



**Date:**  
**Time:**  
**Presentation**

**Wednesday, March 24, 2010**

**2:50 p.m. – 3:10 p.m.**

***“Branding your business”***

Carl Cummings

Creative Director, Cummings | Designs LLC

Creating a highly profitable, sustainable and eco-friendly business with a brand differentiation strategy:

There’s often controversy over the definition and understanding of brand. We’re going to start by defining what brand is and is not and simplifying the concept of brand. We’ll show you 5 critical action steps you can take to improve your brand and drive new energy efficiency initiatives immediately.

This breakout session will help you define who you are, what you offer, and why you’re better. We’ll outline what drives value in the renewable energy market and how to share your brand story with strategies that will cultivate success. In today’s cluttered market, the objective is to establish your brand with clear appeal that cuts through the noise.

Cummings | Designs is a forward thinking design firm dedicated to changing the world through the way we do business. We’ve implemented green initiatives from concept to completion, primarily through conservation and reduction of waste in the design process. Carl has initiated and participated in several waste reductions and energy savings programs as well as joining and adopted the guidelines of the “Design Can Change” pledge.

**Presenter Biography:**

### **Carl Cummings**

Carl has a diverse background with over 20 years of experience in design and brand strategy. He has helped clients grow their business by establishing and maintaining market dominance through consistent brand implementation and management. His primary area of expertise is brand communications, which includes the design and application of identity systems, collateral, interactive, and packaging.

Prior to opening his own firm, Cummings | Designs, Carl has managed high-visibility projects for leading global brands, such as Boeing and Microsoft. He has worked with the Microsoft in Government Group, managing marketing materials that support the seven-major Microsoft in Government verticals. He has also worked with the Microsoft Hardware Group where he co-managed packaging, sales sheets, shelf talkers, and marketing kits for Microsoft keyboard, mouse and webcam products.

Carl believes in the power of brand—for any size company—to change the way people think about the products and services they buy every day. Through better branding and marketing we work with our clients to create real, measurable and sustainable change.