

Rachel Gribble

COMMUNICATIONS PROFESSIONAL

Copywriting Samples



Rinkov
eyecare centers

CARE:20|20:LIFE®

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We are Central Ohio's largest, family owned and operated, full-scope optometry practice. Utilizing the latest technologies, we help our patients have better vision for life. Whether you are a patient or a team member, our focus is on YOU.

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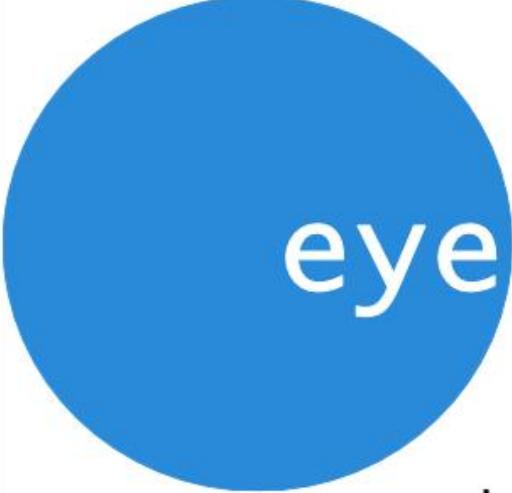
Downtown • Nationwide Plaza • Bexley • Reynoldsburg • Westerville
Worthington • Dublin • West Side

See yourself here.

- Created for Opticians Association of Ohio to target prospective employees
- Displayed on webpage in color, and print newsletter in black and white
- Created with Adobe Photoshop CC

Health Fair Poster

- Poster designed for use at health fair
- Print medium
- Designed using Microsoft Publisher



Rinkov eyecare centers

Located in:

Downtown
Nationwide Plaza
West Side
Dublin
Worthington
Westerville
Reynoldsburg
Bexley

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your **20-Point Eye Examination™** today!
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Downtown • Nationwide Plaza • Bexley • Reynoldsburg
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Serving your
community

- Community advertisement created as a sponsorship for the 2014 Columbus Jewish Community Center Film Festival
- Digital medium
- Created using Microsoft Publisher

Brand Story: Runway Couture

Why hide behind your glasses? We believe your frames should make you stand out from the crowd. Runway Couture has a wide selection of frames with intricate embellishments, bold accents and statement-making styles. These high-quality frames come in a variety of high fashion styles, from bold geek chic to sleek cat-eyes, offering a designer look without the price tag. Runway Couture—High fashion on your budget.

Brand Story: Runway Tweens

Style. Quality. Value. Runway Tweens frames offer your teenager designer looks without the price tag. Specially sized for young men and women, these fashion forward frames feature sophisticated styles in high-quality plastic and metal designs. Runway Tweens—fashion that fits.

Brand Story: LOL Eyewear

Your child brightens your life. LOL Eyewear believes your child's glasses should brighten theirs, without breaking the bank. LOL offers a wide range of high quality, handmade frames in fun, vibrant colors your child loves. Laugh Out Loud Eyewear—childhood is colorful.

Newsletter Samples

EMPLOYEE NEWSLETTERS FOR RINKOV EYECARE CENTERS

ALL PAGES CREATED WITH MICROSOFT PUBLISHER



The Rinkov Review

RINKOV EYECARE ANNOUNCES NEW DIRECTOR OF RETAIL OPERATIONS



Daniel Patton, Director of Retail Operations

On Wednesday, August 6, Rinkov Eyecare Centers announced hiring Daniel Patton as the new Director of Retail Operations. This announcement comes on the heels of a recent office acquisition and the announcement of the implementation of a centralized call center at Support Center.

Daniel comes to Rinkov Eyecare Centers with extensive experience in strategic planning, business development and healthcare. He was previously a regional vice president at optical giant Luxottica. He is currently in the process of completing a master's degree in healthcare administration from Ball State, which will be a huge asset to our company.

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Words of Wisdom

"Every human being, of whatever origin, of whatever station, deserves respect. We must respect others even as we respect ourselves."

-Ralph Waldo Emerson

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DANIEL PATTON

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Daniel will be working closely with Jeff Rinkov, Amy Russell, Jenny Clark and all store managers to develop and implement successful business development and retail strategies, as well as serving as a liaison between Support Center and our offices. He will also be spearheading the development of processes to increase efficiency and accountability in every department.

"I want to provide the offices with the tools and training they need to succeed," says Daniel. He believes this ground-up approach will help

continue the growth of our company and build the relationships needed in order to focus on patient-centered care.

Daniel holds three bachelor's degrees in public health, health management and veterinary science, with a focus on horse reproduction (if you have a chance, ask him about his Quarter Horses!). He was also one of the youngest competitors in the Olympics, and participated in the 1988 games.

Daniel served as first alternate at the age of 13 for the first exhibition Taekwondo team prior to the sport becoming an official Olympic event.

COLUMBUS WALK TO END ALZHEIMER'S —SEPTEMBER 20

Rachel Gribble, her family and friends will be participating in the Alzheimer's Association Walk to End Alzheimer's at Huntington Park on Saturday, September 20. A 5K run will begin at 8 a.m. followed by a ceremony at 9 a.m., and the walk will begin at 9:15 a.m.

Rachel's team is founded in memory of her late aunt, who passed away at the age of 61 after a decade battle against early onset Alzheimer's. If you would like to join Rachel's team or donate, please contact Rachel at rachel@rinkoveyecare.com or rachel.gribble89@gmail.com.



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Joining the Practice



June 2, 2014 marked the beginning of the transition of Clear Image Eyecare to the newest office in the Rinkov Eyecare Centers family. Dr. Donald Kamer is a graduate of the Ohio State University College of Optometry where he graduated Magna Cum Laude.

Dr. Kamer and staff operate a full-scope optometry practice including LASIK surgery co-management and medical vision care, in addition to

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Words of Wisdom

"Good words are worth much, and cost little."

—George Herbert

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and they are also excited about the benefits of being a part of a multi-office practice. Our acquisition has allowed them to continue accepting EyeMed Vision Care.

Worthington accepts many of the same insurances as the majority of our offices, but Dr. Kamer is not currently accepting Medicaid or CareSource patients.

The Worthington

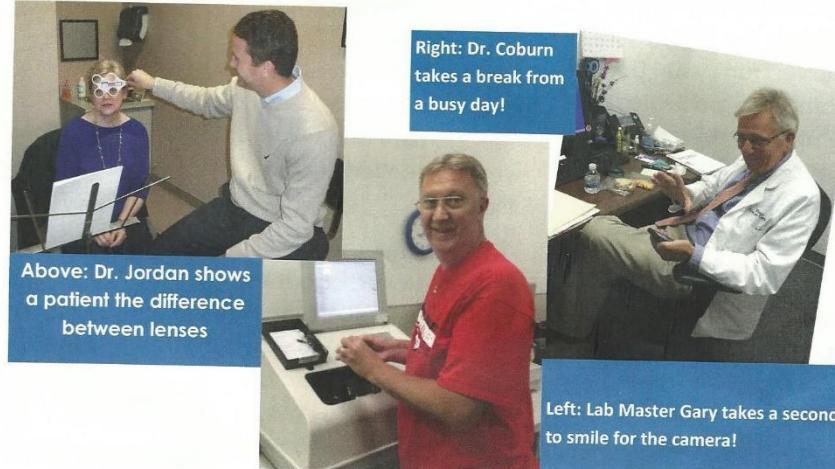


Dr. Rinkov shows Dr. Kamer the CompuLink ropes!

office is located at 6877 North High St., inside the Columbus First Bank building. Their new operating hours are 8 a.m. to 5 p.m. on Mondays, Wednesdays and Thursdays; 10 a.m.

Welcome to the practice Dr. Kamer, Melissa and Lindy! We're all happy to have you!

Men At Work



Above: Dr. Jordan shows a patient the difference between lenses

Right: Dr. Coburn takes a break from a busy day!

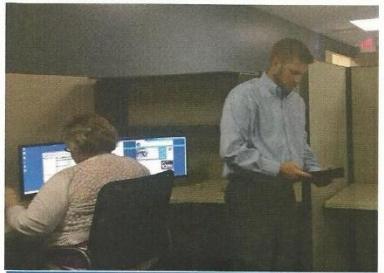
Left: Lab Master Gary takes a second to smile for the camera!

THANKS FOR CALLING

September 30 marked a huge milestone for Rinkov Eyecare Centers. On Tuesday, the new call center went live. This project has been in development over the past few months, with Insurance and Special Projects Manager Jenny Clark leading the way.

The Call Center team consists of David Carroll, formerly of the Insurance Department; Robbin Gaines, formerly of Westerville; and Tina Adridge who is currently completing training at Bexley.

Jenny and Jeff have teamed up with Chuck Smith from Practice Co-Pilot to get the Call Center up and running. Chuck has helped several optometry practice develop a centralized call center and will be working with us to ensure efficiency and customer service throughout the process. Many of you may remember Chuck from several months ago, when he was



evaluating store operations.

Like the insurance verification system, the call center will play a vital role in sustaining

our offices and allowing our staff to focus on patient care.

On Day One, the Call Center staff was able to support taking calls for seven offices by the end of the day. This number will



Dave and Robbin take a much-needed breather in between calls.

fluctuate depending on call volume, especially in the beginning.

However, Jeff is very confident.

"Everything is awesome," he said, which is a frequently-used phrase when Rinkov Eyecare embarks on a new path.

In preparation for the position, David and Tina trained at our West and Bexley locations respectively. Courtney Huston and Caitlyn Tedrow took the lead in this training process, making sure David and Tina are prepared for the in's and out's of scheduling patients and routing calls. Robbin, who was previously a Patient Care Coordinator at Westerville and East, has been well prepared for this position.

"I'm looking forward to seeing the other side," she said, referring to the Support Center office. "I also feel like this will be a fun challenge."

FIRST LOOK

CARRERA BY JIMMY CHOO ANNOUNCES NEW MEN'S LINE



Carrera 6000/JCM Black-Croc-Green Camouflage

Photo credit: Safilo Group

On July 8, Carrera and Jimmy Choo announced the release of a new men's line, Carrera by Jimmy Choo sunglasses for Men. The new line will be available for select retailers in October as part of the Autumn Winter 2014 Men's Campaign.

After the success of the Carrera by Jimmy Choo women's line last year, Jimmy Choo is expanding into the menswear market. Carrera's best selling frame, the Carrera 6000, will be featured in three finishes: Black Croc-Green

Camouflage with mirror lenses, Mat Black-Green Camouflage, and Sand Camouflage-Brown Mat. The three designs will feature hidden burlesque silhouettes on the temples and the signature Jimmy Choo camouflage design.

RAY-BAN PUTS A NEW TWIST ON AN ICONIC FRAME

Ray-Ban has released a new look for its iconic Wayfarer sunglasses. Iridescence, the Summer 2014 line, is aptly named: the line uses flash lenses and acetate frames which create a fluid look.

The lenses are made of silica micro-crystals which are then coated with refractive metal oxides, known as "quick change" coating. The metal oxides respond to sunlight with constantly changing colors ranging from bright blue and violet to orange and light blue. The frames undergo the same coating treatment. This process creates a liquid finish for the glasses with the colors continuously changing depending on the power and angle of light.



Ray-Ban Venus COL 6109/Z2

Photo credit: www.luxotica.com

Fall INTO FASHION

It's that time again! The leaves are changing, tights have become a permanent staple in my wardrobe, and every food and beverage has the heavenly flavor of pumpkin spice. As everyone in the Support Center is aware, I spend the majority of fall shopping for new clothes in between Starbucks runs. This inevitably leads to checking out the latest eyewear to pull my cozy fall looks together, and frame designers have a look for everyone this season.

For women, look for frames that complement this season's Pantones: Cypress, Aluminum, Misted Yellow, Mauve Mist, Aurora Red, Royal Blue, Cognac and Sangria. Feminine cat-eye frames continue to reign supreme and the oversized geek chic look isn't going



Oversized Dolce&Gabbana frames pull together an office-friendly geek chic look.



An oversized sweater, leggings, brown slouchy boots and Ray-Ban Wayfarers complete a cozy and casual fall outfit!



Oliver Peoples Cubemasters, Bright Cobalt button down, gray trousers and Oxfords make a sharp office look!



Square Tom Ford frames, Khaki denim, and a comfortable sweater combine style and comfort.

away any time soon either. Gold accents are back in a big way, adding some bling on the temples, bridge pieces and eye wires.

For men, the It Pantones are Bright Cobalt and Sea Fog, ensuring that just about any accessory will match. Cubmaster frames continue their dominance on the runways, and bolder brighter colors on geometric frames offer options for those looking to stand out.

For more fall looks, check out our Pinterest page at www.pinterest.com/rinkoveyecare or visit www.eyecessorize.com.

Trending!



Dolce & Gabbana dg-1246 is our most-refined frame on Pinterest and is the epitome of this fall's trends.

FALL INTO FASHION

Fall 2013 Eyewear Trends

Fall is officially here: the leaves are changing, pumpkin spice lattes are being drank by the dozen, and a jacket is needed when leaving for work in the morning. Fall is undoubtedly my favorite season. Not only for the myriad of pumpkin flavored treats, but also for the latest fashions in scarves, sweaters and boots. And what makes a great fall outfit complete? Why the latest designs in fall eyewear, of course!

According to Eyecessorize.com, an eyewear fashion and lifestyle resource supported by The Vision Council, there are many trends on the runway this year for both men and women who are wishing to update their frames. The Vision Council boasts vendors such as A&A Optical, Marchon, Luxottica, Safilo as well as many others as member companies.

For men, vintage styles in tortoise shell, brushed titanium, and neutral and matte colors are the number one look for dress glasses this season (think early Mad Men styles). For those men out there looking for a bolder look, frames with bright colors such as red and blue are prominent, as well as brightly colored lenses with a neutral colored frame.

For women, the retro look also continues with round and cat eye frames a la Jackie O. and Audrey Hepburn. These styles can be done in any color scheme. For women looking for a bit of glitz, suggest frames with patterns or embellishments. These frames will add drama to an otherwise neutral outfit.

For Her:



Jimmy Choo JC 83 in



Prada Baroque PR28NS



Fendi 1023 in striped brown/gold

For Him:



Calvin Klein CK5658A in Dark Tortoise



Gucci GG2227/S



Converse Monitor in Black Mirror

TABLETS, iPADS, AND EREADERS, OH MY!

94%

of tablet owners
use the tablet in
the bedroom

254 million

The number of
tablets expected to
be purchased in
2013

In 2010, the world of personal computing changed forever with the release of the first iPad. Since then, tablet computer purchases have grown exponentially with Pew Research Center reporting that 35% of American adults now own a tablet computer and 23% owning an e-reader. Tablets often have the same mobile apps that smartphones do.

Most tablet owners use their device for reading news and books, social media, checking emails, and watching videos including YouTube, Netflix, and Hulu Plus. Tablets have also proven to be a powerful shopping tool, with a study by Google reporting that 57.6% of tablet owners they surveyed used their tablet to browse for purchases.

Most tablet use is done at home and as many as 94% of tablet owners admit to using their tablet in the bedroom.



More samples are available upon request.

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