

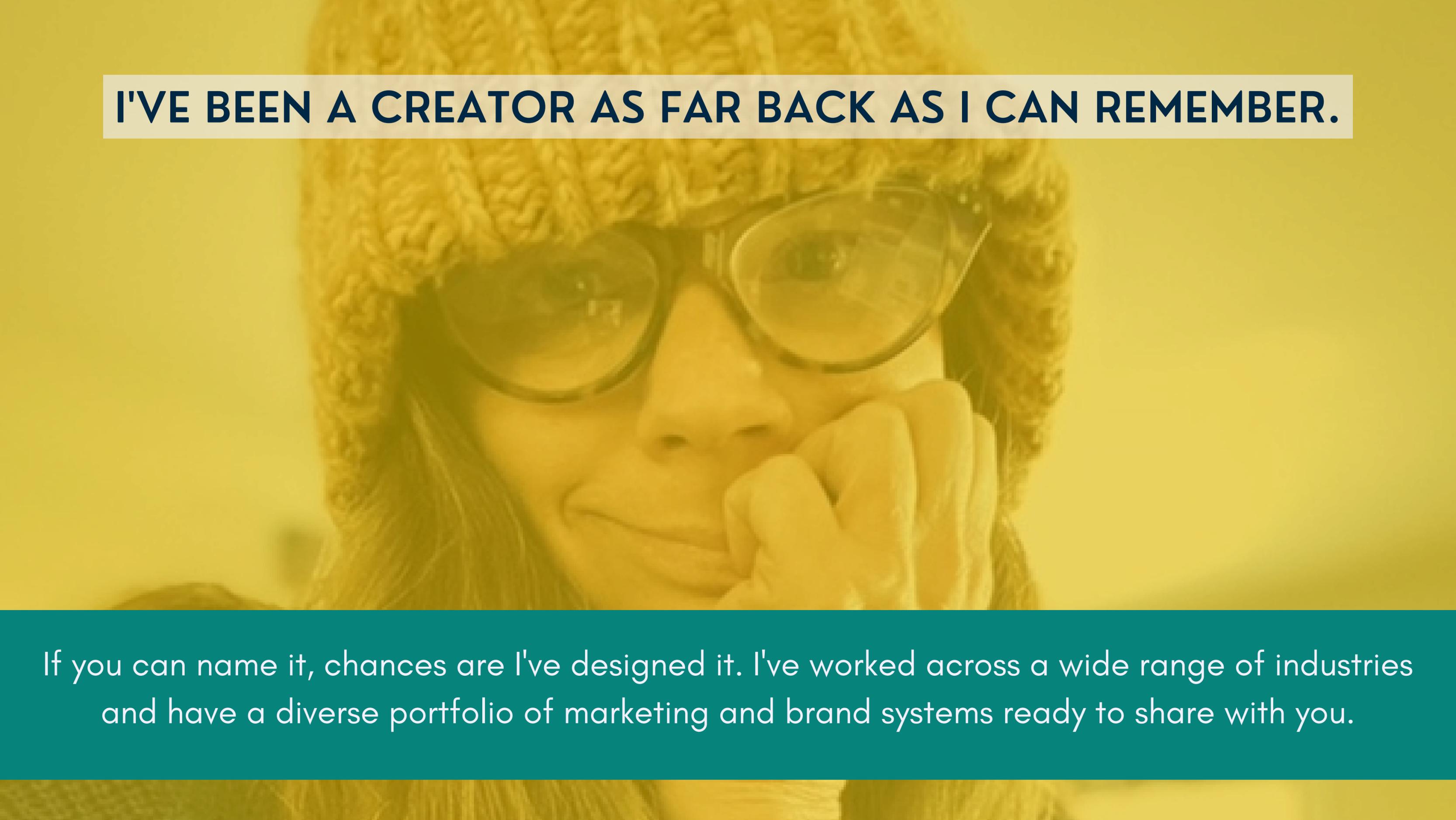
portfolio

Laurie Petrone



Brand + Marketing Direction

Meraki  
BRAND  
LAB



**I'VE BEEN A CREATOR AS FAR BACK AS I CAN REMEMBER.**

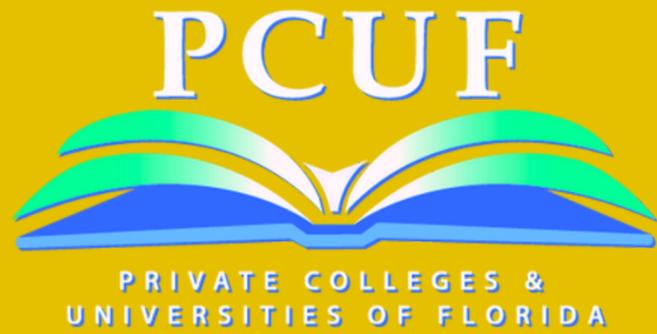
If you can name it, chances are I've designed it. I've worked across a wide range of industries and have a diverse portfolio of marketing and brand systems ready to share with you.

# VISUAL COMMUNICATION + MARKETING ENGAGEMENT

- brand + identity development
- print + digital experiences
- web design + content management
- email marketing
- social media marketing
- multi-tiered marketing campaigns, with data insights
- content development
- packaging design
- advertising specialty and swag
- apparel design
- event planning
- project direction from initial idea to final print execution
- B2C and B2B relationship building
- building team + community
- quick, intuitive + adaptable to critique

*laurie petrone*  
Brand + Marketing Direction (Fractional)

# RECENT CLIENTS



# INDUSTRIES & SECTORS

**From global institutions to founder-led brands, I help translate complex missions into integrated marketing systems that drive measurable growth.**

## **Education & Global Impact**

- Higher Education (Private Colleges & Universities)
- International Education & Global Associations
- Education-Focused Nonprofits & Foundations

## **Travel, Hospitality & Destination Brands**

- Boutique Hotels, Resorts & Experiential Stays
- Tourism & Destination Marketing
- Event-Driven & Experience-Based Brands

## **Technology, Science & Engineering**

- Technology & SaaS
- Engineering, Physics & Advanced Research
- Complex B2B & Technical Communications

## **Healthcare & Wellness**

- Healthcare Providers & Specialized Practices
- Medical, Wellness & Patient Education

## **Real Estate & Built Environment**

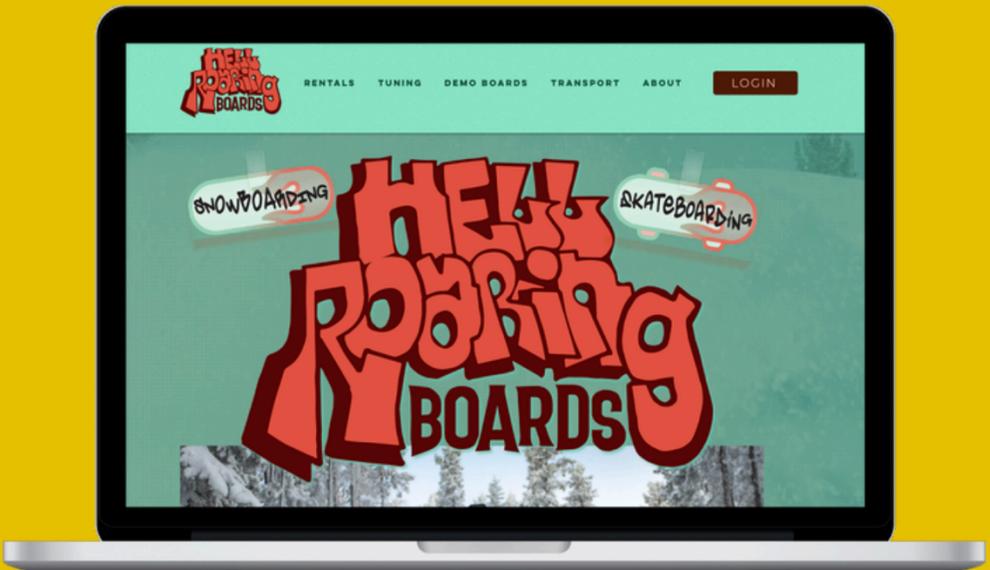
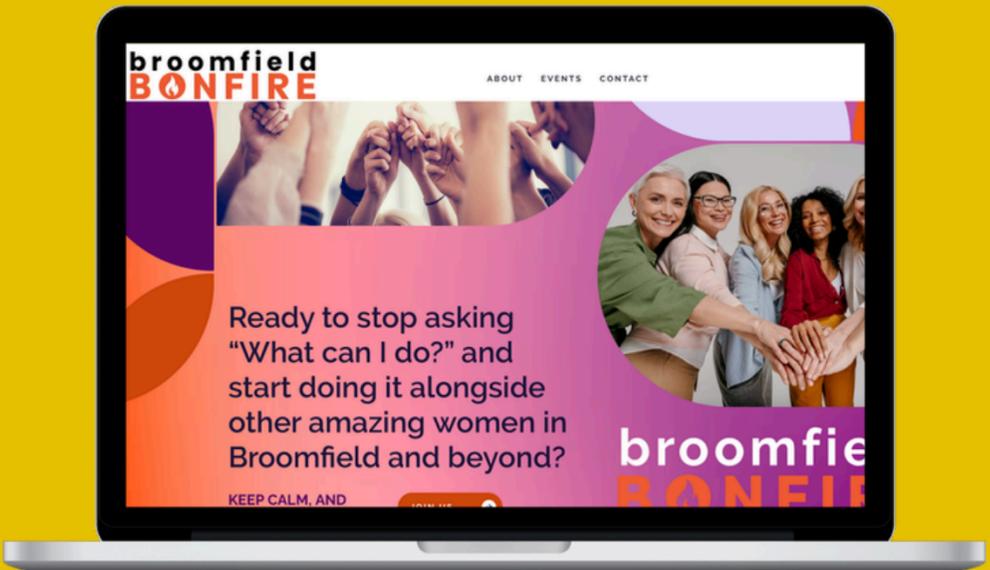
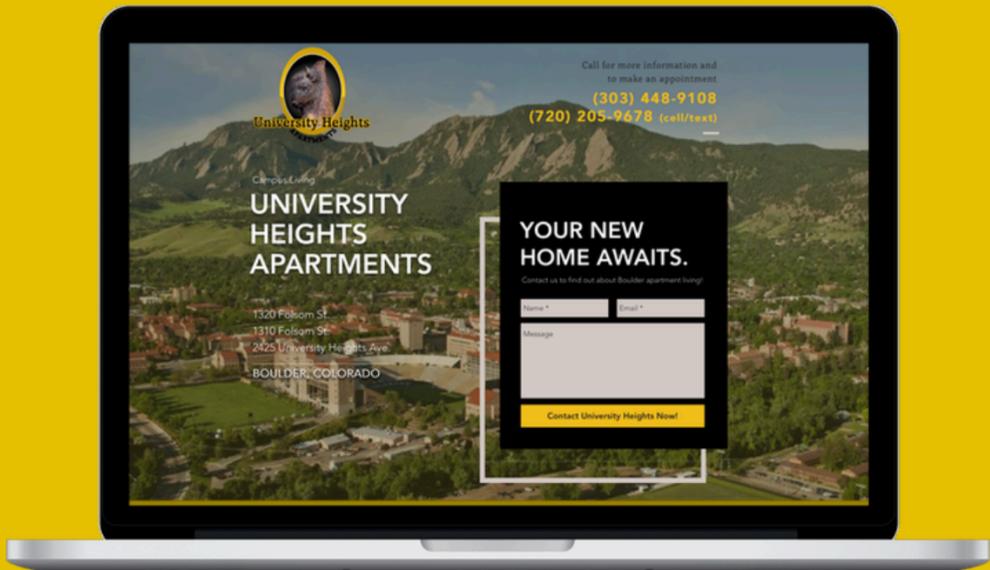
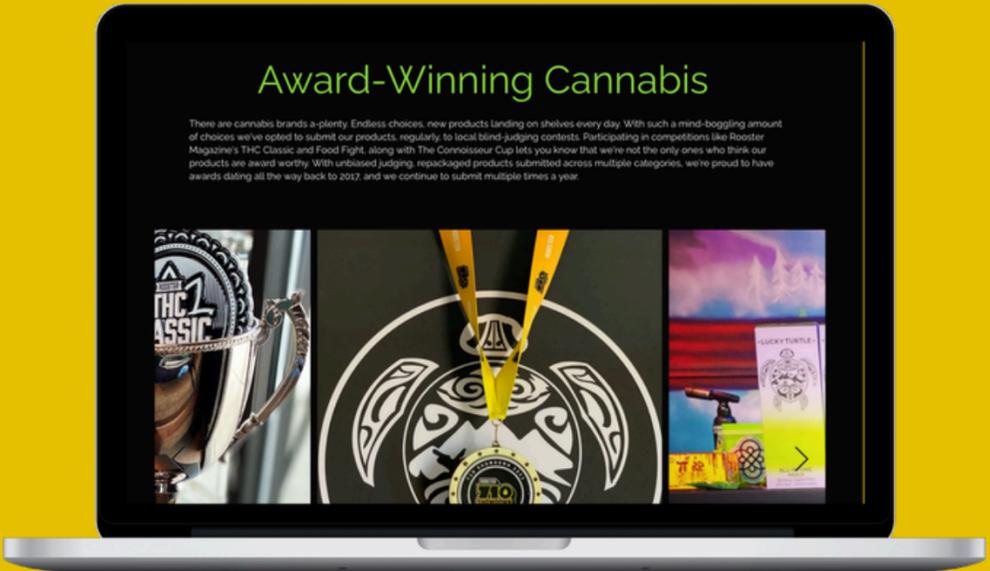
- Real Estate, Student Housing & Property Management
- Construction, HVAC & Skilled Trades

## **Consumer & Founder-Led Brands**

- Consumer Products, Packaging & Retail
- Founder-Led, Growth-Stage Businesses

*laurie petrone*  
Brand + Marketing / Direction (Fractional)

# WEBSITE DESIGN



# LOGO/BRANDING/WEB DESIGN/SIGNAGE/PRINT

**COTTON  
COOKIN'  
SHIRTSWORKS**

- Adult Tee \$19.95
- Adult Hoodie \$39.95
- Kids Tee \$17.95
- Kids Hoodie \$34.95



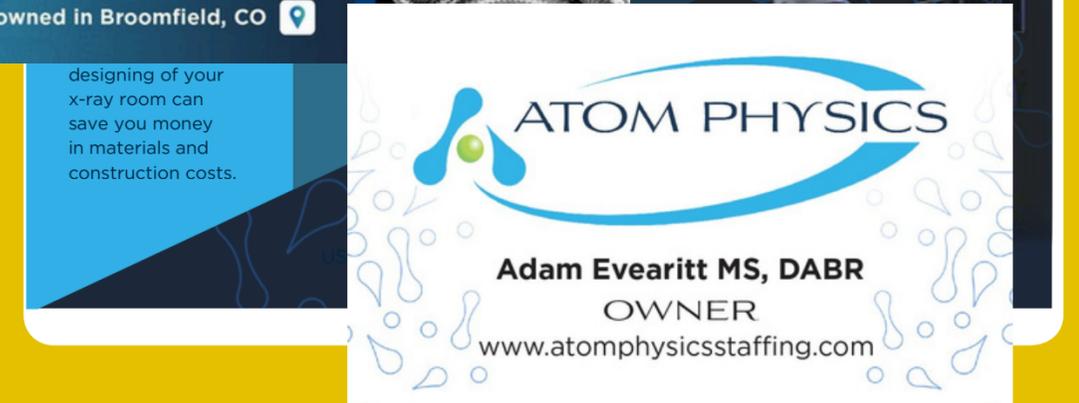
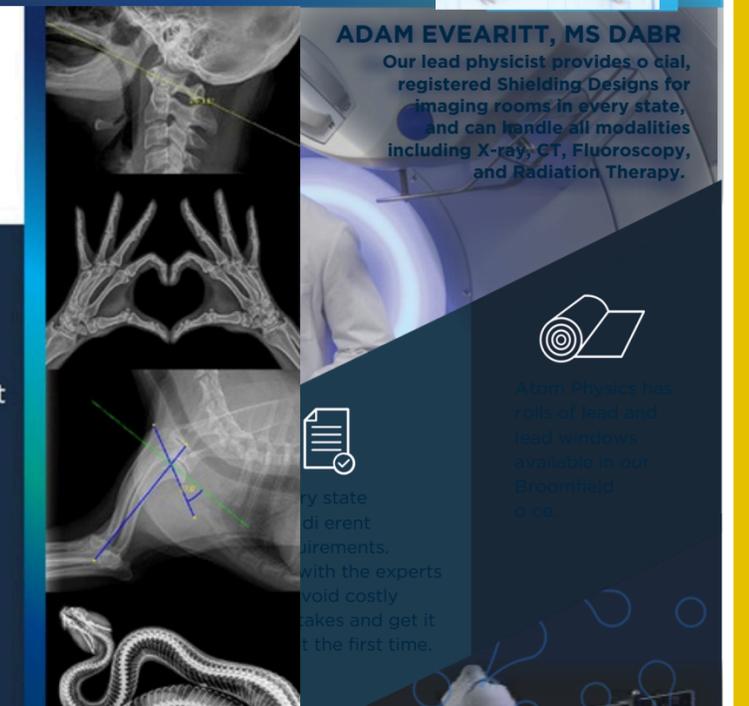
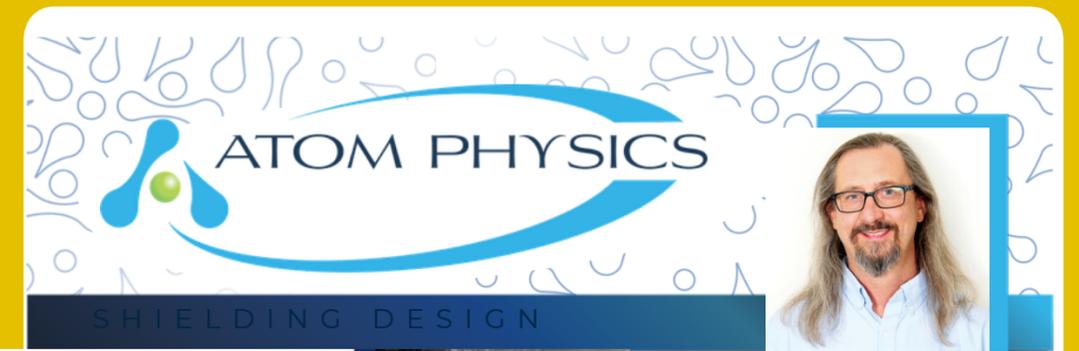
- MONTANA SILK SCREEN T-SHIRTS MADE HERE!
- STEP 1**  
Pick a tee.
  - STEP 2**  
Pick a design.
  - STEP 3**  
Go to the counter,  
we'll make it for you!



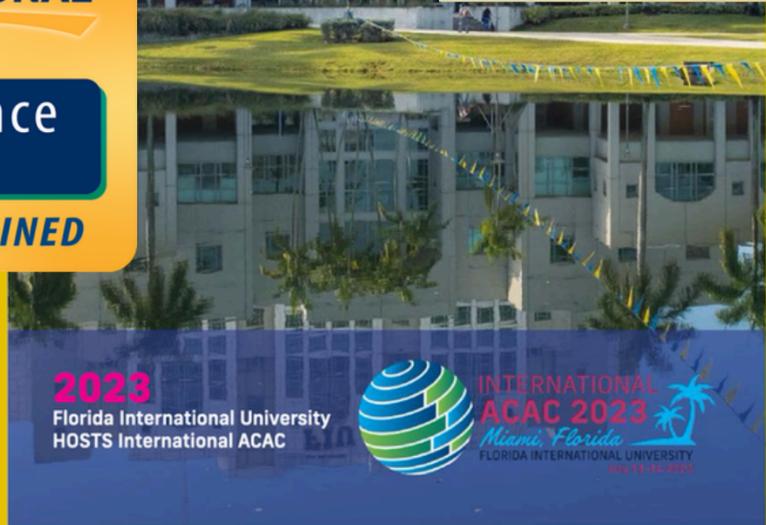
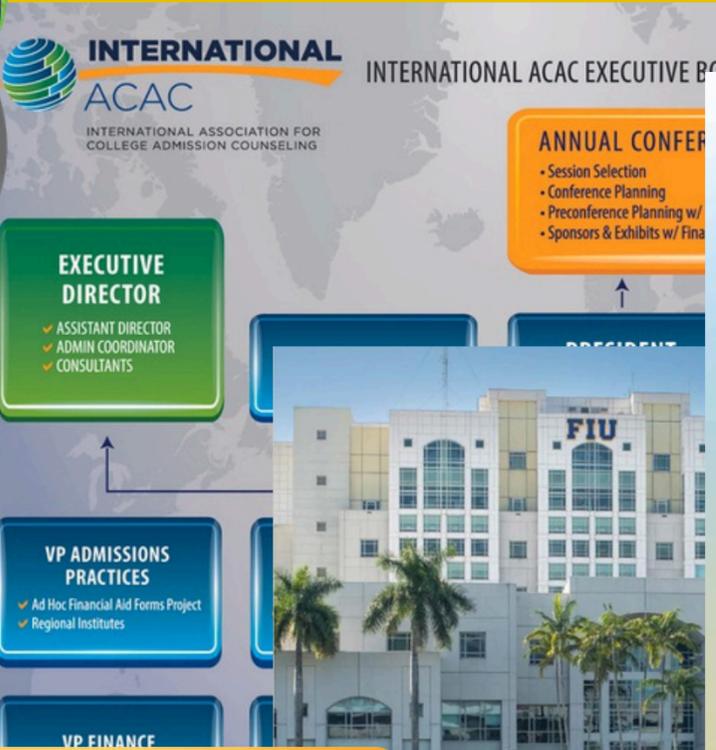
# LOGO/BRANDING/WEB DESIGN/SIGNAGE/PRINT



# SOCIAL MEDIA/BRANDING



# LOGO/BRANDING/PROGRAM SHEETS



# WEB ASSETS/INFOGRAPHICS/CONFERENCE BOOKLETS

# PROFESSIONAL ANNUAL REPORT DESIGN

**INVEST IN KIDS**

**ANNUAL REPORT 2019**

Over 20 years of bringing proven programs to young children and families across Colorado

**ANNUAL REPORT 2019**

**Dear Friends,**

This year, Invest in Kids had impact on over 17,000 children and families through the delivery of two evidence-based programs, Nurse-Family Partnership and The Incredible Years. Both programs provide Colorado families living in poverty the tools needed to get their children off to a strong start in life. We are proud of how we have grown our reach to over 17,000 children and families in the last two decades, and proud that the high-quality implementation Invest in Kids supports continues to be so great.

This year's theme speaks to innovation and impact, as both remain a critical and ongoing part of our work to serve vulnerable families in our state.

Invest in Kids continues to look at new ways to provide meaningful contributions so that our work is fresh and relevant in delivering time-tested programs. Our team continues identifying and implementing strategies that work best and are always looking for methods to leverage our impact.

IK's Board and staff recently went through a strategic process to refresh Invest in Kids' mission and values statement – the result of which you'll see in this report.

We are proud that for the first time ever, Invest in Kids advocated for the state to invest in the Incredible Years and we successfully secured funding in the 2018 legislative session. This funding, \$2,000,000 a year for FY19 and \$4,000,000 a year for FY20 and beyond, will support the costs of local implementation, site selection, training, coaching and evaluation. This accomplishment has allowed us to expand our reach to more Colorado children and families in need – successfully increasing impact.

In 2019, we are also celebrating 20 years of Nurse-Family Partnership in Colorado. It was in 1999, that the first public health nurse was trained on how to deliver the program. Today, they are 20 strong and have consistently changed the lives of over 26,000 women and their families. Every year since, NFP has worked to address the evolving needs of each community we serve. We innovate by understanding the needs families through continuous improvement to our implementation, while we deliver tremendous impact through fidelity to the evidence-based model.

In the pages to come, you will see snapshots of our innovative, evidence-based approaches and the data showing our profound impact statewide. We know that none of our accomplishments would have been possible without the support of our volunteers, donors, and the local champions in our community.

We have so much to celebrate, yet our work is hardly done. We are passionately committed to scaling and sustaining proven programs and expanding our reach and impact in Colorado.

Thank you for being a part of our journey. We look forward to more years of innovating together to help even more children and families!

*Gratefully,*  
 Lisa A Hill  
 Executive Director

*Eric Hilby*  
 Board Chair  
 Board Chair Eric Hilby, Board Chair

**1,000 LOW-INCOME FAMILIES ENROLLED IN NFP IN COLORADO PREVENTS:**

- 45 preterm births
- 253 child maltreatment incidents
- 303 violent crimes by youth
- 3 infant deaths

**CHANGING THE LIFE-TRAJECTORY AND CREATING BETTER FUTURES FOR MORE MOMS AND THEIR BABIES.**

**Nurse-Family Partnership's Commitment to Innovation**

One of many examples of trailblazing work by our Nurse-Family Partnership team is the Nurse Residency Program. A collaboration with Invest in Kids and University of Colorado College of Nursing, the residency program was developed to better equip nurses with professional guiding principles to increase competence when caring for a diverse population outside a hospital environment. Through the residency, nurses develop effective decision-making skills related to clinical judgment and learn to incorporate research-based evidence linked to outcomes into their nursing practice. The continued professional development opportunity offered by the residency strengthens the commitment to community health nursing programs. This year, the Nurse Residency Program launched its third cohort and 100 nurses are engaged in this exciting learning experience.

**Journal of Nursing Scholarship**

This year, Michelle Neal, our Program Director for Nurse-Family Partnership, and Dr. Amanda Fison, Invest in Kids' Director of Implementation at the University of Colorado College of Nursing, published a research article in the Journal of Nursing Scholarship. In their publication, our directors showcase Invest in Kids has successfully scaled and continuously supports Nurse-Family Partnership. By explaining the guiding practice of Invest in Kids' intermediary role, a role that thoughtfully blends clinical nursing and the best of implementation science to maximize impact of this proven program. We are proud of their contribution as the clinical relevance of their thought leadership continues to inform the field across the country. Please email info@iik.org to receive a copy of the Journal of Nursing Scholarship article.

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**THANK YOU TO OUR CORPORATE SPONSORS, TEAMS, AND PARTICIPANTS WHO HELPED RAISE OVER \$212,000!**

**INVEST IN KIDS JANE-A-THON 2019**

**The 20th Annual Jane-A-Thon at Mary Jane Base, Winter Park Resort**

Our annual Jane-A-Thon fundraiser had an epic turnout this past March. Over 300 individuals and 20 corporate sponsors pledged their support to children and families in need by collecting donations for Invest in Kids and joining together on the slopes for the event. Each participant, who raised a minimum of \$150 for Invest in Kids, received a Winter Park lift ticket and many other gifts that were a part of the fun we had at the 20th annual Jane-A-Thon!

**SPECIAL THANKS TO OUR DOUBLE BLACK DIAMOND SPONSOR, NEWMONT MINING CORP.**

**AIMCO**, **SELERANT**, **TRVYA ARCHITECTS**, **DIZZION**, **KPMG**, **MAGFAST BANK**, **FORUM GROUP**, **COOK STREET**, **MONROE**, **EVO**, **NETNET**, **CINTAS**, **PNC BANK**, **HOLLAND & HARTY**, **WILMERHALL**, **BLENDER WHITE**

**Nurse-Family Partnership**  
 Helping First-Time Parents Succeed

**Nurse-Family Partnership**

Nurse-Family Partnership (NFP) is a community health nursing program that transforms lives through improved pregnancy outcomes, promotion of child health and development, and the encouragement of economic self-sufficiency.

**[PARTNERING HIGHLY TRAINED PUBLIC HEALTH NURSES WITH FIRST-TIME MOTHERS LIVING IN POVERTY TO MAKE A LIFE-CHANGING IMPACT.]**

**NFP GOALS:**

1. Improve pregnancy outcomes by helping women engage in good preventive health practices.
2. Improve child health and development by helping parents provide responsible and competent care.
3. Improve the economic self-sufficiency of the family by helping parents develop a vision for their own future, plan future pregnancies, continue their education and find work.

**NFP OUTCOMES:**

**CHILD HEALTH & DEVELOPMENT**  
 95% of clients initiated breastfeeding  
 78% of children had a developmental screening at 18 months of age  
 94% of children were fully immunized at age two

**PREGNANCY OUTCOMES\***  
 19% reduction in cigarette smoking during pregnancy  
 93% of babies were born full term  
 91% of babies were born at a healthy weight

**ECONOMIC SELF-SUFFICIENCY**  
 83% of clients did not have a subsequent pregnancy at 18 months postpartum  
 65% of clients were working at program completion  
 47% of clients without a high school diploma/GED at enrollment earned a diploma/GED by program completion

**NFP IMPACT IN 2018:**

- 4,576 moms served in 2018
- 3,972 children served in 2018
- 26,000+ families served in Colorado since 1999

*"When I was pregnant, I was scared, confused and unsure of what I was going to do. Over time, my nurse taught me to believe in myself. Without her, I doubt I would have finished high school or gone to college."*  
 -Lada Gallucci, NFP mom

\*2018 data for clients who enrolled during pregnancy

**565** highly trained educational staff and program facilitators entered the successful delivery of each program component

**98%** of teachers reported that IY coaching and training provided the necessary tools to prevent and address challenging behaviors in the classroom

**21** Colorado counties served

**7,822** children and families benefited from IY in the 2018-2019 academic year

**995** parents completed the Preschool Basic Parent Program

**92%** of parents said that they felt positive about achieving their goals for their child and family through IY

**IY INNOVATION**

**EXCELLENCE AND FORWARD THINKING TO REACH MORE COMMUNITIES ACROSS COLORADO.**

**PUBLIC-PRIVATE PARTNERSHIP**  
 Colorado has become one of the largest and most successful program replicators of The Incredible Years (IY) in the country. After raising \$10M in private philanthropy support over 16 years, IY worked with leaders in state government to understand the impact of the program and the opportunity to further scale and sustain the program. This public-private partnership is core to IY's vision for scaling and sustaining evidence-based programs.

Colorado received national recognition in the July 2018 Results for America, "Invest in What Works: State Standards of Excellence," a watchdog for how state governments can consistently and effectively use data and evidence to achieve better results for their residents, which features Colorado as a state recognized for leading the way. Specific to IY and IY, the National Association of State Budgeting Officers (NASBO) highlighted our state's increasing investments in evidence-based programs citing the use of return on investment data in the budgeting process.

**IRIS CONNECT SYSTEMS**  
 IY purchased 35 IRIS Connect technology kits, a video-based professional learning platform, used to provide coaching and training support to communities across the state of Colorado, remotely. This tool has proven to save IY thousands of dollars annually on staff time and travel, while not sacrificing any quality or fidelity. The use of IRIS Connect has been associated with a large increase in capacity of staff hours. We are using the kits to record practitioner use of the Parent Program and Dinosaur School. Once the IY Consultant reviews the video, they then provide coaching via telephone at any time and from any location.

**OUTCOMES-BASED FUNDING-A PILOT PROJECT WITH AURORA AND SHERIDAN PUBLIC SCHOOLS**  
 Invest in Kids uses its implementation and evaluation approach to not only measure program performance and outcomes but also to benefit from philanthropic and government investing. By proving our positive measurable impact, we demonstrate value and true effectiveness to stakeholders. This has allowed Invest in Kids to receive investment capital for sustainable program expansion in Metro Denver area school districts.

**The Incredible Years**

The Incredible Years (IY) is a social-emotional learning program that uses a two-generational approach to improve children's prosocial communication and emotional regulation. Working with parents at home, and addressing teacher and student needs in the classroom, IY focuses on promoting social competence so kids can succeed both academically and in all areas of life.

**RESEARCH OUTCOMES:**

- 54% increase likelihood of high school graduation
- 46% greater chance of having a stable full-time job at age 25

**Building social and emotional skills for Colorado's children to prepare for school, and life.**

**The Incredible Years Components**

- TEACHER CLASSROOM MANAGEMENT
- DINOSAUR SCHOOL
- PARENT PROGRAM

**IY Outcomes**

In the 2018-19 school year, The Incredible Years demonstrated statistically significant changes in all child, teacher and parent outcomes of each program component.

**FOR CHILDREN:**

- Significant gains in Social Emotional Competence show positive changes in Prosocial Communication, Emotion Regulation, and Academic Skills

**FOR TEACHERS:**

- Significant changes in Positive Management Strategies
- Significant changes in Social Emotional Learning Support
- Increased teacher confidence in managing students' current and future behavior problems, and promoting students' social-emotional skills

**FOR PARENTS:**

- Increased use of positive parenting strategies and decreased use of negative parenting strategies

**WE PARTNER WITH COMMUNITIES TO PROVIDE PROGRAMS THEY NEED TO SUPPORT THEIR MOST VULNERABLE FAMILIES.**

**NFP ROI:** 7.9x \$ Return for Every \$1 Invested in Colorado NFP saves \$7.90 in Future Costs for the Highest-Risk Families Served.

**IY ROI:** For every \$1 invested into The Incredible Years' Parent Program, a projected \$4.13 can be avoided in future costs, \$1.4 of which is specific benefits to the taxpayer.

**EARLY CHILDHOOD INVESTMENT LEADS TO INCREASED:**

- High school graduation
- College matriculation
- Economic development and personal income

**EARLY CHILDHOOD INVESTMENT LEADS TO DECREASED:**

- Special Education/Remediation
- Dependence on Social Welfare
- Crime related costs and incarceration

**Our Role** [INVEST IN KIDS USES IMPLEMENTATION SCIENCE TO BRING SOCIALLY SIGNIFICANT OUTCOMES PROVEN IN RESEARCH TO LIFE.]

\*IY's IY (2018) Report Outcomes of Nurse-Family Partnership have been verified during 1998-2018. Proven Outcomes: 1430, 261,777. The first chart reflects a data-specific value on an individual scale directly to data from public school districts to report data-specific outcomes associated with investment. The table below provides a summary of the impact on individual scales (bottom row).

\*Source: Health Care Foundation, 2017 Report

# PHOTOSHOOTS + LIFESTYLE/PRODUCT PHOTOGRAPHY



# FULL-SCALE MARKETING DIRECTION

For nearly a decade, I led Lucky Turtle's design and marketing initiatives, creating deliverables such as logos branding strategies, product white sheets, packaging, professional photography, and marketing campaigns. I managed brand relations, strategic planning, events, and facilitated collaboration between sales and marketing, while maintaining focus on measurable results.



- Logo
- Branding
- Web
- Email
- Social Media
- Packaging Design
- Photography
- Sales Collateral
- Marketing Campaigns
- Apparel Design
- Events
- Sponsorships

# LUCKY TURTLE

- Offered in CO2 and Distillate Sativa, Hybrid, and Indica strains.
- Small batch, Strain-Specific.
- Single Source (S-S) quality.
- Full-spectrum extracted oil for the highest integrity of the plant.
- Cannabis selected for cultivation chemistry.

TAKE ME ON YOUR SOUL SAVING ADVENTURES!

NEW TO THE LUCKY TURTLE LINEUP

2g

1g CO2 All-In-One (Rechargeable)

LUCKY TURTLE #trusttheturtle www.luckyturtle.co

NEW ARTISAN FRUIT CHEWS

High THC 10mg THC ea. Guava/Watermelon

LUCKY TURTLE

BRANDON MANN Denver and Northern Colorado 303-949-0701 | brandon@luckyturtle.com  
DAYNA ROBBINS Montalvo, I-70, Salida, Westcliffe, Durango, Pueblo and Trinidad 970-666-7421 | dayna@luckyturtle.com

LUCKY TURTLE Home About Products Find a Store Budtenders #soulsavingadventures Contact



leaflink FLASH deal



## NEW PRODUCT PEACH MANGO (1:1)

Small batch, vegan, handcrafted gummies using organic fruit puree and biotech grade Lucky Turtle Full-spectrum CO2 extracted cannabis oil. With 10mg of CBD and 10mg of THC, this delicious peach mango gummy will bring you a well balanced, relaxed high.



WEBSITE: LUCKYTURTLE.CO  
GROWN BY: POT ZERO



#turtletribe



# POSTER DESIGN

TICKETS:  
\$10 in ADV,  
\$12 at the door

LIVE at the  The Coffee Joint

## UP IN SMOKE

a cannabis-infused event  
featuring live music + live painting

#trusttheturtle

## DINOTREATS

← DINOSAUR, COLORADO →

## PCUF

PRIVATE COLLEGES &  
UNIVERSITIES OF FLORIDA

www.pcuf.net | info@pcuf.net



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407-303-9798
2. Barry University  
Miami Shores, FL  
www.barry.edu  
305-899-3100
3. Eckerd College  
St. Petersburg, FL  
www.eckerd.edu  
1-800-456-9009
4. Embry-Riddle Aeronautical University  
Daytona Beach, FL  
daytonabeach.erau.edu  
1-800-862-2416
5. Flagler College  
St. Augustine, FL  
www.flagler.edu  
1-800-304-4208
6. Florida College  
119 N. Glen Arven Ave.  
Temple Terrace, FL 33617  
813.988.5131
7. Florida Institute of Technology  
Melbourne, FL  
www.fit.edu  
1-800-888-4348
8. Florida Southern College  
Lakeland, FL  
www.flosouthern.edu  
1-800-274-4131
9. Jacksonville University  
Jacksonville, FL  
www.ju.edu  
904-256-7000
10. Keiser University Flagship Campus  
West Palm Beach, FL  
www.keiseruniversity.edu/residential  
866-944-3456 or 561-478-5500
11. Lynn University  
Boca Raton, FL  
www.lynn.edu  
561-237-7900
12. Nova Southeastern University  
Fort Lauderdale, FL  
www.nova.edu  
954-262-8000 or 800-338-4723
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Sarasota, FL  
www.ringling.edu  
1-800-255-7695
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Winter Park, FL  
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352-588-8283
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Greenfields cannabis.co

## ★ LUCKY ★ TURTLE

#getlucky // #trusttheturtle

ALTITUDE ORGANIC  
CANNABIS

## ★ LUCKY ★ TURTLE

#getlucky // #trusttheturtle

KY  **TURTLE** ★

luckyturtle.co/highCBD

5:1 CBD:THC	10:1 CBD:THC	25:1 CBD:THC	2:1 CBD:THC
500mg Cartridge	500mg Cartridge	500mg Cartridge	500mg Cartridge

# BE

Escape your shell.

## ★ LUCKY ★ TURTLE

1136  
**YUMA**  
DISPENSARY

#getlucky // #trusttheturtle

## Mountain Annie's

The Coffee Joint

#getlucky // #trusttheturtle

# POSTER DESIGN

MAY YOUR MARSHMALLOWS BE PERFECTLY TOASTED,  
AND YOUR WINE GLASS NEVER EMPTY.

*Starlite*  
Vintage Resort

MY HOME AWAY FROM HOME  
*Starlite*  
Vintage Resort  
IS A VINTAGE CAMPER

CHEERS TO THE UNTAMED OUTDOORS...  
AND A PERFECTLY CURATED VINTAGE CAMPGROUND

*Starlite*  
Vintage Resort

RAISE YOUR GLASS TO THE GREAT OUTDOORS...  
AS LONG AS WE'RE GLAMPING!

*Starlite*  
Vintage Resort

TOO GLAM TO GIVE A DAMN.

LIPSTICK, SASS, AND A TOUCH OF WILDERNES.

ST★RLITE KARAOKE  
WEEKENDS AT THE SAIL SHADE STAGE

WHETHER YOU'RE A SHOWER SINGER, ROCK STAR IN DISGUISE, OR JUST HERE FOR THE LAUGHS, GRAB THE MIC AND LET YOUR INNER SOUL SHINE. VINTAGE VIBES, TERRIBLE HIGH NOTES, AND UNFORGETTABLE MEMORIES GUARANTEED. ✨

*Starlite*  
Vintage Resort

SING LIKE NOBODY'S CAMPING!  
COSTUMES ENCOURAGED. CONFIDENCE REQUIRED. TALENT OPTIONAL.

BLOOM  
WHERE YOU ARE GLAMPING

*Starlite*  
GRAB + GO  
pizza

- 1 FOUR CHEESE PIZZA  
CLASSIC CRUST WITH MOZZARELLA, CHEDDAR, PROVOLONE + PARMESAN CHEESES.
- 2 PEPPERONI PIZZA  
BRICK OVEN CRUST WITH PEPPERONI MADE WITH PORK, CHICKEN + BEEF.
- 3 SUPREME PIZZA  
CLASSIC CRUST WITH SAUSAGE, GREEN + RED PEPPERS AND ONIONS, SAUSAGE MADE WITH PORK + CHICKEN, PEPPERONI MADE WITH PORK, CHICKEN + BEEF.

I HAVE A PHD IN MICROWAVING, DARLING.

GONE GLAMPING:

*Starlite*  
Vintage Resort  
CANON CITY, COLORADO

LESS DIRT, MORE DESERT.

*Starlite*  
Vintage Resort  
CANON CITY, COLORADO

WHY BLEND IN?  
WHEN YOU CAN GLAMP OUT?

*Starlite*  
Vintage Resort  
CANON CITY, COLORADO

CAMPING WITHOUT WINE  
IS JUST SITTING IN THE WOODS.

*Starlite*  
Vintage Resort  
CANON CITY, COLORADO

**mersive GEN4 MINI**  
part of mersive/ESSENTIALS



get started at [mersive.com/g4-start](https://mersive.com/g4-start)

**NEW PRODUCT**  
MERSIVE ESSENTIALS

**Mini. Mighty. Secure.**  
The **essential choice** for sharing big ideas.




Secure, flexible, and high-quality wireless collaboration for any environment.




# CORPORATE REBRAND

get started at [mersive.com/g4-start](https://mersive.com/g4-start)



**mersive GEN4 MINI**

part of mersive/ESSENTIALS

**START YOUR MEETING**



Wireless screen sharing just got a **smart upgrade.**

Empowering **Enterprise, Education, and Healthcare** through Effortless Collaboration and Innovation.



ENTERPRISE   EDUCATION   HEALTH CARE

**mersive**   mersive essentials QUICK START GUIDE

## Transform your collaborative spaces

With Mersive Essentials, every interaction is an opportunity to **excel.**

Mersive Essentials includes our Gen4 Mini, a sleek, compact device that transforms small businesses, private clinics, and classrooms into hubs of effortless collaboration. Designed for future expansion, the Gen4 Mini delivers more than just essential features—it offers a path to technological evolution without breaking the bank. Embrace innovation and cost efficiency, today and tomorrow.

**Benefits**

- Effortless integration**  
Enjoy the simplicity of activation that delivers connectivity that just works.
- Universal compatibility**  
Whether it's a tablet, smartphone or laptop, Mersive speaks the language of all your devices.
- Invisible technology with visible impact**  
Transform any space into an intelligent meeting ground without the clutter of cables or risk of lost accessories.
- Continuous collaboration**  
Eliminate the stop-and-start flow of traditional meetings with the ability for multiple people to connect and share at once.

**Secure connections**  
Protect your intellectual property with industry-leading security.

**Minimal learning curve**  
With an exceptionally easy setup and intuitive user experience, adoption is swift and training is minimal.




mersive Essentials Quick Start Guide

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## Getting Started

**Before You Begin**  
Ensure you have a stable internet connection for the setup process. If you're setting up the device on a corporate network, you may need to whitelist certain URLs to allow access to Mersive cloud services. Please consult your IT department for assistance.

**What's in the Box**

- Mersive Gen4 Mini
- Power supply

**Not included**

- Ethernet cable (optional)
- HDMI cable

**connections**

- A Kensington Lock
- B Ethernet
- C HDMI 2.0
- D DC Power

**Step 1: Powering Up the Device**  
Your Mersive Gen4 Mini should be powered using the included DC power supply. Connect the power supply to your device and plug it into a power outlet. The light next to the power port will light up to indicate the device is receiving power.

**Step 2: Initial Power Up and Status Light**  
Upon powering up, the Mersive Mini automatically enables Bluetooth for AirPlay discovery and broadcasts an SSID as a WiFi access point. The status bar light on the device will indicate the current status:

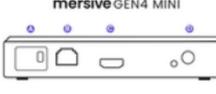
**Blinking White:** No internet connection  
**Solid White:** Successful internet connection, not yet activated  
**Blinking Blue:** Bluetooth pairing mode (slow) or device loading/updates (fast)  
**Green:** Ready for sharing (solid) or idle (slow "breathes")  
**Purple:** In use for content sharing or digital signage

**Step 3a: Connecting via Wired Ethernet**  
Connect one end of the Ethernet cable to your Mini and the other end to an available port on your router or switch. The device should automatically detect the Ethernet connection.

**Step 3b: Connecting via WiFi**  
On your laptop or mobile device, search for the device's wireless SSID, which begins with "MER-". (The characters after MER- correspond to the serial number of the Gen4 Mini device.) Connect to that WiFi network, then go to <https://mersive-device> in a web browser. Follow the prompts to connect the Mini to your WiFi network.

**Step 4: Connecting the HDMI Cable**  
Plug one end of the HDMI cable into the HDMI port on the back of the Gen4 Mini and the other end into an HDMI port on your display device, such as a monitor or projector. An activation screen will display.

**Step 5: Activation and Setup**  
Once connected to a display device, the Mersive Mini will guide you through the necessary steps to complete the setup process. Follow the activation instructions to create a user and device management organization. Then use the available management tools to configure the Gen4 Mini.



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## Technical Specifications

Size	80mm x 87mm x 30mm
Weight	0.45 lb / 204.1 g
Ethernet	10/100/1000
Wireless	802.11 a/b/g/n/ac/ax compliant, MIMO 2x2
Bluetooth	Bluetooth 5.3
Streaming Video Support	4K (3840 x 2160 @ 60Hz), HD (1920x1080 @ up to 60Hz), SD (1280x720 @ up to 60Hz)
Output	HDMI 2.0b, up to 4K (3840x2160) @ 60Hz
Operating Temperature, Humidity (ambient)	0°C (32°F) to 39°C (99°F), 30% RH to 70% RH
Power Input	UL/CCC Certified power source of 20VDC, 3A (PSE/PS) rating with barrel connector of 5.5mm outer diameter, 2.3mm inner diameter, center positive polarity
Maximum Power Consumption	2.6W
Warranty	Unlimited 3-year manufacturer's hardware warranty

**mersive GEN4 MINI**



FRONT



BACK

At Mersive, we are on the forefront of developing versatile collaboration software, connectivity designed to meet the dynamic needs of businesses, educational institutions, and healthcare facilities. Our solutions emphasize intuitive operation, secure data handling, and interoperability to enhance teamwork, learning, and patient engagement, fostering a culture of innovation and connectivity in every interaction.

mersive  
1687 Cook Ave. Suite 225  
Lakewood, Colorado  
[mersive.com](https://mersive.com)

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**NEW CASE STUDY**

**Mersive tech enhances patient care.**

Mersive's innovative technology integrates seamlessly with existing systems, allowing healthcare professionals to streamline their workflows and focus more on patient care

**READ NOW**



**User-Centric Efficiency with Secure Connectivity**

Join us in redefining collaboration, as we embark on a mission to create a world where connectivity knows no bounds, and innovation knows no limits.



**Welcome!**

**Korina Villanueva**  
Marketing Manager

Your enthusiasm and professionalism will greatly impact our workplace, and we excited for your contributions. Welcome to the team!




**NEW PRODUCT**

**MERSIVE GEN4 MINI**



**m.**

launching 2025

**m.**

**Smart, seamless, and secure**  
virtual communication.

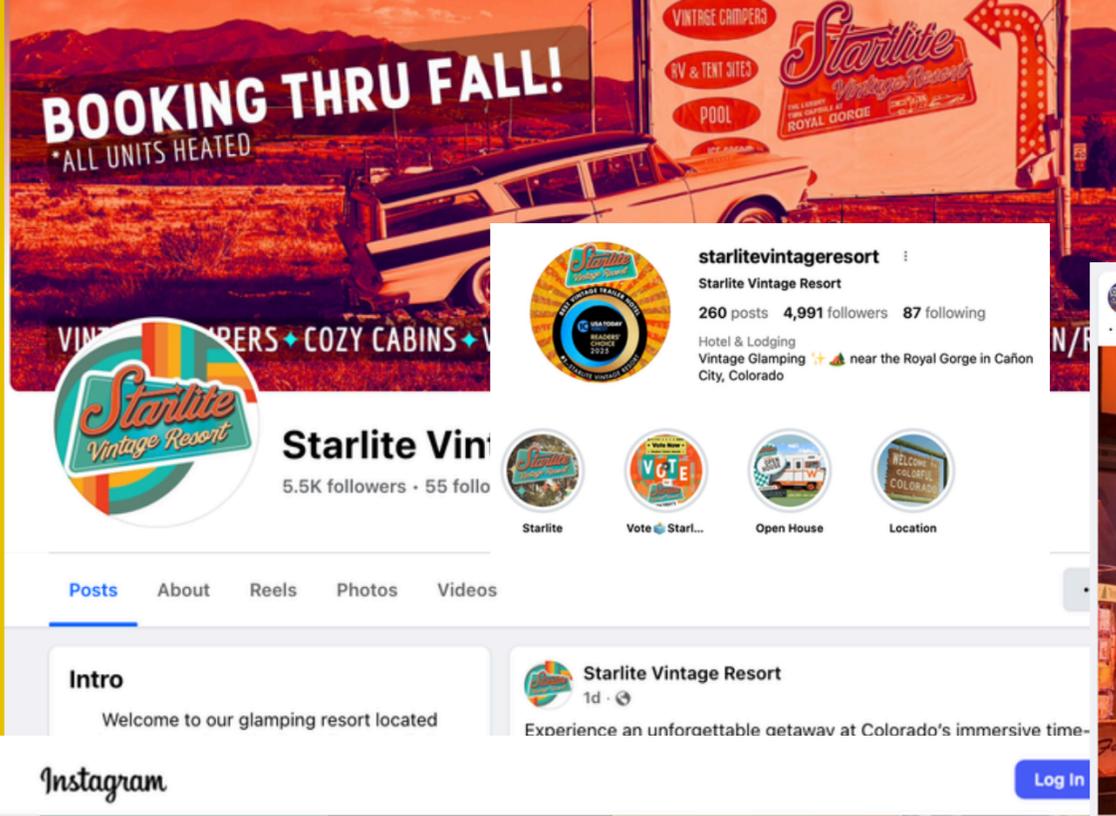


**m.**   **JOIN THE WAITLIST**

**Tailored collaboration,**  
where your needs take center stage.



# SOCIAL MEDIA MARKETING



**Starlite Vintage Resort**  
 260 posts · 4,991 followers · 87 following  
 Hotel & Lodging  
 Vintage Glamping near the Royal Gorge in Cañon City, Colorado

Starlite Vintage Resort  
 Experience an unforgettable getaway at Colorado's immersive time-



CC Legends - Cotton Cookin' Shirtworks  
 October 3, 2022 · See more

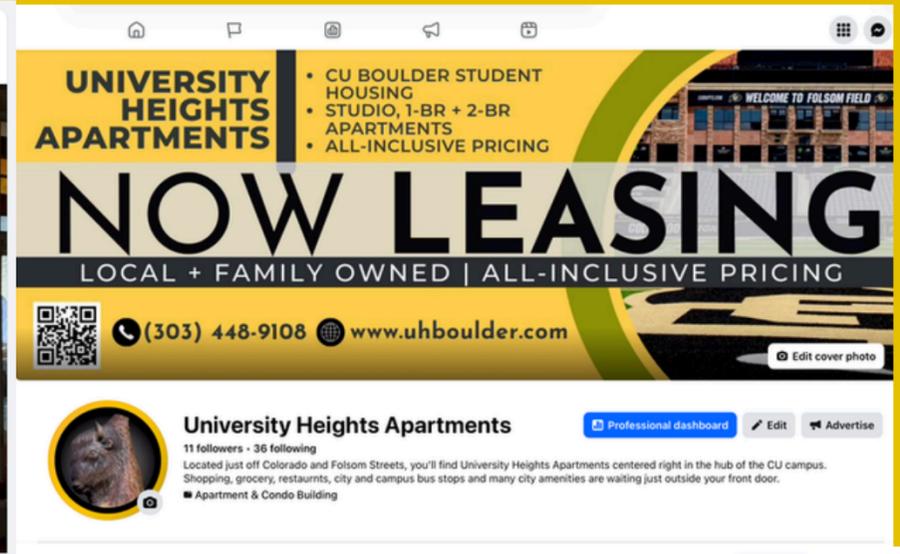
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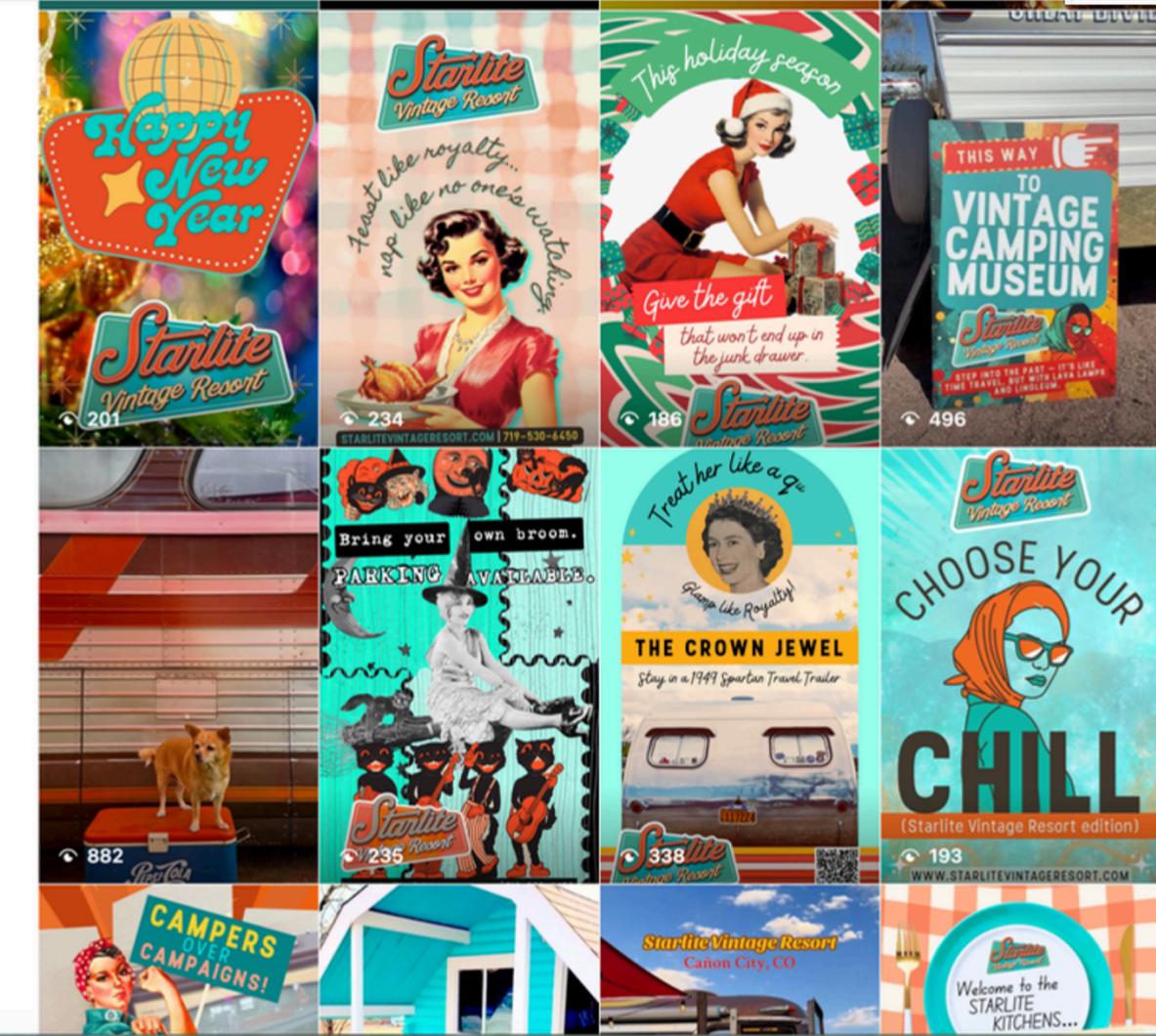


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Starlite Vintage Resort

Happy New Year

Treat like royalty... nap like no one's watching

This holiday season Give the gift that won't end up in the junk drawer.

THIS WAY TO VINTAGE CAMPING MUSEUM

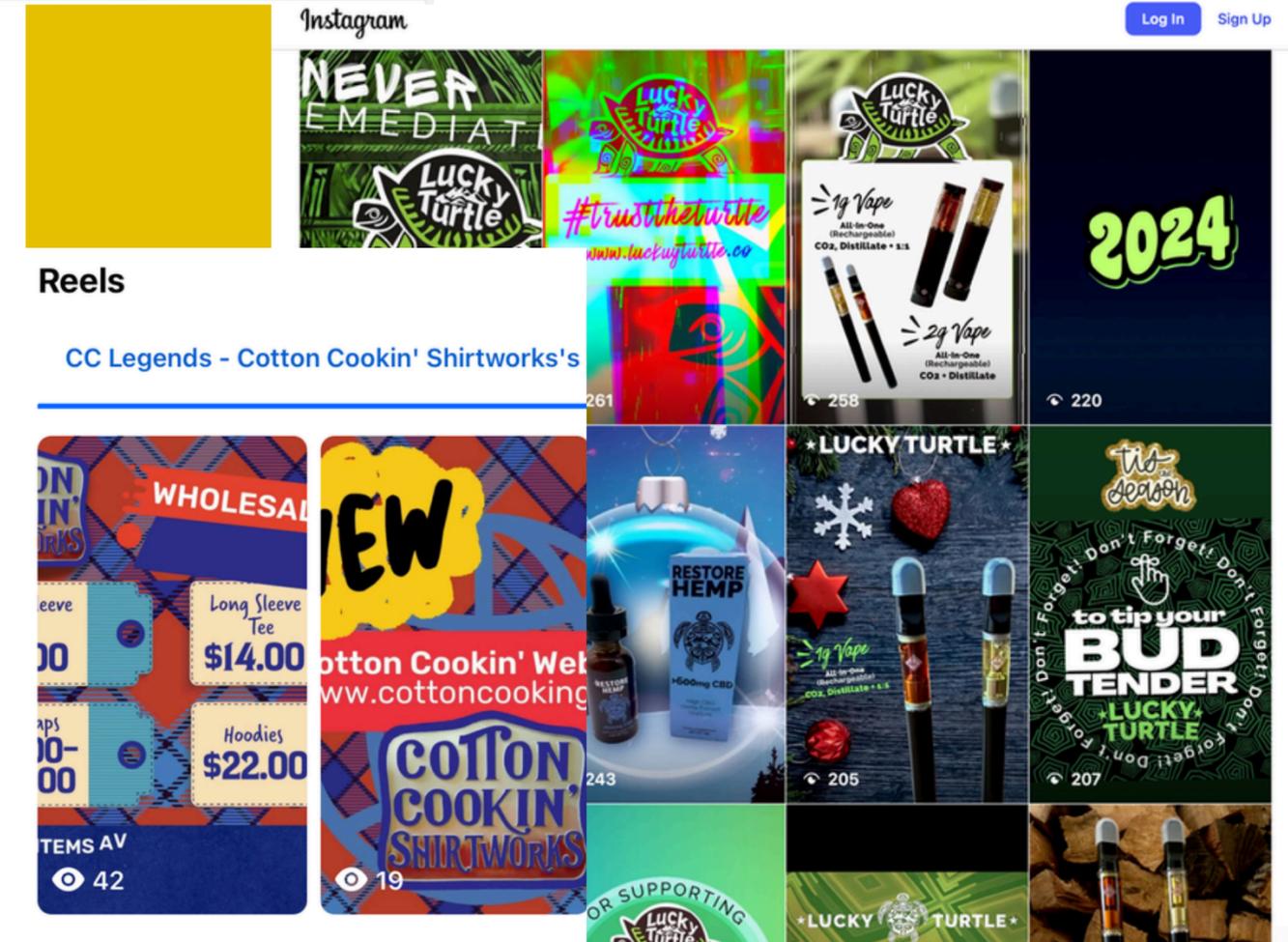
Bring your own broom. PARKING AVAILABLE.

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THE CROWN JEWEL Stay in a 1949 Spartan Travel Trailer

CHOOSE YOUR CHILL (Starlite Vintage Resort edition)

WELCOME TO THE STARLITE KITCHENS...



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Lucky Turtle

#TrustTheTurtle

2024

CC Legends - Cotton Cookin' Shirtworks's

WHOLESALE

Long Sleeve Tee \$14.00

Hoodies \$22.00

NEW Cotton Cookin' Website

RESTORE HEMP

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to tip your BUD TENDER

LUCKY TURTLE



University Heights Apartments is with Living in Boulder County and 5 others at University Heights Apartments.  
 February 16 at 6:32 PM · Boulder, CO · See more

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# EMAIL MARKETING



🌲 **Forget home for the holidays—Starlite's where!**

Stay, gather and celebrate at Starlite... Host your own retro holiday parties in our vintage apartments for the ultimate mid-century celebration — perfect for friendsgiving, team building or cozy couple getaways.

The Great Glampsgiving — Our campers and cozy cabins are heated for winter. Bring the pie, we'll bring the vibes. And don't forget, you'll love Starlite was recently named a USA Today Best Glamping Spot. 🍷

👉 Don't wait—Starlite is open year-round! Book your fall and winter stays and keep the good vibes rolling...

**Book it, Danno!** → [www.starlitevintageresort.com](http://www.starlitevintageresort.com)



**We won! We won! We Won!**

[USA Today's Best Vintage Trailer Hotel](#)

and we are *doing a happy dance* in our bell bottoms. 🕺🕴️

**BIG NEWS, FRIENDS!** Thanks to your votes and endless support, Starlite Vintage Resort has officially been named USA Today's Best Vintage Trailer Hotel in the country! 🎉

This win is more than just a shiny title—it's a celebration of all the late-night painting, early morning planning, camper and bath house renovations, wild ideas, and vintage dreams we've poured into this place. From launching our new Vintage Camping Museum, to unveiling affordable new lodging options, we've been working hard to give our guests unforgettable, nostalgia-fueled stays—and it means the world that you noticed. 😊

We're honored to be on the national map, and we can't wait to welcome even more new guests to experience the charm, creativity, and good old-fashioned fun that makes Starlite so special. Book your stay, come see what the buzz is about, and bask in the retro magic with us. ✨

♥️— With love, gratitude, and way too many lava lamps!



**Cozy Season?**

🌟 **We've got you covered—literally.** 🌟

Every single camper, cabin, and retro apartment at Starlite comes with heat so you'll stay cozy andasty all fall *and* into winter. ❄️🔥

**DON'T FORGET:** there are so many ways to stay... From vintage campers full of character, to cozy cabins, to retro apartments with all the comforts—you pick your vibe, we'll keep you warm and entertained all fall. 🍷🕺🕴️🌲

**Book your fall getaway** → [www.starlitevintageresort.com](http://www.starlitevintageresort.com)



# SWAG/ADVERTISING SPECIALTY ITEMS

[www.starlitevintageresort.com/shop](http://www.starlitevintageresort.com/shop)



I'd love to tell you more  
about these projects...

E: LPETRONEUS@YAHOO.COM

W: WWW.MERAKIMARKETING.ORG



*Laurie Petrone*

Brand + Marketing Direction

*Meraki*  
BRAND  
LAB