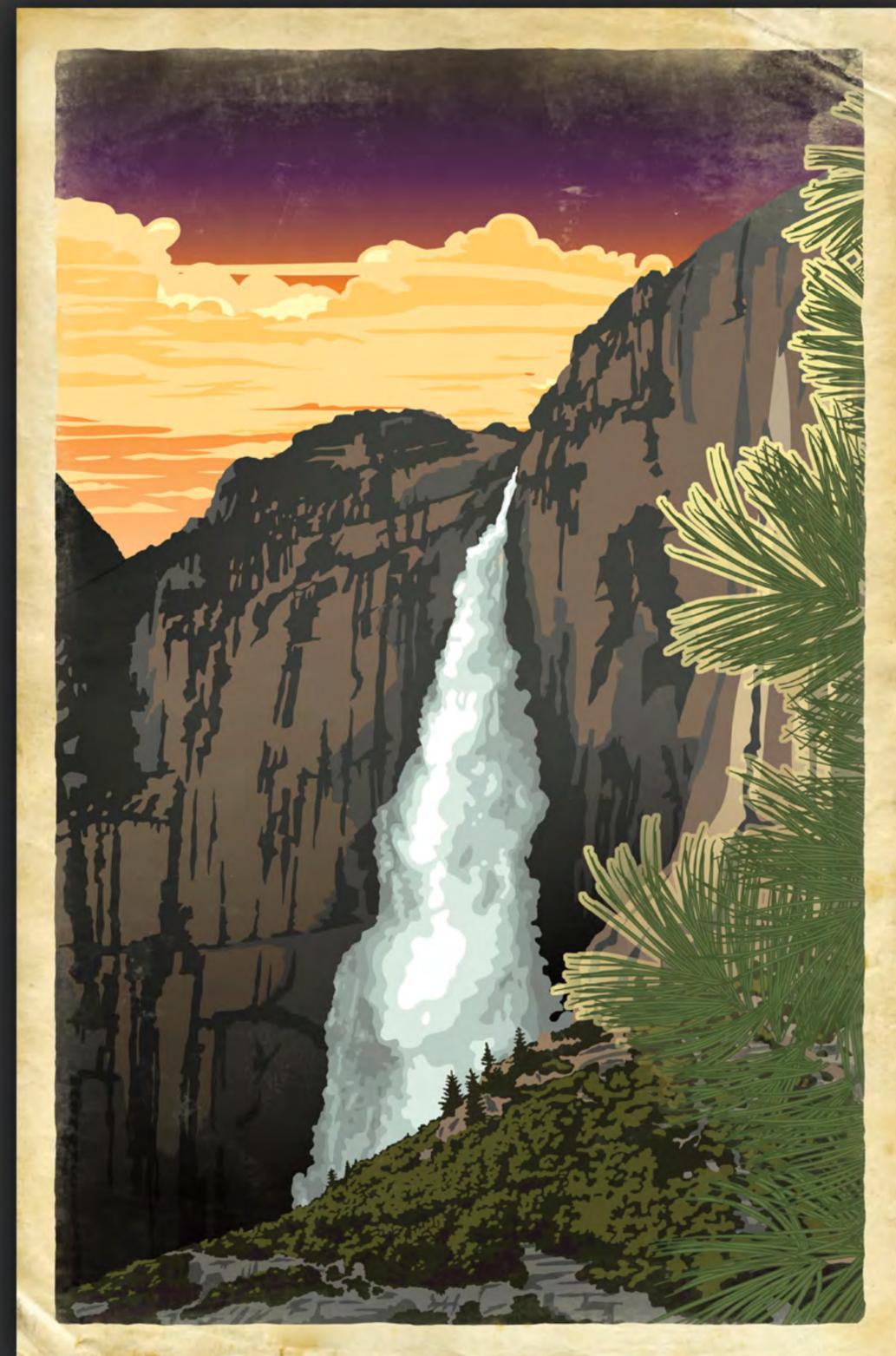
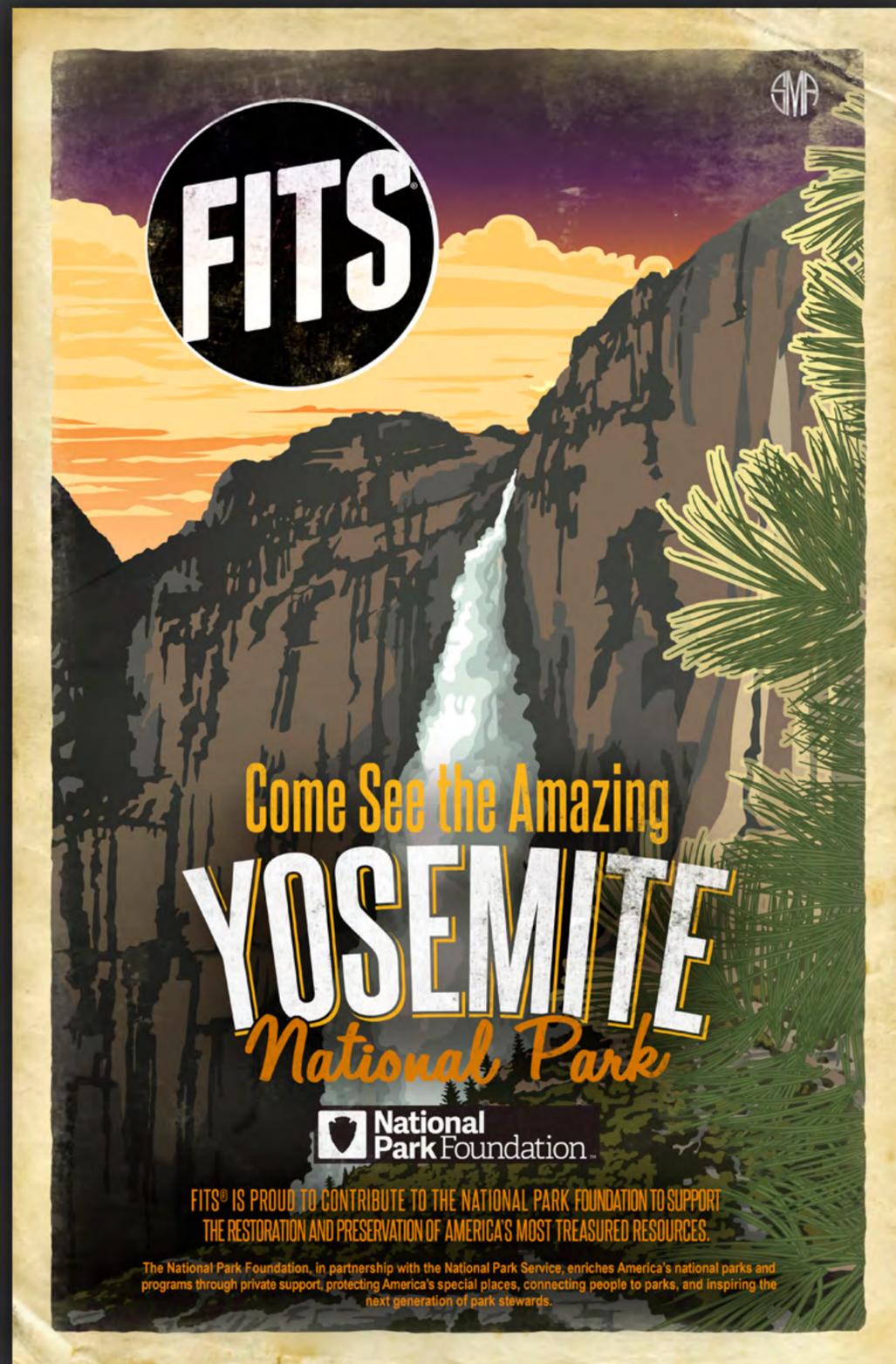
# FITS - Smokys

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



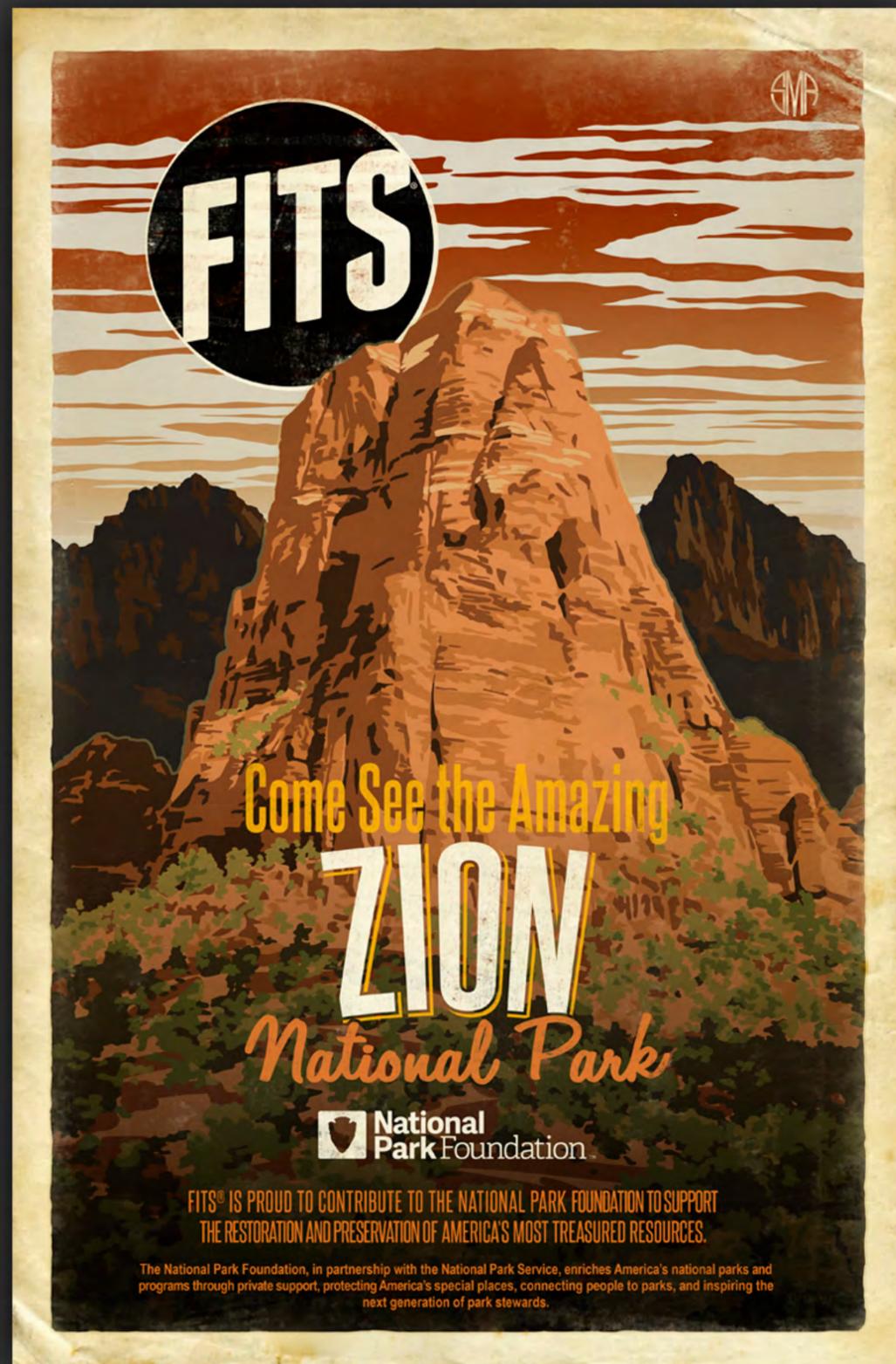
# FITS - Voyageurs

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



# FITS - Yosemite

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.



# FITS - Zion

Multiple year campaign for technical, outdoor hiking sock brand FITS. Ten national parks were chosen for the campaign. Each poster utilized a color scheme predetermined based on the yarns chosen for the socks they would be representing.

# photography

I became a photographer so that I could yell at myself  
for not following my art direction.

# GOD FRESH BBQ

BY MERRELL MCGINNESS  
PHOTOGRAPHY BY STEVEN RATAJCZYK

Forget the fireworks. This month it's all about the smoke...as in the hickory smoke rising from your local barbecue joint. With outdoor eating at its height, here are nine area favorites you must try.

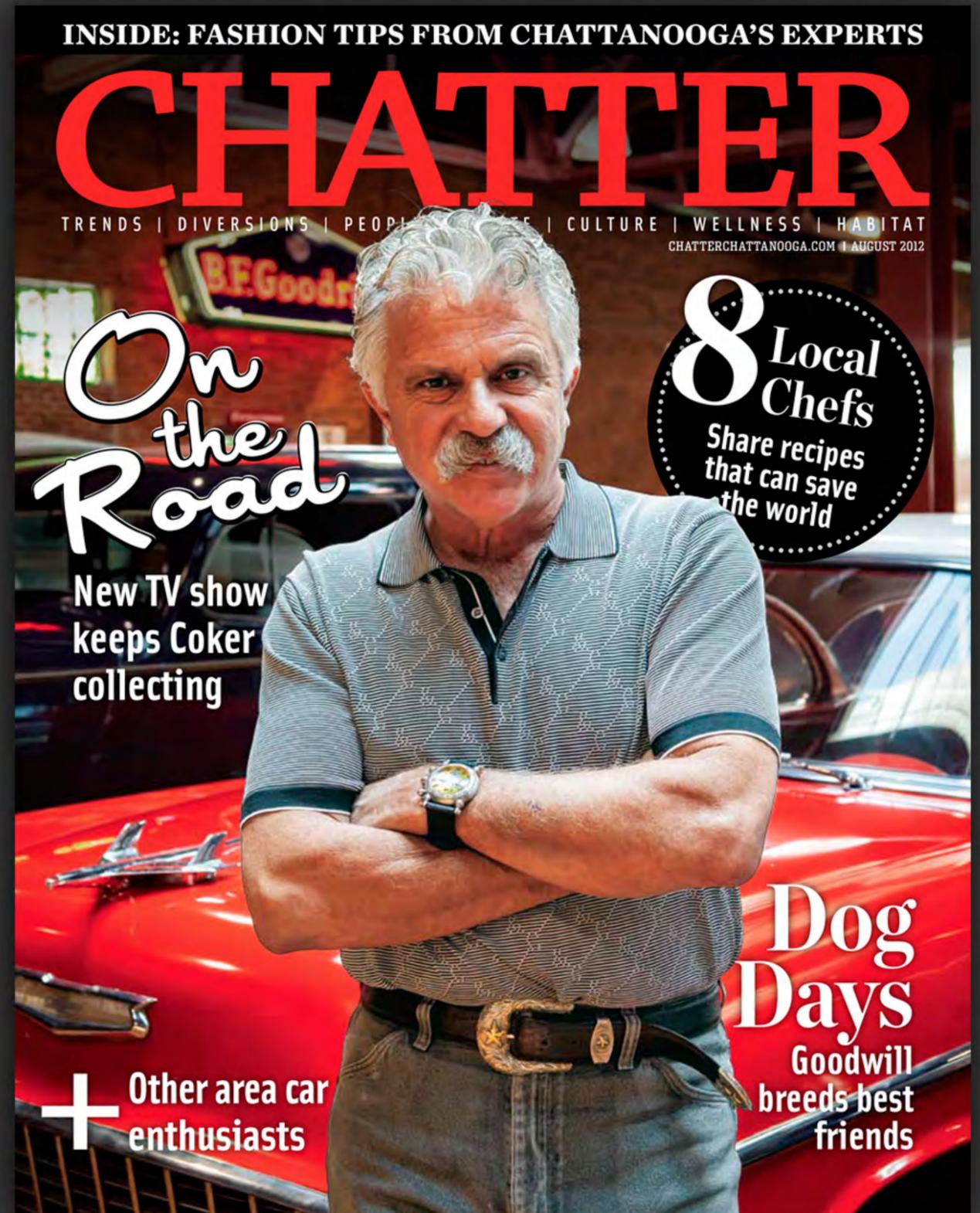
## BBQ

Still life and food are my best subjects for photography. This is an opener for a 20 page feature on BBQ joints (yea I said that) in Chattanooga.



## Cheer Leaders

Shot in studio with non-diffused strobes. The girls were lifted from background and placed onto stock photo. Both shot image and stock photo were heavily modified in post production.



## Corky Coker

Shot with available light on location in large automobile museum.

FRESH FOOD & RECIPES FROM LOCAL FEMALE FARMERS

# CHATTER

TRENDS | DIVERSION | PEOPLE | PALATE | BUSINESS | HABITAT  
CHATTERCHATTANOOGA.COM MAY 2013

## HEAVY LOAD

Local driver delivers safety to Sudan

## HOSTESS GIFT

Chattanooga businesses bring the party to you

# Modern Day MAMMAS

4 local women share their stories of non-traditional motherhood

TAKE A BITE OUT OF CHATTANOOGA'S BEST BURGERS

# CHATTER

TRENDS | DIVERSION | PEOPLE | PALATE | CULTURE | WELLNESS  
CHATTERCHATTANOOGA.COM MARCH 2014

2014  
SUMMER  
CAMPS  
INSIDE

## BEAN TOWN

Local baristas creating craft brews

## TRENDY TRAVEL

Couchsurfing offers custom vacations

+ SPRING BREAK ADVENTURES FOR FAMILIES & COUPLES

# GIRL POWER

Chattanooga women team up to tackle stereotypes

## Modern Moms

Studio photo with 3 light set up on white infinity background.

## Girl Power

Single strobe in studio on charcoal sweep.



# Principles

Studio set with single strip strobe.



# Naked

Shot in studio with 4-light arrangement. The models wore bathing suits that required removal in post. Magazine identity added in post as well as articles of clothing on floor.



# BMW

Photo for tri-fold magazine cover utilizing only available light. Multiple exposure photo.



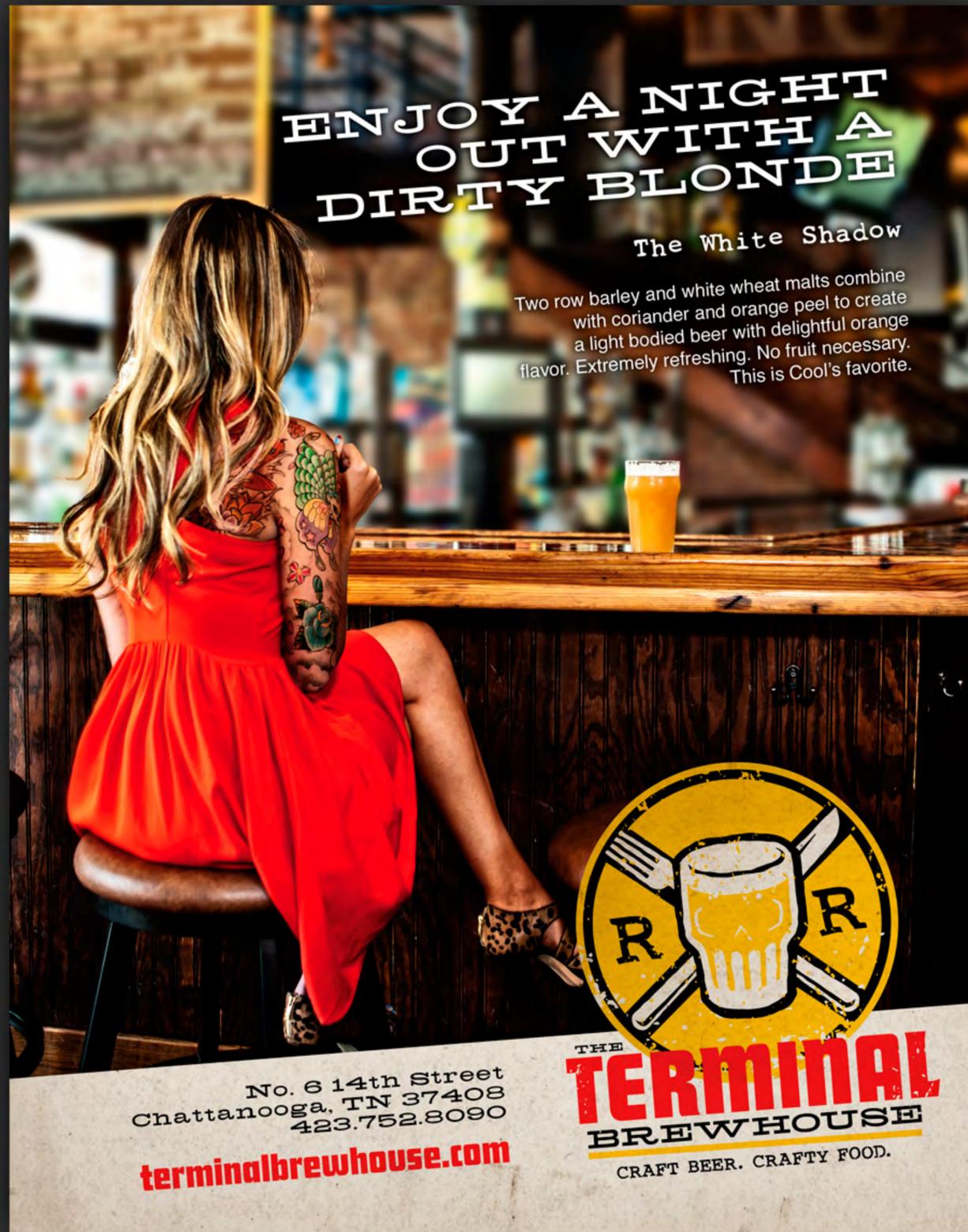
# Service Companions

Once in a while I am treated with shooting non-humans. As rewarding as this is, it is equally as challenging. This was shot with 2 strobes in a studio environment over a black sweep.

ENJOY A NIGHT  
OUT WITH A  
DIRTY BLONDE

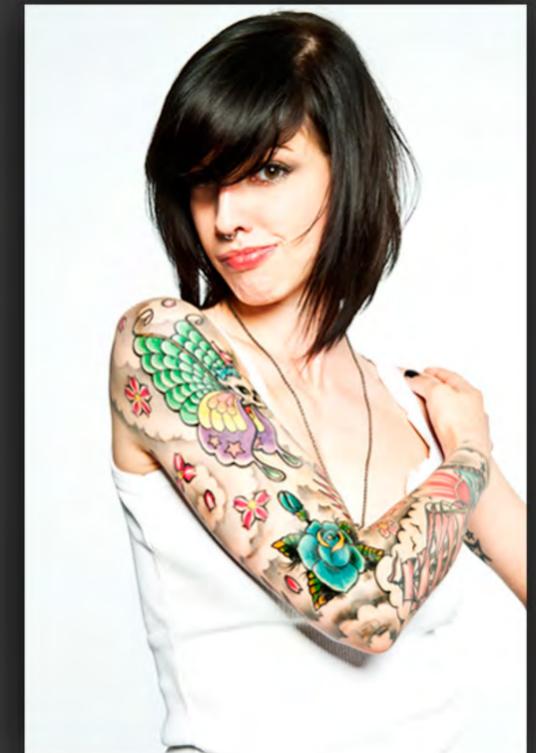
The White Shadow

Two row barley and white wheat malts combine with coriander and orange peel to create a light bodied beer with delightful orange flavor. Extremely refreshing. No fruit necessary. This is Cool's favorite.



No. 6 14th Street  
Chattanooga, TN 37408  
423.752.8090  
[terminalbrewhouse.com](http://terminalbrewhouse.com)

THE  
**TERMINAL**  
BREWHOUSE  
CRAFT BEER. CRAFTY FOOD.



# Terminal Retouch

Photo shoot for Terminal Brewhouse shot on location using speedlights. Extensive post production performed: Creating shallow depth of field, adding tattoos, reshooting model's arm to add hand and forearm, altering model's waistline, and more.



# KARAH SWIMS HERE

**...AND NOW, THANKS TO HER,  
SO DO LOTS OF OTHER PEOPLE.**

A competitive swimmer since age 7, Karah founded Chattanooga Open Water Swimmers and as it quickly grew, so did her dream of bringing a big event to the banks of the Tennessee River. Going on its third year, Karah's **Swim the Suck** event attracts swimmers from across the country for a 10-mile open-water swim through the magnificent Tennessee River Gorge, bringing competitors and their families to the Scenic City during the RiverRocks Festival and growing Chattanooga's economy.

Thanks for thinking of us Karah, and keep on swimming.

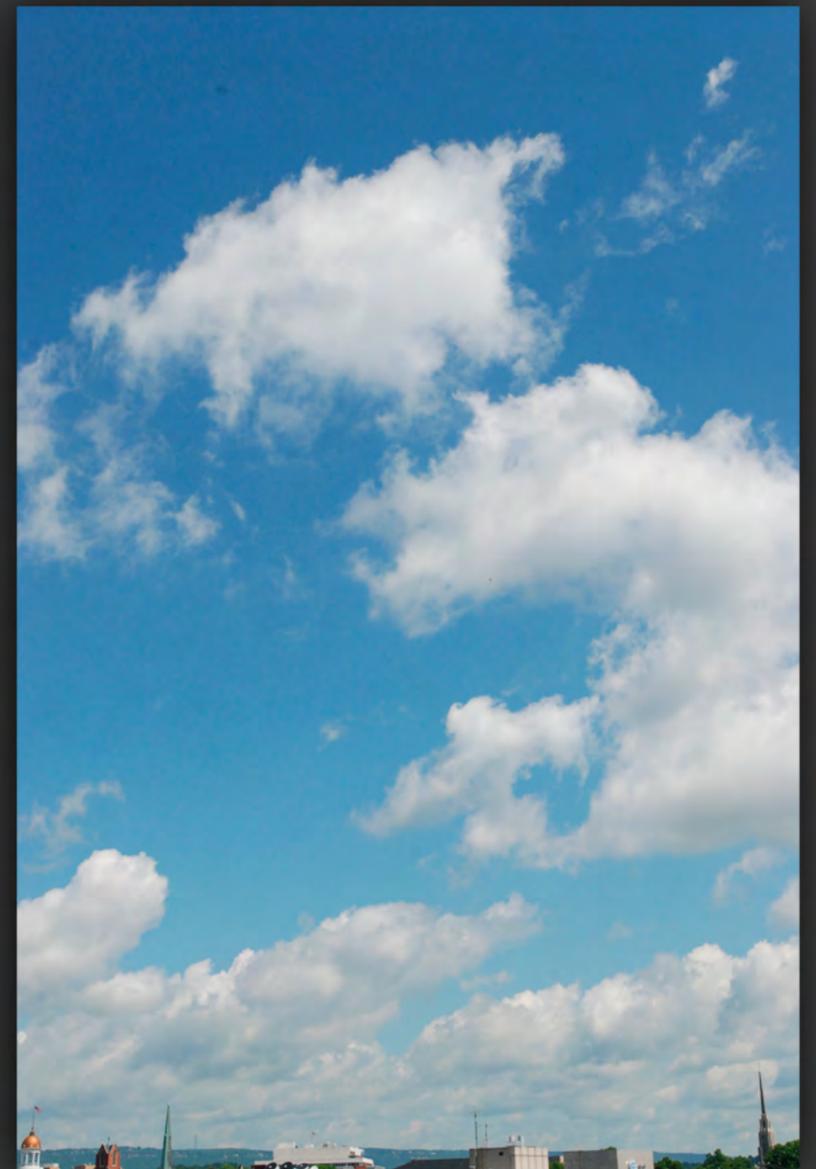
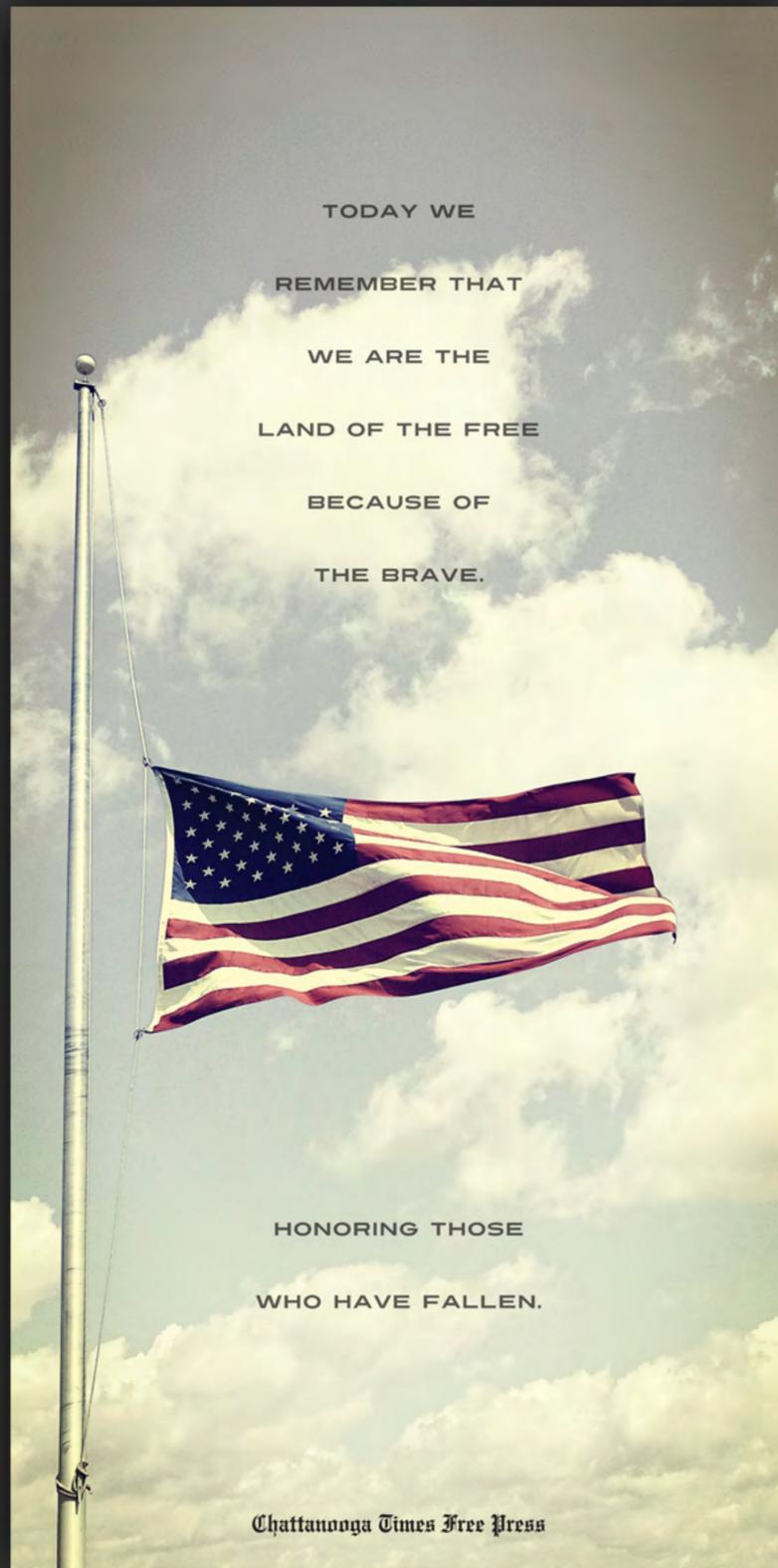
What impact could you have?

To get assistance in bringing meetings or sporting events to Chattanooga visit [chattanoogameetings.com](http://chattanoogameetings.com) or email [michelle@chattanoogaacvb.com](mailto:michelle@chattanoogaacvb.com)



## Karah

Shot on location. Diffusing natural light and adding fill with speedlights. Extensive post production to achieve high contrast, low saturation look for advertising creative campaign. Also includes blemish removal (large bruise on leg) and adding swimsuit.



# Memorial Day

Advertising photo shot with available light. A lot of post for this. Two shots: one for flagpole and flags and one for a new sky that would be needed for the final composite.

# thankyou

I appreciate you taking the time to look over some of my best work over the last several years.