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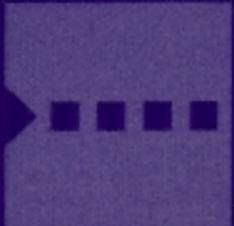
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chris@chrisolson.com  
410.647.6708  
fax 410.647.0415  
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CENTER FOR  
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# 1996 SCHOOL OF BANK MARKETING PLANS AND RESEARCH

## Practical Ideas and Innovative Solutions for Today's Bank Marketers

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- **New Products**
- **The Internet**
- **Marketing**
- **Image-building**
- **Community Banking**

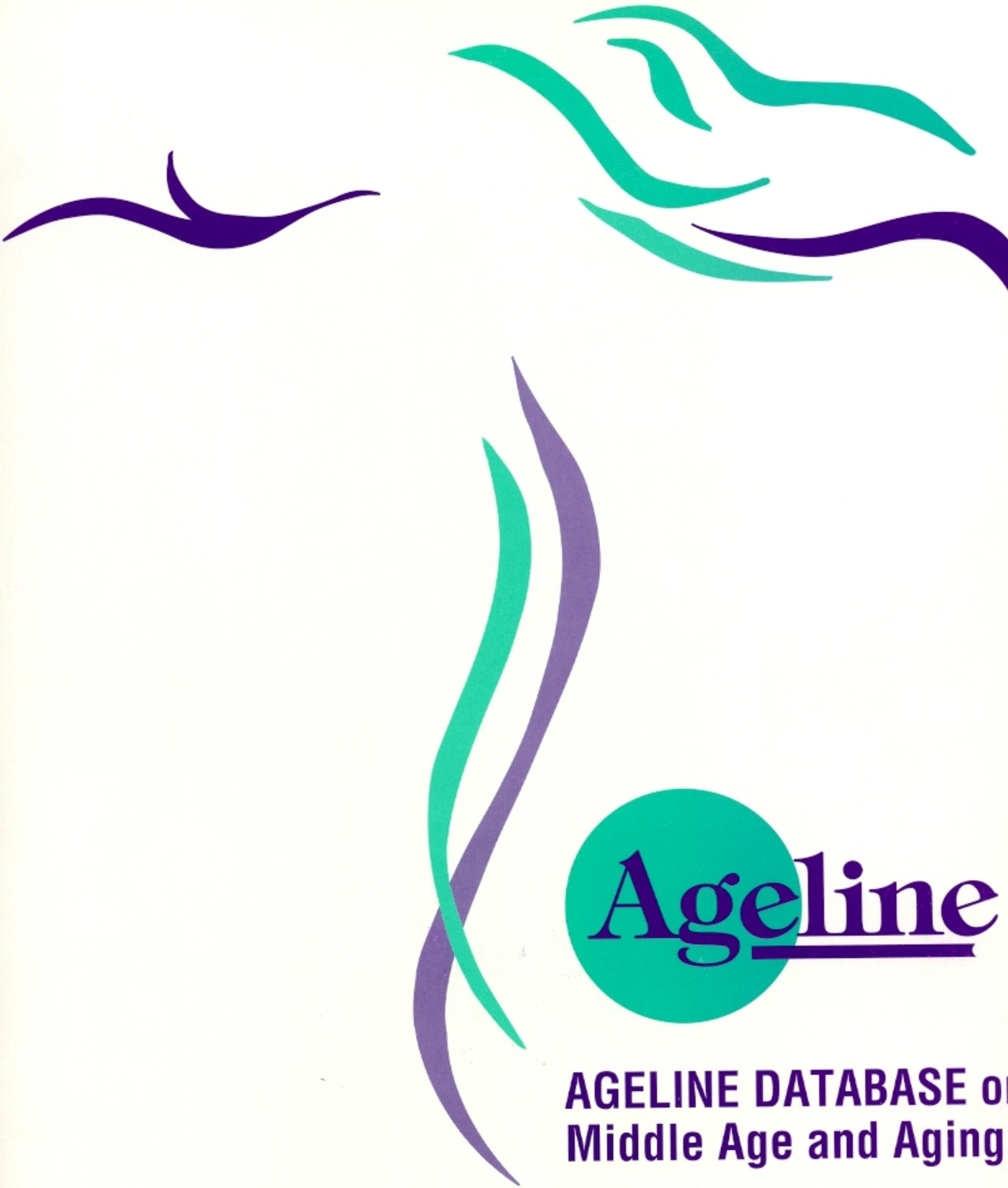
### BANK CARDS

#### INTRODUCTION OF MASTERCARD

Susan K. Moss  
Bank of Hawaii  
Honolulu, Hawaii  
(\$12.5 billion)

Introducing a new credit card can be a risky and challenging venture. But in order to remain "Hawaii's Bank," the Bank of Hawaii felt the time had come to introduce MasterCard to

ABA/BMA CENTER FOR  
BANKING INFORMATION  
Providing critical information for banking business solutions



**Ageline**

**AGELINE DATABASE on  
Middle Age and Aging**

**Produced by the American Association of Retired Persons**

# An Aging Society

## Families and Aging

## Health Care and Costs

## Aging and the Workplace

### **Business and older workers: current perspectives and new directions for the 1990's**

Daniel Yankelovich Group

American Association of Retired Persons, Washington, DC  
Dec 1989

□Presents results of a July 1989 survey of a random sample of 400 companies, which examined perceptions, policies, and practices of American business regarding employees aged 50 and over. Thirty-minute interviews were conducted with executives having senior responsibility for making human resource decisions, and four focus groups were held among older workers to supplement the survey. Results are presented in light of current economic, demographic, and . . .

**Descriptors:** Workers • Employment Trends • Employment Practices • Part Time Employment • Training •

### **Employer's pension guide: things you should know about defined benefit pension plans**

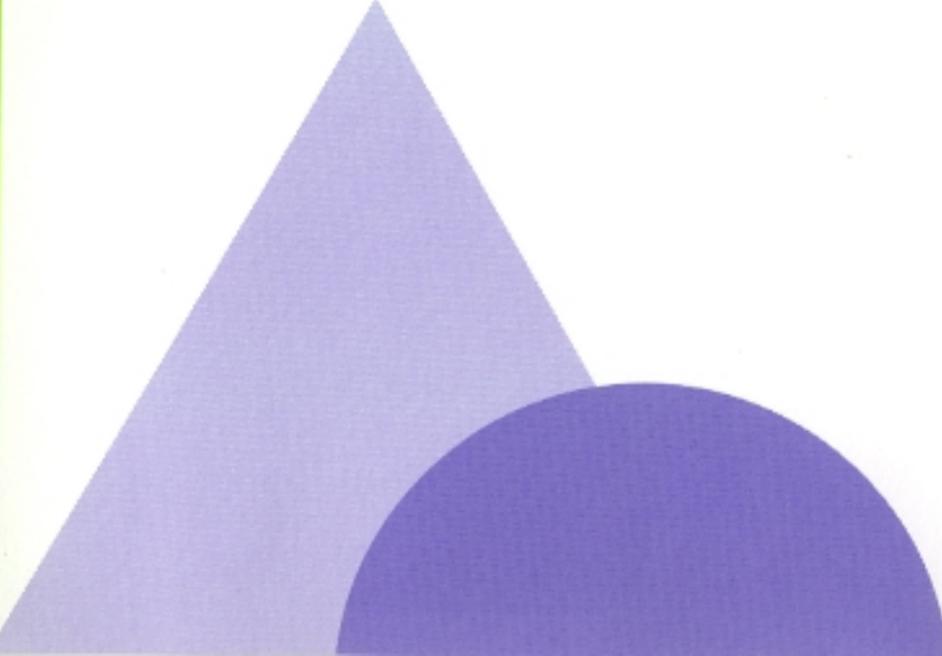
Pension Benefit Guaranty Corp., Washington, DC 1989

□Provides a guide to both defined benefit and defined contribution pension plans, with an emphasis on the rights and responsibilities of employers. Explains the provisions of the 1974 Employee Retirement Income Security Act (ERISA). Enumerates ERISA requirements for plan participation, vesting, years of service, survivor benefits, and administrative requirements. Lists plan disclosure requirements and conditions for tax-qualified status. Describes how pension plans are funded, and explains sanctions for underfunding. Provides guidelines for required reporting to the Internal Revenue Service, including details of Form 5500, which . . .

**Descriptors:** Employee Retirement Income Security Act



**AgeLine is an online database that focuses on middle age and aging from the perspective of social, psychological, economic, health, and policy issues. AgeLine provides citations with abstracts to journals, books, chapters, and reports.**



Inteliqu<sup>i</sup>est

*The information works.*



knoll

BASF Pharma

Knoll Pharmaceutical Company  
3000 Continental Drive North  
Mount Olive, NJ 07828-1234

The logo for Inteliquest features the word "Inteliquest" in a blue sans-serif font. The letter "i" has a red dot. The letter "l" has a red dot. The letter "q" is replaced by a red circle with a blue triangle pointing upwards from its bottom center. The letter "e" has a green triangle pointing upwards from its bottom center. The letter "s" has a green triangle pointing upwards from its bottom center. The letter "t" has a green triangle pointing upwards from its bottom center.

# Inteliquest

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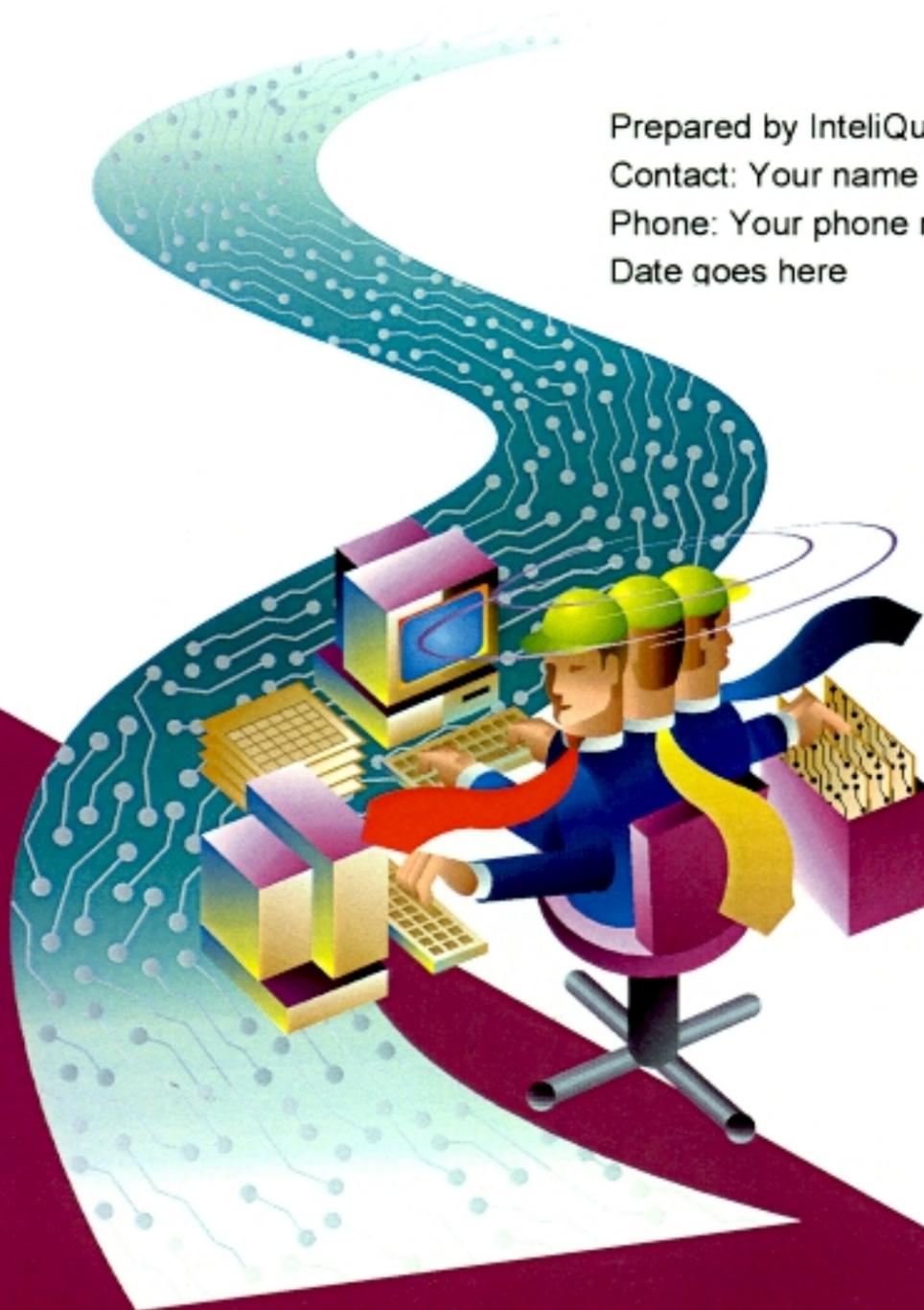
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## **Executive Briefings**

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## **Media Coverage Report**

### **Thyroid**

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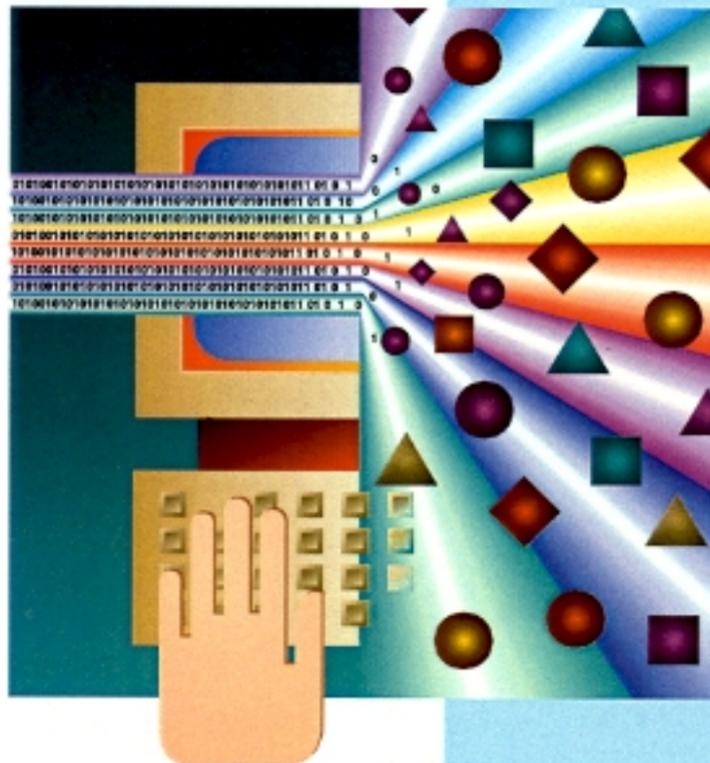
**BASF** Pharma



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**COLLEGE OF LIBRARY  
AND INFORMATION  
SERVICES**

**University of Maryland  
College Park**



## College of Library and Information Services

### THE CURRICULUM

**P**erequisites, corequisites, and limitations on number of credits earned apply. See the most recent edition of the *Graduate School Catalog* or contact CLIS for details. LBSC 600, LBSC 601, or LBSC 611; LBSC 650; LBSC 670; and LBSC 690 are required of all MLS students.

**LBSC 488 Recent Trends and Issues in Library and Information Services (1-3).** Discussions of recent trends and issues in library and information services.

**LBSC 499 Workshops, Clinics and Institutes (1-9).** Workshops, clinics and institutes developed around specific topics or problems.

**LBSC 600 Proseminar: The Development and Operation of Libraries and Information Service (3).** Background and orientation for advanced study in library and information services, including communication, the use and economics of information, libraries

**LBSC 611 Archives and Libraries in Western Civilization (3).** Survey of the development of archives, libraries and their materials and personnel from the earliest record to the present. Emphasis on the socio-economic forces controlling the development of these institutions and on their role in the formation and continuation of Western civilization.

**LBSC 621 Library Service to the Disadvantaged (3).** Problems of service to the disadvantaged (ethnic/racial minorities, handicapped, institutionalized and aged). Case studies on the creation of library programs and the resolution of problems of service. Includes field experience.

**LBSC 630 Library Administration (3).** Administrative theory and principles and their implications and applications to managerial activity in libraries and other information organizations.

**LBSC 632 Library Personnel**

**LBSC 643 Library Media Specialist in Educational Systems (3).** Educational context in which library media specialists function. Activities and roles of library media specialists within educational systems. Cognitive, affective, and social characteristics of client groups.

**LBSC 645 Children's Literature and Materials (3).** Survey of literature and other materials for children and youth and the criteria for evaluating such materials as they relate to the needs, interests, and capabilities of young readers.

**LBSC 650 Information Access (3).** Information needs, information interviews, question analysis, information resources, search strategy, query formulation, source selection.

**LBSC 670 Information Structure (3).** Knowledge analysis and representation; information presentation and assimilation; bibliographic and record control.