
2011 Kemper Internships

Kemper Internships

5-2011

Sotto Communications/Pantry Marketing + Design

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Kemper and First Federal Internship Presentation

By Katie Paysinger



Sotto Communications/ Pantry Marketing + Design



What is Sotto/Pantry?



Sotto Communications is a strategic marketing and design firm located in Historic Downtown McMinnville, Oregon. Established in 2007 as Sotto Marketing, it rebranded as Sotto Communications in 2009 as they welcomed the arrival of their “nest-mate” Pantry Marketing + Design. We help clients in the corporate, professional services, non-profit and sports arenas find their marketing voices through:

Marketing Strategy and Planning
Graphic Design
Copywriting and Editing
Web Development
Project Planning + Management
Production Management
Media Management





And Pantry...?

Pantry focuses more on the destination and hospitality clients.

Restaurants
Hotels
Markets
Wineries
Local events



pantry

MARKETING + DESIGN



So what did I do?

Yamhill Community Action Partnership

- YCAP's Capital Campaign
 - Commissioner Mary Stern
 - Grants needed YCAP to have a better...
- [Website](#)
- Facebook
- "Let's Make it a Banner Year for YCAP!"
 - Given idea → Goal → Promotional package → Execute
- Instructional Seminar





Ellie Gunn, creator
of the “Let’s Make
it a Banner Year for
YCAP!”



Let's Make it a Banner Year for YCAP

IT'S EASY - JUST LEND A HAND

Fabric banners are being created from hand tracings of YCAP supporters.
Add your hand to a banner for a min. \$5.00 donation
(larger donations happily accepted!)
and help us raise money for YCAP's new Food Bank and Client Services facility.

UPCOMING TRACING EVENTS

Saturday, Feb. 26, 2011
McMinnville Mercantile
448 NE 3rd St., McMinnville
8 a.m. to 7 p.m.

Saturday, April 16, 2009
La Casa Verde @ The Granary District
750 NE Alpine St., McMinnville
10 a.m. to 4 p.m.

More Saturday events to be scheduled. Check YCAP's Facebook page for locations.

Questions? Contact Ellie Gunn
(503) 434-1198
elliegunn@gmail.com

Learn more about YCAP's
Capital Campaign at
yamhillcap.org





THERE!

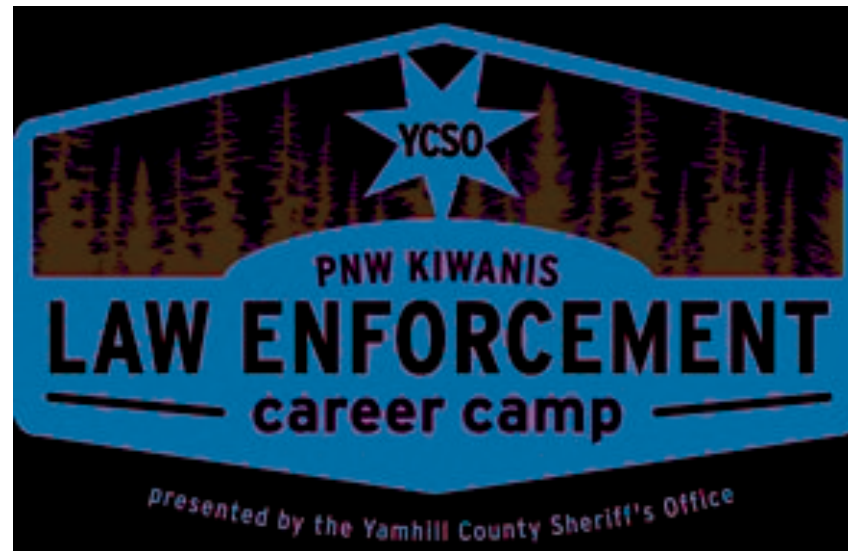
WWW.YAMHILLCAP.ORG

• DESIGN • THANKS TO INTERN KATIE PAYSINGER FOR HER CONTRIBUTIONS

Kiwanis Law Camp

Joint venture between the local Kiwanis organization and the Yamhill County Sheriff's office

- Recruitment planning
- New Logo
- Applications
- [Website](#)
- Press
 - [NewsRegister](#)





How did it go?

Great!

- My Strengths:
 - Empathy
 - Competition
 - Activator
 - Strategic
 - Relator
- Seminars
 - Helpful to hear other experiences and to participate in discussion
- Skill level
 - Obvious progression in skills developed from beginning to end



Thank you!

- Krista McCallum at Sotto Communication/
Pantry Marketing + Design
- The Kemper Foundation
- Linfield College







Questions?