

narrative.





GLOBAL BUSINESS TRAVEL

AXP Internal

Our Truth, Well Told

The New American Express
Global Business Travel Message

➤ We are in the
business business,
and no one else
can say the same.

American Express Global Business Travel has a unique position in the marketplace—one that sits at the intersection of commerce and travel. Our solutions and experience helping companies manage travel and meetings, facilitate payments and identify ways to improve business differentiates us in every way from our competitors. As you'll see in the support points to follow, this allows us to deliver far more than a way for business travelers to get from Point A to Point B.

Our Vision: **Powering global commerce as the world's most trusted travel partner.**

We're the only travel management company that truly connects commerce and travel, and this allows us to be a driving force behind how business does business all over the world. At the same time, we stand side-by-side with our customers—we're the people they turn to when they send their people around the globe.

This vision proudly and appropriately emphasizes the role we play in the global economy and in each customer's individual business. It draws on our history of dependability and expertise. And it clearly defines who we are, what we deliver, and where we're headed.



We've been helping businesses do business much of that time, we've helped them find relationships wherever their business takes them.

In doing so, we've become known for delivering travel costs, driving business to service. But because the world is constantly adapting, we must adapt as well.

This guide is designed to help us tell a company and to speak with one another about getting there.

Our new value proposition builds on our traditional control message, reframing that story to reflect our new reality. We've created this messaging collaboration across the entire business, so it will give us a consistent message.

Our Core Strengths.

VISION:
Powering global commerce as the world's most trusted travel partner.



Part
travel
agent.



American
Express Global
Business Travel



Part
financial
expert.



American
Express Global
Business Travel



Part
Sherpa.



American
Express Global
Business Travel

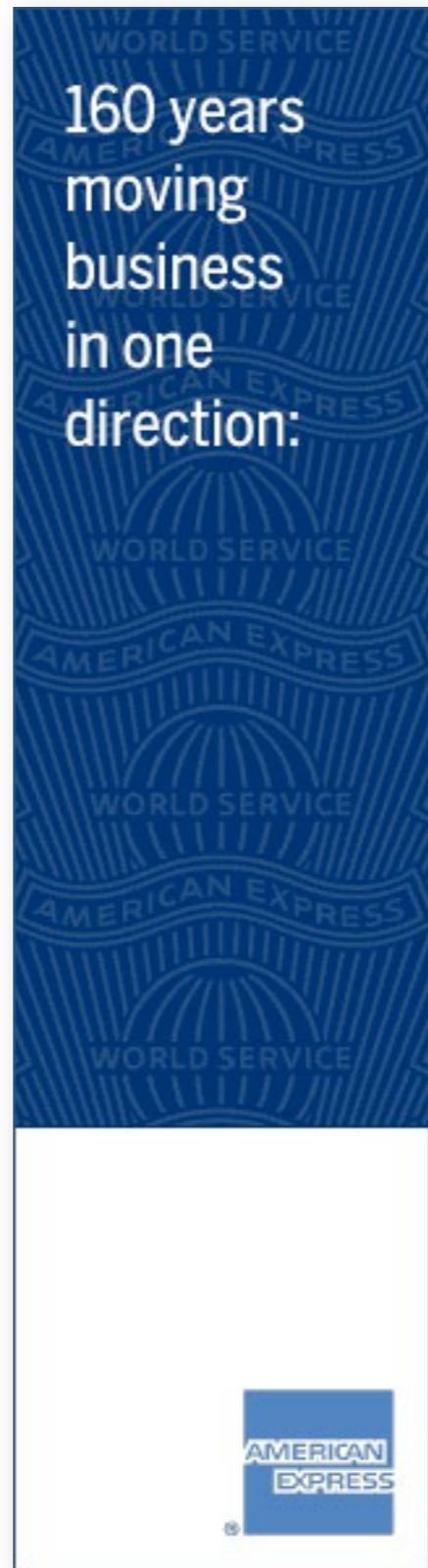


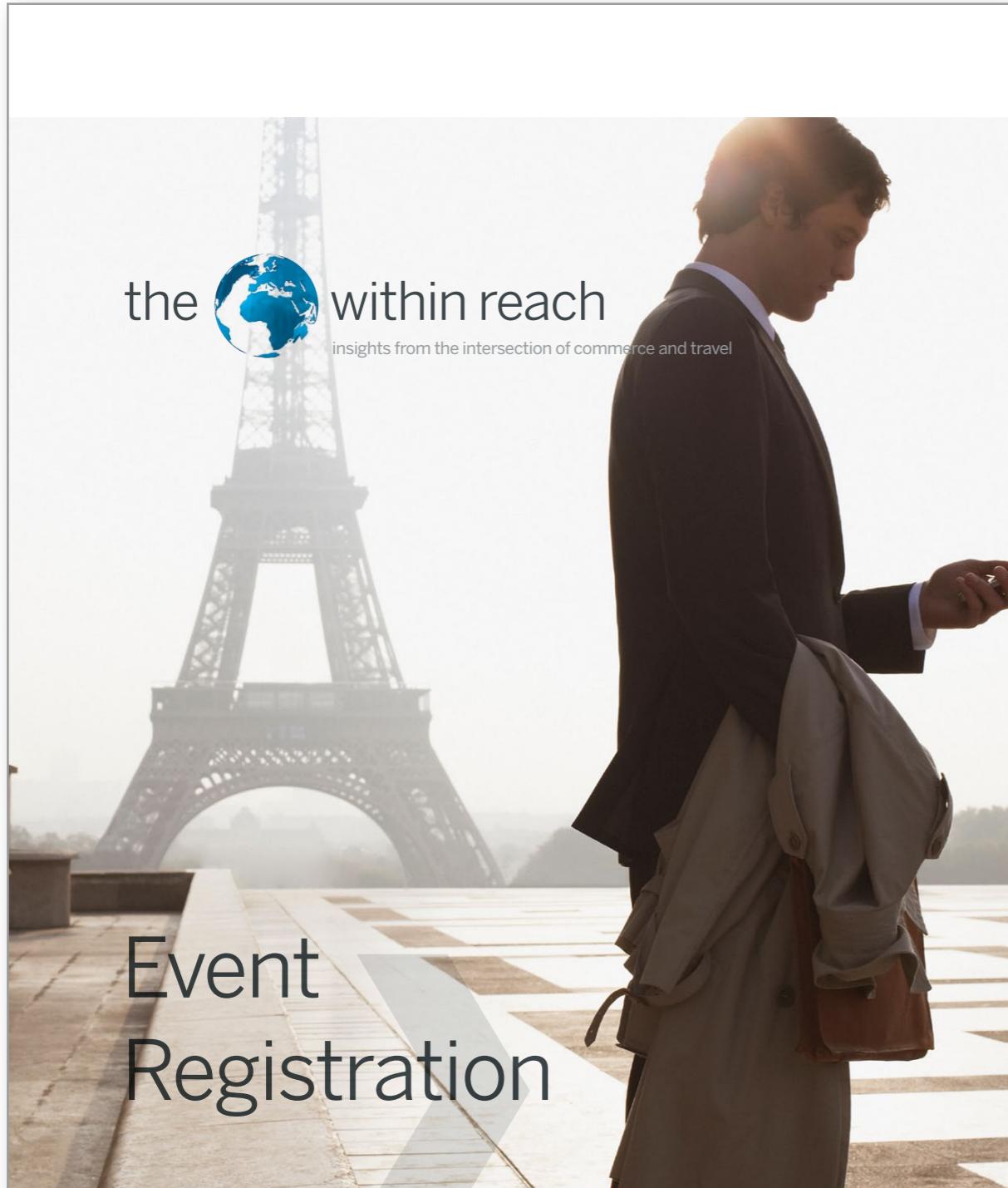
Get
trusted
travel
advice
now:



American
Express Global
Business Travel





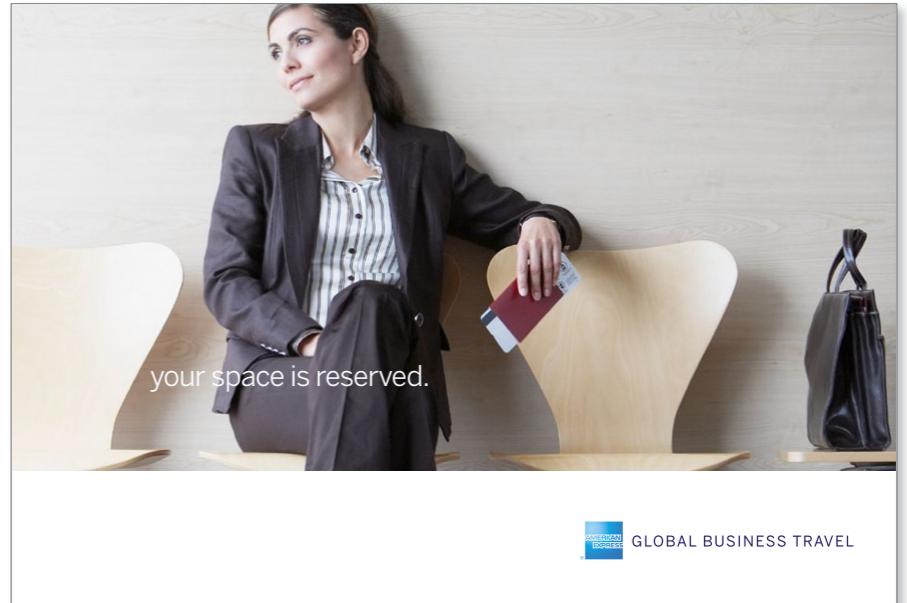


the  within reach

insights from the intersection of commerce and travel

Event Registration

 GLOBAL BUSINESS TRAVEL



your space is reserved.

 GLOBAL BUSINESS TRAVEL

 the  within reach

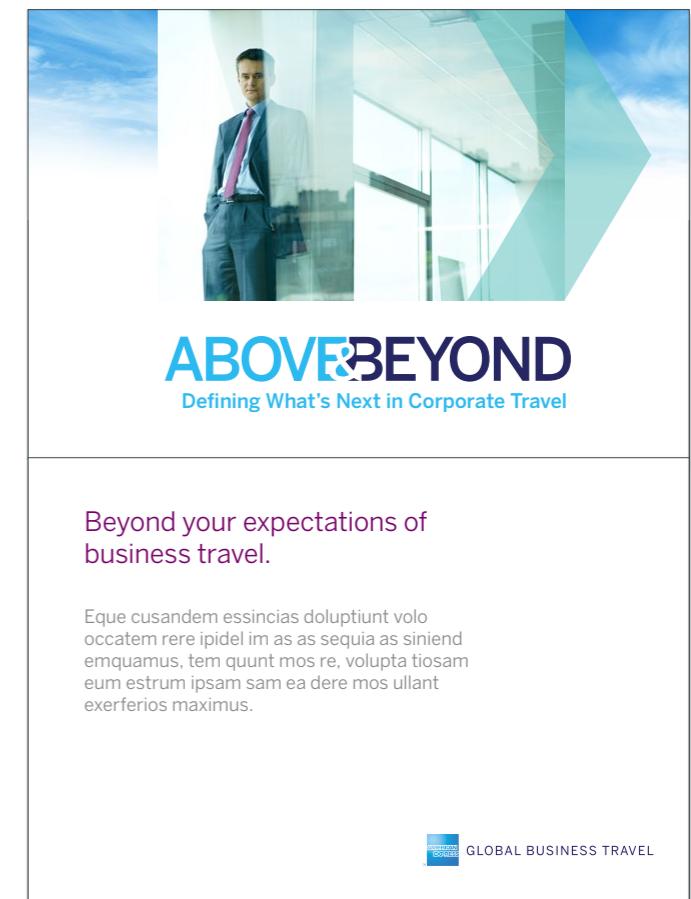
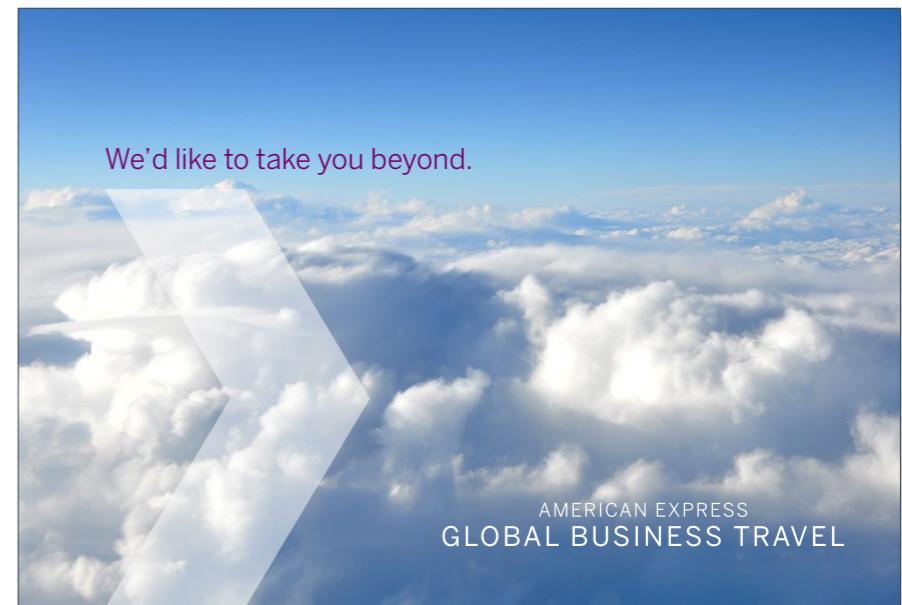
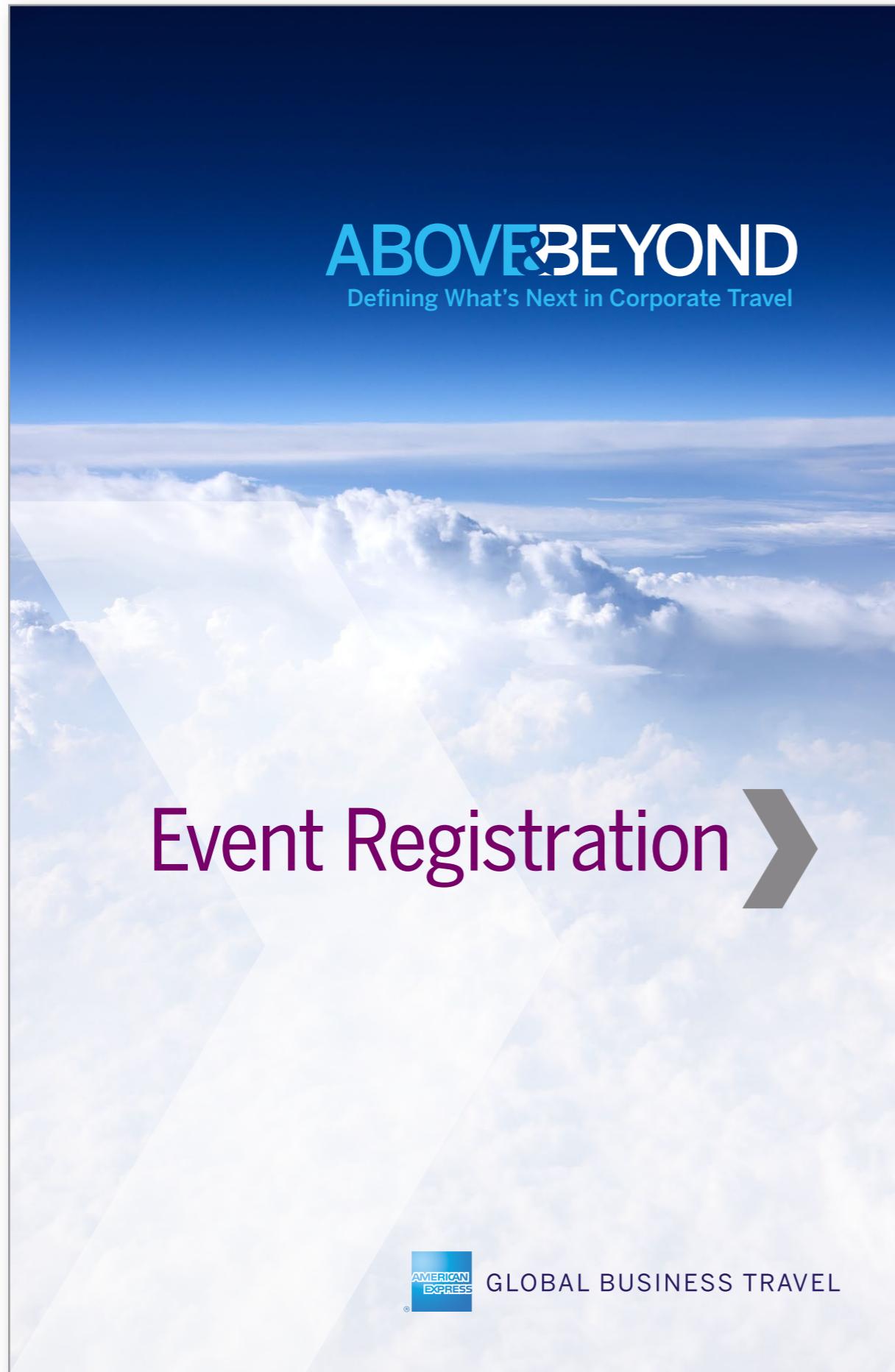
insights from the intersection
of commerce and travel

please join us.

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 GLOBAL BUSINESS TRAVEL





big business. small world.

Making it easier to do business everywhere.

Event registration ➤



GLOBAL BUSINESS TRAVEL

big ideas...



 GLOBAL BUSINESS TRAVEL

coming together.

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big business. small world.
Making it easier to do business everywhere.





Curt, Herb, Bill, Harold and John.

You've done more for travel
than Orville and Wilbur.

Congratulations Mr. Carlson, Mr. Kelleher, Mr. Marriott, Mr. Seligman
and Mr. Fentener van Vlissingen, for being named to the Business
Travel Hall of Fame.

From our vantage point at the corner of commerce and travel, we see
the insight and expertise with which you've kept the world connected.

Nice work.



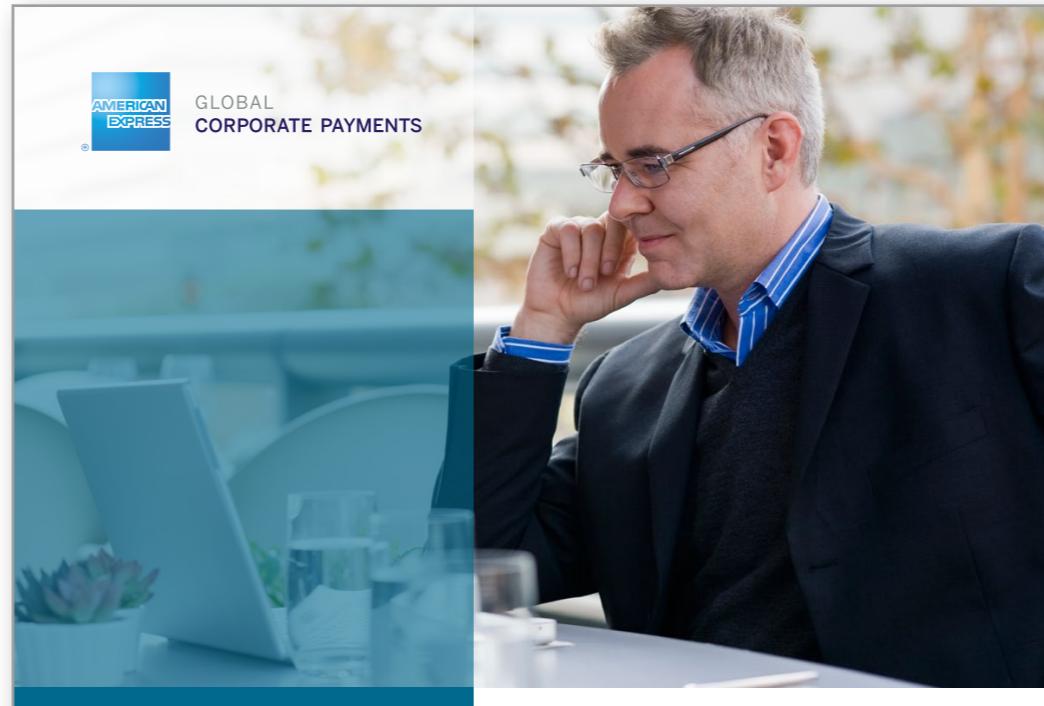
GLOBAL BUSINESS TRAVEL



GLOBAL
CORPORATE SERVICES

Building
business.

Every purchase,
every payment,
every trip.



GLOBAL
CORPORATE PAYMENTS

It's all taken care of.

Making progress,
not merely payments.



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If you could save time and money on payments and travel, you could take your business anywhere.

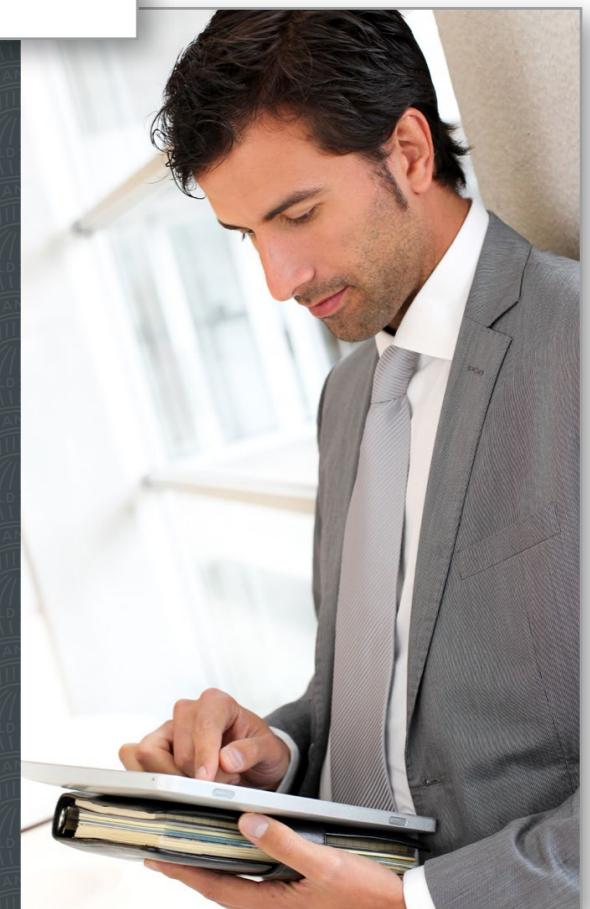
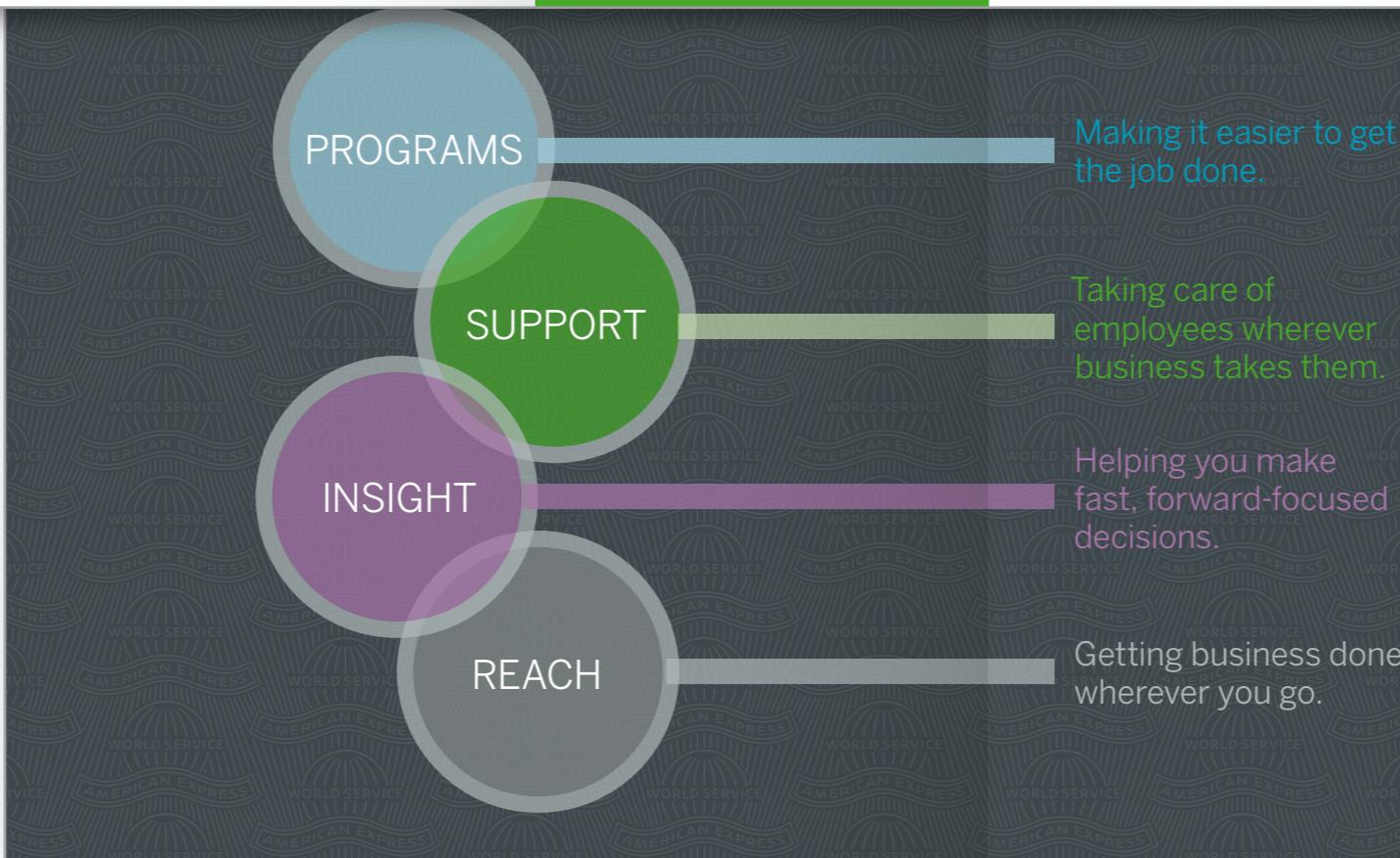
We've been helping businesses do more business for more than 160 years, and we've learned a few things along the way.

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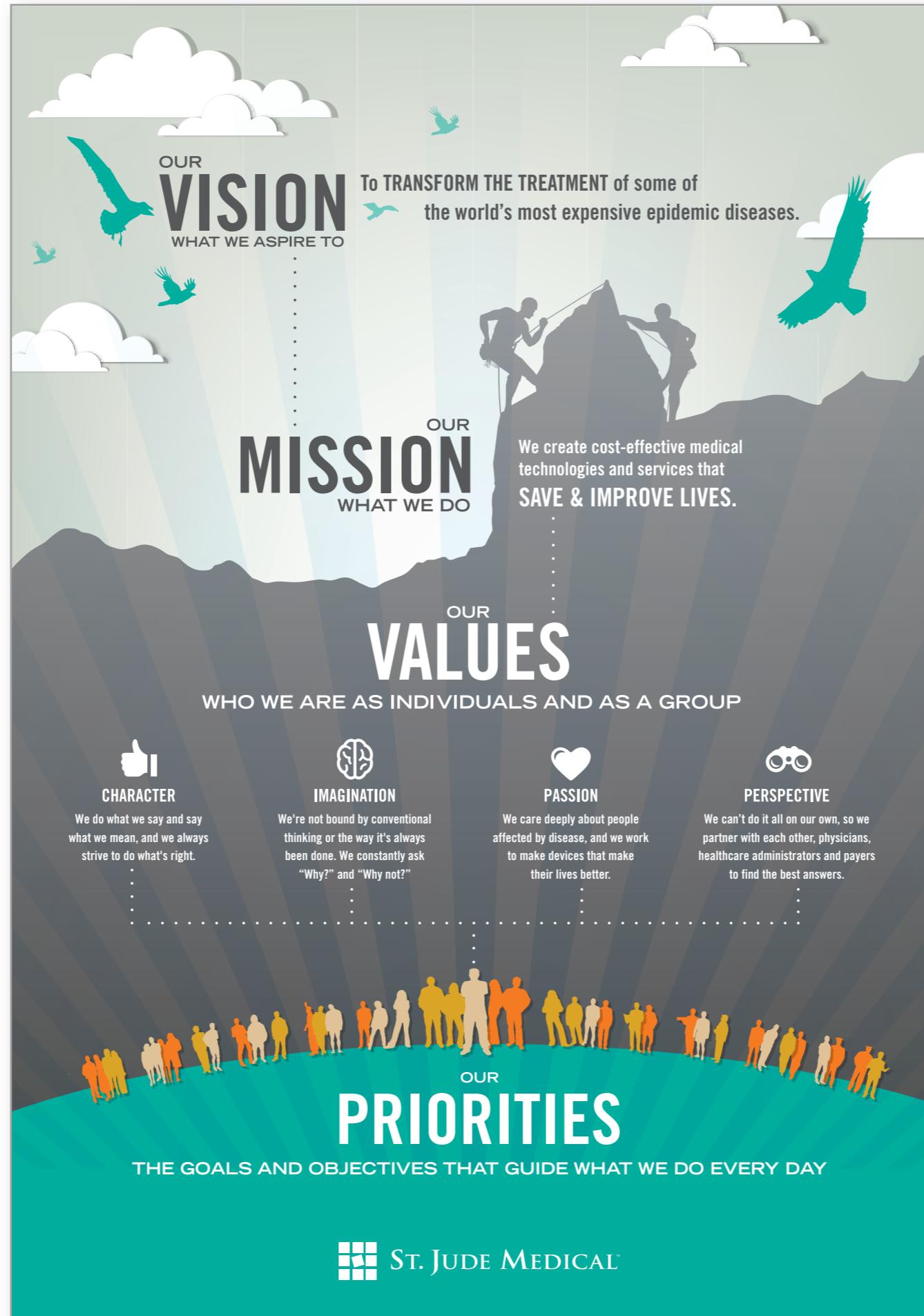
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St. JUDE MEDICAL™
MORE CONTROL. LESS RISK.



WE ARE **ONE TEAM**

With a shared vision and collective mission.

We work together. With common values.
Toward something larger than ourselves.

WE WILL SEE THINGS
FROM A DIFFERENT **PERSPECTIVE**
WE WILL USE OUR **IMAGINATION**
WE WILL LEAD WITH **CHARACTER**
AND WORK WITH **PASSION**

WE WILL **CHALLENGE EVERYTHING**

We will explore opportunities others overlook.

AND WE WILL **DISCOVER. IMAGINE.**
INVENT. IMPROVE.

VISION TO TRANSFORM
THE TREATMENT
OF EXPENSIVE
EPIDEMIC
DISEASES.

Ask yourself one question. Why not? Save a life today. **Why not?** Save a thousand. **Why not?** Save them right there from your cubicle in the marketing department. **Why not?** Eliminate the tremors of Parkinson's Disease. **Why not?** Give someone ten more years than he thought he had. **Why not?** Make it easier for your department to make it easier for your division to make it easier for the engineers to make a smaller pacemaker. **Why not?** Remove "good enough" from your vocabulary. **Why not?** Push and support your team at the same time. **Why not?** Transform the treatment of the world's most costly diseases. **Why not?** Create the technologies and services that save and improve lives. **Why not?** Live and work with passion, character, imagination and perspective. **Why not? Challenge everything.**

**Why
not?**



Can we end the tremors
of Parkinson's Disease?

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**Why
not?**
Challenge everything.



Can we implant
a pacemaker without
invasive surgery?

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**Why
not?**
Challenge everything.



Can I really end the pain
of migraines from here
in the accounting
department?

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**Why
not?**
Challenge everything.



Should I change casual
Friday into casual
every day?

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**Why
not?**
Challenge everything.

3M

SDP Messaging Framework

Usage Guidance (internal)

Purpose: The purpose of this document is to guide the development of 3M SDP communications. Like an identity system guides a brand's visual expression, this tool guides the creation of external-facing messages.

- The key message should be used when describing 3M's SDP offering in the simplest terms or at the highest level. Use it to guide introductory statements that describe the product family and answer the question: "What does 3M offer in this space? How is it unique?"
- The message pillars are literally the support for the key message. Use them to guide mid-level content that clarifies the key message and describes in greater detail what 3M does as well as why its offering is unique.
- The support points are the facts that validate the message pillars. They are organized to ensure each fact is used consistently to support a specific pillar. They are in priority order. Use them to guide the most detailed content, and always clearly tie them back to the appropriate messaging pillar.

Strategic Foundation (internal)

Vision: 3M's SDP division:

- Is devoted to users.
- Is centered on displays.
- Uses creativity and innovation to make displays perform better.

Audience: Consumer:

- **Moms:** Women Xers ages 34 to 46 who influence 70% of CE purchases. They use devices to manage their busy lifestyle and stay connected. They focus on relationships, style and aesthetics, and they're multi-taskers. They want flexibility, freedom and control.
- **Millennials:** Men and women ages 16-34 who are early adopters, natural-born technologists and multi-taskers. They're optimistic, collaborative and ambitious, and they value innovation and learning.

B2B:

- **Information Workers:** Employees of small, mid-size and large businesses. They use their devices to stay connected and stay productive away from the office. They're multi-taskers, and they need technology that can keep up with their whenever from wherever work style.
- **Technology Decision Makers:** From small business owners all the way to CIOs & CTOs of Fortune 500 companies, these decision makers are concerned about the control they have over the tools and technology their employees use. These decision makers are charged with driving regulation compliance and adherence to good data practices in a user-drive IT world. As a result, they must give their employees the tools they need to stay secure and stay protected regardless of what device they're working on.

Position: 3M makes devices with displays more usable in more places.

Tone: Human: We're focused on people – making their lives better by improving their devices.

Clear: We present our products clearly and in the context of our users lives without over-statements, technical jargon or marketing speak.

Inspiring: We unleash the power of technology by making it more usable.

Progressive: We're forward thinkers who consistently reinvent the category.

Creative: We present our story with the same level of creativity and innovation we bring to our products.

Helpful: We're a source of expertise and insight for our users and other organizations. *continued on reverse*



SDP Messaging Framework

Customer Messaging (external)

Key Message: *(headline)* Go anywhere. Do more.

- (short) Your phones, tablets and computers keep you connected to your world, and with 3M screen protectors and privacy filters, you can use those devices more often and in more places.
- (long) You depend on your phone, tablet and computer to keep you connected to your world. But most devices aren't designed for the rugged reality of everyday use. 3M's screen protectors and filters make your devices more durable, more secure and easier to read, so you can use them more often and in more places.

Pillars: Protect your screen.

Keep your device on-hand and in top-form at all times.

Preserve your privacy.

Keep an eye on your private information safely and securely wherever you are.

Get a good look.

Give yourself a clean and clear look at the information you need to see in every condition.

Support Points: Always with you.

Secured in a 3M screen protector, your device is ready to go wherever you are without the worry of scratches and damage that come from heavy use.

For your eyes only.

3M's microlouver privacy technology prevents people on either side of you from viewing what's on your screen, so you can access and work on secure, private information anywhere.

Under the bright lights.

3M offers screen protectors with unique technology designed to reduce glare and reflections, so your display is easier to see when you're under bright lights or in the sun.

Ready when you are.

Arm your device with a 3M screen protector or privacy filter, and you'll prevent the scratches and damage that hinder performance, so your phone, tablet or computer will be ready and working wherever and whenever you need it.

Clear and shiny.

3M's original "barely there" screen protectors feature a crystal-clear glossy surface inspired by the clean, shiny look of your device's screen.

Share your secrets.

3M's technology allows you to quickly move from privacy mode to sharing mode with your phone or tablet by simply by changing the orientation of your device.

View it your way.

3M offers glossy and anti-glare screen protectors as well as privacy filters with both gold and black finishes to give your device the look and touch you love in any light.

Picture perfect.

Protected by 3M's optically clear film, your device's front-facing camera lens will be free of dirt, dust and scratches, so you'll get pristine pictures no matter where you are.

Fade-away fingerprints.

With 3M's unique fingerprint-fading technology, normal fingerprints fade away, giving you a pristine screen without a single wipe-of-the-cloth.

Cleaner is clearer.

3M's technology allows you to easily wipe away smudges and fingerprints that distort the clarity of your screen.

And 3M's stay-clean edges prevent dust and grime from collecting around your screen protector and disrupting your view.

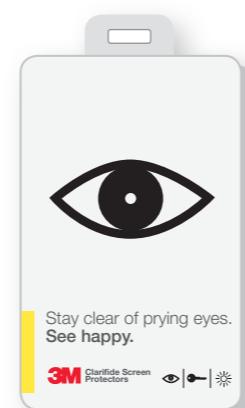
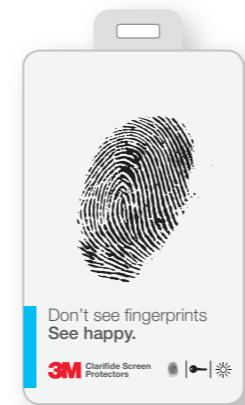
Fade to black...or gold.

3M's privacy filters include a standard model that transitions to black and a premium model that fades to gold and offers a higher level of both privacy and clarity.

Apply easily. See clearly.

A simple application guide allows you to easily apply 3M's screen protectors without bubbles or wrinkles that will disrupt your view.







Life is full of device downers.
Stay clear of scratches,
glare, smudges and prying
eyes with 3M screen
protection. See happy.

3M Clarifide Screen
Protectors
3M.com/seehappy

Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Screen Protector

LooksBrilliant



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Fingerprint-Fading Screen Protector

ShedsSmudges



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Anti-Glare Screen Protector

ShieldsSunlight



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen.)

3M Natural View Privacy Screen Protector

KeepsSecrets



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Screen Protector

Stays Vibrant



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Fingerprint-Fading Screen Protector

Fights Fingerprints



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Anti-Glare Screen Protector

Beats Glare



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad 3rd gen.

3M Natural View Privacy Screen Protector

Stops Spies



TOUGH TESTED | SCRATCH RESISTANT | CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Screen Protector

I'mGorgeous



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Fingerprint-Fading Screen Protector

I'mNeat



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Anti-Glare Screen Protector

I'mBrilliant



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR



Apple® iPad® 2/iPad (3rd gen)

3M Natural View Privacy Screen Protector

I'mDiscreet



TOUGH TESTED · SCRATCH RESISTANT · CRYSTAL CLEAR





Microsoft Dynamics™

Microsoft Dynamics | Dynamic Business | Engage Your Customers | Manage Your Business

Microsoft Dynamics | Dynamic ... +

www.microsoft.com/en-us/dynamics/default.aspx

Google United States (English) Change | Contact us

Microsoft Dynamics

Home Dynamic Business Industries Solutions and Products Resources Support

One simple solution for all the problems your day can muster.

Dynamics ERP

Easily manage your accounting, HR and all the essential processes of day-to-day business.

Dynamics CRM

Take care of all your customers and all your marketing in one simple place.

Microsoft Office

Create content, manage data and communicate across your company and with every client.

If it feels like more work, it's not going to work.

The best business solutions are simple, usable, approachable and flexible. They're also from Microsoft.

Simple

If the answer to a problem is difficult to implement, you've got two problems. Business solutions from Microsoft are safe, secure and simple—delivered through the Cloud and designed to give you just what you need. Without the hassle.

Usable

What good is a user interface if no one can use it? Our UI matches Microsoft Office—a tool your team uses every day—so it's not only user-friendly, it's something you already know how to use.

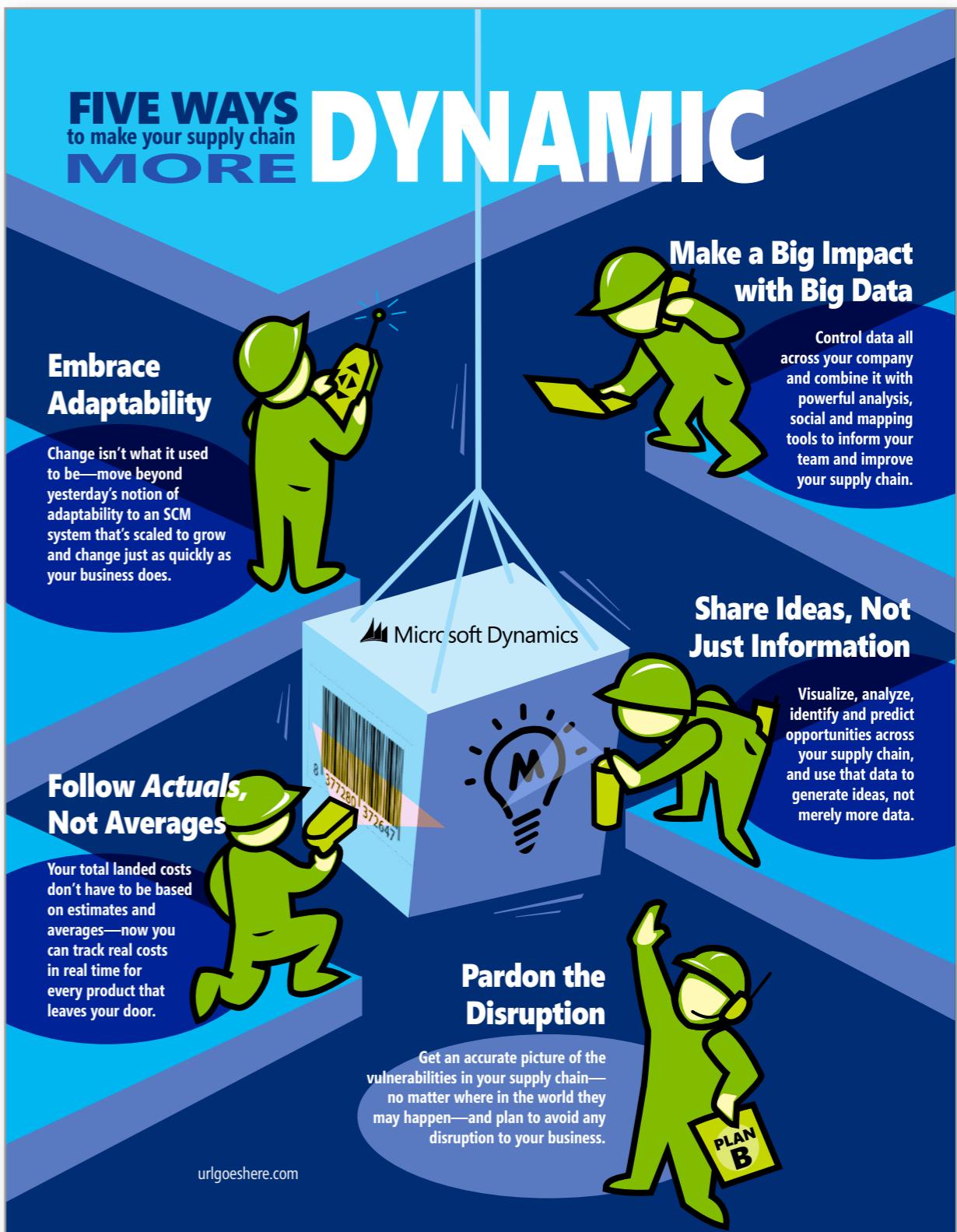
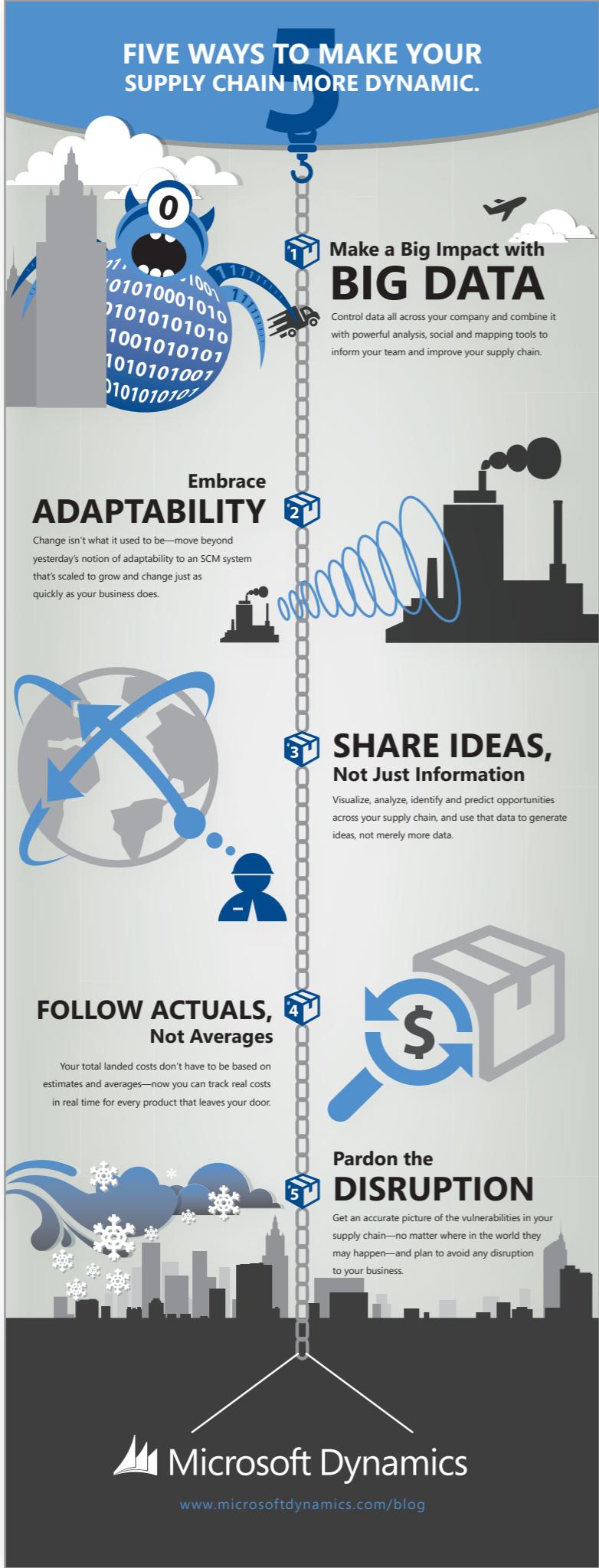
Approachable

If you like working in the Cloud, work in the Cloud. If you're more comfortable with a system on your server, that's where it should be. Microsoft Dynamics is completely adaptable to your business—and your personal preferences—so you always get what's right.

Flexible

Pick only what you want; don't pick what you don't want. And know that you can add modules at any time. This isn't the type of solution that takes 18 months to implement and ten years to get rid of. It's something you can change as often as business does.

Live chat





Water | Transportation | Municipal | Facilities



Our responsibility doesn't end when the project does.

We believe safety is the single most important thing we design.
We also believe in doing what we say.

Apex
Engineering Group

Celebrating three years of different.

ApexEngGroup.com

Water | Transportation | Municipal | Facilities



Nothing is as simple as we make it look.

We believe the greatest rewards result from the most difficult work. We also believe the work should happen on our end, not yours.

Apex
Engineering Group

Celebrating three years of different.

ApexEngGroup.com

We believe in simplicity.

We believe in setting the bar even higher.

We believe in doing what we say.

Thank you for believing in us.



Celebrating three years of different.

If you set the bar at competence,
how do you reach excellence?



Celebrating three years of different.

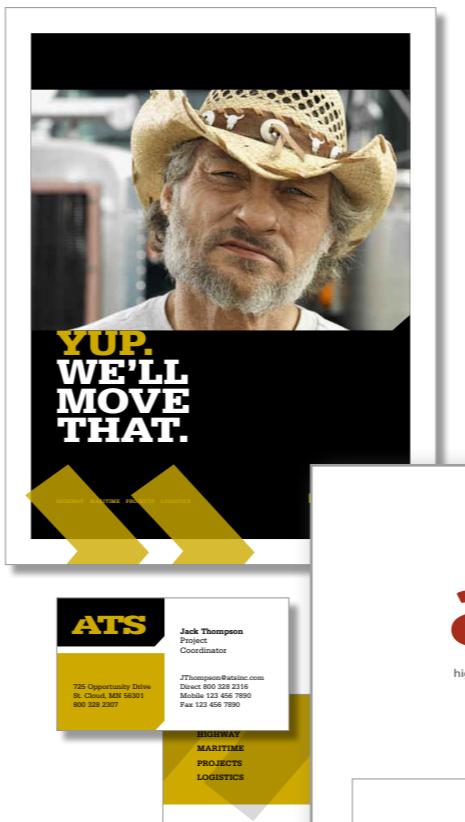




HIGHWAY MARITIME PROJECTS LOGISTICS



HIGHWAY MARITIME PROJECTS LOGISTICS



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highway maritime projects logistics

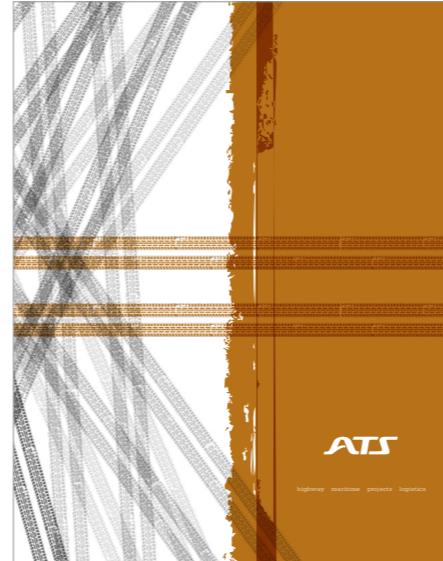
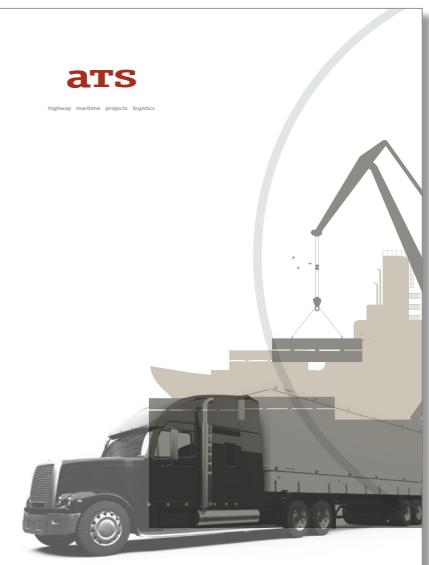
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highway maritime projects logistics



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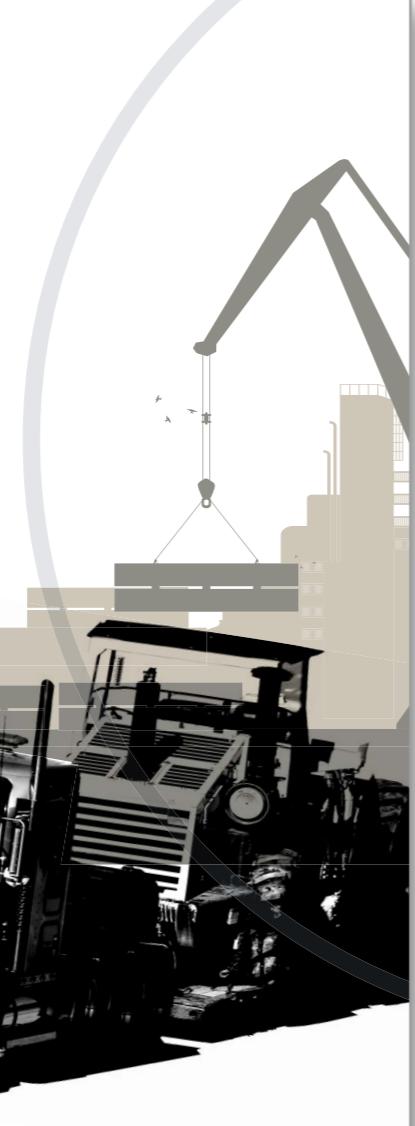
Connect.





highway maritime projects logistics

COUNT ON IT.



WHEN YOU DRIVE A
**362-FOOT
WIND TOWER**
THROUGH A SMALL TOWN,

**“ WELL, IT’S MORE LIKE A PARADE
THAN A JOB ”**



HOW DO YOU GET A
**28-TON
LOAD ON A
100-FOOT
GOOSENECK AROUND A
90° CORNER?**

ONE HELL OF A DRIVER



**Freight and confidence.
That’s really what we deliver.**

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**Not everyone can drive a
truck. Even fewer can drive
one of ours.**

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www.atsinc.com

Customer/Driver Login Load Tracker Request a Quote Contact News Tractor Sales Gallery

ATS

HIGHWAY MARITIME PROJECTS LOGISTICS PROOF CAREERS ABOUT ATS

“48 LIFTS ONE OCEAN, TWO SEAS THREE CHANNELS, SIX LOCKS ONE REALLY BIG ANCHOR WHERE THE ROAD ENDS WE **OVER SEA**”

ATS MARITIME / MARITIME SERVICES

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BREAK BULK VESSEL CHARTERING INTERMODAL EQUIPMENT ASSOCIATIONS

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Proven Performance:
FROM A FACTORY IN GERMANY TO A MOUNTAIN TOP IN HAWAII
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“TO LIFT THE SPACE SHUTTLE YOU NEED 33 LOADS OF CRANE COMPONENTS –ON TIME AND IN ORDER. J

LET'S SEE NASA DO THAT. →



COUNT ON IT.

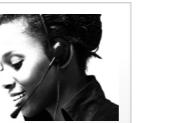
We can talk all you'd like about our proven performance in the global transportation business. But when it comes right down to it, what we deliver is freight and confidence. Emphasis on the confidence.

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- Big truck
- Bigger trailer
- Heavy stuff
- Sounds cool, right?

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10.17.12

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Our Lanes
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146 TONS ACROSS 853 MILES OF HIGHWAY
JUST ANOTHER DAY AT THE OFFICE

ATS HIGHWAY

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Proven Performance: ENDEAVOUR'S FINAL LIFT
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My other car has 19 axles.



highway maritime projects logistics



My other car has 19 axles.



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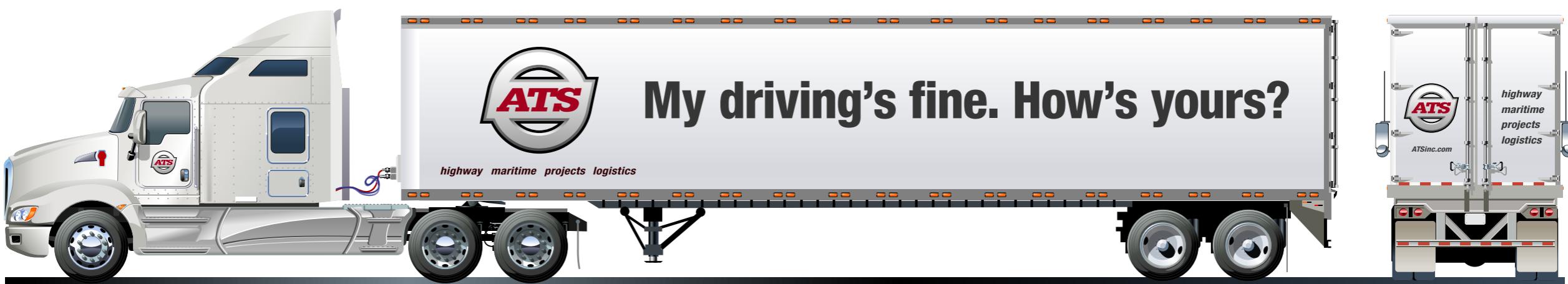


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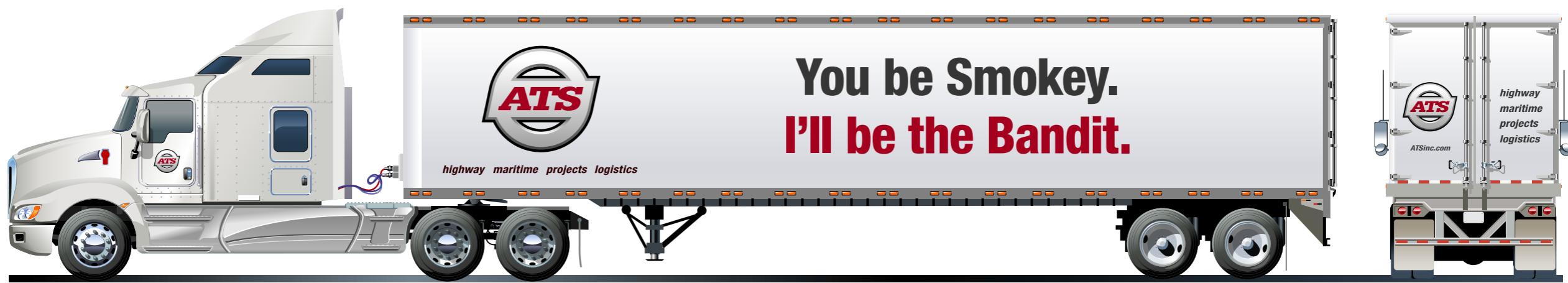
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narrative.