



JOHN SABELLA & ASSOCIATES
INCORPORATED

NAUTICAL MEDIA



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NAUTICAL MEDIA

190 W. Uncas Road, Port Townsend, WA 98368 • info@johnsabella.com • www.johnsabella.com
Phone: 360-379-1688 • Fax: 360-379-5148 • Toll Free: 1-888-719-4099

CORPORATE PROFILE

Serving the commercial marine and recreational boating industries, John Sabella & Associates, Inc. of Seattle is a technical communications firm that specializes in creating media resources for public and private clients. The firm helps its clients pursue goals that range from market development to consumer education. In addition to undertaking public relations, corporate image and sales promotion projects, the firm creates instructional books and manuals, educational and documentary videotapes, and computer based training products distributed by its subsidiary enterprise, Nautical Media.

CAPABILITIES

MEDIA PRODUCTION: conceptual development, scripting, field production, post production, promotion, distribution.

ADVERTISING: conceptual development, copywriting, graphic design, graphic production, media placement.

PUBLIC RELATIONS: strategic planning, media relations, press release publicity, crisis management.

MARKET DEVELOPMENT: market research, key contacts, corporate image, corporate capability, product placement.

PUBLICATION MANAGEMENT: research, drafting, graphic design, print production, promotion, distribution.

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PHILOSOPHY

Our philosophy is that whether the story is sales promotion, corporate capability or an instructional curriculum, professional use of the communications media is essential for delivering the message to the target audience. The JS&A team consists of communications professionals who are expert at conveying information and building image.

The process begins with detailed research and planning, based on the theory that whatever the communications goal, organization is the key to creative and budgetary success. Once conceptual planning is in place, the firm applies its years of experience at packaging information for maximum impact and accessibility.

INFORMATION PRODUCTS

In print, JS&A weaves text, imagery and graphic design into information tools ranging from display ads to corporate brochures and instructional manuals. Its media products blend precise content with broadcast-quality production values. Often the firm is asked to combine print and videotape into a comprehensive information system.

The firm's information products and systems promote corporate image, market development, product identity, sales training, consumer training, employee training and industrial safety.

PUBLIC RELATIONS

Our attitude toward Public Relations is that word of mouth is the most credible kind of promotion there is. Responsible, honest communication and the use of relevant local perspectives is the best way to generate a positive relationship with the media and gain community support.



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CORPORATE INTEREST

As a company, our interest lies in undertaking projects of worthwhile purpose, where there is a commitment to excellence with respect to the content and presentation of the work. Our commitment is guaranteed client satisfaction at a fair price. We have a substantial record of achievement that attests to our ability to produce media resources on a broad range of subjects. Our work combines carefully-crafted content with professional production values.

We pride ourselves on the care that goes into each project, from the initial planning and budgeting phases throughout the various stages of execution. If there is a single feature that distinguishes our work, it is attention to detail. We make every effort to ensure that our planning minimizes mistakes and oversights, and we find that taking care of details helps ensure that budgets, deadlines and objectives are met.

PRINCIPALS

JOHN SABELLA

John Sabella has 30 years of media experience in newspapers, radio, magazines and video production. The author of numerous books, articles and video scripts, he remains a frequent contributor to trade publications and the general media on business issues, personalities and the environment. He remains personally involved in all of his firm's creative endeavors. Mr. Sabella received his Bachelor's Degree from the University of Colorado and his Master of Journalism Degree from the University of California at Berkeley. His awards include the Colorado Press Association News Story of the Year, the Ballard Business Person of the Year, the Society for Technical Communications Award of Excellence, Telly awards and the International Television/Video Association's Emerald City Award. A list of his recent works begins on Page 8.

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PAUL SHARPE

Paul Sharpe is an award winning photographer with international field experience in broadcast documentaries, commercials and corporate programming. He has been nominated for national Emmy and Telly Awards for cinematography and videography.

Currently a free-lance photographer and director of photography, he has served as producer-cinematographer for Expedition Earth, a series of sports/adventure documentaries fo ESPN, as senior news photographer for KSPN-TV in Denver and as owner-operator of Sharpe Productions in Aspen, Colorado.

Among his cinematography credits are the one-hour ESPN film documentaries Venezuela—Vertical Jungle, Himalayas—Kingdom of the Sherpas, Bio Bio—Lost River of the Mapuche, Grand Canyon—River of Dreams, The Nameless Tower and Costa Rica—Treasure Island. His ABC credits include Rafting into Siberia, Song of the Humpback, Voices in the Wild—The Predator’s Dilemma, The Headhunter’s Dilemma, Twilight of the Gorilla, The Poaching Wars and China’s Challenging Yangtze.

His corporate clients have included Weyerhaeuser, Trident Seafoods Corporation, Adidas, Yamaha and the Aspen Skiing Company.

ELIZABETH BOWMAN SABELLA

Elizabeth Bowman Sabella has 30 years of business experience in private banking and commercial lending. She serves as the firm's sales and business development manager.



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COMPENSATION

John Sabella & Associates develops compensation packages on a client-by-client basis, depending on the scope of work to be undertaken. Estimates of creative fees and production costs are developed and presented for client approval prior to project commencement. The firm will not exceed agreed upon budgets without written approval.

Invoices are generated from daily time sheets twice per month. Supporting records that delineate hours expended and production costs are available for client review. Payment terms are net 30 days from the date of invoice.

Fixed-bid projects are undertaken on a contractual basis, with full or partial payment required prior to project commencement.

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REFERENCES

- 1) Bob Thorstenson, Founder & Former CEO, Icicle Seafoods Corporation, 206-542-5512.
- 2) Tammy French, American Seafoods Corporation, 206-448-0300.
- 3) Barry Collier, CEO, Peter Pan Seafoods Corporation, 206-728-6000.
- 4) Cary Swasand, CEO, Aleutian Spray Fisheries, 206-784-5000.
- 5) Elias Olafsson, President, Dantrawl, 206-789-8840
- 6) Bob Alverson, Executive Director, Fishing Vessel Owners Association, 206-284-4720
- 7) Bob Thorstenson, Jr., Executive Director, United Fishermen of Alaska, 206-542-2514

Additional references available upon request.



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RECENT TITLES

DOCUMENTARY

- Centuries of Fish: *Seattle's Dynamic Distant Water Fishing Fleet*
- Sockeye and the Age of Sail: *Story of the Alaska Packers Association*
- Petersburg: *The Town that Fish Built*
- Pots of Gold: *The Profit and the Sorrow*
- Syd Wright's Alaska: *A Tribute to the Great Storyteller*
- The Longline Pioneers: *History of Halibut*
- The Salmon Capital of the World: *Story of Ketchikan*
- Fishing for the Future: *The Southeast Alaska Salmon Industry*
- Juneau: *City Built on Gold*
- The Salmon Market: *Challenge & Opportunity*
- Harvesting Distant Waters: *Seattle's Dynamic Fishing Fleet*
- Oregon's Commercial Fishermen: *The Business in their Blood*
- Alaska King Crab Cowboys
- The Great Age of Salmon and the PAF
- The Days of Salmon Traps & Fish Pirates
- Working at Sea: *Big Water Adventures for Kids of All Ages*
- BINMIC Works! *An Engine for Seattle's Economy*
- Classic Yachts of the Pacific Northwest
- Anacortes: *Hub of the Salmon Industry*

INSTRUCTIONAL • EDUCATIONAL

- Alaska Marine Highway System: *Fast Ferry Passenger Safety*
- Taking the *Search* out of Search & Rescue
 - Part 1: Rescue 21*
 - Part 2: Using Your DSC Radio*
 - Part 3: The GMDSS System*
- Onboard Basic Safety Training
 - Basic Fire Fighting*
 - Personal Survival Techniques*
 - Personal Safety & Social Responsibility*
 - Onboard First Aid: Immediate Actions*
- Alaska Tanker Company: *Vessel Safety Orientation*

- Onboard Lockout-Tagout
- Back Care for Maritime Industry
 - Part 1: Lift it Safely*
 - Part 2: Minimize the Risk*
- Maritime Medical Emergencies
 - A Shock to the Heart: Treatment of Heart Attack*
 - An Elephant on the Chest: Treatment of Chest Pain*
 - Don't Be a Fall Guy: Treatment of Trauma*
 - The Eyes Have It!: Treatment of Contaminated Eyes*
 - Cooking Up Trouble: Treatment of Burns*
 - One Hand for the Ship: Treatment of Amputation*
 - Use Your Head: Treatment of Head Injury*
 - Be Prepared: Treatment of seizure*
 - Don't Get Choked Up: Treatment of Choking*
 - Green With Envy: Treatment of Sea Sickness*
- Self Study CPR: *You Can Do It!*
- The Clipper Seafoods Commitment to Safety
- An Introduction to Longlining
- Valuing Diversity in the Workplace
- ICOM DSC University
 - Group Call*
 - Position Request*
 - Digital Distress Messages*
- Working for American Seafoods Company
- Working for Aleutian Spray Fisheries Company
- Shipyard Ergonomics
- The Language of Infants: *U. of Washington Educational Series*
- Responsibility & the Ocean Workplace
- Arctic Alaska: The Challenge
- Living & Working Aboard the Arctic Enterprise
- Arctic Alaska Instructional Series
- Medical Emergencies at Sea

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RECENT TITLES

- Safety Equipment & Survival Procedures
- Fire Fighting & Control
- Fishing Vessel Stability
- Conducting Onboard Drills
- Inflatable Liferrafts
- Immersion Suits
- Personal Flotation Devices
- EPIRBs
- Visual Distress Signals
- Emergency Radio Procedures
- Marine Fire: First Response
- Wire Rope Splicing
- Braided Rope Splicing
- Net Mending
- The Bering Sea Combination Trawl
- The Hard Bottom Snapper Trawl
- Fishbusters: The Universal Trawl Door
- Urinalysis Testing in the Transportation Workplace
- Programa de Entrenamiento

Para el Uso de Equipos de Supervivencia en el Mar

CORPORATE CAPABILITY

- Welcome to Clipper Seafoods
- Meet Golden Alaska
- Glacier Fish Company
- From the Land of Peter Pan
- Kvichak Marine Industries
- Yukon Delta Corporation: *Putting Resource Dollars to Work*
- American Factory Trawler Association
- Trident Seafoods Corporation: *The American Connection*
- American Seafoods Company: *From the Ocean to the Plate*
- Resource Group International
- Trident Batter & Breeding Division

- Sovereign Yacht
- American High Seas Processors
- NET Systems, Incorporated
- US Surimi Commission

SALES PROMOTION

- Copper River Salmon: *Alaska's Finest*
- The Ocean Spar Net Pen System
- Splicing RP-12
- The Sailor's Guide to Braided Rope
- Spectra & the Mother of Storms
- The Synthetic Wire Rope
- The Synthetic Wire Rope In the Heavy Marine Industry
- The Flip Top Rechargeable Battery
- Microrelator Bite Registration System

BOOKS

- Troll King
- Onboard First Aid Workbook
- Basic Fire Fighting Workbook
- Personal Survival Workbook
- Personal Safety & Social Responsibility Workbook
- The Vessel Safety Manual
- The Cold Water Survival Handbook
- The Longline & Purse Seine Safety Handbook
- Aspen: 100-Year High



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PARTIAL CLIENT LIST

- Alaska Tanker Corporation
- Chevron Shipping
- Crowley Marine Services
- Foss Maritime
- Alaska Marine Highway System
- The Glosten Associates
- The Shipbuilder's Council of America
- The Ship Operations Cooperative Program
- The U.S. Surimi Commission
- ICOM America
- University of Washington
- Dantrawl
- Trident Seafoods Corporation
- Peter Pan Seafoods Corporation
- American Seafoods Corporation
- Aleutian Spray Fisheries Corporation
- Golden Alaska Fisheries Corporation
- Alaska Seafood Marketing Institute
- Southeast Alaska Seiners Association
- Fishing Vessel Owners Association
- North Pacific Fishing Vessel Owners Association
- Odyssey Maritime Discovery Center
- Museum of History & Industry
- Glacier Fish Company
- Seattle Fisherman's Memorial Committee
- Global Aqua
- Golden Alaska Seafoods Corporation
- Clipper Seafoods Corporation
- Northwest Fisheries Association
- Seafood Producers Cooperative
- Odyssey Enterprises, Inc.
- Nor'eastern Trawl Systems
- Arctic Alaska Fisheries Corporation
- At Sea Processors Association
- Mariculture Systems
- Dory Seafoods
- Carnitech
- Sabroe Refrigeration
- Whatcom County Museum of History & Art
- Nordic Heritage Museum
- Drayton Harbor Maritime Foundation
- Anacortes Museum Foundation
- Whatcom County Parks Foundation
- Clausen Museum
- Juneau Douglas City Museum
- Cordova District Fishermen United
- American High Seas Fisheries Association
- Oregon State University
- Ocean Spar
- Alaska Troll Salmon Association
- Associated Grocers
- Trans-Pacific Industries
- Seattle Marine Business Coalition
- Pacific Marine Expo
- American Independent Fisherman's Association
- Samson Ocean Systems
- Allied Signal
- National Fisherman
- Alaska Fisherman's Journal
- Pacific Fishing Magazine

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