



Image Group – Key Individual Bios

We at Image Group place great significance in our client communication. We have built our organization around the ability to provide custom turnkey signage programs for our customers. Healthcare clients receive extensive expertise in healthcare environment, wayfinding and visual communication through a combination of talented design and project management teams. By developing a relationship with the organization to gain a common understanding of the facility's history and future direction, Image Group gains an understanding of the patient and visitor points of view and provides a unique turnkey approach to wayfinding solutions. Please note the following information as it relates to the experience of the proposed team that will be your direct contacts within our organization.

Signage Consultant: Rebecca Redmon

Email: (rredmon@imagegroupusa.com)

University of California, San Diego, Bachelor of Science, Economics and Bachelor of Arts, Chinese Studies

Eighteen years of experience in the architectural and healthcare signage industry.

Rebecca has extensive experience working in healthcare and education environments to create comprehensive signage and wayfinding systems. From inception to completion, she has successfully managed large scale brand change, new construction, expansion projects and multiple projects of varying sizes and complexity to meet client expectations and deadlines. Rebecca consults with contractors, architects and end users through design, production and installation of stock and custom products that meet budget, design standards and code requirements including ADA, DOPH, JACHO and OSHPD. She is an active member of ASHE and CSHE.

Environmental Graphics Designer: Alicia Hanson

Email: (info@imagegroupusa.com)

Computer Skills: MAC OS X & PC Platforms

Adobe Illustrator CC, Adobe Photoshop CC, Adobe InDesign CC, Dreamweaver CC, Adobe Acrobat Professional, Rhino 3D 5.0, Sketch Up, Gemvision Matrix, Word Press, Flexi-Sign, Mail Chimp, Keynote, Corel Draw 10, I – Movie, FileZilla, Workgroup Manager, Print Audit

Twenty one years of experience designing custom signage projects including architectural color packages, sign design, graphic design, web design, logo design, identity guidelines, marketing, trade show design. Alicia has the unique ability to complete site specific surveys and subsequently create detailed signage design and construction packages for large commercial projects including exterior, interior and parking garage signage.

Alicia is also adept at interior design and space planning - environmental graphic design projects, concept boards, web site design concepts, marketing brochures, case studies, keynote presentations, HTML News blasts.

Director of Project Management: Mariana Buenrostro

Email: (mariana@imagegroupusa.com)

Bachelor of Science, Business Administration: University of Southern California

Coursework included finance, real estate law, urban planning, architecture, construction and marketing.

Sixteen years of experience working with multiple Real Estate Managers and providing direction for construction managers, architects, and remote field installers. Mariana handles communication with all internal departments including sales, engineering, and manufacturing to ensure the highest standard of quality. She prepares and presents project design, process flow charts and analysis to clients, city agencies, including design review board, planning commission and city council hearings and leads cross functional teams to ensure expedient solutions and solidify corrective action steps for identified risks. Mariana negotiates city municipal codes, variances, federal and state agency laws with city/state staff in municipalities nationwide.

Environmental Graphic Designer: Tammy West

Email: (twest@imagegroupusa.com)

Arizona State University, Course emphasis: Communications

Collins College, Course emphasis: Visual Communication

Twenty three years of experience designing and creating effective signage and wayfinding systems. Tammy works on some of our largest healthcare projects as both design lead and project manager. She meets with clients to obtain information in assessing both their perceived needs while understanding the code obligatory signage requirements, perform on-site surveys and analyze site/building traffic patterns to develop solutions for simple and complex wayfinding environments. Tammy assists architects and interior designers establish design objectives and system standards, creating comprehensive sign systems or modernizing sign designs to be aesthetically pleasing, compliant, functional and cost effective.

Creative Director: Robert Germar

Email: (rgermar@imagegroupusa.com)

Platt College, San Diego, California, Associates Degree in Multimedia, Certificate in Architectural Drafting, University of California, San Diego, Majored in Computer Engineering

Twenty four years of custom signage design in setting standards for acceptable industry construction methods. Robert sets the tone for the image group design team and works on our larger and high end architectural projects. His expertise includes exterior and interior signage design, brand and logo design, fabrication, material and installation methods and development of manufacturing layouts as well as construction/section detail for production.

Signage Consultant: Bart Haynes

Email: (bhaynes@imagegroupusa.com)

Thirty years' experience in the architectural and electrical signage industry.

Licensed General Administrator Electrician since 1993.

Thirty three years of experience working in the electrical/architectural advertising field as a consultant for leading architectural and design firms with a strong focus on healthcare campus projects. Bart was raised in the custom signage industry as his father owned a custom sign manufacturing facility in the Pacific Northwest. From inception to completion, he has successfully managed the design, programming, messaging and implementation of large-scale medical facilities including inpatient, outpatient, intensive care, emergency and ambulatory facilities. As a Licensed Electrical Administrator he provides manufacturing expertise and extensive experience with the required city/county/state municipalities to maximize signage allowances based on all zoning limitations, building permits, variance hearings and architectural design review boards.



Image Group Team - Key Individual Résumé

REBECCA REDMON – Healthcare Wayfinding Expert

Years of Experience: 18 years

Project assignment/role description: Signage Consultant / Directional Wayfinding Advisor

Education: U of CA - Bachelor of Science, Economics; Bachelor of Arts, Chinese Studies

Relevant Project Experience:

Project Name: Renown Health

Project Description: Rebrand Initiative for 2 Hospitals + 40 Offsite Locations

Project Size: 1.5 million sq ft

Project cost (construction dollars): \$5 million

Current project status: Project Completed 2010

Project Name: Salinas Valley Memorial Hospital

Project Description: Rebrand Initiative for Hospital + Offsite Locations

Project Size: 400,000 sq ft

Project cost (construction dollars): \$850,000

Current project status: Project Completed 2013

Project Name: Fremont Rideout Health System

Project Description: Rebrand Initiative + New Construction - Hospital and Offsite

Project Size: 425,000 sq ft

Project cost (construction dollars): \$2 million

Current project status: Completion December 2014

Project Name: Seton Medical Center

Project Description: Wayfinding Initiative throughout hospital campus

Project Size: 430,000 sq ft

Project cost (construction dollars): \$300,000

Current project status: Completion June 2014

Project Name: University Medical Center Princeton at Plainsboro (UMCP)

Project Description: Replacement Hospital and Medical Arts Pavilion –Interior Signage

Wayfinding and Graphically Enhanced Architectural Displays

Project Size: 782,000 sq ft

Project cost (construction dollars): \$1 million

Current project status: Project Completed 2012

TAMMY WEST - Healthcare Signage Designer / Project Manager

Years of Experience: 24 years

Project assignment/role description: Environmental Graphic Designer

Education: Collins College - Certificate in Graphic Design

Relevant Project Experience:

Project Name: University Medical Center

Project Description: New Construction - 50 acre new hospital site

Project Size: 636,000 sq ft

Project cost (construction dollars): \$750,000

Current project status: Project Completed 2008

Project Name: Mercy Medical Center

Project Description: Rebrand Initiative - Main Hospital

Project Size: 350,000 sq ft

Project cost (construction dollars): \$125,000

Current project status: Project Completed 2013

Project Name: VA Medical Center

Project Description: New Wayfinding Signage

Project Size: 879,000 sq ft

Project cost (construction dollars): \$150,000

Current project status: Project Completed 2010

Project Name: Fremont Rideout Health System

Project Description: Rebrand Initiative + New Construction - Hospital + Offsite

Project Size: 425,000 sq ft

Project cost (construction dollars): \$2 million

Current project status: Completion December 2014

ROBERT GERMAR - Signage Designer

Years of Experience: 19 years

Project assignment/role description: Creative Director

Education: University of California, Platt College - Associates in Multimedia, Architectural Drafting

Relevant Project Experience:

Project Name: Salinas Valley Memorial Hospital

Project Description: Rebrand Initiative for Hospital + Offsite Locations

Project Size: 400,000 sq ft

Project cost (construction dollars): \$850,000

Current project status: Project Completed 2013

Project Name: Fremont Rideout Health System

Project Description: Rebrand Initiative + New Construction – Hospital and Offsite

Project Size: 425,000 sq ft

Project cost (construction dollars): \$2 million

Current project status: Completion December 2014

Project Name: Seton Medical Center

Project Description: Wayfinding Initiative throughout hospital campus

Project Size: 430,000 sq ft

Project cost (construction dollars): \$300,000

Current project status: Completion June 2014

Project Name: Golden Nugget – Las Vegas

Project Description: Exterior/Interior Rebranding

Project Size: 800,000 sq ft

Project cost (construction dollars): \$1.2 million

Current project status: Project Completed 2011

Project Name: McCarran Airport

Project Description: Parking Structure Expansion

Project Size: 2.5 million sq ft

Project cost (construction dollars): \$850,000

Current project status: Project Completed 2012

MARIANA BUENROSTRO - Director of Project Management

Years of Experience: 12 years

Project assignment/role description: Director of Project Management

Education: USC - Bachelor of Science, Business Administration (Finance Concentration)

Relevant Project Experience:

Project Name: Salinas Valley Memorial Hospital

Project Description: Rebrand Initiative for Hospital + Offsite Locations

Project Size: 400,000 sq ft

Project cost (construction dollars): \$850,000

Current project status: Project Completed 2013

Project Name: Fremont Rideout Health System

Project Description: Rebrand Initiative and New Construction - Hospital and Offsite

Project Size: 425,000 sq ft

Project cost (construction dollars): \$2 million

Current project status: Completion December 2014

Project Name: Seton Medical Center

Project Description: Wayfinding Initiative throughout hospital campus

Project Size: 430,000 sq ft

Project cost (construction dollars): \$300,000

Current project status: Completion June 2014

Project Name: Solera by Del Webb

Project Description: New Construction + Community Development

Project Size: 7,666,560 sq ft

Project cost (construction dollars): \$58 million

Current project status: Project Completed 2006

Project Name: Arroyo Run

Project Description: New Construction + Community Development

Project Size: 2,439,360 sq ft

Project cost (construction dollars): \$18 million

Current project status: Project Completed 2008

BART HAYNES – Project Consultant

Years of Experience: 30 years

Project assignment/role description: Signage Brand Expert, Licensed Electrical Administrator

Education: UW - School of Business/Business Administration

Relevant Project Experience:

Project Name: Amazon

Project Description: Manage USA corporate branding + growth development

Project Size: 10 million + sq ft

Project cost (construction dollars): \$6 million

Current project status: Open MSA contract

Project Name: Southwest Medical Center

Project Description: Branding new build hospital campus - exterior/interior

Project Size: 1.2 million sq ft

Project cost (construction dollars): \$1.2 million

Current project status: Project complete 2009

Project Name: Overlake Hospital Campus

Project Description: Branding new build hospital campus - exterior/interior

Project Size: 900,000 sq ft

Project cost (construction dollars): \$500,000

Current project status: Project complete 2010

Project Name: Harborview Medical Center

Project Description: Branding new build hospital campus - exterior/interior

Project Size: 1.6 million sq ft

Project cost (construction dollars): \$1 million

Current project status: Project complete 2009



CHINESE HOSPITAL

Michelle Malone, MPA
Director of Facilities & Construction
Chinese Hospital
845 Jackson Street
San Francisco, Ca. 94133
415-694-2822 Cell 415-677-2417 Office
michellem@chasf.org

To Whom It May Concern:

I have worked in hospital construction for 22 years and had the pleasure of working with Rebecca Redmon for 20 of those years. We have worked closely on 6 different hospitals and dozens of projects including new construction of buildings, new patient towers connecting to existing facilities, seismic projects, large scale rebranding, interior & exterior wayfinding projects and graphically enhanced architectural displays.

Rebecca has a combination of commitment to, and understanding of client needs unlike anyone I've ever worked with. Her focus on the customer is unwavering, and she will advocate for them regardless of their circumstances. She is highly skilled at establishing and maintaining relationships in the marketplace. She has managed to foster an unconditional loyalty from her customers that has extended across a remarkable period of years and geographical locations.

The signage industry is detail-driven, like so many architectural or design related industries. Rebecca is the first and best source for details, and in my experience she tracks them more effectively than any other account manager. I believe she possesses a clear understanding of the unique nature and challenges that the healthcare industry faces as it begins to realize the value of brand exposure. She is truly a professional, and her knowledge and experience in the industry and segment will be a valuable asset to any organization.

Michelle Malone

Michelle Malone
Director of Facilities



Dignity Health

North State

Mercy Medical Center Mt. Shasta

Mercy Medical Center Redding

St. Elizabeth Community Hospital

May 22, 2015

To whomsoever it may concern,

Re: Reference for Rebecca Redmon-Stein

Regarding Rebecca Redmon-Stein, I have had the privilege of working with Rebecca the last fifteen years. Rebecca provides the finest service for all of my signage needs. She is an expert in the field and pays close attention to detail. From small signage orders to large scale signage projects, her service is professional, consistent, and exemplary.

Since her time with Image Group Inc., I have received the highest quality of service that I have received in the past and will gladly continue working with Rebecca for all of my signage needs. I always know that I will receive the highest professional service from conceptual design to the final installed product.

I highly recommend Rebecca for all of your future signage needs.

Please feel free to contact me at (530) 225-6210 if you have any questions.

Respectfully yours,

Benjamin M. Burns

Construction Project Manager

Mercy Medical Center Redding
2175 Rosaline Avenue
Redding, CA 96001
530.225.6000

Mercy Medical Center Mt. Shasta
914 Pine Street
Mt. Shasta, CA 96067
530.926.6111

St. Elizabeth Community Hospital
2550 Sister Mary Columba Drive
Red Bluff, CA 96080
530.529.8000