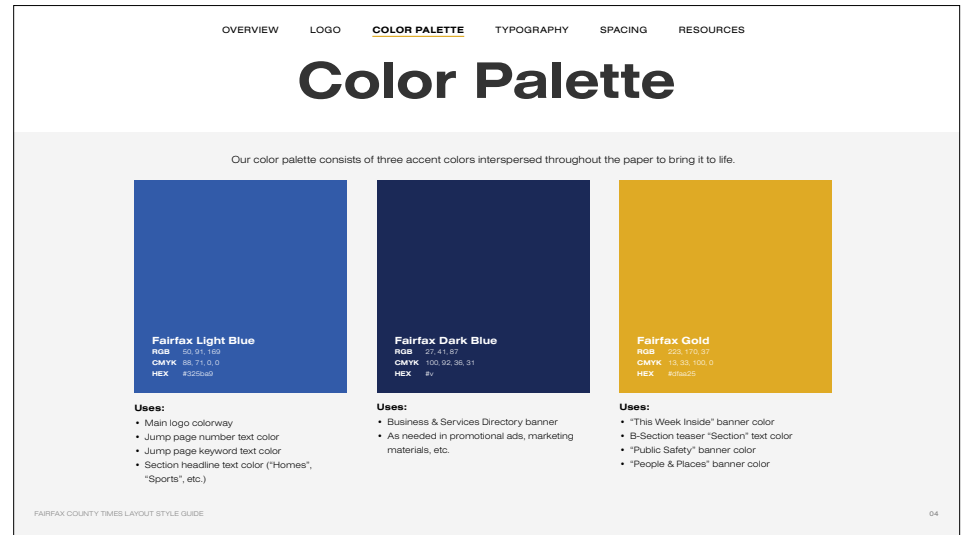
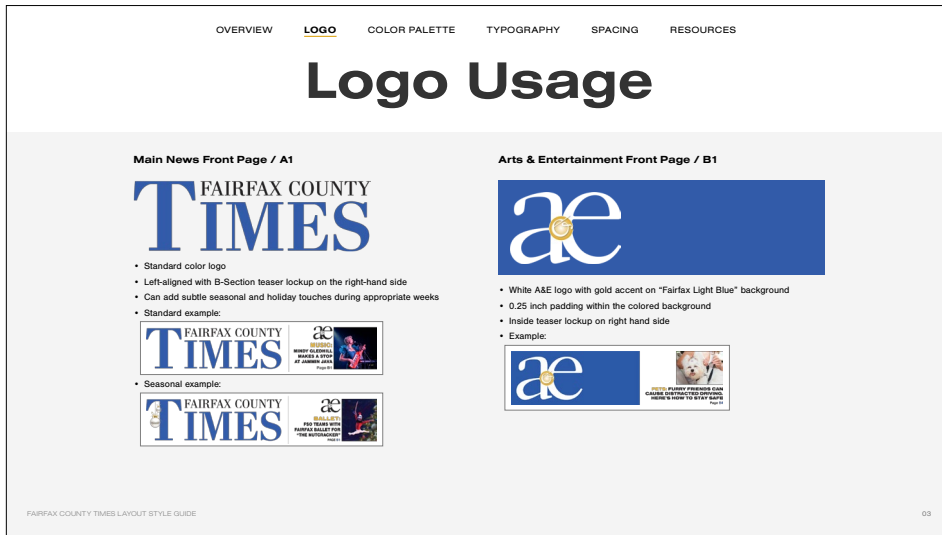


BECKY SULLIVAN

GRAPHIC + WEB DESIGNER

becky-sullivan.com
beckysullivan91@gmail.com
703 - 344 - 3851



LUXURY NATIVE

LUXURY NATIVE offers a unique, cross-channel marketing experience different from any other publisher in the country. Not only will your ad appear in our powerful, premier lifestyle publication, but we grant you access to our elite Native Advertising ad network of 45,000 premium publisher websites. Luxury Native fortifies your print advertisement by placing your brand in front of the perfect, affluent online audience as they actively search for your product: Driving better results and reach than any other publication in the country!

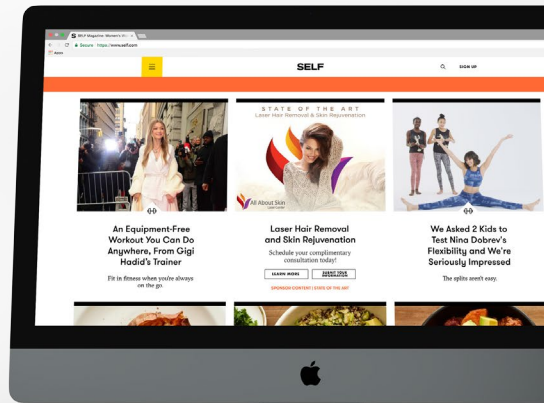
Luxury Native connects you to a **HIGHLY RELEVANT AUDIENCE:**

EXCLUSIVE AD NETWORK: Appear in our exclusive network on the top premium publisher websites relevant to your business!

INTELLIGENT TARGETING: Target the perfect audience in your area or on a national scale!

CUSTOMER ACQUISITION: Capture hot leads in live time directly through your online native ad and acquire valuable, potential new customers!

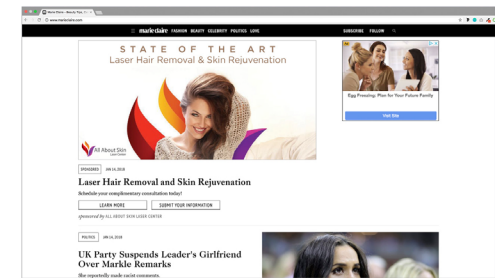
MEANINGFUL IMPRESSIONS: Optimize towards consumers spending 15 seconds or more on your website: Ensuring meaningful time spent on your landing page and evading wasted impressions.



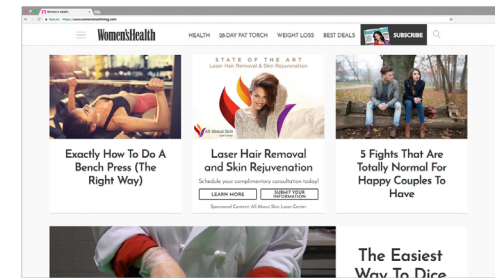
THE NATIVE AD DIGITAL CHAMELEON

LUXURY NATIVE allows your brand to reach the same affluent, sophisticated audience you reach within Modern Luxury's print publication. The print ad and the native ad seamlessly work together, delivering your message via a digital extension of the print ad on our exclusive ad network including sites such as:

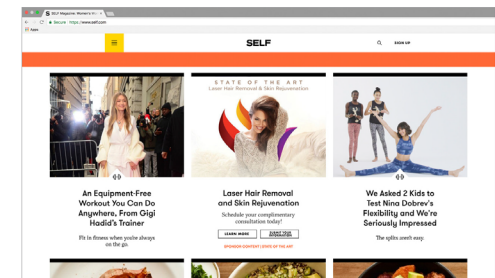
marie claire



Women'sHealth



SELF





WHAT IS MOBILE GEOFENCING?

Mobile geofencing is the process of using GPS, WiFi and RFID technologies to create virtual geographic boundaries that organizations can use in their marketing and analytics efforts. Program administrators and marketers can use custom applications, or one of several software as a solution (SaaS) programs to setup perimeters around stores, meeting locations, etc.

When users enter or exit these pre-defined boundaries, we can send them device notifications with promotions, ads, coupons or similar announcements.

From a technical perspective, there are two types of mobile geofences: active and passive. Active geofences require an app or web page to be open and usually require users to opt-in. Passive geofences are always on and working in a device's background.



TELETWIST: A POWERFUL LEAD GENERATOR

Teletwist not only drives foot traffic into your place of business, but the platform also acts as a **strong database builder**. Teletwist is the only mobile geofencing technology available on the market today that can capture **live time leads** directly into the mobile ad units. Packing for a powerful one-two digital punch, the mobile ad unit offers the targeted consumer two options:

1. A clickthrough to the respective landing page, splash page, or website.
2. The ability to enter their first name, last name, and email address into the ad unit to request more information.

These leads are parsed directly to the advertiser's inbox in live time throughout the duration of the campaign, providing ample opportunity to convert the interested prospects into new clients!



GEOFENCING USE CASES



Target Events
Target customers who attended specific events within a specific time frame.



Repeat Customers
Target customers who have previously been to your brick and mortar location.



Target Competition
Target customers who have recently visited one of your competitor's locations.



Target Any Location
Target customers that are within or have recently visited a specific geofenced location.





LEGALSTREET

Legal Street is the leading digital and data provider for the legal industry.

We open up the door to the industry's most advanced collection of legal data: helping you capture sales from people actively searching for legal expertise. Through pristine engineering, we developed the Legal Street algorithm to serve your ads to people searching online for legal expertise within the past seven days. Our extensive database consists of active legal-intenders; allowing you to target those individuals in the market for your services through Legal Street's legal intender matching technology. Legal Street is program like no other, allowing you to capture untapped prospects and leads.

The Legal Street System

- TARGET**
Legal Street's algorithm identifies and targets in-market clients searching for legal expertise during the past seven days.
- REACH & REMIND**
Reach in-market clients over a seven-day digital crusade employing intelligent email and unique native advertising on the most popular business and legal websites, and social retargeting across Facebook, Twitter and Instagram; reminding those active intenders by retargeting buyers who engaged with the ads.
- DRIVE SALES**
Legal Street drives sales, providing you with hot leads in live time and warm leads generated through your campaign to add to your database.

Legal Street's Data Library

- Sample Targeting Parameters**
 - Personal Injury Lawyer • Estate Planning Lawyer
 - Bankruptcy Lawyer • Intellectual Property Lawyer
 - Employment Lawyer • Immigration Lawyer
 - Criminal Lawyer
- Affluence**
 - Household Income
 - Net Worth
 - Credit Score
- Specialties**
 - Estate Planning Attorney • Family Divorce Lawyer
 - Corporate Law Attorney • Criminal Defense Attorney
 - Property Law Attorney • Employment Lawyer
 - Paralegal



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 - Continued training
 - Full-time ad-ops and sales support
- Complimentary In-Market Training, Four-Legged Sales Calls & Seminars



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Email targeting to the entire active audience searching for your product or service over the past seven days.

Day Three:

Email retargeting to the in-market audience that engaged with the email sent on day one.

Days 1-7:

Retarget the active audience via display ads across industry-specific research websites and capture hot, live-time leads.

Days 1-7:

Retarget the active audience across Facebook, Twitter, and Instagram.



LEGAL STREET

Legal Street targets in-market, active legal seekers searching for legal services over the past seven days. Reach intenders via email, social retargeting and native ads on the top premium legal research websites such as legalmatch.com, lawyers.com, legalzoom.com, and 8,000+ employment-specific sites! Drive live time leads and build your database through Legal Street's powerful attribution model.

RETAIN QUALIFIED CLIENTS THROUGH LIMITLESS TARGETING: Target by specialty including: Personal Injury, Estate Planning, Bankruptcy, Intellectual Property, and more!



LEGAL STREET CASE STUDY

Dimopoulos Injury Law

Quantity:	25,000
Opens:	5,383
Clicks:	1,198
Impressions:	68,776
Opens %:	21.53%
Clicks %:	4.79%
Hot Leads:	8



The Birchmere welcomes Vanessa Collier

The singer and saxophonist celebrates her new album with a live performance

By Keith Loria
PHOTO BY JEFFREY HARRIS

A saxophone musician, Vanessa Collier will be celebrating the release of her new album, "The Birchmere," with a live performance at the Birchmere on Aug. 21. Collier has also just released her new CD, "Heart on the Line," showing off her incredible sax playing and singing skills. "It's mostly original with eight of the 11 songs being songs I wrote and arranged," she said. "You'll hear a little of my previous work, but mostly new songs. The songs she wrote are personal stories and she's been working on putting out an album for a couple of years. "Meeting My Soul" and "Heart on the Line" are two of the songs that she's really getting into at her live shows. The album has been featured on several radio stations and has received a lot of positive feedback from fans. The album is available on Amazon and iTunes.



Vanessa Collier performs on stage at the Birchmere. She is playing a saxophone and singing. The photo is credited to Courtney Pardo.

www.fairfaxtimes.com | Friday - Sunday, AUGUST 21 - 23, 2020



War drama 'The Outpost' stirs patriotism

By Dana Barbuto
MORE CONTENT NOW

A scene from "The Outpost" (inset) illustrates the war drama's focus on the lives of soldiers in Afghanistan. The movie, which stars Scott Eastwood, Cade Lawley, and Taylor John Smith, is a gripping war drama that tells the story of a small group of soldiers in a remote outpost in Afghanistan. The movie is a powerful and emotional story that explores the lives of these soldiers and the challenges they face. It is a must-watch for anyone who is interested in war movies.

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By Dana Barbuto
Dana Barbuto may be reached at dbarbuto@freemedia.com or on Twitter at [dbarbuto](https://twitter.com/dbarbuto).

Tom Hanks talks about viruses and victories at sea

By Ed Szymus
MORE CONTENT NOW

Few actors have been as successful as Tom Hanks. The actor has won two Academy Awards and has been nominated for a third. He has also been nominated for a Golden Globe and a BAFTA. Hanks is a versatile actor who has played a wide range of roles. He is known for his ability to play both serious and comedic roles. He is also known for his work in television and film. Hanks is a true American hero and a role model for everyone.

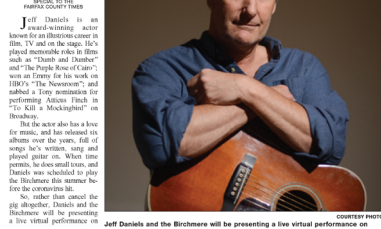
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Ed Szymus
Ed Szymus is a writer and editor. He has written for several years and has been published in various magazines and newspapers. He is also a frequent contributor to the Fairfax County Times.

Jeff Daniels teams with Birchmere for virtual concert

The Emmy-winning actor will sing and tell stories in an intimate concert

By Keith Loria



Jeff Daniels performs on stage at the Birchmere. He is singing and telling stories. The photo is credited to Courtney Pardo.

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HBO's 'Perry Mason' reboot features strong performances

By Melissa Crowley
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Dispatch: Weekly TV news
The reboot of the classic TV series "Perry Mason" has received a lot of praise for its strong performances. The show features a talented cast of actors who have brought the character of Perry Mason back to life. The show is a must-watch for anyone who is interested in legal dramas.

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Community and Arts Calendar

See Page B2

From the Dog's Paw: Preparing to adopt a puppy
See PETs, Page B3

'Love in the Time of Corona' is a pandemic-inspired take on romance

By Melissa Crowley
MORE CONTENT NOW

Love in the Time of Corona is a romantic comedy that tells the story of a man and a woman who fall in love during the COVID-19 pandemic. The movie is a heartwarming and uplifting story that shows how love can overcome all obstacles. It is a must-watch for anyone who is looking for a feel-good movie.

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See PETs, Page B3

Bryce Dallas Howard's 'Dads' is her first feature made from behind the camera

By Ed Szymus
MORE CONTENT NOW

Bryce Dallas Howard is a talented actress and director. She has won several awards for her acting and has directed several films. Her latest film, "Dads," is a comedy that tells the story of a man who becomes a father. The film is a heartwarming and uplifting story that shows how love can overcome all obstacles. It is a must-watch for anyone who is looking for a feel-good movie.

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Fairfax County Times

Baby Boomers

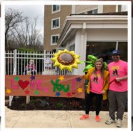
Have the time of your life, in the prime of your life



Joan's Jitter Bugs
prove love knows no boundaries

- **Confidence cooking:** Where to start and learning the basics
- **Staying connected** with loved ones during social isolation
- **COVID-19 safety:** Artis Senior Living announces Safety Council

JULY 2020



Don't be intimidated by cooking

BY MELISSA ERICKSON
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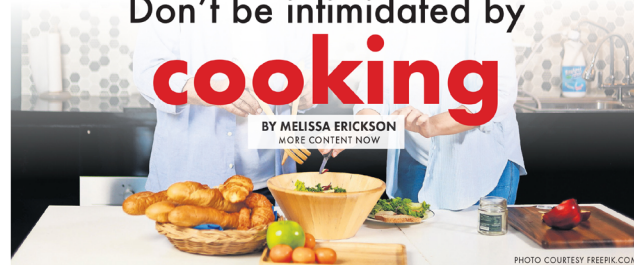


PHOTO COURTESY FREERIK.COM

Maybe you never learned how to cook or suddenly have to make meals for yourself. If you've reached adulthood without understanding some culinary basics, now is the time to give it a try.

"It's never too late to learn," said Lisa Grant, author of "Super Easy Cookbook for Beginners" and creator of the food blog Jersey Girl Cooks. "Many people find cooking relaxing. It's a great hobby and a great way to eat healthier."

People who cook at home are more likely to have a healthier diet than those who dine out or eat prepackaged foods, according to a 2017 study from the University of Washington School of Public Health.

It costs less, too. Home cooked meals were associated with diets lower in calories, sugar and fat, but not with higher monthly expenses for food, the study found.

Cooking at home doesn't have to be

complicated or require a huge investment in time, Grant said: "Sometimes the simplest meals are the tastiest."

How to start

From cookbooks to blogs, online tutorials to Food Network shows, there are plenty of ways to learn new skills, Grant said. For novices "a good cookbook can be used like a Bible." Choose one that covers the basics and includes calories and nutritional information as well as length of meal prep time and serving sizes. Cooking is a skill you learn by doing, so try and practice cooking a couple of times a week, Grant said.

"Start with five-ingredient or less recipes so you won't get overwhelmed," she said. "Look for recipes with simple ingredients that take 30 minutes or less or one-pot recipes. The goal is to try it, get it accomplished and build some confidence."

Another key to getting started is to have basic ingredients on hand, Grant

make your own seasoned salt and spice blends.

"Spices are one of the easiest ways to add flavor," Grant said. Some top choices include salt-free herb and garlic blends, Italian, Greek, Cajun and Tex-Mex, she said.

Learn the basics

After you have chosen a recipe, read it through, then lay out all your ingredients before getting started.

Tackle some basic techniques.

"If you can saute, you can cook a great meal," Grant said. "There are so many things you can cook with a little oil, salt and pepper such as chicken cutlets, fish, shrimp and vegetables."

Learn how to scramble eggs. Cook over low heat so they turn out soft and fluffy, Grant said. Then move on to the countless other methods — fried, poached, over easy — of preparing eggs.

Roasting meats and vegetables is another easy technique, Grant said. Preheat your oven, toss meats or vegetables with olive oil, season, cook and enjoy.

"There are so many recipes out there. Try something new. Start small. Read the recipe through one or two times and go for it," she said.

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Fairfax County Times **BABY BOOMERS** | July 2020 **3**



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REVIEWS



We Believe in Making People Happy

Great location! 2nd fl patio was a nice place to relax, look at the beach and eat take out. Loved the kitchen with full fridge and stove top for cooking breakfast. Comfy bed and nice sized bathroom/shower. Awesome beach with shady pavillion! We really enjoyed our stay!

SONIA S

Great place ! Nice location, close to beach and walking distance to everything in town. Our second year visiting and staying at the Beach Club. We will be back again next year!

SUSAN LAMOREAUX



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[How It Works](#)

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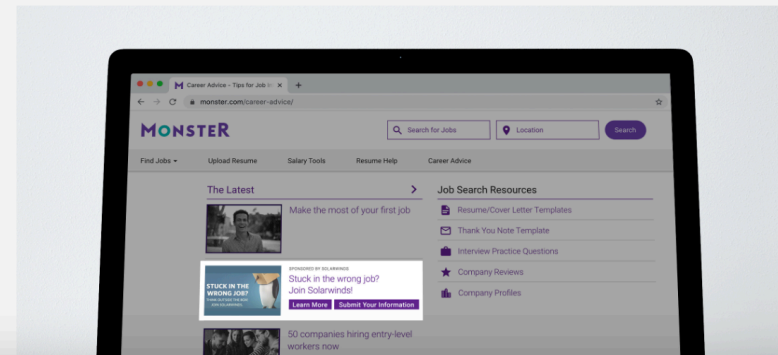
Travel: destinationseeker.com, cruisingworld.com, familytraveller.com, much more!

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WSPN'S 25-year history. Originally from Boston, Massachusetts, Richard has spent two decades in the media industry with such companies as the Boston Herald, The Warren Group, and Gate House Media. He has consistently driven sales and mentors others to help increase their own business.

Richard personifies innovation and leadership. His ability to hone a work culture of innovation across a multitude of businesses and industries has been integral to the companies' success. Richard is viewed as an authority in the industry and will continue to pioneer new concepts and businesses.

Our Services



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Deck the Halls with Hope.

Gift HOPE to a Child with Cancer!

Tis' the season to give back. In November and December, most of us look back fondly on the year that has passed and look forward to the year ahead with eager anticipation. For families with a child facing a cancer diagnosis, the stress and anxiety of the holiday season are amplified by overwhelming medical debts, the confusion of navigating the healthcare system and the emotional pain of watching your child suffer.

You can do something to brighten their holiday season - [help us deck the halls with HOPE!](#)

To learn more about the Shining Stars Foundation and what we do to help children with cancer and their families, visit www.ShiningStarsFoundation.org.



Meet Matthew

"Why him and not me?" Shining Star mom Julie remembers asking herself this question when her 15-year-old son Matthew was diagnosed with a rare brain tumor. A question no parent should ever have to ask. [Read more](#) about how Shining Stars has helped Matthew and his family.



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Over 350 children and family members will apply for a spot in our programs in 2019. This is in addition to the thousands of people already receiving services. The number of children we can serve is entirely dependent on donors like you! Will you adopt a Star or a family in 2019? [Click here](#).



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BY JOE MURPHY & JOE ROBERTSON
DIRECTED BY STEPHEN DALDRY & JUSTIN MARTIN

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THE JUNGLE

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Meet the hopeful, resilient residents of The Jungle – a short-lived, self-governed society that emerged within a sprawling refugee camp in Calais, France. Save your seat in the award-winning set design which transforms the Curran into an immersive Afghan cafe where you'll experience the critically-acclaimed performances up-close.

After taking London and New York by storm, THE JUNGLE transforms Curran into a 'vigorously engrossing production' (The New York Times) 'in which theatre shakes hands with the world' (The Sunday Times).

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Peter T.

★★★★★
BN3th makes your junk feel like it's floating in a cloud and you have angels carrying your unit to heavenly comfort.
Brian C.

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SFJAZZ COLLECTIVE

The all-star eight-piece band performs music by pioneering Brazilian/Bossa Nova composer Antônio Carlos Jobim, and original compositions.

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11|1-4




Voice Of Spain
DIEGO EL CIGALA

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Visit www.thebluewaves.com/Creative/HotLeads/index.html to view the landing page I created to demonstrate how hot leads are captured through our native ad program. Based on www.autotrader.com, the native ad – located under the “Sponsored Results” section – has a “Submit Your Information” button that opens a pop-up window for the consumer to enter their contact information. This is the only functionality built into this example page; the “View Inventory” button would click through to the client’s website.

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Dinner is a chore no more! Easy set up. Easy clean up. No more hurry up. Just eat. Get your coupon for 50% Off your first order delivered to your doorstep.

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How It Works



Pinched for Thyme is easy. Place your order online. Check out our Menu Board for your choice of delicious lunch, dinner, dessert and snack items.



You receive your Pinched for Thyme Bag at your home or office every Tuesday. Place your meal in the oven. Follow the simple instructions for each item.



Place your dinner on your table. A chef prepared meal for you and your family to enjoy in 30 minutes. Best of all, no prepping or clean up required!

[View Our Current Menu](#)