

April 21, 2009
PienoBar.com

Pieno di Risorse

a William Graham Agency company/ 404-932-4188

Keys to Remember:

- PienoBar.com will serve as web site showcase for the art of Pieno di Risorse.
- PienoBar.com's logo will be designed by an art student for recognition and a prize of \$125.
- A contest page is on the operatunatea.com web site for the students to submit their logo designs.

6 Core Values:

Art-Centered Innovation
Artist-(not money) driven
Resource Efficiency
Resourcefulness
Transparency
Clarity

Logo Design Contest for PienoBar.com

It's exciting times for Pieno di Risorse and this new art endeavor.

Upon securing a domain for Pieno di Risorse, the company also ordered the url *pienobar.com*, which will serve as the main web site for the showcase of art.

One of the pitfalls of corporate identity design, however, is that the founder, being too close to the project, could spend an exhaustive amount of time developing a logo.

Solution: have design contest for art school students. The winning logo grants a \$125 prize to its designer.

Interested students are being asked to go to:

www.operatunatea.com/logocontest.html to read the newsletters and essays to learn the basics of the company's endeavor.

The deadline for submission of a logo is May 8, 2009, with a winner being announced on the web site on May 15.

Above all else, Pieno values the input and participation of the very segment it seeks to serve: artists.

This logo design contest gives the company an opportunity to touch base with that core segment.

The 6 Core Values Simply Stated

1. **Art-Centered Innovation** – This phrase sums up the desire to make the presentation of the art to the audience memorable and breathtaking. Call this an effort to “do justice” to the craftsmanship and painstaking nature of the artist's work.
2. **Artist- (not money-) driven** – Reality says art comes from the soul. Expressing this soul is the artist. Not process, not program.
3. **Resource efficiency** – At the heart of this “business” is a desire to conduct business while diminishing the use of natural resources. The implementation of this business should always seek to renew, reuse and recycle.
4. **Resourcefulness** – The very name of this business Pieno di Risorse, is Italian for “resourceful” or, more literally, “full of resources.” Operating from an abundance mentality, the business culture is one of making do with what's available as first course of action.
5. **Transparency** – Pretense is predictable and doomed to fail. Tell the truth and convey an accurate image.
6. **Clarity** – Communicate clearly both internally and externally and let the values guide every business decision.

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Coming soon!

See us at:

www.pienodirisorse.com

and

www.pienobar.com

What has already been done to date to launch

Of the various items completed for launch of business, here are some of the highlights:

Secured domains for pienodirisorse.com and pienobar.com.

Developed a pilot product list, set formats, available sizes and pricing. Also set a framework for a returns policy.

Devised a strategy for corporate identity development.

A good working relationship thus far has been established with the vendor who will be providing printing services for the product line.

Due to the flexibility and reliability of their web and email hosting service, 1&1 was awarded the registration and hosting of the new domains.

What still needs to be implemented

The process of recruiting artists needs to begin. The plan is to start with one artist, sign him up. Then go with him to recruit the next artist(s). Build with a "community of artists" method.

Need to develop a strategy for showcasing and selling the art. There will be a myriad of choices to the buyer. Format, media type, and size choices

seem to be abundant. So, finding an efficient way of displaying these choices will be a challenge. The conventional "drop-down box" method won't suffice.

Basic web design, data input and launch. Can't sell without this first.

Develop a marketing plan that focuses on buzz and personality first. Mass media later.

The green element

The whole point, and key distinction, of this art business is that it maintains as the core of its unique business culture, a commitment to green.

It commits to processes and a lifestyle of reducing the imminence of climate change by diminishing the improper use

of natural resources. We seek to actively provide the segue of the business world's radical transition from the era of the post-industrial revolution era of capital consumption to conservancy and right-sizing the scale and scope of "small" business.