

Don Talend

Digital Content Portfolio



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Career Summary

Recognized as effective brand storyteller and content strategist. Addresses consumer objectives and builds brand awareness with content. Positions companies for industry leadership and sales growth.

- Video
- Content marketing/blogging
- Web content
- Emails
- Landing pages

Video: Call Center Services

Stericycle Communication Solutions



[Link to video](#)

Blog Post: Manufacturing



ABOUT US

PRODUCTS

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ROBOTS OR “CO-BOTS” ARE COEXISTING WITH HUMANS IN MANUFACTURING ENVIRONMENTS

Posted on 09.13.13 | Gripping Products | 1 Comment

The 1980s film “The Terminator” and its sequels are examples of great storytelling. The movie franchise brought into the 20th Century a couple of literary ideas from the Industrial Revolution: fear of world conquest by robotic machines.



The reality of robotics in the 21st Century is quite different, though. The world manufacturing community is focusing on ways to assimilate robots into the humanized workplace, not replace humans entirely. In contrast to our traditional perception of boxlike, metallic robots from days past, humanoid robots look and act a lot more human. Maybe that’s why they promise to make good coworkers for humans. Tasks can be divided between robots and humans depending on what each is better at doing.

Least human workers feel too threatened by these new “Co-Bot” coworkers, Leila Takayama points out in the May-June

2013 issue of Technology Review that there is really no need for humanoid robots to behave just like humans.

Takayama, a research scientist and manager at Willow Garage—a developer of hardware and open source software for personal robotic applications—says we should think of



[Link to post](#)

Blog Post: Cloud Computing

Innovative Information Solutions – Madison Miles Media





The screenshot shows a web page for 'Public, Private or Hybrid Cloud Computing?' on the Innovative Information Solutions website. The page features a navigation bar with contact information and menu items. The main content area includes a title, a category label 'IT Infrastructure', social sharing icons, a large image of a cloud computing data center, and a sub-header 'Cloud Computing: What is your strategy?'. A sidebar on the right contains a subscription form and a categories list.


INNOVATIVE
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Public, Private or Hybrid Cloud Computing?

IT Infrastructure | Share    



Cloud Computing: What is your strategy?

Private Cloud Computing





A private cloud uses a hardware, storage and network architecture that is owned by the client or service provider and is dedicated to a single organization. Using a private cloud with managed services (e.g., for keeping hardware running or updating software) is a variation of this setup.

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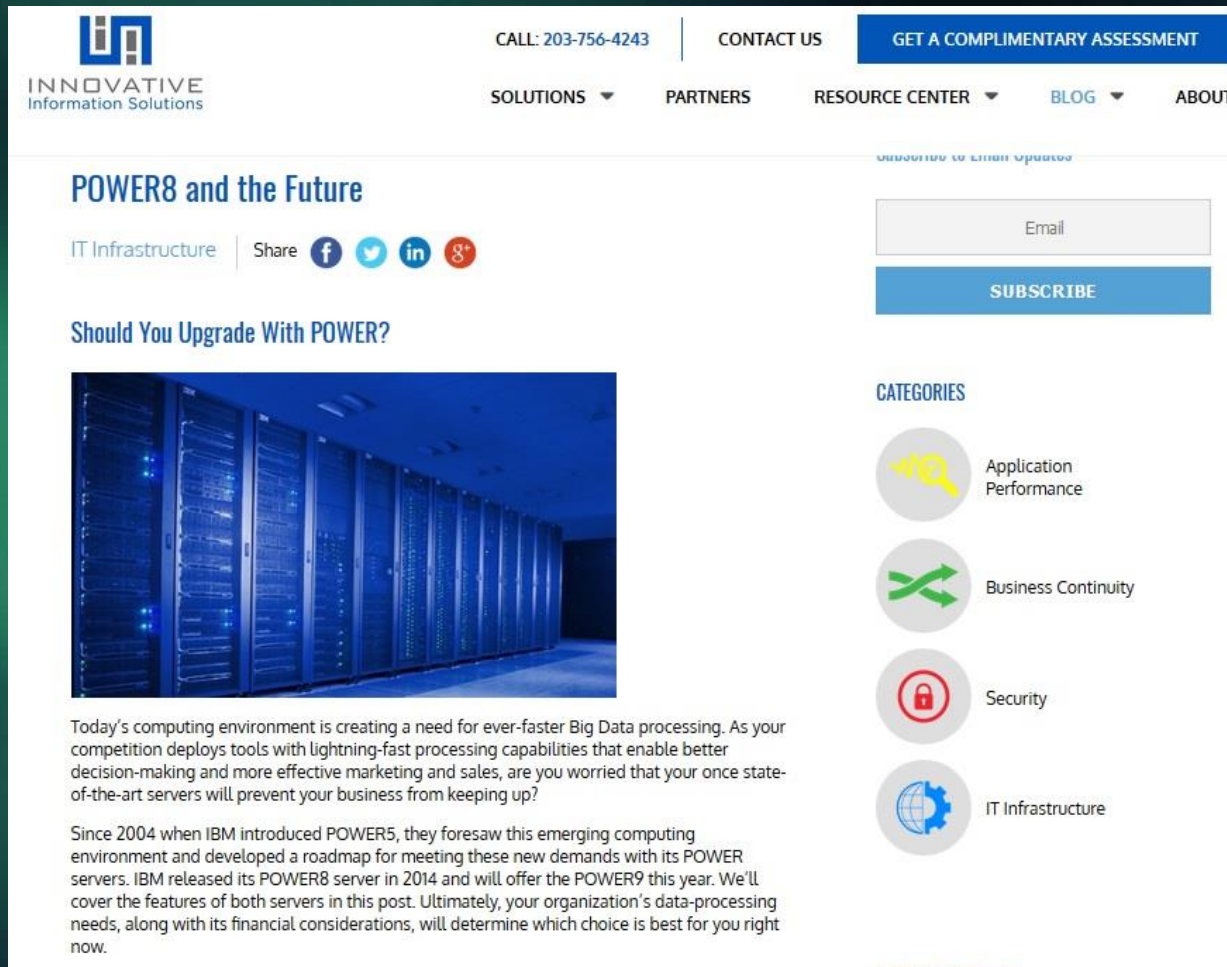
CATEGORIES

-  Application Performance
-  Business Continuity
-  Security
-  IT Infrastructure

[Link to post](#)





Blog Post: Information Technology

Innovative Information Solutions – Madison Miles Media



The screenshot displays the website's header with the logo, contact information (CALL: 203-756-4243, CONTACT US, GET A COMPLIMENTARY ASSESSMENT), and navigation menus (SOLUTIONS, PARTNERS, RESOURCE CENTER, BLOG, ABOUT). The main content area features the article title 'POWER8 and the Future', a category tag 'IT Infrastructure', and social sharing icons. A 'SUBSCRIBE' button is visible on the right. The article text discusses the need for faster Big Data processing and mentions IBM's POWER5, POWER8, and POWER9 servers. A 'CATEGORIES' sidebar on the right lists Application Performance, Business Continuity, Security, and IT Infrastructure.

POWER8 and the Future

IT Infrastructure | Share    





Should You Upgrade With POWER?



Today's computing environment is creating a need for ever-faster Big Data processing. As your competition deploys tools with lightning-fast processing capabilities that enable better decision-making and more effective marketing and sales, are you worried that your once state-of-the-art servers will prevent your business from keeping up?

Since 2004 when IBM introduced POWER5, they foresaw this emerging computing environment and developed a roadmap for meeting these new demands with its POWER servers. IBM released its POWER8 server in 2014 and will offer the POWER9 this year. We'll cover the features of both servers in this post. Ultimately, your organization's data-processing needs, along with its financial considerations, will determine which choice is best for you right now.

CATEGORIES

-  Application Performance
-  Business Continuity
-  Security
-  IT Infrastructure

[Link to post](#)

Blog Post: Construction Industry

Remodeling Trade Forecast –
Imagination Publishing / Lowe's Home Improvement



[Link to post](#)

Blog Post: Construction Industry

Proper Fluorescent Lamp Disposal –

Imagination Publishing / Lowe's Home Improvement



[Link to post](#)

Blog Post: Retail – Appliances

Logan Master Appliance – Upward Brand Interactions

KITCHEN DEEP CLEAN

KITCHEN DEEP CLEANING: A FOUR-STEP PLAN

Regular kitchen deep cleaning makes each next cleaning a little easier—something for which you'll be grateful the next time you're going to have company, just plain makes you feel better about your home, and can even extend the life of your appliances. Drawing from the expertise of homemaking authorities such as Martha Stewart Living and Unilever, we have developed a game plan that breaks down what might seem like an overwhelming task into four manageable steps to make it a little less unpleasant.

1. Prepare

First, compile cleaning items you'll need:

- Antibacterial cleaner (for the refrigerator and cabinets containing food)
- Baking soda
- Dishcloths
- Disinfecting surface cleaner
- Distilled white vinegar
- Floor cleaner
- Microfiber cloth
- Lime de-scaler
- Oven cleaner



[Link to post](#)

Web Copy: Healthcare

Centegra Health System



LIVE CHAT For more information, call: 877-CENTEGRA

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Electrophysiology

A common category of heart problems is arrhythmias – [abnormal heart rhythms](#). These problems can deprive vital organs such as the lungs and brain of blood, preventing them from functioning properly – possibly even causing them to shut down.

According to the [American Heart Association](#), electrophysiology (EP) studies test the electrical activity of the heart to determine the cause of an arrhythmia, as well as the appropriate treatment.

Types of Arrhythmias

- [Atrial fibrillation](#): the upper heart chambers contract irregularly

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- Electrophysiology**
- Stroke & Vascular Care
- Cardiac Rehabilitation
- Pulmonary Rehabilitation
- Prevention

Web Copy: Healthcare

Centegra Health System



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 - Milestones Image Gallery

Why Choose Us?

Our outpatient pediatric therapy services are located at [Centegra Milestones Therapy Center](#). Our program is designed with a Child Centered atmosphere where kids, through collaboration with our trained therapists and parents, work toward a common goal: your child's success. We provide care for children from birth through age 21 who are faced with a variety of challenges.

We offer individual therapy sessions with occupational, speech and physical therapists as well as a variety of playgroups where you can watch your child both learn and interact in a safe and stimulating environment. Besides the traditional therapies, we are certified providers for the Sensory Learning Program™ and Interactive Metronome®.

Centegra Milestones Therapy Center takes pride in not only finding out what your child's developmental needs are, but how they can be best addressed and resolved! We base our pedagogy on the state-aligned early childhood curriculum. However, we have taken steps beyond this curriculum and modified its ideas to tailor methodologies to your child's unique

HAVE A QUESTION?

Find a Centegra [Physician Today](#)

Web Copy – Higher Education

Wright State University – Upward Brand Interactions

Master of Business Administration (MBA)

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Looking to take your career to the next level? A Master of Business Administration degree from the nationally recognized Wright State University Raj Soin College of Business offers the advanced education and competitive edge to help you stand out in today's global economy. When you consider our MBA program from three perspectives—academic quality, scheduling flexibility, and affordability—the value of choosing Wright State becomes evident.

Quality.

If state and national recognition and standards compliance are a measure of distinction, our programs offer competitive quality.

The Association to Advance Collegiate Schools of Business, the international accrediting body for business and accounting programs, ranks the Raj Soin College of Business in the top 2 percent of colleges of business in the nation. In fact, our MBA programs have been accredited by AACSB International since 1974—a claim fewer than one in three business programs in the nation can make. Additionally, the Raj Soin College of Business is recognized by two highly dependable sources of higher education rankings: *the Princeton Review* and *US News & World Report* for multiple years in a row.



The Degree

Curriculum

MBA Course Descriptions

Web Copy – Packaging Industry

Buckeye Diamond Logistics – Upward Brand Interactions

Custom Wood Crates for Export Overseas Shipping Crates - Protect your Shipment and Stay in Compliance

For more than 30 years, Buckeye Diamond Logistics has been manufacturing [custom wood crates](#) in a wide range of sizes. Serving shippers in Ohio, Indiana and Kentucky, our custom crates protect products from damage while keeping your company in compliance with shipping regulations. We specialize in providing custom crates that meet requirements as described by our customers, whether goods are being shipped an hour away from your facility or halfway around the world.

Additional considerations for overseas shipping crates

Shipping goods across borders involves the additional consideration of adherence to international regulations.

As the world's economy becomes more and more globalized and goods move more freely around the globe, there's greater potential for spreading invasive aquatic and plant species to foreign nations' ecosystems. Bark in wood packaging such as a crate tends to increase the presence of invasive species such as the microscopic Pinewood Nematode, which can infect and kill trees on other continents.



International shippers face increasingly stringent regulations to reduce the spread of these invasive species. International Standards for Phytosanitary Measures #15 (ISPM 15), created by the United Nations' Food and Agriculture Organization's International Plant Protection Convention (IPPC), mandates treatment of all wood packaging made of softwood or hardwood species, either by heat treatment or fumigation, and a special IPPC certification mark.

Fail to adhere to ISPM 15 and you may have to deal with burdensome and costly consequences. Every country deals with out-of-compliance containers differently. In some countries, your package and its contents might get fumigated and you'll be charged a premium rate for a service you didn't want. Some countries deny the shipment, which costs you not only money but also potentially a customer relationship. Other countries may re-export only the packaging and charge a premium rate to replace the out-of-compliance material. In rare cases, shipments have been incinerated or landfilled. Just imagine that happening to a customized item your company has built.

You cannot simply buy ISPM 15-certified raw lumber and assemble your own crates, as no such raw lumber exists. You must rely on an IPPC-certified wood packaging producer who applies the IPPC mark to the finished containers and certifies the entire wood packaging item.

Custom wood crates protect shipments and maintain regulatory compliance

All of our custom wood crates for overseas shipping are [ISPM 15-certified](#) to give international shippers peace of mind. We incorporate your unique requirements into every crate we build and customize a solution that ensures the protection and compliance of your shipment. We also offer crate accessories that give you additional benefits. Foam-in-place packaging gives your goods extra cushioning. Dividers keep goods separated when the situation calls for it. Vapor corrosion inhibitors protect metal goods from corrosion damage.

Contact us today for a free quote

Does all of this sound worth checking out? [Submit an online request](#) or call us today at (888) 728-9810 for a free quote on an overseas shipping crate. We are here to serve your international shipping needs.

Web Copy – Nuclear Industry

DuBose National Energy Services – CoreElement

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Specializing in Nuclear-Certified Bar and Plate

Broad range of stock parts and strict quality control facilitate your project success

DuBose National Energy Services, Inc. specializes in providing companies that design, build, maintain and repair nuclear power generation facilities with nuclear-certified bar and plate components. Our dedicated quality control and customer service professionals are available 24/7 to help you overcome your challenges and ensure that orders—even emergency orders—are delivered on time and to your complete satisfaction.

Stock includes nuclear-grade stainless steel

Our regular stock of nuclear- and safety-certified bar, plate, rod and sheet components, available in varying materials from carbon steel and nickel and steel alloys, to aluminum, brass, bronze and copper and in a wide range of dimensions, accommodates most nuclear facility projects.

We also offer austenitic nuclear-grade stainless steel components that maintain structural integrity in the high-temperature, corrosive reactor environment. Low-cobalt nuclear-grade stainless steel is also available for facility areas where components are exposed to reactor coolant and the potential for the spread of contamination is high.

We offer a full selection of cylindrical, flat and round bar stock, as well as custom fabrication capabilities to suit your non-standard component needs.



Compliance with nuclear industry standards



Our precise machining, strict quality control and comprehensive testing capabilities ensure that your bar, plate, rod and sheet components not only handle challenging nuclear facility environments but also adhere to nuclear industry standards.

DuBose National Energy Services' operations comply with the following industry standards:

- ASME Boiler and Pressure Vessel Code Section III

Promotional Email: Supply Chain

Zebra Technologies warehouse modernization e-book offer



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Scale operations in six steps

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With the global e-commerce market booming due to the shift in consumer expectations, warehouse operations need to be fast and accurate. Our e-book offers six steps that drive efficiency and set the groundwork for your warehouse, ensuring that you're operating with scalability for the future.

Discover how these six steps:

- Improve efficiency from the front line
- Maximise productivity and effectiveness
- Increase accuracy
- Streamline processes





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Email for Resellers: Supply Chain

Zebra Android devices help warehouses keep up with e-commerce

Partner Logo



Modernize with Zebra Android devices

Old devices weren't made for today's e-commerce pace

Consumers like the convenience of e-commerce and expect fast order delivery—often same-day. Outdated Windows® devices don't have the processing speed and functionality you need to manage today's higher order volumes and delivery expectations.

To keep up with the speed and order volume of e-commerce, you need to equip your front-line workers with modern technology they can learn quickly. With their familiar interface and Zebra's built-in warehouse-ready enterprise functionality, Zebra Android devices streamline your operation for the pace of e-commerce in four areas:

- Order-fulfillment speed
- Fulfillment accuracy
- Worker onboarding speed
- Device uptime





[Partner message Parum eaque laborite aperio in nimus. Idia deria volupta turecto etus, odia veliquam, estion eaturio quod ea excesta turem. Nam reratlu sastilis dem. sincium derrovi tasitasit, si dolorerspe maiorum]


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Landing page – Retail Technology

Guide to Zebra Technologies' inventory management solutions offer



ZEBRA

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TRANSFORM YOUR INVENTORY MANAGEMENT

Succeeding in retail has never been easy, especially when it comes to making sure you have what shoppers are looking for in stock. With more ways to buy, loyalty is difficult to attain — unless you can provide the items shoppers want, every time.

See how Zebra's retail inventory management solutions meet the omnichannel demands on retailers today.

Zebra offers an entire ecosystem of real-time inventory management hardware and software solutions to meet the expectations of today's connected shopper. Transforming Inventory Management will guide you with ways to get started with real-time inventory insight using real-time data.

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[slideshare.net/DonTalend1](https://www.slideshare.net/DonTalend1)