

JESS



MAGGI

portfolio

Informational Handout

This is a two-sided handout designed for AARC, a committee that reviews and approves educational courses for lactation consultants.



AARC Course Approval

AARC Approval

AARC Approval is a formal, non-governmental, peer-review process of voluntary self evaluation. AARC Approved programs contribute in part to the preparation of students who wish to enter the lactation profession. AARC honors a diversity of educational models such as distance education, self-paced programs, programs within large and small institutions, college-based programs and those that are not-for-profit and for-profit.

Why Should I Apply for AARC Approval?

AARC Approved courses are among the leaders in the field of lactation education. AARC Approval assures students that your course covers essential topics and skills and that it is taught by qualified faculty. AARC Approval demonstrates that your course portrays itself honestly in your advertising and is accountable to students. Students who seek guidance in the selection of a course look for one that is recognized by their profession.



How Do I Apply for AARC Approval?

Free-standing courses that meet AARC criteria are encouraged to apply for AARC Approval. Academic programs that do not meet CAAHEP Accreditation criteria are also eligible. The AARC Approval application is on the AARC website. A course applying for Initial AARC Approval must meet these criteria:

- Been in business for more than one year.
- Been offered more than one time.
- Offer a minimum of *45 contact hours.
- Cover areas of the IBLCE Exam Blueprint.
- Have primary faculty who are IBCLC certified more than 5 years.

About AARC

Accreditation and Approval Review Committee (AARC) on Education in Human Lactation and Breastfeeding

- Established in 2008
- Recognizes education that prepares individuals to enter the lactation consultant profession
- Approves independent courses
- Recommends academic programs for accreditation

Thank You To Our Sponsors

AARC is jointly sponsored by:

- International Lactation Consultant Association (ILCA)
- International Board of Lactation Consultant Examiners (IBLCE)

Contact Us

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Web: www.aarclactation.org

Ask us how to qualify for academic accreditation!

*Effective August 1, 2014, a minimum of 90 contact hours will be required.

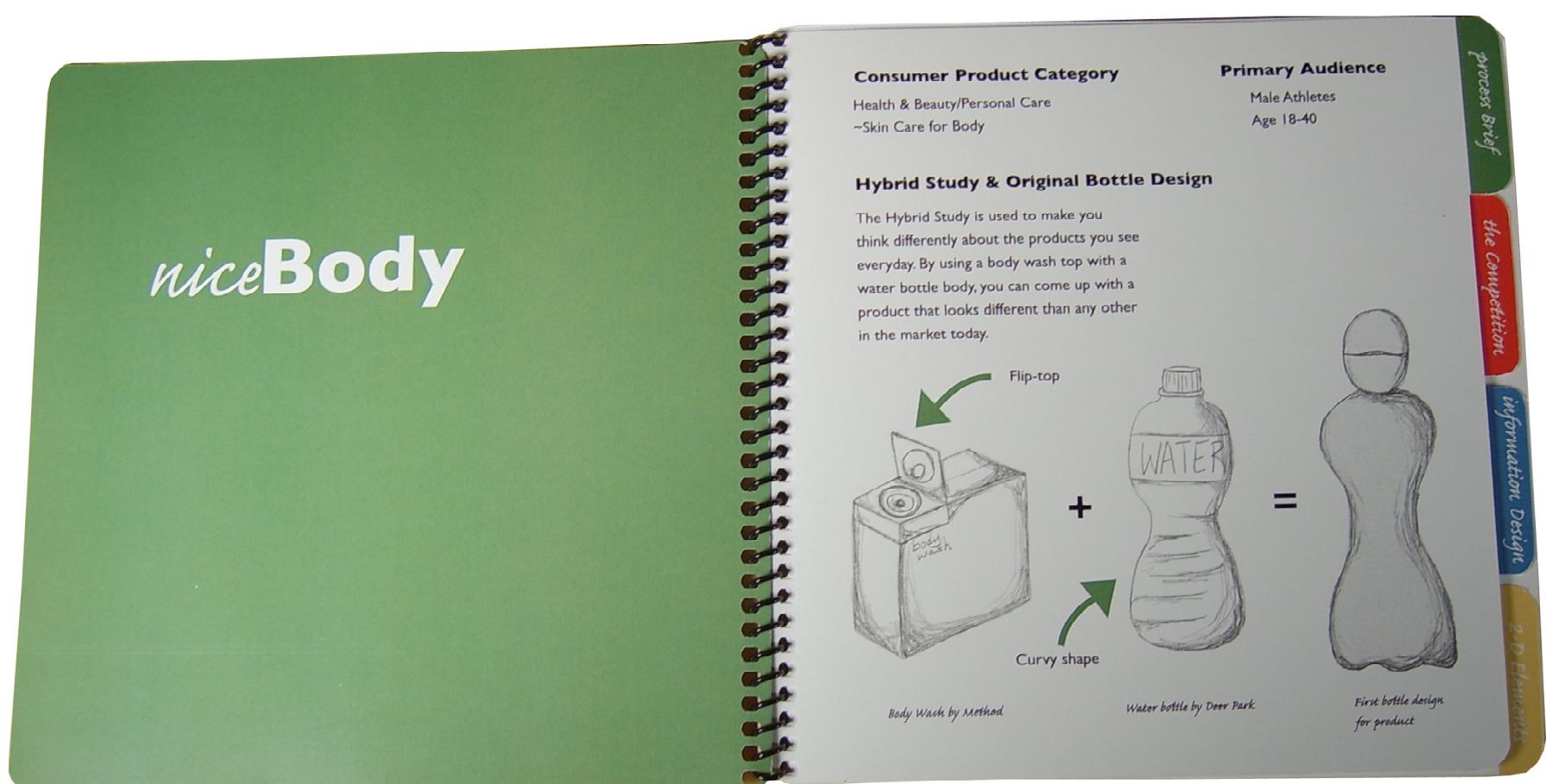
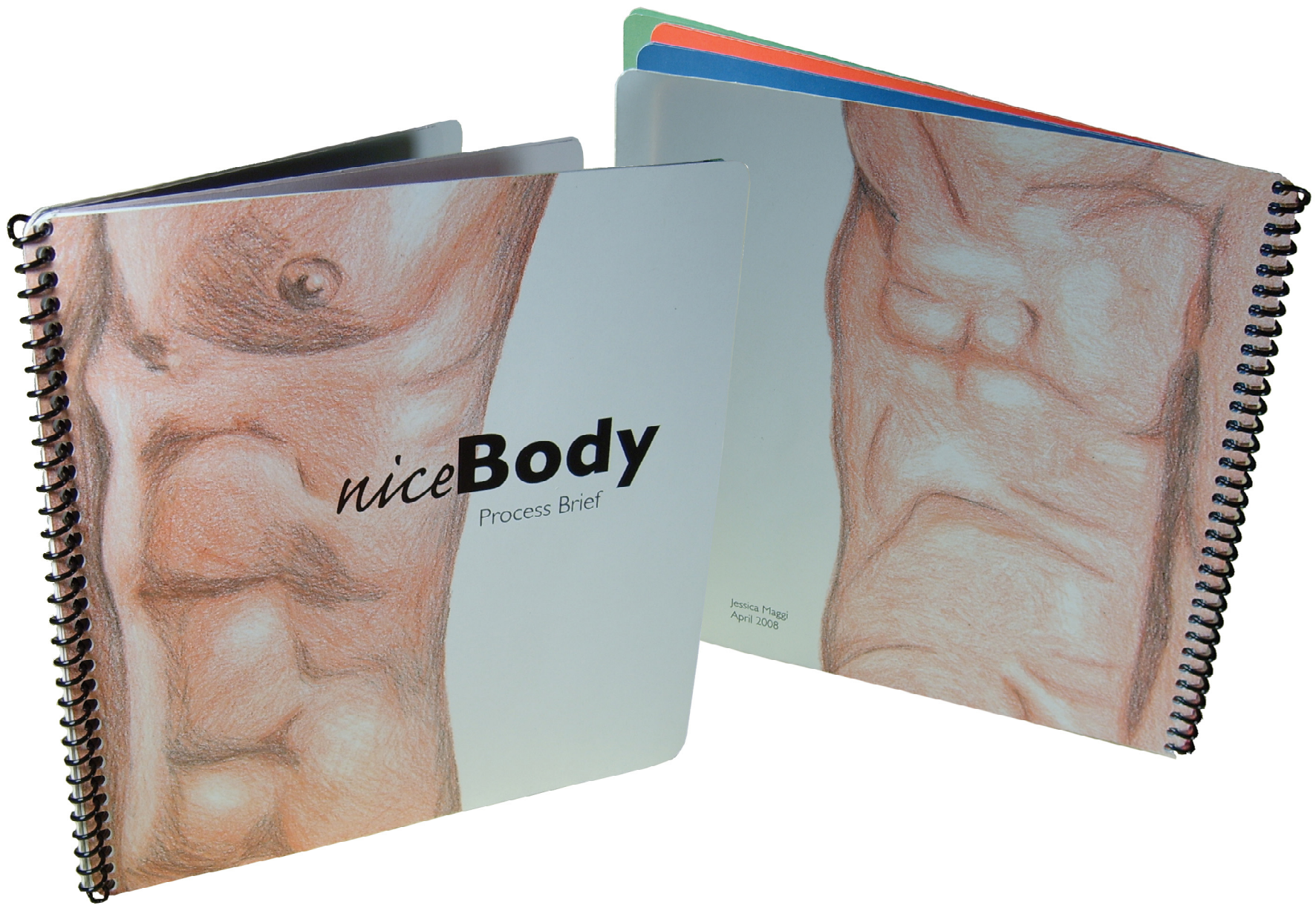
Logos

“Hummin’ Tunes” is a fictional musical instrument and accessories store;
“South Riding Real Estate” is a realty company in Virginia;
“Aldie Hill Farm” is an equine boarding farm in Aldie, Virginia; and
“LEAARC” is a committee that reviews and approves educational courses.



Process Book

This process book is for a fictional men's body wash product called "niceBody". Shown are the front and back cover, along with the first spread.



Door Hanger

LCI is a leading minority contractor in the site development industry with a tree division. These 2-sided door hangers will increase the company's marketing presence.



Tree Division

LCI

LCI Tree Division in Northern Virginia provides quality service for all of your tree needs. Our experienced team of professionals provide expert residential and commercial tree care and maintenance.

We provide you with the safest and most effective solution possible, at very competitive rates.

Tree Services:

- Trimming
- Removal
- Pruning
- Stump grinding



FREE Estimates
For Tree Services



"Like" us!
Discounts available
on Facebook



LCI

Excavation Services

LCI Tree and Excavation is a leading minority contractor in the site development industry for both residential and commercial jobs.

Excavation & Other Services:

- Demolition: Barns, Buildings, Houses.
- Excavating: Basements, Clearing & Grubbing, Erosion control.
- Crack filling: Parking lots & Driveways.



LCI Tree & Excavation Services
Web: www.lcivirginia.com
Email: lcivirginia@aol.com
Phone: 703-476-5600
Fax: 703-327-5512



FREE Estimates
For Excavation Services

Magazine Cover & Spread

A cover and inside spread for “Leader’s Edge” Magazine which was submitted to the Real Show Competition.



Leader's Edge Magazine.com 34



Celestial Bodies

They're dead serious about insuring body parts in Hollywood.

By Becky Squires

As he'd done hundreds of times before, 1920s slapstick comedian Ben Turpin Held his right eye a bit off-center to fool the audience into thinking he was cross-eyed. But this time his eye refused to slip back into place, leaving his eyes permanently crossed. Before his mother could yell "I told you so!" Los Angeles insurance broker Arthur Stebbins suggested Turpin take out a \$20,000 insurance policy, payable only if his eyes went back to normal. They never did. However, his new look dramatically increased his value as a Comedian, and he died a rich man in 1940 at the then ripe old age of 71.

Buoyed by the Turpin success, Stebbins brokered insurance for a raft of other movie stars against damage or loss of their most prized physical features, including

Al Jolson's voice, Jimmy Durante's nose and **Douglas Fairbanks**, distinctive profile. Like Turpin, these three died without having to make a claim, but the publicity surrounding these policies led to more and more demands for the same, and an intriguing offshoot of the insurance industry was born: celebrity body parts coverage.

Because of the plethora and complexity of U.S. federal and state insurance regulations, since the 1930s almost all "star parts" insurance policies have been underwritten by one of the Lloyd's market syndicates. "It's not that we lack regulation in England—it's just that we have a lighter touch," says Jonathan Thomas, active underwriter for Lloyd's Syndicate 1607 and its leading celebrity/body parts expert.

July/August 2007 Leader's Edge 35



Fast Facts

"Star parts" policies insure against damage or loss to a celebrity's most prized physical features.

Lloyd's underwrites much of the specialty coverage.

Insurers pay up when a star's illness or injury shuts down film production.

Who's Got What?

Among actresses, legs come first. In the 1940s, Betty Grable earned her nickname, "The girl with the million dollar legs," after insuring hers for just that. **Angie Dickinson**, Jamie Lee Curtis and Mary Hart all followed suit for the same amount. More recently, Heidi Klum reportedly insured her right leg for \$1.2 million and her left for a million even. Klum's more expensively insured right leg is unscarred, according to reports, while her other leg bears a scar from a childhood fall. The latest entrant in the leg insurance lap is Mariah Carey, whose 2006 coverage broke the billion-dollar mark.

When it comes to leg insurance, men don't leave themselves out on a limb. **Fred Astaire's** legs and Charlie Chaplin's feet were insured for \$150,000. Rudolf Nureyev's legs were covered for \$369,000, and, according to his VWeb site, Lord of the Dance's Michael Flatley's are insured for \$40 million.

Others cover their breasts (Dolly Parton's are insured for \$600,000), their hands (Liberace, Keith Richards and pianist Richard Clayderman) and even weight gain—Bette Davis had a \$28,000 insurance policy against that horrendous possibility. Their most recent addition to the body parts bonanza is "Ugly Betty" star America Ferrera, who signed on with Aquafresh to promote its toothpaste. Taking no chances, the company insured Ferrera's teeth for \$10 million with Lloyd's.



Event Poster

An event poster for the Virginia Tech Fashion Merchandising and Design Society showcase.

THE FASHION MERCHANDISING & DESIGN SOCIETY PRESENTS

Showcase of the Arts

FEATURING STUDENT & LOCAL TALENT



Where: XYZ Gallery, N. Main Street

Date: Wednesday, November 18, 2009

Time: 7-10 P.M.

Price: \$3 Regular Admission,
\$2 with VT Student ID

Fashion, visual art & more!

Design by Jessica Maggi <http://jessmaggi.ipower.com/>

Stationery

The letterhead, envelope and business card were designed for Aldie Hill Farm, an equine boarding facility in Virginia.



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Aldie, VA 20105

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Email: aldiehillfarm@aol.com



Aldie Hill Farm
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Aldie, VA 20105

Signage

A one-page quick reference sign encompassing the history and values of IBLCE to be handed out at conferences.



Overview of IBLCE

Vision

IBLCE will advance the health and well-being of mothers and children worldwide by improving the quality and increasing the number of practitioners of lactation and breastfeeding care.



IBCLCs function and contribute as members of the maternal-child health team in a variety of settings, while making appropriate referrals to other health professionals and community support resources.

Working with mothers, families, policymakers and society, IBCLCs provide expert breastfeeding and lactation care, promote changes that support breastfeeding and help reduce the risks of not breastfeeding.

Founded in **1985**, IBLCE®, or the International Board of Lactation Consultant Examiners, is the independent international certification body conferring the International Board Certified Lactation Consultant (IBCLC®) credential.

Mission

IBLCE is the global authority that determines the competence of practitioners in lactation and breastfeeding care.

The IBLCE certification program for lactation consultants has been continuously accredited by the National Commission for Certifying Agencies (NCCA) since **1988**. NCCA guidelines require that certification organizations be independent, and thus not subject to outside control.



The annual exam that IBLCE administers has been translated into **20 languages** and has been administered in multiple countries around the world.

IBCLCs are certified for **5 years**. IBLCE has established rigorous recertification criteria that requires IBCLCs to remain current in evidence-based lactation care and management.



Website Design

The MILCC Scholarship Fund organization website. The home page and “gifts” page are shown below. Logo and images were designed as well.

Tri-Fold Brochure

An informational brochure for IBLCE, which describes how a breastfeeding support counselor can take the examination to become an IBCLC.



Display Banner

The design for a curved table-top display banner for LEAARC, formerly AARC.

Actual size is 71" x 30".



LEAARC Approved lactation courses

LEAARC Approved courses are the leaders in the profession
Position YOUR program for students seeking an approved course

Accredited academic programs

Accredited through LEAARC recommendation to the Commission
on Accreditation of Allied Health Education Programs (CAAHEP)



www.leaarc.org



www.caahep.org



Poster

Port O'Call is a restaurant and saloon in Kill Devil Hills, North Carolina. This poster would be a way to entice people to visit.

Victorian decor
Fine dining
Bands & Entertainment

Port O'Call

Restaurant & Gaslight Saloon

Mile Post 81/2 Beach Road
Kill Devil Hills, NC 27948
252.441.7484

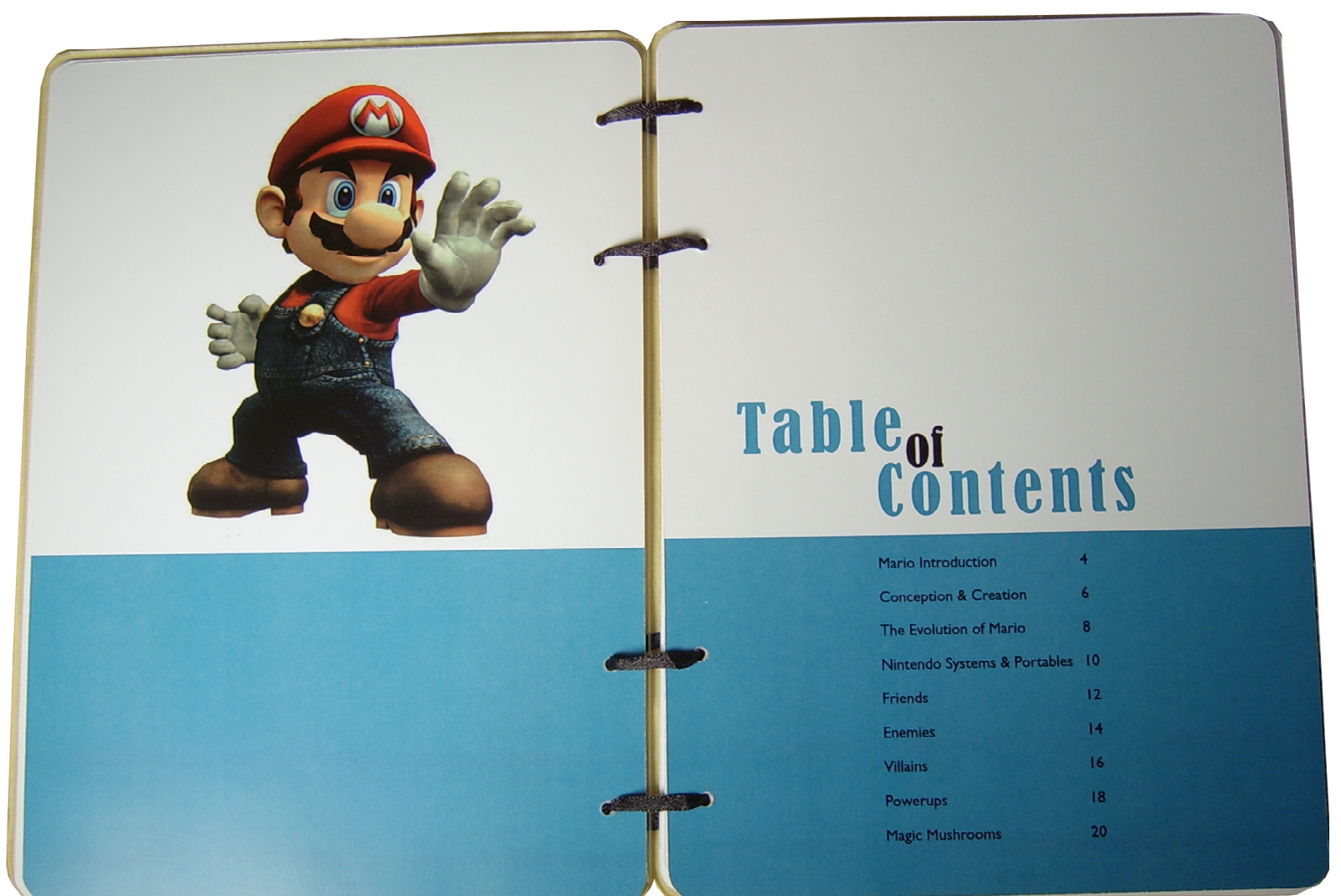
Restaurant Hours
Open 7 days a Week
4:30 pm to 9:30pm

Entertainment Nightly
Thursday, Friday, Saturday


Where Victorian meets Modern

Book


A 24-page book on the video-game character “Mario”. The front and back covers are plexi-glass. The table of contents page is also shown below.



thank



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you