imaginary friends
design studios

2025



Design is intelligence made visible.

— **Alina Wheeler**

CONTENTS

01 PROJECT OF THE YEAR

02 BRAND IDENTITY

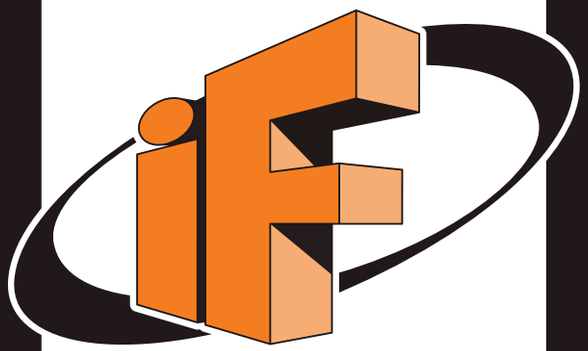
03 DIGITAL FOOTPRINT

04 STRATEGIC ENGAGEMENT

05 THE TEAM


Reversed Color Logos
GYEDC
Greater Yuma Economic Development Corp.
A reversed (white) version may be used when there is strong contrast.
Logo Marks
The secondary logos are a rearranged version of our primary logo design that gives our brand the flexibility to show up consistently, and recognizably, in different placements.
Think of it in terms of sports; if the primary player were out due to an injury (e.g., our primary logo can't fit in the desired location), we would use an alternate.
A logo mark is a simple, small, but identifiable design. If the logo mark only uses our brand's initials, it's known as a lettermark. Logo marks fit in condensed spaces where larger logo variations won't work.
They are designed to be simple, versatile, and timeless, so they can be easily recognized and associated with the brand across different mediums and contexts.
1
Greg LaVann
Chief Executive Officer & President
928.782.7774
928.580.0000
GLavann@GreaterYuma.org
1351 S. Redondo Center Dr.
Suite 158/159
Yuma, AZ 85365
www.GreaterYuma.org
1351 S. Redondo Center Dr., Ste. 158/159 | Yuma, AZ 85365
Lyndsay Wisn
928.782.7774
928.010.0101
LWisneski@GreaterYu
1351 S. Redondo Ce
Suite 158/159
Yuma, AZ 8536
1351 S. Redondo Center Dr., Ste. 158
GYEDC
Greater Yuma Economic Development Corp.

PROJECT OF THE YEAR



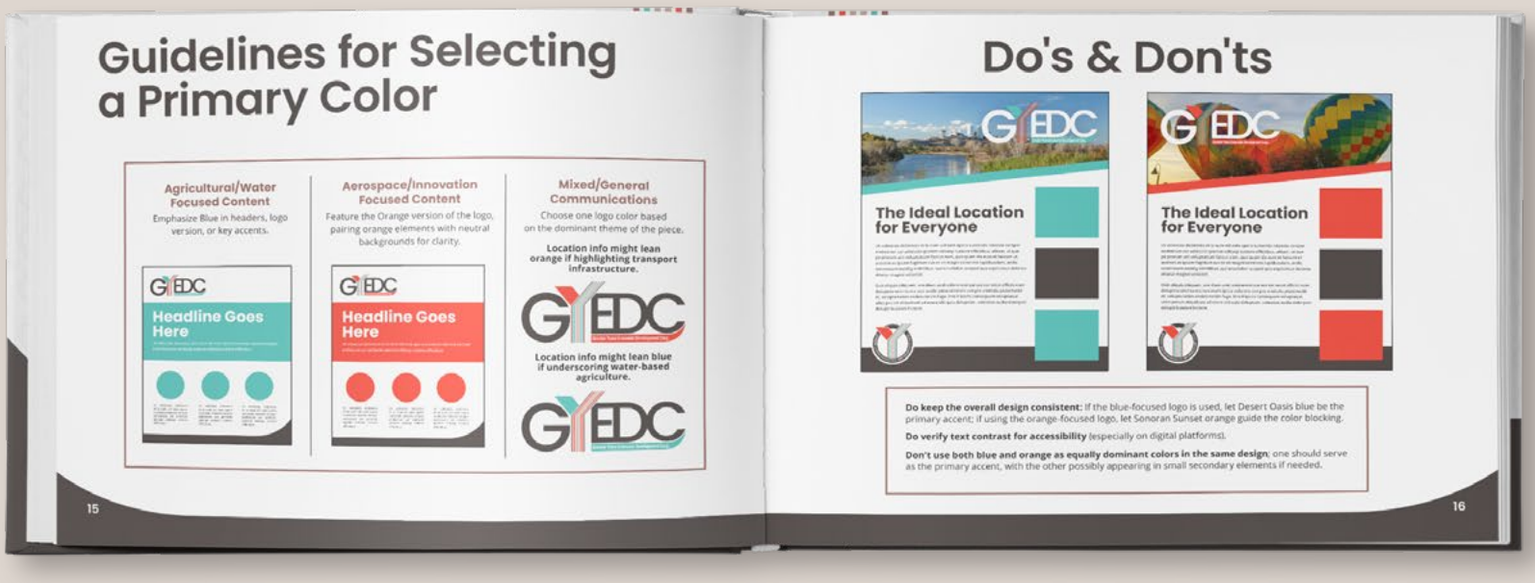
01

OUR WORK WITH THE GREATER YUMA ECONOMIC DEVELOPMENT CORPORATION

When the Greater Yuma Economic Development Corporation came to Imaginary Friends, the project quickly became bigger than simply updating a logo. GYEDC had already built trust in the region, and their visual system needed to work harder across the places where economic development conversations actually happen. Site selectors, investors, local partners, board members, vendors, and community stakeholders all needed to see the same level of clarity, credibility, and consistency.

We helped build a brand foundation that gave GYEDC a flexible identity system with clear technical rules behind it. The work included logo variations, color standards, typography direction, usage guidelines, co branding guidance, custom industry iconography, and a 56 page brand guide that pulled the full system into one usable reference. We also extended that foundation into practical rollout materials including stationery, business cards, name badges, and supporting collateral.

This project earned Project of the Year because it shows what a strong brand system is supposed to do. It protects the trust already built, reduces visual drift, gives the team a clear framework, and makes the organization easier to recognize across print, digital, presentations, events, partner materials, and everyday communication. GYEDC needed more than a logo that looked current. They needed a brand system that could carry serious conversations with confidence and be executed evenly throughout the organization.



Jump to BRAND IDENTITY for a better look!


(920) 543-3764
(920) LIFEPO4
Sales@lifebluebattery.com
11862 S Foothills Blvd, #210
Yuma, AZ 85367
Primary Logo
GYEDC
Logo & Visual Identity
The Peanut Patch
Señor Peanut
Yuma, Arizona
Brand Guidelines
Dr. Megan Perea
Optometrist
(928) 726-1100
7141 East 31st Place
Yuma, AZ 85365
TELEGRAPH SPECTACLES
BY
CORONA OPTIQUE
ACHIEVE
HUMAN SERVICES
928.341.0335
NAME
PHONE
DATE
TIME

BRAND IDENTITY



02

Your brand is what other people say about you when you're not in the room, but effective branding means there are no ***"other people."***

—Jeff Bezos

LOGO KIT + BRANDING + STATIONARY









1









POPPINS MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Sofia Sans Extra Condensed Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz



BRANDING PACKAGE

1 *Logo Design & Logo Kit*
2 *Brand Guide*



SCAN THE QR CODE TO VIEW THE FULL BRAND GUIDE



3A



STATIONARY

3A *Letterhead + Business Card*



STATIONARY

3B *Letterhead + Business Card*

4

Custom Name Badge







CUSTOM ICONOGRAPHY

5

LiFeBlue
BATTERY

LiFeBlue
BATTERY

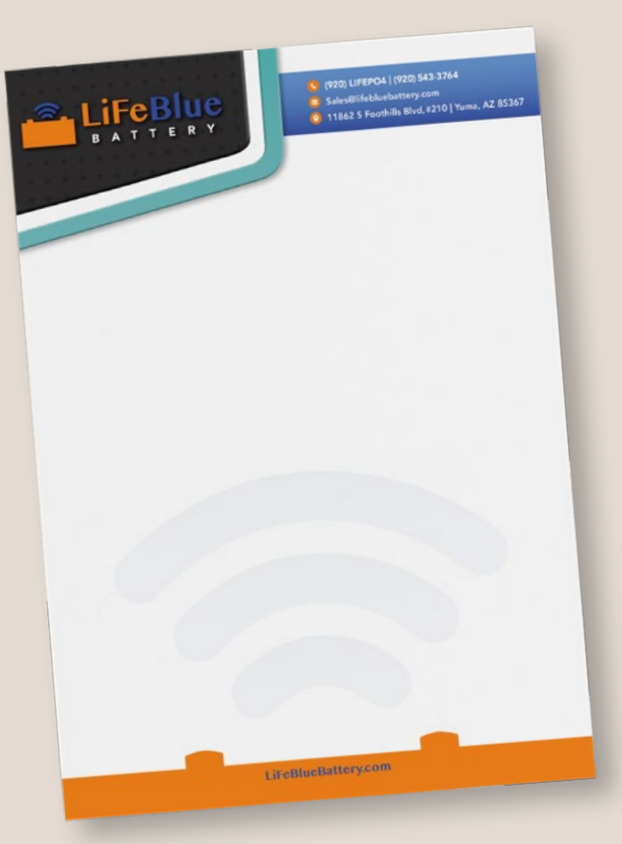
LB

Bangla MN Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789~!@#$%^&*()_+-={}|[]\;:'",<.>/?

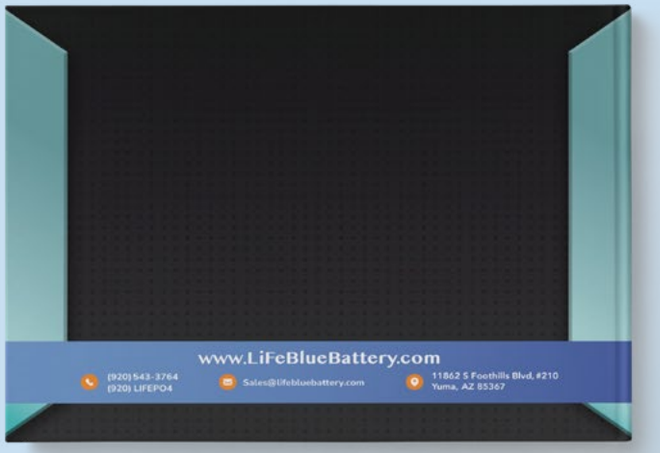




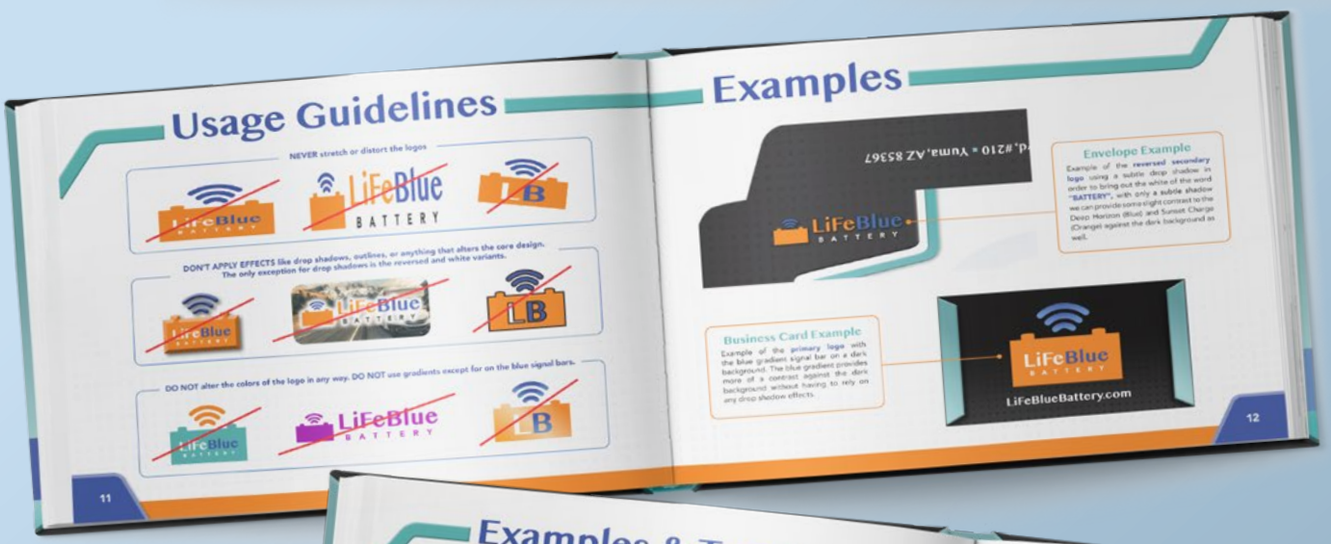


BRANDING PACKAGE

6 *Logo Design & Logo Kit*
7 *Business Card*
8 *Envelope*
9 *Letterhead*









10

SCAN THE QR CODE TO VIEW THE FULL BRAND GUIDE







SCAN THE QR CODE TO VIEW THE FULL BRAND GUIDE

Vida
Wildlife Rehabilitation

Vida
Wildlife
Rehabilitation



KANIT SEMIBOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

KANIT LIGHT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



13

LOGO DESIGN

12 *Logo Kit*
13 *Main Logo*
14 *Secondary Logo*
15 *Logo Mark*



14



15

LOGO KIT

16





YUMA COUNTY
NURSES FOUNDATION





YUMA
COUNTY
NURSES
FOUNDATION

Helvetica Neue Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 0123456789~!@#$%
^&*()_+-={}|[]\;:'",<.>/?

BRANDING PACKAGE

16 *Logo Design + Logo Kit*
17 *Business Card*
18 *Letterhead*
19 *Envelope*
20 *Sponsor Guide*

STATIONARY + MARKETING TOOLS

17



18



19



20





21


Caballeros de Yuma
180 W. 1st St., Ste C
Yuma, AZ 85364
Caballeros de Yuma
www.Caballeros.org


Caballeros de Yuma
Thank You!
Thank You
Caballeros de Yuma
PROUD SPONSORS OF SPECIAL EVENTS SINCE 1962
180 W. 1st Street, Suite C • Yuma, AZ 85364
928.343.1775 • Info@Caballeros.org • www.Caballeros.org

22


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1375 West 16th St., Ste B
Yuma, AZ 85364

23


MORTGAGEONE
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Yuma, AZ 85364

24


MORTGAGEONE
Equal Housing Lender
928.483.LOAN (5626)
1375 West 16th St., Suite B | Yuma, AZ 85364
mortgagelyuma.com
Thank You!
MORTGAGEONE

25

26


BBB
YUMA ELECTRIC SERVICE
LLC
ROC 322636 CR-11
COMMERCIAL
RESIDENTIAL
LICENSED • BONDED • INSURED
FREE ESTIMATES • AWARD WINNING CUSTOMER SERVICE
FOREVER WORKMANSHIP WARRANTY
10% MILITARY AND SENIOR DISCOUNT
JEFF STONER
928.941.0539
yumaelectric@yahoo.com
www.yumaelectricservicellc.com
PO BOX 25722
Yuma,AZ 85367
Referred By:
Phone:
The Greatest Compliment is Your Referral.

27


UNIVERSAL LIFE CHURCH MINISTRIES
Reverend John Renzi, PhD
Pastor & Ordained Minister
(951) 850-2114
John@revjrcommunity.com
Yuma, AZ 85364
ULC.org



STATIONARY

28 *Business Card/ Appointment Card*

STATIONARY

29 *Business Cards*

29





30

STATIONARY

30 *Appointment Card*



31 BUSINESS CARDS

32 BUSINESS CARDS

STATIONARY



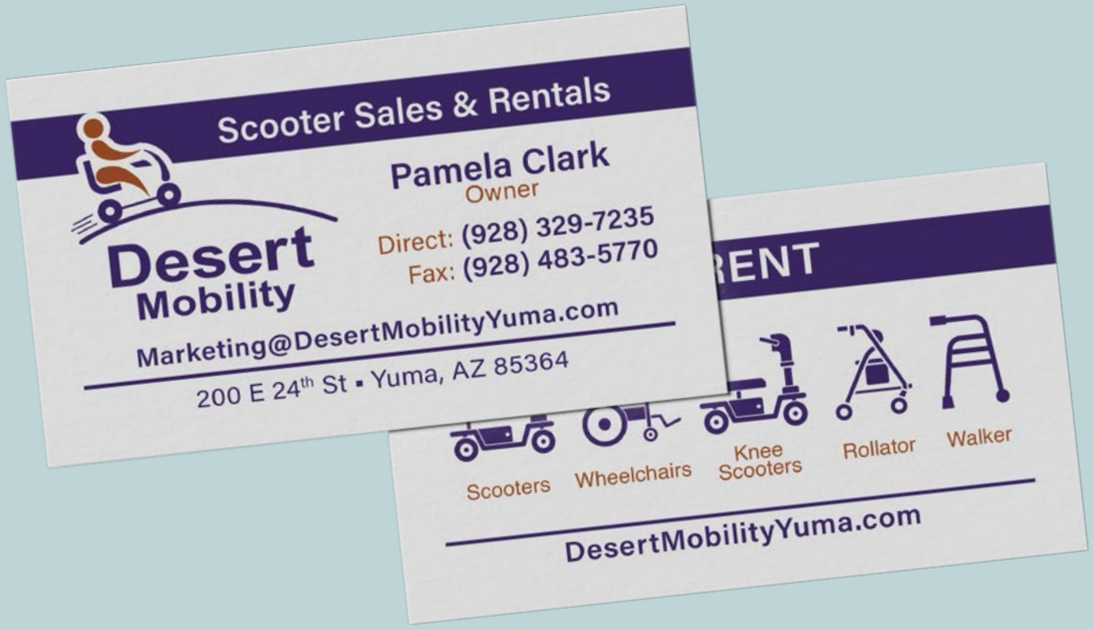
33-34 BUSINESS CARDS

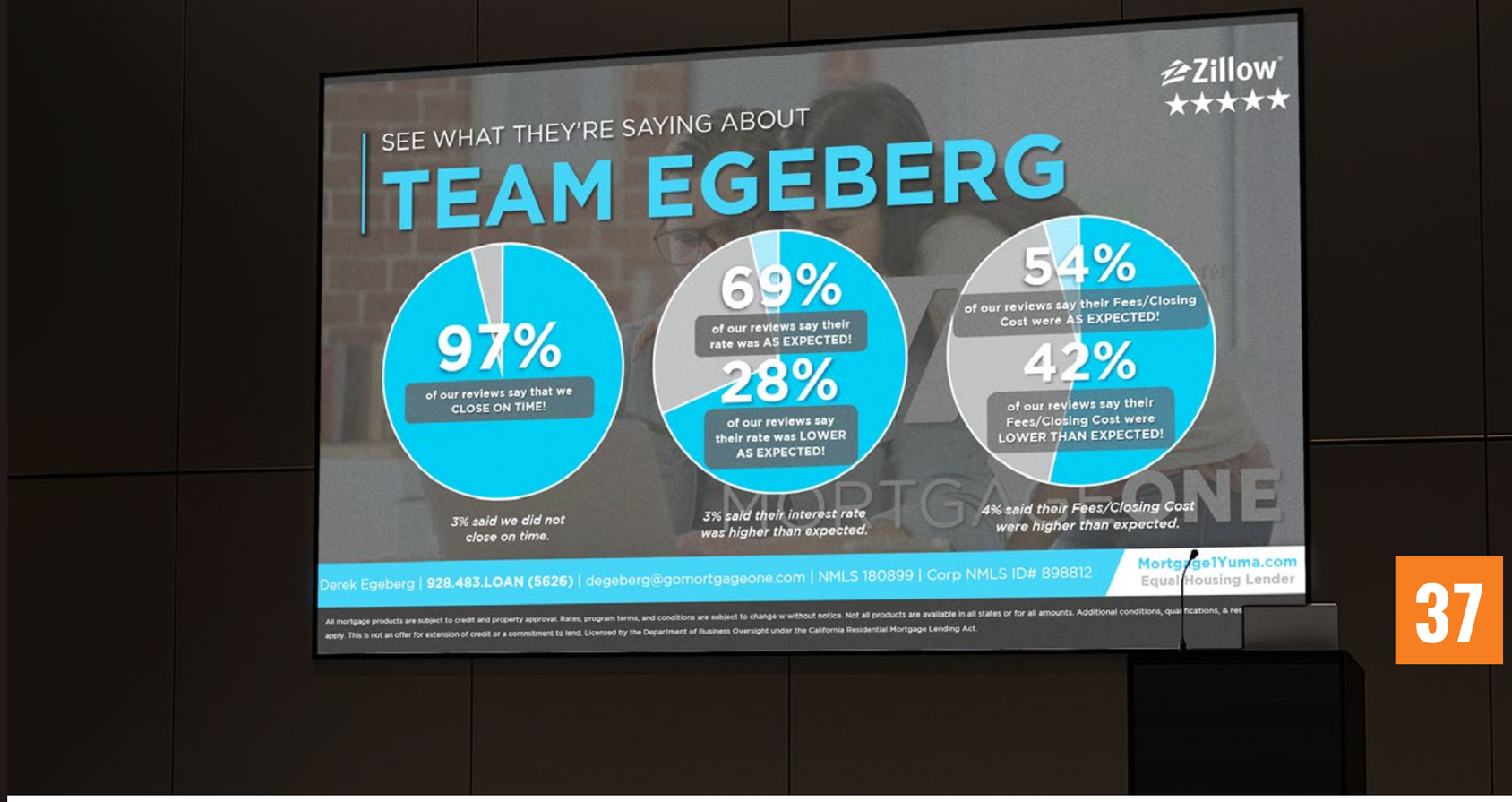






35-36 BUSINESS CARDS




Zillow
SEE WHAT THEY'RE SAYING ABOUT
TEAM EGEBERG
97%
of our reviews say that we CLOSE ON TIME!
3% said we did not close on time.
69%
of our reviews say their rate was AS EXPECTED!
28%
of our reviews say their rate was LOWER AS EXPECTED!
3% said their interest rate was higher than expected.
54%
of our reviews say their Fees/Closing Cost were AS EXPECTED!
42%
of our reviews say their Fees/Closing Cost were LOWER THAN EXPECTED!
4% said their Fees/Closing Cost were higher than expected.
MORTGAGEONE
Derek Egeberg | 928.483.LOAN (5626) | degeberg@gomortgageone.com | NMLS 180899 | Corp NMLS ID# 898812
Mortgage1Yuma.com
Equal Housing Lender
All mortgage products are subject to credit and property approval. Rates, program terms, and conditions are subject to change w without notice. Not all products are available in all states or for all amounts. Additional conditions, qual fications, & res
apply. This is not an offer for extension of credit or a commitment to lend. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act.


FHA
HOUSING & URBAN DEVELOPMENT
• Federal Housing Administration (203b Program)
• Self funded via Mortgage Insurance
Monthly Mortgage Insurance Premium (MIP)
Up Front Mortgage Insurance Premium (UFMIP)
FHA SELF INSURED RISK POOL
Payouts for defaults
Payouts for defaults
MORTGAGEONE
Derek Egeberg | 928.483.LOAN (5626) | degeberg@gomortgageone.com | NMLS 180899 | Co
Equa Hous



Before



After

LOGO REDRAWS

38 LOGO REDRAWS


YUMA COUNTY NURSES FOUNDATION
Yuma County Nurses Foundation
Support
MAKE A DONATION
ABOUT US
928.246.2327
EMAIL US
Contact
The Freedo
Libra
SNOW WHITE
April 12th, 2025
2PM Children's Matinee of Snow White
7PM Full Performance & Other Works from The Ballet Yuma Repertoire
McBride Auditorium at Snider Hall
400 S 6th Ave.
Tickets On Sale at www.BalletYuma.org
ARIZONA COMMUNITY FOUNDATION
ARIZONA COMMISSION ON THE ARTS
NATIONAL ENDOWMENT FOR THE ARTS
BALLET YUMA
Ballet Yuma
2.1K followers · 71 following
Posts About Mentions Fundraisers Reviews Reels More
Events
Past
Sat, Apr 12, 2025
Evening performance of "Snow White Ballet" with four new works by com
McBride Auditorium at Snider Hall, 4
AZ 85364 · Yuma...
Romantic Classics
CONDUCTED BY
Janet Jones
Celebrating Our 49TH SEASON
Snider Auditorium/Yuma High
400 S 6th Ave | Yuma, AZ 85364
Saturday at 2:00 PM & 6:30 PM
February 8th, 2025
50th SEASON
Yuma Orchestra Association
1.4K likes · 1.5K followers
Posts About Mentions Reviews Reels Photos More
Events
Upcoming Past
Sat, Feb 8 at 2 PM
Romantic Classics 2pm and 6:30pm
254 S Main St, Yuma, AZ 85364-1425, United States
I WAS BEGINNING TO WONDER HOW LONG I'd have to wait for you, Susan
LINDA S. RICE
NECKLACE VII
THE NECKLACE VII PC-1

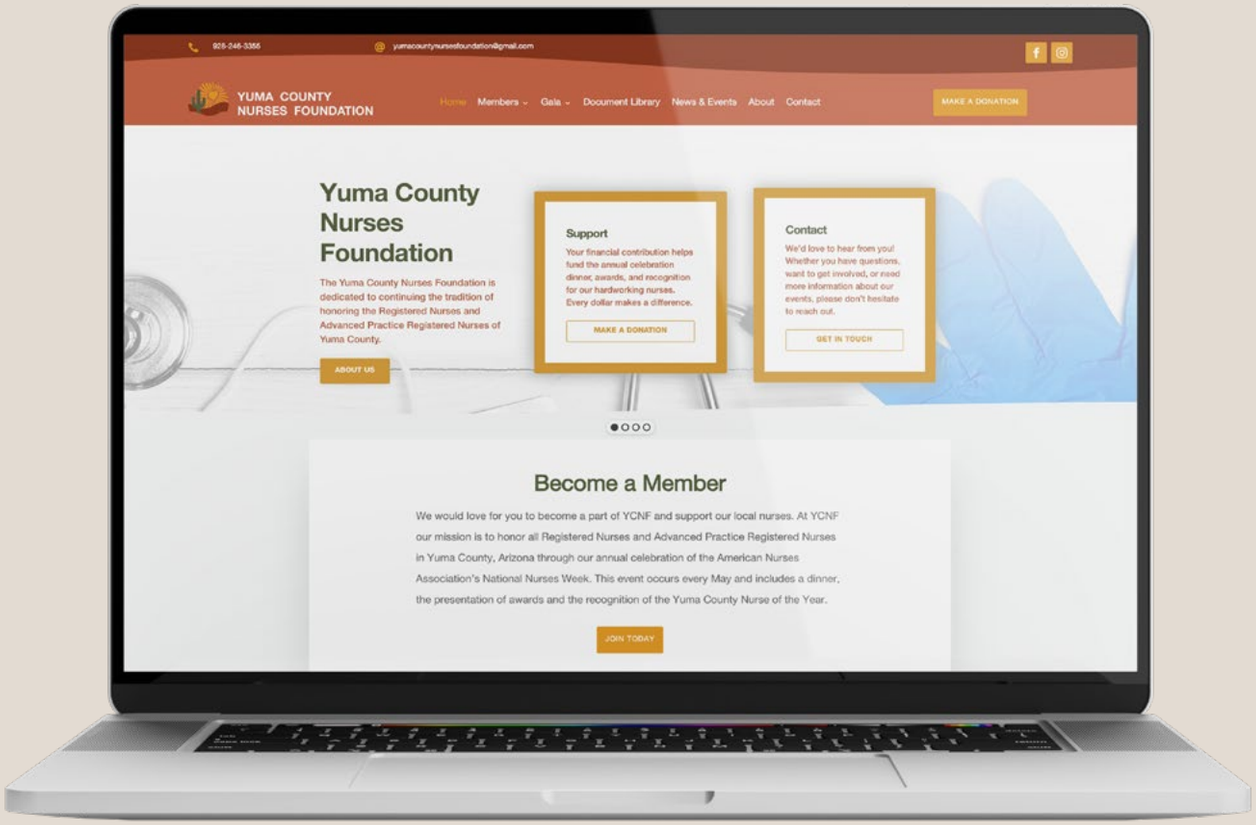
DIGITAL FOOTPRINT



03

A website without visitors is like a ship lost in the horizon.

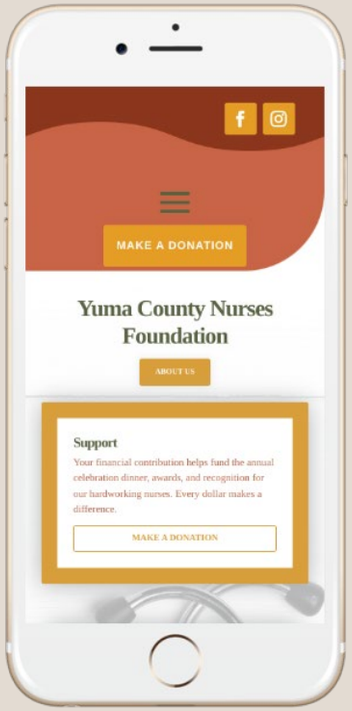
—Dr. Christopher Dayagdag

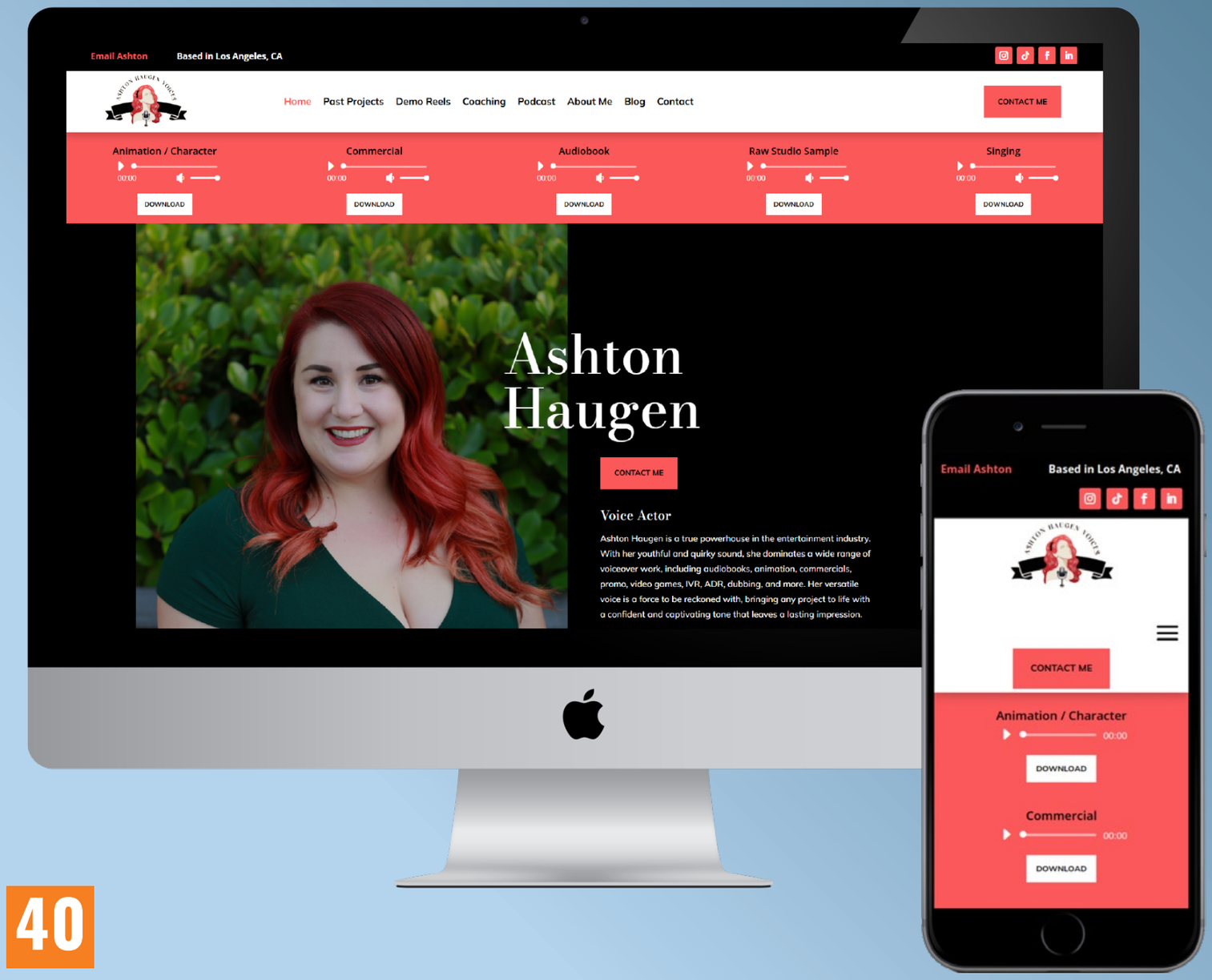


RESPONSIVE WEBSITE DESIGN & EXECUTION

Features:

Informative, Client Editable, Expandable. Modern Aesthetic.

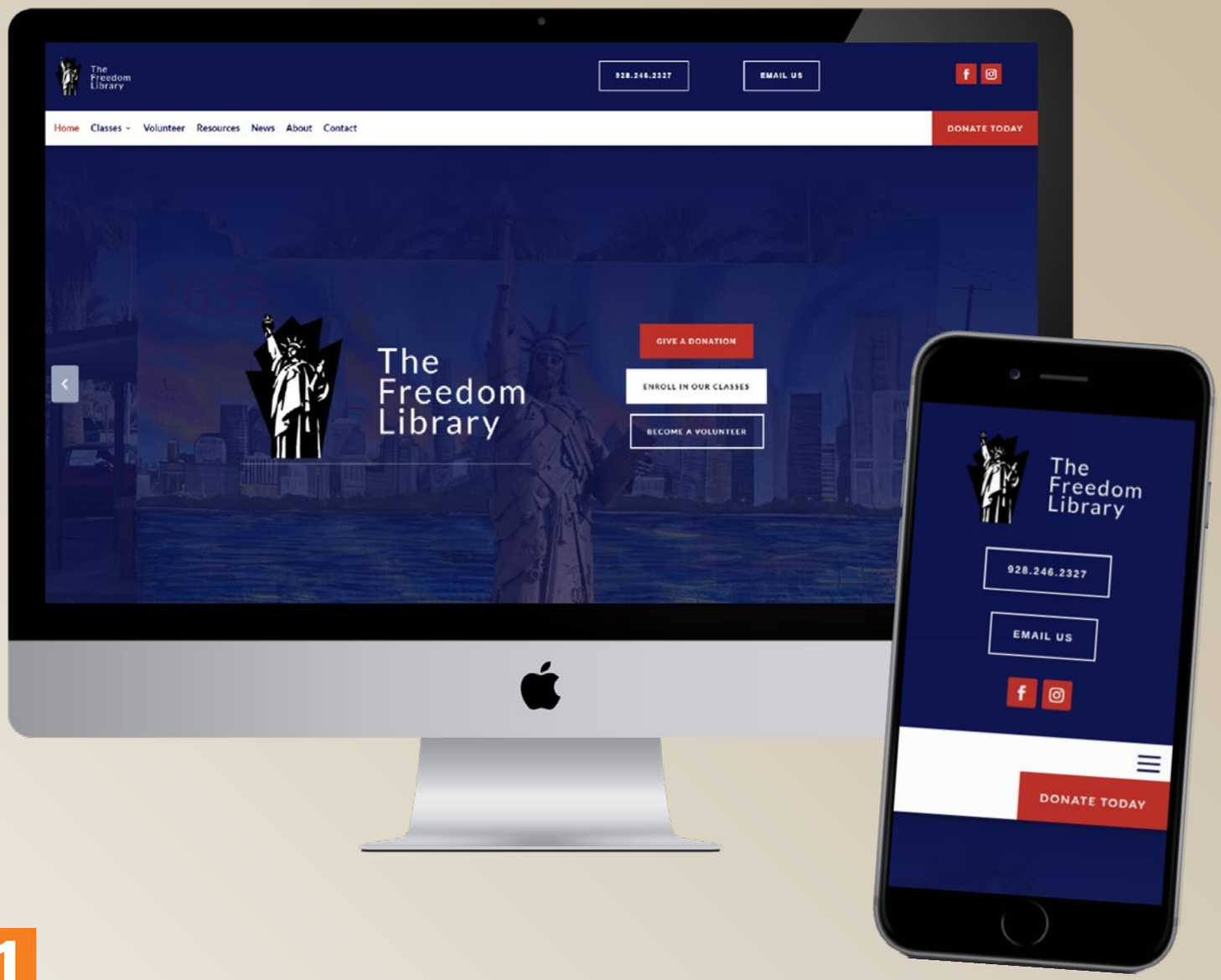




40

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *E-Commerce Enabled, Modernized, Responsive, Client Editable.*



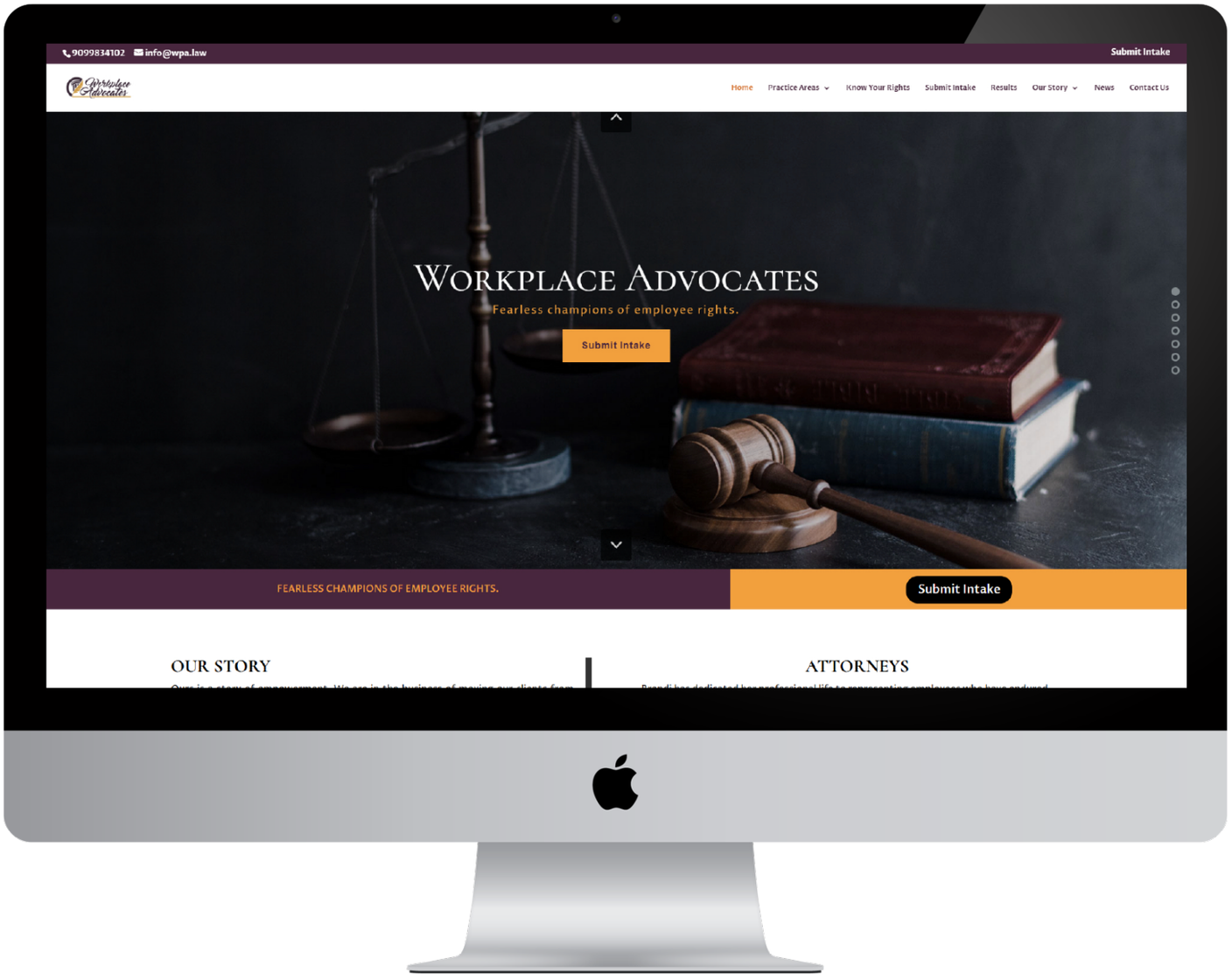
41

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *Responsive, SEO Ready, Custom Directory, Client Portal, Expandable.*

RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *SEO Optimized, Client Editable, Informative, Expansive.*



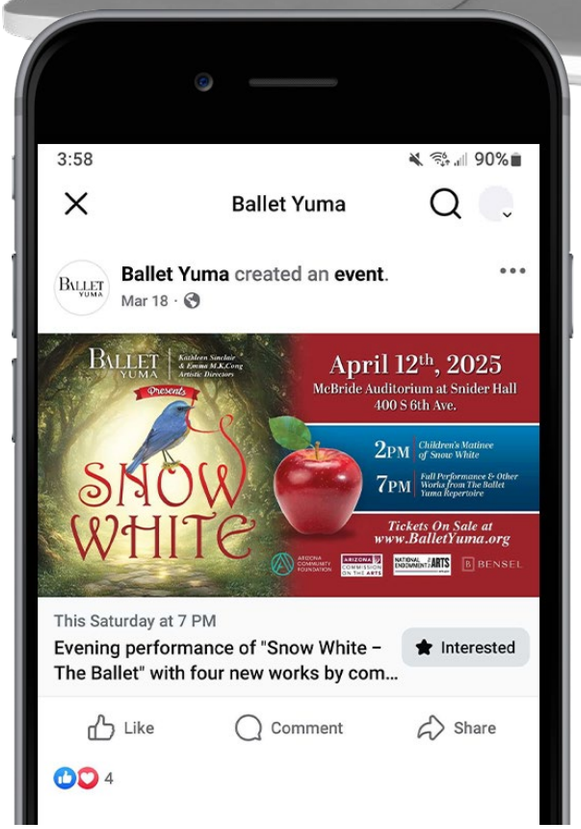
RESPONSIVE WEBSITE DESIGN & EXECUTION

Features: *Client Editable, Event Posting, Video Embedded, Client Editable, Inviting.*



44





SOCIAL MEDIA EVENT COVER

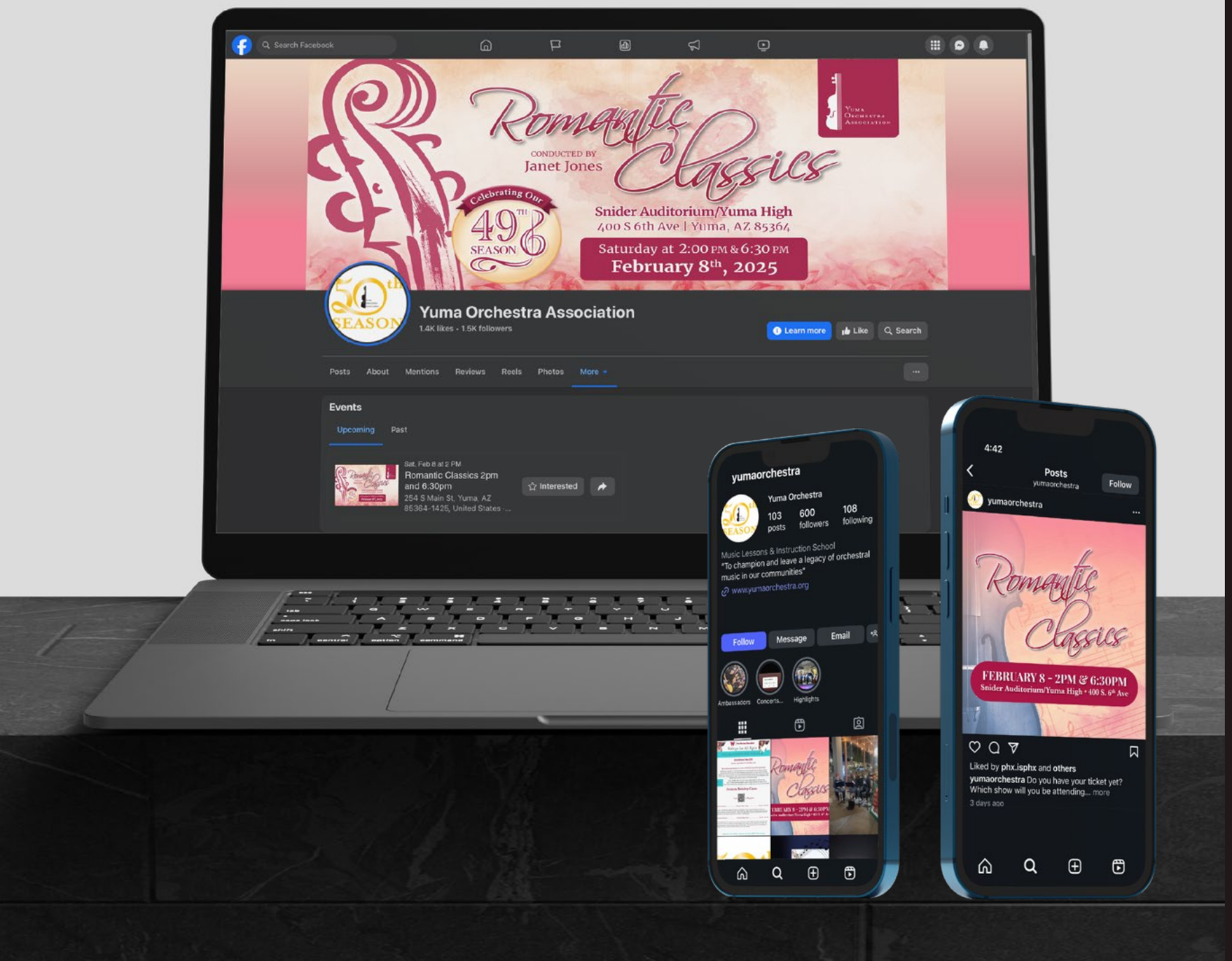
ONLINE MARKETING TOOL



45 SOCIAL MEDIA EVENT POSTS

46 SOCIAL MEDIA EVENT POSTS

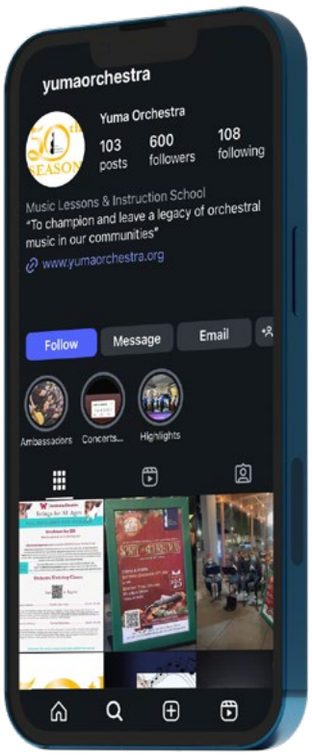
ONLINE MARKETING TOOL



ONLINE MARKETING TOOL



47 SOCIAL MEDIA EVENT POSTS



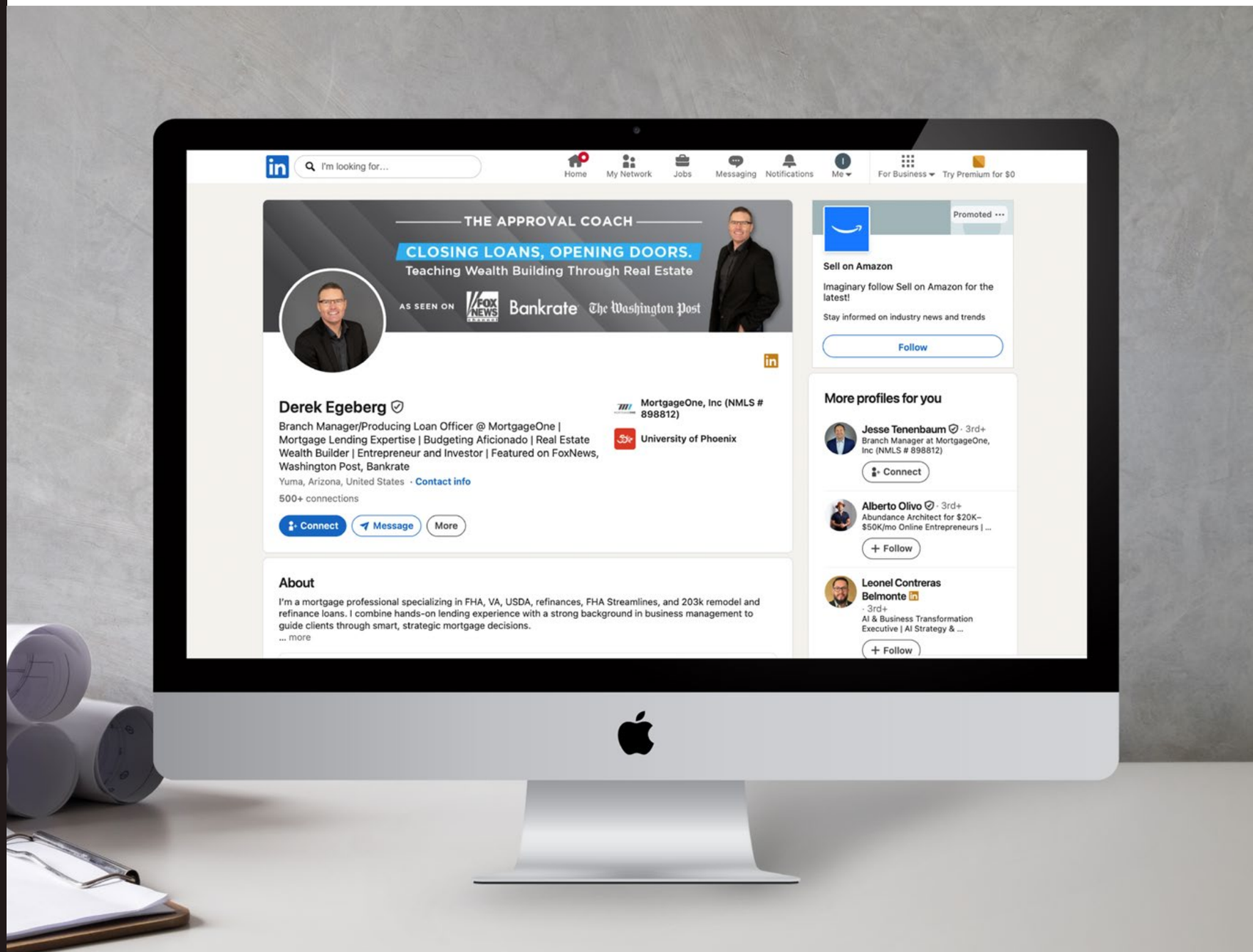




DIGITAL BRANDING

48 SOCIAL MEDIA COVER

49 SOCIAL MEDIA COVER



50



DIGITAL SCREENS

ONLINE MARKETING TOOL


MORTGAGEONE
JOIN A TEAM BUILT FOR CLOSERS
We're looking for motivated loan officers ready to elevate their game and grow their business with the tools and support to make it happen.
We combine national strength with local speed to help you deliver better results, faster without the corporate clutter.
LOCAL LOAN OFFICER OPPORTUNITIES AVAILABLE
WIN MORE DEALS
Our ultra-competitive pricing helps you stand out in the market & secure more approvals.
FAST CLOSINGS, LOCAL CONTROL
With in-house processing and underwriting, you can count on smoother files and quicker turnarounds
MARKETING THAT WORKS FOR YOU
We provide modern tools, tech, & coaching that build your brand, drive leads, & keep your pipeline full.
REAL SUPPORT. REAL PEOPLE. REAL EARNINGS.
We handle the heavy lifting behind the scenes so you can focus on what you do best—serving clients & closing loans.
Contact Derek Egeberg (BRANCH MANAGER)
degeberg@gomortgageone.com
Corp NMLS ID# 898812 | Equal Housing Lender

51


WE ARE GROWING IN YUMA!
MORTGAGEONE
LOAN OFFICERS
DOMINATE YOUR MARKET
With industry-crushing pricing that helps you win more loans and lock in more deals.
CLOSE FAST, CLOSE LOCAL
In-house processing and underwriting means no delays, no excuses—just approvals.
BUILT-IN MARKETING MUSCLE
We hand you the tools, tech, and coaching to fill your pipeline and fatten your wallet.
NO CORPORATE B.S.
Just real support, real people, and real paychecks. You produce—we handle the rest.
Contact Derek Egeberg (BRANCH MANAGER)
degeberg@gomortgageone.com
(928) 483-LOAN (5626) | www.M1Yuma.com
NMLS # 180899 | Corp NMLS ID# 898812 | Equal Housing Lender

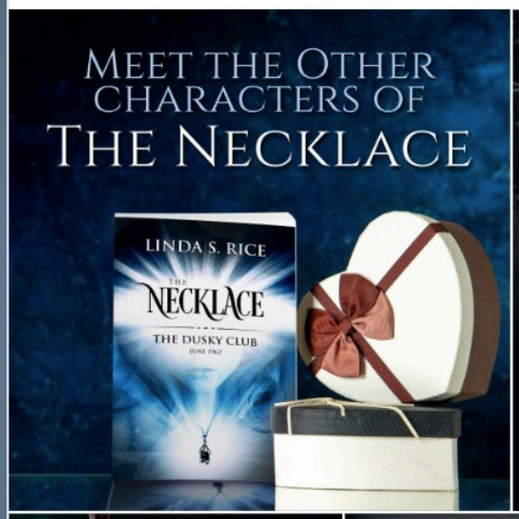
ONLINE MARKETING TOOL

52-58

SOCIAL MEDIA POST TAEKOVER

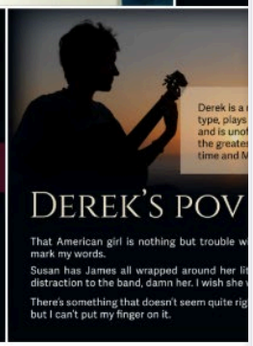
Linda S Rice, Author
March 18, 2025 ·

✨ Step into 1962... ✨
In Susan's journey back in time, she's joined by the people who shape her adventure—aside from her beloved James. From chance encounters on a cruise to fateful friendships, these are the ones who make the impossible possible. Who's your favorite so far? 👀📖
#TheNecklaceSeries #MeetTheCast #TimeTravelRomance #BookLovers #sidecharacterspotlight #originalcharacter See less









Linda S Rice, Author
January 20, 2025 ·

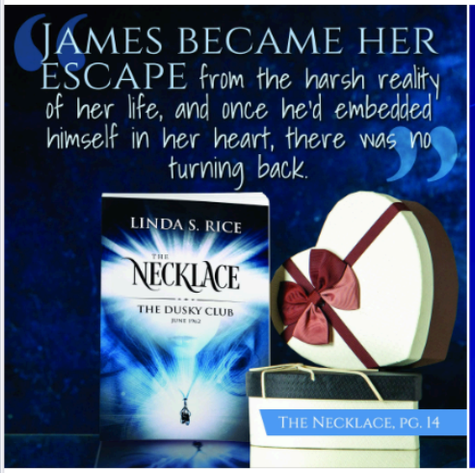
💭 What if you could meet the man of your dreams... 50 years in the past? 💍

In The Necklace, Susan embarks on a time-traveling journey back to 1962, where her 17-year-old self encounters James, the man she's dreamed about her whole life. He's charming, magnetic, and on the brink of becoming part of the most famous band of all time. But as Susan's teenage heart collides with her 62-year-old wisdom, she begins to wonder: can dreams sometimes lead to unexpected truths?

✨ A story of love, self-discovery, and the magic of second chances. ✨

📖 The Necklace is waiting for you—are you ready to take the leap?

#TheNecklace #TimeTravelRomance #WhatIf #LoveAndDiscovery #RomanceBooks #RomanceReader #RomanceNovel #RomanceBookstagram #TimeTravelRomance #TimeTravelLove #TimelessRomance #TimeTravelBooks #BookishCommunity #BookRec #BookishAF #FictionAddict #SpicyBooks See less





ONLINE MARKETING TOOL

53

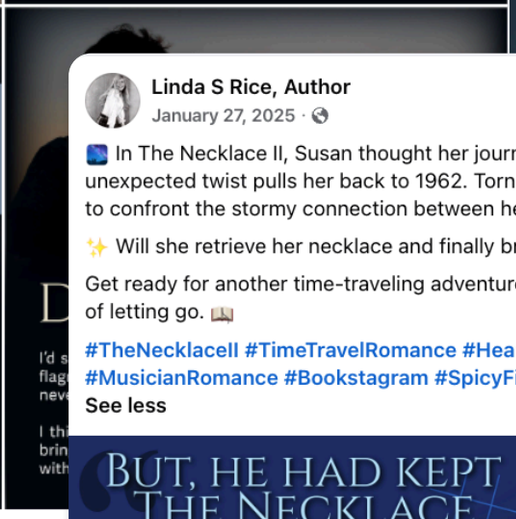
Linda S Rice, Author
March 19, 2025 ·

💎 Some connections can't be broken... 💎
After her first trip to the past, Susan thought she left 1962 behind. But fate—and a certain ballerina necklace—had other plans. With old friends and new complications, the people around her might hold the key to what happens next. Who do you trust? 👀✨ #TheNecklaceSeries #MeetTheCast #TimeTravelRomance #TimeTravelFiction #Villian See less









1 1

Silver Dagger Book Tours · 1y · by Author
Looks amazing!
Reply

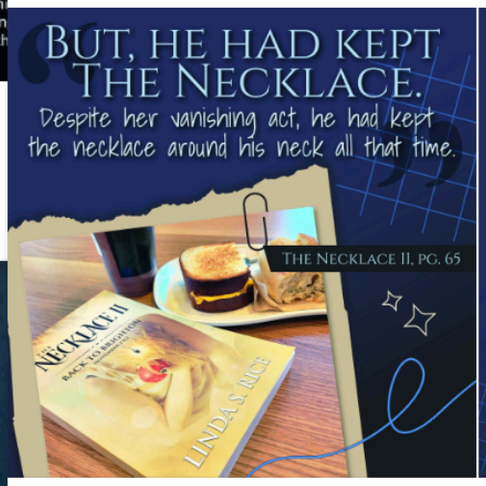
Linda S Rice, Author
January 27, 2025 ·

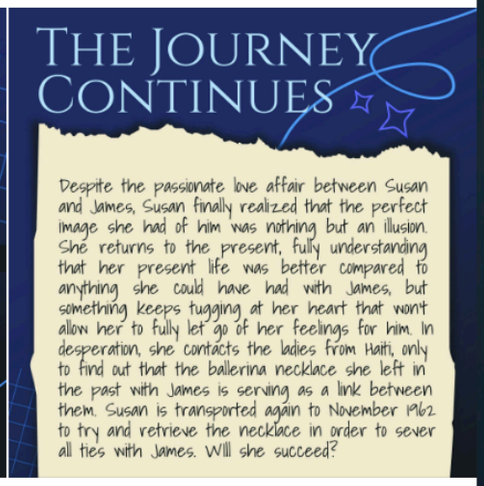
In The Necklace II, Susan thought her journey to the past had brought her clarity—until an unexpected twist pulls her back to 1962. Torn between letting go and holding on, she's forced to confront the stormy connection between her and James one last time.

✨ Will she retrieve her necklace and finally break the link, or will her heart betray her again?

Get ready for another time-traveling adventure filled with love, heartbreak, and the ultimate test of letting go. 📖

#TheNecklaceII #TimeTravelRomance #HeartstringsAndHistory #RomanticReads #MusicianRomance #Bookstagram #SpicyFiction #PastMeetsPresent #RomanceObsessed
See less





ONLINE MARKETING TOOL

Linda S Rice, Author
February 4, 2025 ·

Dare she change history for love? ⏳💔

In The Necklace III, Susan thought she had finally severed the link between her and James—until betrayal in the present reignites her longing for the past. As memories of James consume her, she faces an impossible choice: return to him once more or let go forever.

💫 Will she risk everything to rewrite fate?

The time-traveling love story continues... and this time, the stakes are higher than ever.

#TheNecklaceIII #TimeTravelRomance #RewriteFate #LostInTime #SecondChances #ForbiddenRomance #bookstagram #romancebooks #bookrecommendations #casualreading **See less**





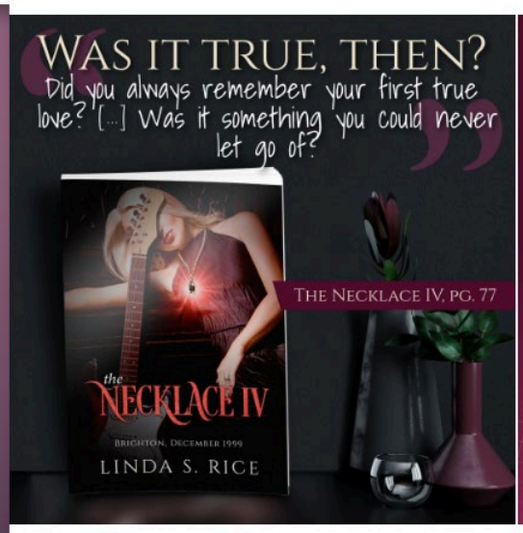
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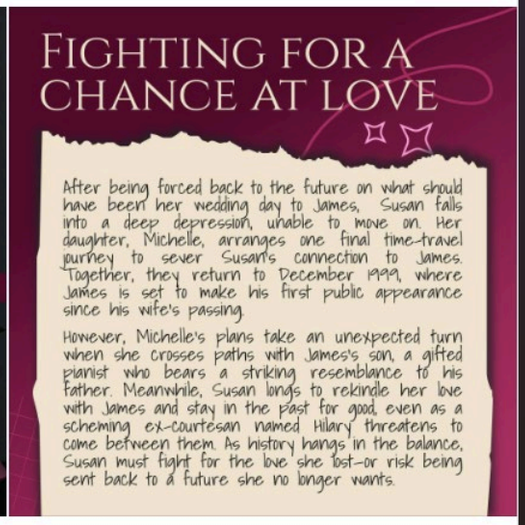
Write a comment...

Linda S Rice, Author
March 3, 2025 ·

One last chance. One final trip. 💍✨ In The Necklace IV, Susan is determined to rewrite history—but with new obstacles, old wounds, and unexpected twists, will love truly conquer time? ⏳❤️

#TheNecklaceSeries #TimeTravelRomance #HistoricalFiction #SecondChances #BookLovers #AmReading #RomanceReads #FictionAddict #LostInABook #LoveThroughTime #BookishVibes #StorytimeMagic #EscapeReality #ReadersOfInstagram **See less**





54

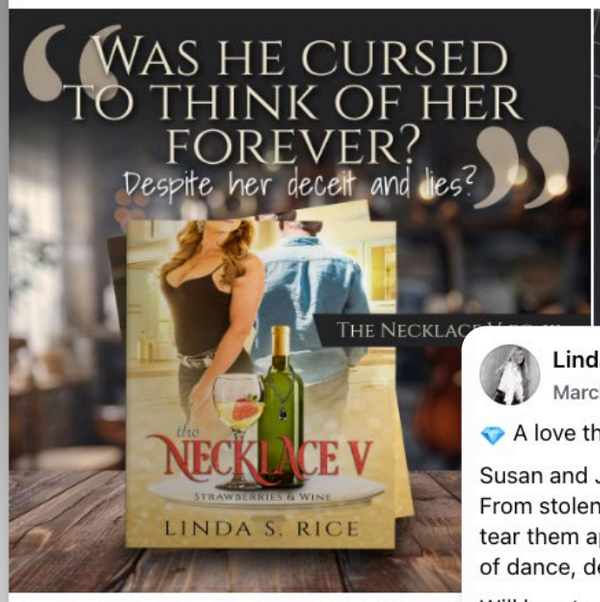
ONLINE MARKETING TOOL

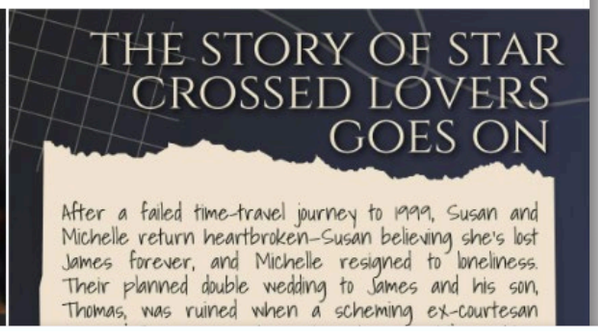
Linda S Rice, Author
March 5, 2025 ·

📖✨ Some love stories refuse to end...

A lost phone. A second chance. A love that transcends time. ⏳❤️ Strawberries & Wine, the fifth book in The Necklace Series, brings long-lost lovers back into each other's orbit. But is fate finally on their side?

#TheNecklaceSeries #StrawberriesAndWine #TimeTravelRomance #StarCrossedLovers #SecondChances #LoveBeyondTime #MustRead #BookLovers #FictionAddict #ReadersOfFacebook #RomanceObsessed See less





Write a comment...

Linda S Rice, Author
March 7, 2025 ·

💎 A love that defied time... until the very end. 💎

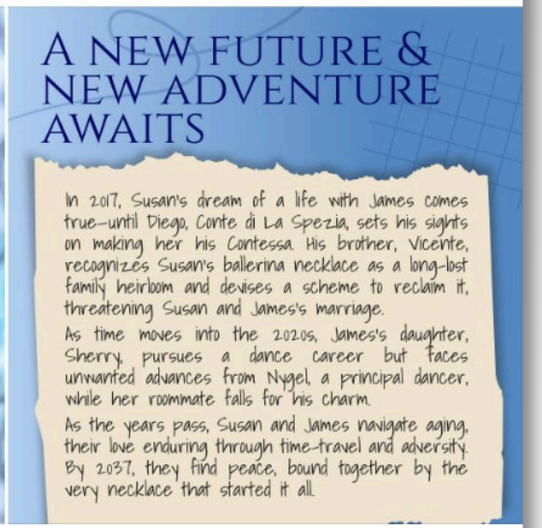
Susan and James have finally found their way to forever, but fate isn't done testing them yet. From stolen heirlooms to dangerous obsessions, their love must withstand forces determined to tear them apart. And as time moves forward, a new generation faces their own trials in the world of dance, desire, and deception.

Will love truly conquer all? Or will the past—and the future—hold surprises no one saw coming?

📖 Snow on the Mountain—the 6th installment of The Necklace Series.

#TimeTravelRomance #EndlessLove #BookLovers #HistoricalRomance #EpicLoveStory #TheNecklaceSeries #RomanticDrama #SusanAndJames #BookishEmotions See less





ONLINE MARKETING TOOL

56

Linda S Rice, Author
March 10, 2025 ·

✨ A love that transcends time... but can it survive the past? ✨

Susan and James have journeyed through love, loss, and time itself. Now, they find themselves in 1815 Regency England—where their love story truly began. But with strict societal rules, a meddling Duchess, and a Count with a sinister plan, the past may prove even more treacherous than the future.

Can they rewrite history without rewriting their love? Or will fate have the final say?

📖 London, 1815—the next thrilling chapter in The Necklace Series.

#TimeTravelRomance #HistoricalRomance #RegencyEra #TheNecklaceSeries #EpicLoveStory #ForbiddenLove #RegencyDrama #BookishEscape #SecondChanceAtLove #StarCrossed **See less**





Linda S Rice, Author
March 11, 2025 ·

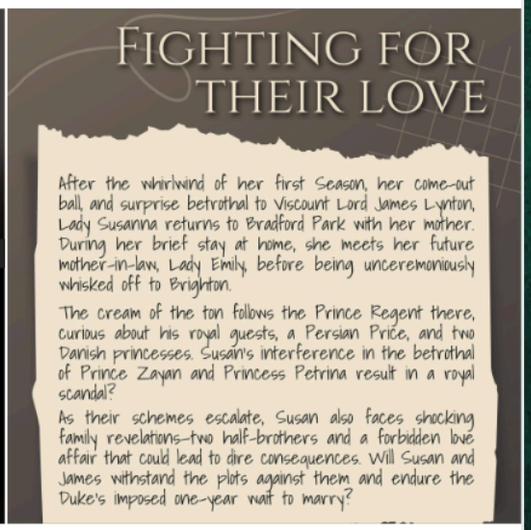
💎 Brighton, 1815 – Where Love, Scandal, and Secrets Collide! 💎

Just when Susan thought she could catch her breath after her whirlwind debut, Brighton calls—and with it, royal intrigue, scheming suitors, and shocking family revelations. Between meddling nobles, secret romances, and a certain Viscount determined to make her his, will Susan and James's love withstand the storm? Or will the ton's gossip tear them apart?

Step into a world of Regency romance, high stakes, and forbidden desires in Brighton, 1815!

#Brighton1815 #TheNecklaceSeries #RegencyRomance #HistoricalFiction #LoveAndScandal #ForbiddenRomance #BookishDrama #EpicLove **See less**





DIGITAL BRANDING

57

Linda S Rice, Author
March 14, 2025 ·

🎶 Two Men, One Heart, and a Love Song Yet to Be Written... 🎶❤️

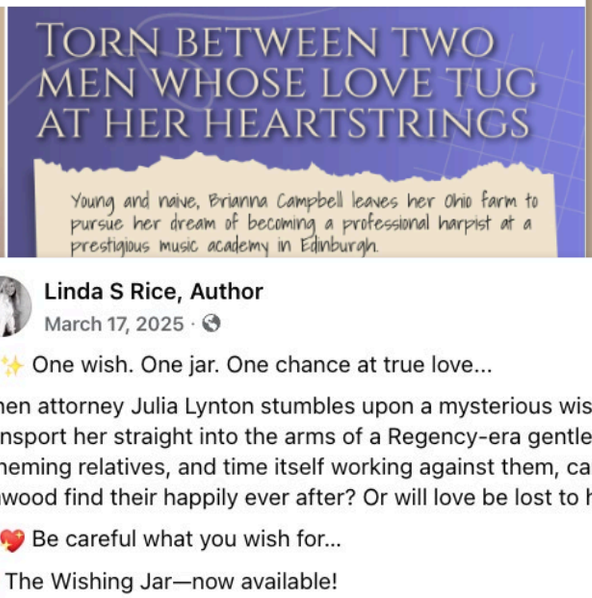
When Brianna leaves her quiet Ohio farm for the prestigious music academy in Edinburgh, she dreams of a future filled with music. But love? That wasn't in the plan.

Now, caught between the charismatic rockstar who wants to claim her and the kind-hearted musician who truly sees her, Brianna must decide—will she follow the glitter of fame or the quiet strength of true love?

💔🎵 The Harpist—a tale of passion, ambition, and the music of the heart.

#TheHarpist #LoveTriangle #MusicAndRomance #FollowYourHeart #BookishDrama #MustReadRomance #MusicianLife #RomanceReaders #DarkRomance See less





Linda S Rice, Author
March 17, 2025 ·

🌙✨ One wish. One jar. One chance at true love...

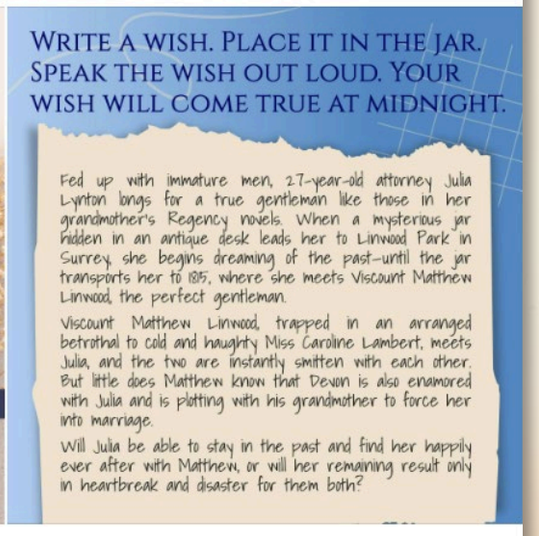
When attorney Julia Lynton stumbles upon a mysterious wishing jar, she never expects it to transport her straight into the arms of a Regency-era gentleman. 💫 But with a forced betrothal, scheming relatives, and time itself working against them, can Julia and Viscount Matthew Linwood find their happily ever after? Or will love be lost to history?

🕰️💔 Be careful what you wish for...

📖 The Wishing Jar—now available!

#TimeTravelRomance #TheWishingJar #RegencyLove #BookishWishes #HistoricalRomance #WhatWouldYouWishFor See less





3


AGE: 62 in her 17-year-old Body (Books 1 & 2), 22 (Time Travel Age Book 3), 48 (Time Travel Age Book 4), 65 (Book 5), 66-79 (Book 6)
APPEARANCE: Blonde with emerald green eyes, ample bosom, small waist, curvaceous.
SUSAN
ious, jumps to conclusions, endent, embraces women's lib enced in mind (not in body) in book 1. esist James.
ballet dancer.
SUSAN'S POV
I swear, that damn man is annoying! He thinks he can order me around like one of the Stepford wives or something, but he's sadly mistaken, as he will soon discover! I won't kowtow to any man, especially one so arrogant and self-centered as James! Does James's ego know no bounds? I've never known a man so full of himself! Of course, he's only 20 years old…
Yes, I love James; he's been part of my heart and soul for as long as I can remember. I have to admit that one look from those eyes of his and I melt like a wax candle on a hot day. It's annoying as hell!
WAS BEGINNING TO
VONDER HOW LONG
'd have to wait for you, Susan
LINDA S. RICE
THE NECKLACE VII, PG. 1
Sandra is the bar maid at the Dusky Club
A'S POV
an girl is dressed. Give her a pair of y for church!
ion. The boys in the band made a James could get her into bed r?
AGE: 20 (Books 1 & 2), 25 (Book 3), 57 (Book 4), 74 (Book 5), 75-88 (Book 6)
OCCUPATION: Talented Musician, Rockstar/Wealthy in books 4-6
JAMES
PERSONALITY: Arrogant/self-assured; comes from a poor working-class family, male chauvinist, 1940s/50s mentality, expects submission and obedience from women, immature in books 1 & 2, jealous, domineering. Honest. Loves deeply, intensely, and unwaveringly.
OTHER TRAITS: Overly protective, overactive libido, fantastic lover, slender, ha in a puppy-dog way, not macho. Dark brown bedroom eyes th girls want to drop their drawers. They spark with gold flame aroused.
JAMES' POV
I hope I don't have to be too harsh with Susan, but this independent woman bullshit had got to end!
I just don't understand myself…I've never laid a hand on a female in anger, but there's something about Susan that makes me lose all control! I just want to shake Susan sometimes…she's so damn obstinate! I love Susan so very much! I don't want her to leave! I know she has to leave, but I don't want her to go on the history tour. I want her to stay here with me! If she really loves me, she will!
WAS IT TH
Did you always re love? […] Was th


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STRATEGIC ENGAGEMENT



04

You've got to start with the customer experience and work back toward the technology, not the other way around.

—Steve Jobs

59 EVENT PROGRAM







60 POSTER



EVENT PROMOTIONAL MATERIAL



61 EVENT PROGRAM


Yuma Orchestra Association
Celebrating Our 50th Season
Classics by Moonlight
Presented by the Yuma Symphony Orchestra and String Ambassadors
Conducted by
Janet Jones
Saturday
November 8th, 2025
- 6:30 PM -
UNDER A FULL MOON
Arizona Western College
—AMPHITHEATER—
2020 S. Avenue 8E, Yuma
Tickets
$25
Available Online
or at the Door
This is an outdoor event please bring your own chairs
or blankets, limited number of chairs provided.
Scan QR Code for Online Tickets or Visit
www.YumaOrchestra.org For More Information.

62 POSTER

EVENT PROMOTIONAL MATERIAL

63 EVENT PROGRAM



THE ORCHESTRA INSIDER

BY JOYCE LOBECK

Members of the Yuma Civic Orchestra are a testimony to the lifelong love of music, whether they've been playing their favorite instrument since childhood or picked it up later in life. Here are the stories of three members of the orchestra:

Mary Lou Slater

At 93 years old, Mary Lou Slater is still playing her violin, faithfully taking her seat in the Yuma Civic Orchestra. "I love it," she said. "It's wonderful. It's one of my things." A graduate in 1950 from Yuma High School, she has many memories of performing in the band, theatre productions and other events. Her first and most endearing love, though, is the violin. She was introduced to the instrument in kindergarten when a violinist came to the school. "I heard him play and told my mother I wanted to play the violin." Her mother wanted her to start with the piano, but finally relented. Mary Lou, however, was told she had to practice outside, she recalled, laughing at the story her mother had told her.

In high school, she took up the clarinet as a band instrument but hasn't touched it since. "I just wanted to play the violin."

For a time, she majored in violin at Arizona Western College, then switched to voice when the instructor left. However, her plans had to change upon the death of her first husband, leaving her with children to support. So she became a nurse.

Over the years, she would play at churches and other events. After returning to Yuma in 1994, she and some others would drive to El Centro to play in the Imperial Valley Orchestra. A year later she joined the Yuma Civic Orchestra and has been playing with it ever since.

"God has been good to me," Mary Lou said. "I can still play. I love music. I just lose myself in the beauty of it. It gives me a lot of peace."

Loaned Photo - Mary Lou Slater

Peggy Wilson

The Christmas concert two years ago was Peggy Wilson's introduction to playing French horn with the Yuma Civic Orchestra. And since no one else wanted to play first, she took that position and loves it. She quickly adds, though, that the entire French horn section is "wonderful" and she is "very happy" being a part of it.

When she was 4, she started piano lessons. She started playing violin when she was in 6th grade, although she had always wanted to play the cello. That came in the eighth grade. In high school she picked up the French horn, and percussion in college because "I thought the drum teacher was cute."

She went on to a career as a band teacher in Spokane to over 400 seventh and eighth grade students a day. A favorite memory is of conducting 160 students in a full orchestra for a performance because the orchestra teacher didn't think she could handle that many players.

For several years, Peggy took a break from playing any instrument. In 1998, she and her husband moved to Yuma. After his death a ½ years ago, "I knew I needed something to do so I started playing percussion in the

► Continued on Page 15

The Yuma Civic Orchestra

THE YUMA ORCHESTRA ASSOCIATION

In the 1950's, Yuma showed an interest in educational strings with various school programs. The opportunities expanded in 1980 at the Arizona Western College to allow anyone in the region to participate. Over the years, one program after another developed through the Yuma Orchestra Association.

In 1992, Yuma Union High School District, Yuma School District #1, AWC and YOA organized the Yuma Consortium for String Education. The four organizations pooled resources so that string classes could be strengthened in the public school systems.

These volunteers strive to nurture and cultivate the arts through classical string music in the Yuma area. It is a statistical fact that studying music can increase a child's IQ, promote self-esteem, and enhance one's quality of life. With this as our guide the Yuma Orchestra Association offers an extensive music library, an instrument loan program, scholarships, educational programs for conductors, a student mentoring program, monetary support to performing ensembles, Celebration of Strings and summer music camps.

Find us on /YumaOrchestra

The Yuma Orchestra Association is a non profit corporation registered with the Internal Revenue Service and has a 501(c)(3) exempt status. Our association is funded by contributions from the general public, business community, and grants.

The Yuma Orchestra Association is a member of The Yuma County Chamber of Commerce and The Visitor's Bureau.

This performance is made possible in part from a grant from the Janice Fife Yuma Fund, Arizona Community Foundation, the Sturges Charitable Trust, APS Corporate Giving, and Arizona Commission of the Arts. Special thanks to Arizona Western College, Linda Elliott-Nelson, Reetiki Dhawan, Lori Stoft, Joyce Lobeck, YUHSD, Yuma High School, Jill Van Horn, Jessica Irizarry, Kelly Padilla and Tasty Bites

Celebrating Our 50th SEASON

YUMA ORCHESTRA ASSOCIATION

THE YUMA SYMPHONY ORCHESTRA & STRING AMBASSADORS PRESENT

SPIRIT OF CHRISTMAS

CONDUCTED BY JANET JONES

2:00PM & 6:30PM

SATURDAY, DECEMBER 20TH, 2025

AT THE

HISTORIC YUMA THEATER

254 S MAIN STREET

YUMA, AZ 85364

64 POSTER


Celebrating Our
50th
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Yuma
Orchestra
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The Yuma Symphony Orchestra & String Ambassadors Present
SPIRIT OF CHRISTMAS
conducted by Janet Jones
TICKETS
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2:00PM & 6:30PM
Saturday, December 20th, 2025
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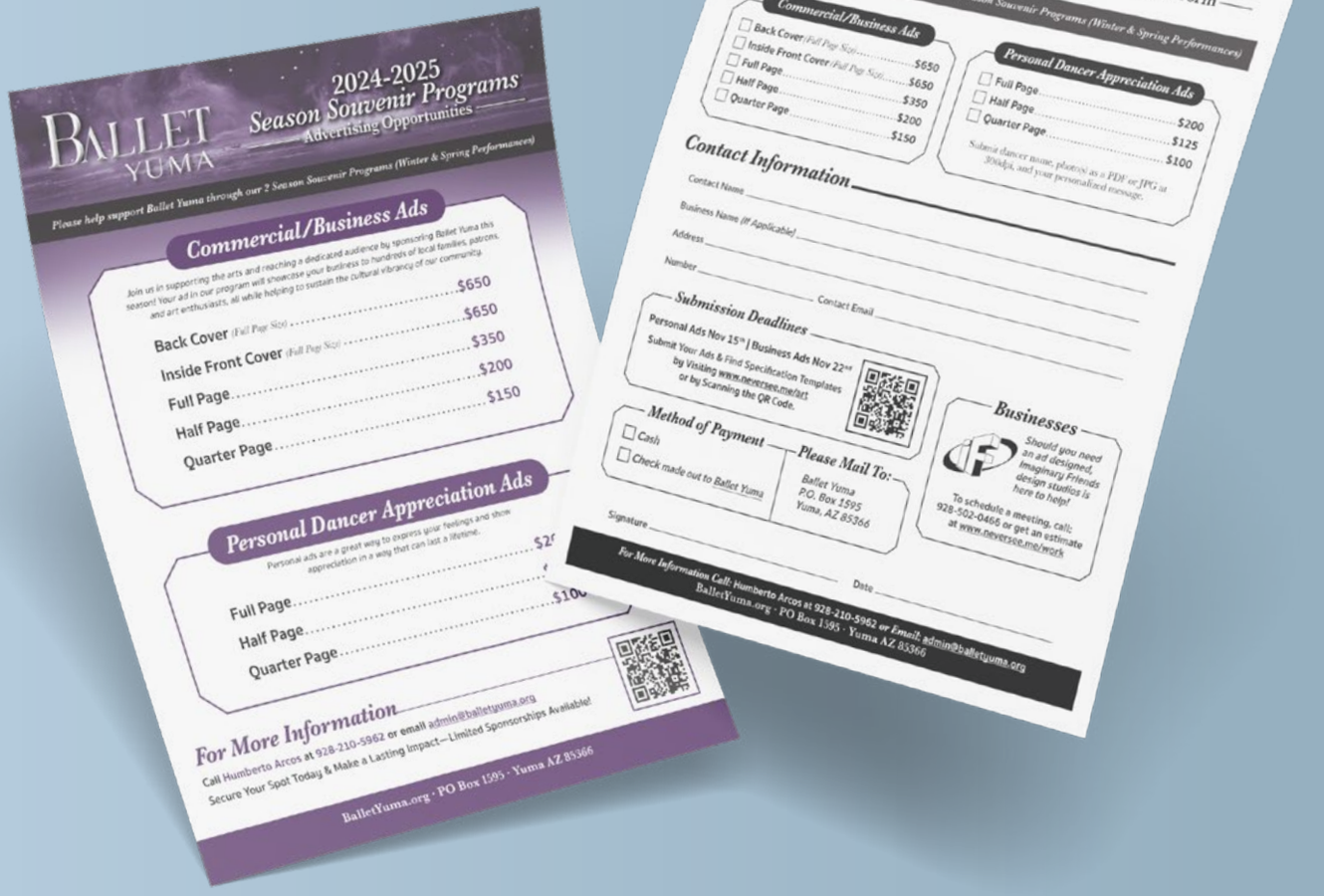
66 POSTER



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67 EVENT PROGRAM

68


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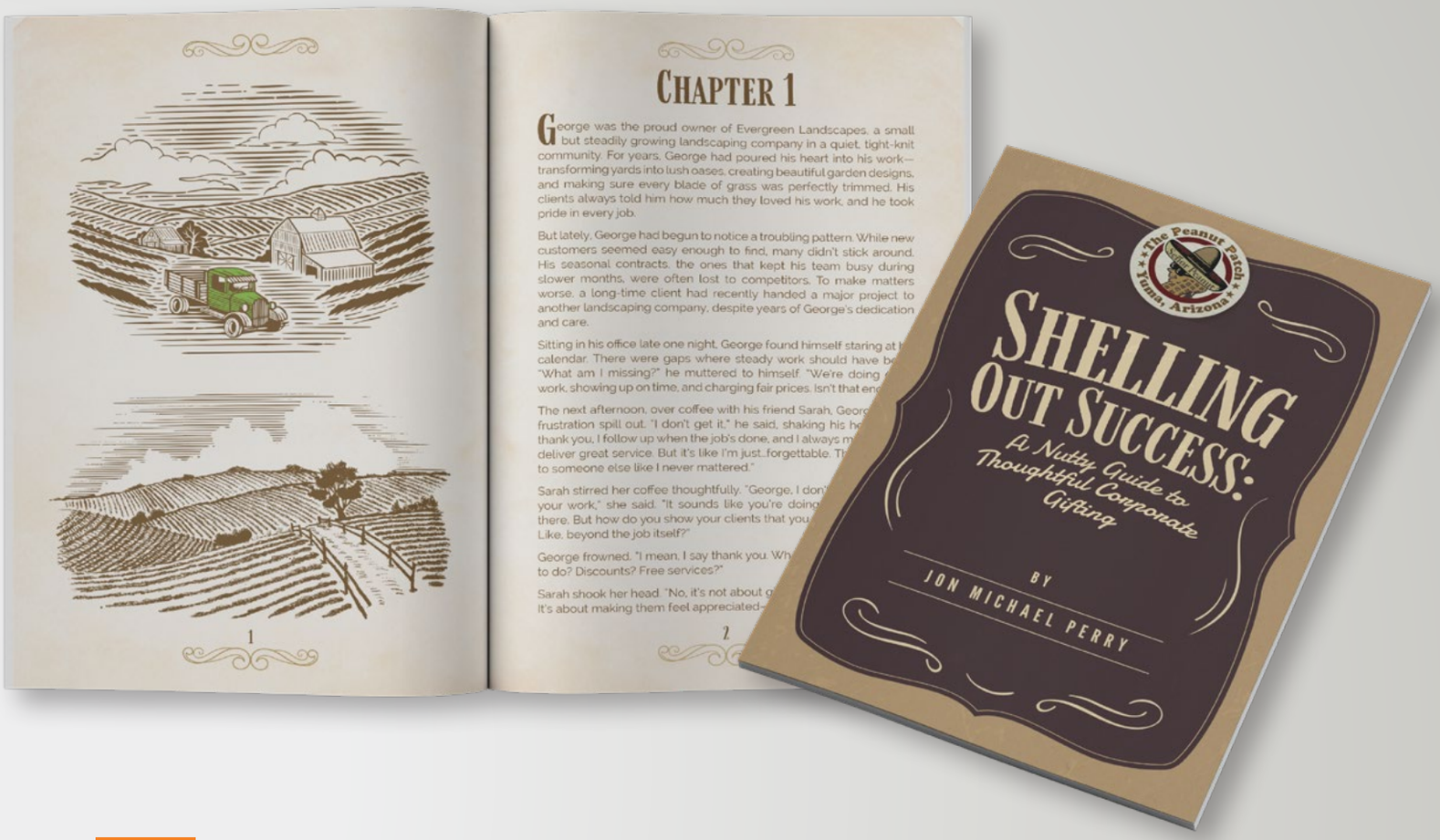
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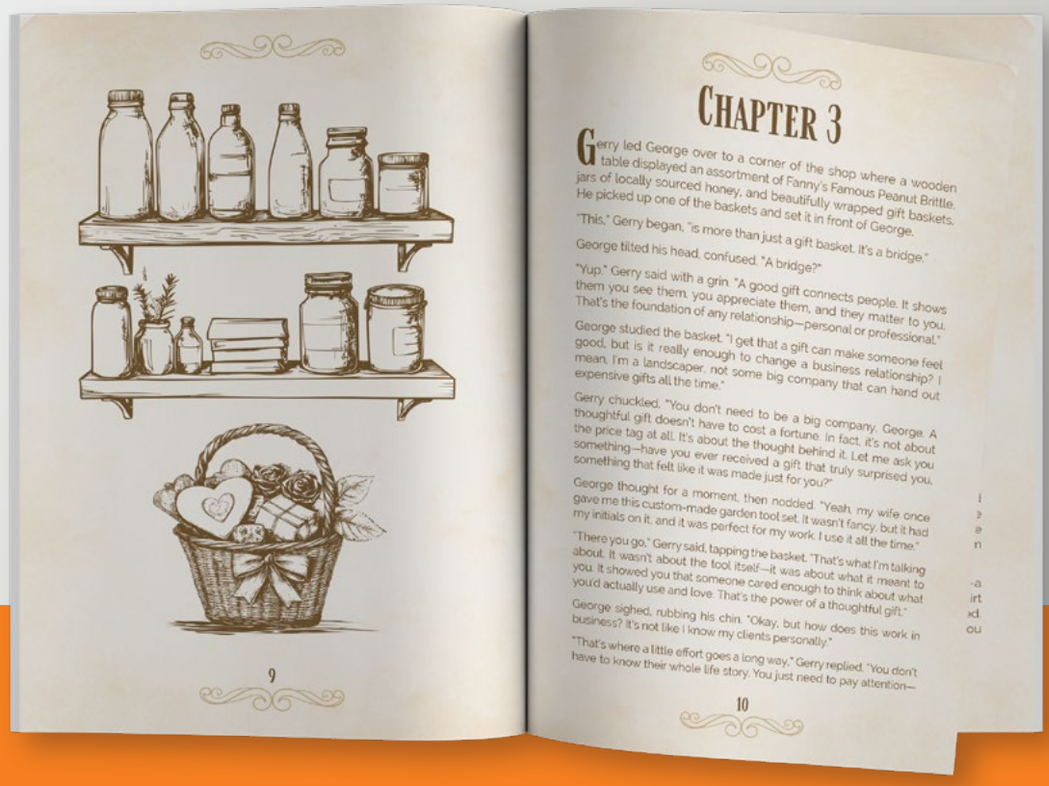
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71



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CUSTOM FOLDER





72


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73

TRIFOLD BROCHURE

74



TRIFOLD BROCHURE



75-77



TRIFOLD BROCHURE

78-79







80 EVENT SCHEDULE

EVENT MATERIAL

81 RAFFLE TICKET




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DRAWING RULES
1. Restrictions apply.
2. Must claim prize within 30 days.
3. Must be 18 and over to win.
4. Winner must abide by rules of the vendor/organization.
5. Prizes may not be exchanged for cash, resold, or re-raffled.
Hawaiian Getaway
7-day/6-night trip for 2 at The Twin Fin Hotel on beach in a partial ocean view, roundtrip air fare out of San Diego Hawaiian Airlines included, & $500 travel credit sponsored by Edward Jones-Brian Butcher; hairstyles for 2 by The Sassy Seale Hair Salon; 2 active recovery massages by Myolab.
Disneyland Getaway
Two day park hopper tickets for a family of 4, 4-day/3-night stay at the Holiday Inn Hotel & Suites Anaheim less than a mile from the park, & $400 travel credit sponsored by Yuma Insurance Inc.; 2 active recovery massages by Myolab.
Deep Sea Excursion
H&M Landing San Diego overnight fishing for 4 adults (1st night aboard vessel), stay at Wyndham San Diego Bayside, & $200 travel credit sponsored by Republic Services; $185 car detail by Express Auto; $250 auto service by Accurate Automotive.
Knott's Berry Farm
3-Day/2-Night stay at Double Tree by Hilton Buena Park in a Queen room less than a mile from the park, season pass for family of 4, & $300 travel credit sponsored by Del Outdoor Advertising.
California Beach Getaway
4-day/3-night stay for a family of 4 in a one bedroom apartment on Mission Beach Bay, View It by Avanstay Ocean View, & $300 travel credit sponsored by OneAZ Credit Union.
Durango Getaway
Flight for 2 out of Phoenix on United Airlines, 3-day/2-night stay at Best Western Plus Rio Grande Inn (in the heart of downtown Durango), first class round-trip seats on the Silverston Steam Train sponsored by Cathy Nuetzi of State Farm.
Legoland Getaway
3-day/2-night stay for a family of 4 at the Legoland Castle Hotel & tickets to Legoland sponsored by Avenir Financial.
Vegas Getaway
3-day/2-night stay for 2 at the Bellagio Casino in a premier king room, 2 shows of your choice, & $250 travel credit sponsored by Pilkington Construction.
Weekend Getaway
2-day/1-night stay for 4 at the Catamaran Resort Hotel & Spa, 2-hour harbor cruise, & $500 travel credit sponsored by Thrive Consulting & Coaching & Empower Wellness; $185 car detail by Express Auto; $250 auto service by Accurate Automotive.
Grand Canyon Getaway
3-day/2-night stay for family of 4 inside the canyon at the Yavapai Lodge, premier Grand Canyon Jeep tour at sunset, and $250 travel credit, sponsored by Foothills Bank.
Sponsored By
Edward Jones
Brian Butcher
BUY YOUR TICKETS TODAY BY SCANNING THE QR CODE
or call Amberly's Place at 928-373-0849

82 POSTER

83 EVENT FLYER




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84 FLYER

PROMOTIONAL MATERIAL

85 APPOINTMENT CARD





86 COUPON CARD

PROMOTIONAL MATERIAL

PROMOTIONAL MATERIAL

87 RECALL CARD





PROMOTIONAL MATERIAL

88 APPOINTMENT CARD

89-90

Mailer **89** *Trifold Brochure* **90**







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www.FTSAutoCenter.com

FROM LEFT: ©DALLAS COWBOYS ©JOAN MARCUS; ©JUSTIN BIRNSTIHL

such as the Boone's Farm
d the Yoohoo Yeehaw. www.
ide.com. 3510 Commerce St.,
510. **Map 5: F-7**

MAN—With a unique "beer garden"
this home-style pub has a terrific
ge area with a balcony for sightsee-
fer a wide variety of beers for the
us. www.gingermanpub.com. 2718 Boll
54.8771. **Map 5: C-5**

ACTUS—This Lake Grapevine nightclub
ases music seven nights a week on a
erhouse stage. A spacious dance floor, five
, a multi-tiered outdoor deck, upscale club
sine and the largest selection of tequila in
exas grants a Texas-sized time. www.glasscac-
usnightclub.com. 1501 Gaylord Trail, Grapevine,
817.778.2800 **Map 4: B-2**

IDLE RICH PUB—Located along McKinney
Avenue, Idle Rich offers a lively, friendly atmo-
sphere. Enjoy a wide selection of Belgian beers,
single malt Scotch/small batch bourbon, fish and
chips, blue cheese-stuffed burgers and more.
www.idlerichpub.com. 2614 McKinney Ave.,
214.965.9926. **Map 5: C-5**

LAKEWOOD LANDING—The dive bar of all dive
bars, Lakewood Landing is a Dallas classic.
www.lakewood-landing.com. 5818 Live Oak St.,
214.823.2410. **Map 2: E-6**

emily Haines,
will perform at
llum on Nov. 20.
gans in Vegas,
lbum, expect to
new tunes. Doors
ton St.,
y.com.


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MORTGAGEONE

92-93


MORTGAGEONE
Yuma County Contacts
Emergency Dial: 911
Yuma Police
1500 S 1st Ave
Yuma, AZ 85364
(928) 373-4700
Yuma Sheriff's Department
141 S 3rd Ave
Yuma, AZ 85364
(928) 783-4427
Rural Metro Fire Department
2029 S Arizona Ave
Yuma, AZ 85364
(928) 782-475
Poison Control
Dial: (800) 222-1222
Graffiti Hotline
(928) 329-2828
Telephone
Century Link
(800) 475-7526
Cable/Internet
Spectrum
1401 Yuma Palms Pkwy Unit 40
Yuma, AZ 85365
(888) 406-7063
Cable/Internet
ALLO Fiber
320 W. 32nd St.
Yuma, AZ 85364
(928) 459-3655
Gas
Southwest Gas Company
7017 E. 30th Street
Yuma, AZ 85365
(877) 860-6020
Water,Sewer, & Garbage
City of Yuma
One City Plaza
Yuma, AZ 85364
(928) 373-5076
Water & Sewer
Foothills Utilities
13157 E. 44th St.
Yuma AZ 85367
(928) 342-1238
Garbage Pickup
Republic Services
2217 E. 13th St.
Yuma, AZ 85365
(928) 782-1015
Garbage Pickup
C&D Disposal, LLC
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Yuma, AZ 85364
(877) 782-2460
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928.483.LOAN (5626)
1375 W 16th St, Ste B | Yuma, AZ 85364
Mortgage1Yuma.com
Equal Housing Lender
Corp NMLS ID# 898812



94

PROMOTIONAL MATERIALS

Certificate 92
Fridge Magnet 93
Popcorn Bag Label 94
Pizza Box Label 95



95


Walk For Addie Sponsor
EVOLVE DANCE
CENTER
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96


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Fly Yuma
Sunset Health
Yuma Insurance, Inc.
Achieve Human Services
Culligan Water
Gowan
97
98
Yuma County Chamber of Commerce Since 1905

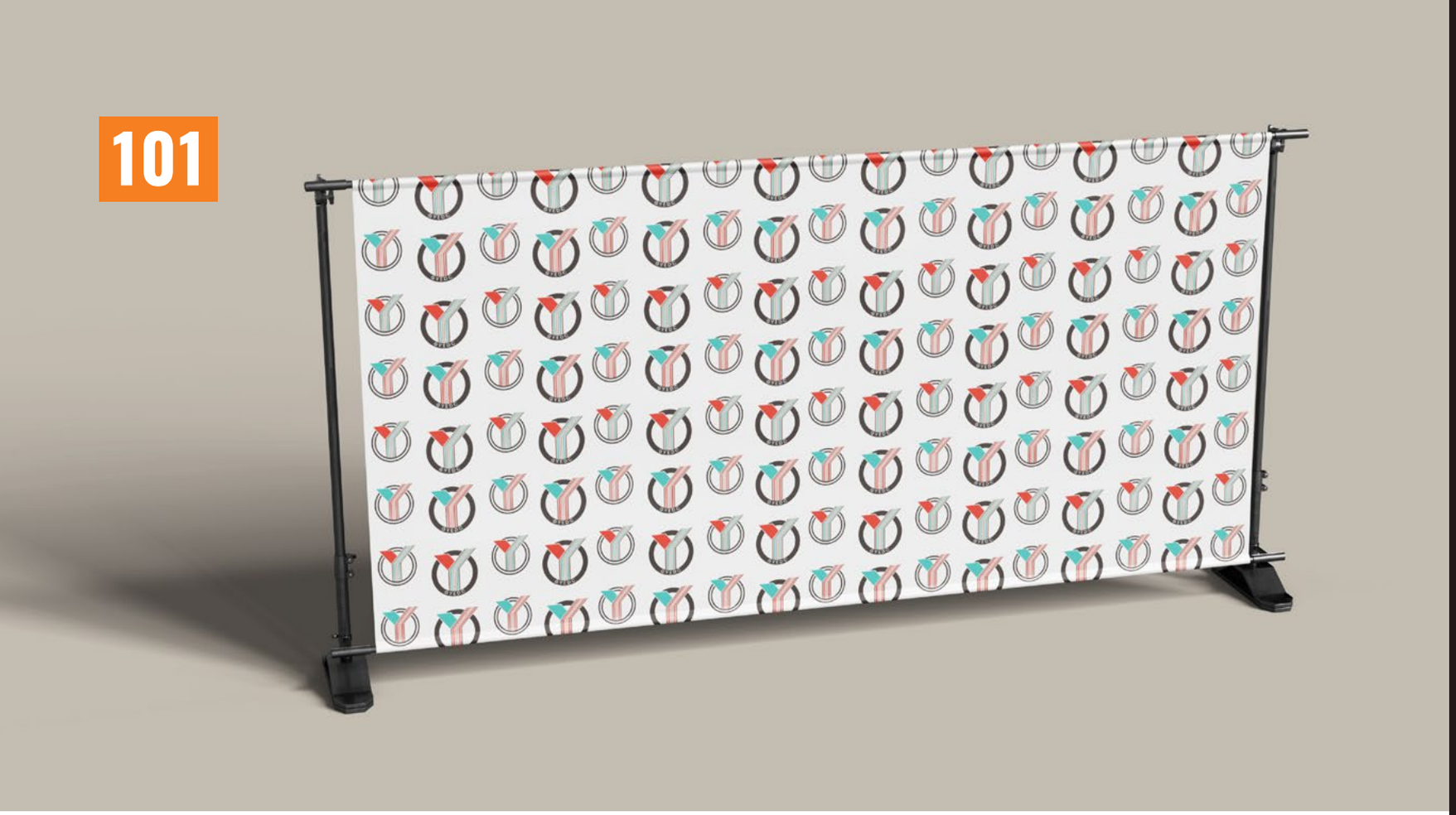

KIDS AT HOPE YUMA
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99


A
ACE OF HEARTS
Caring Parent
Someone who cares for the child 24-7
A
ACE OF CLUBS
Other Caring Adults
An adult who recognizes at least 3 talents a child has
A

100

101



102





103 BACKDROP



LARGE FORMAT SIGNAGE

104 BACKDROP



Acrylic Sign **105**

Banner **106**





107

BANNERS

LARGE FORMAT SIGNAGE



ILLUSTRATIVE MAP + LARGE FORMAT SIGNAGE

108 MAP REDRAW & SIGNAGE





109 SIGNS



LARGE FORMAT SIGNAGE

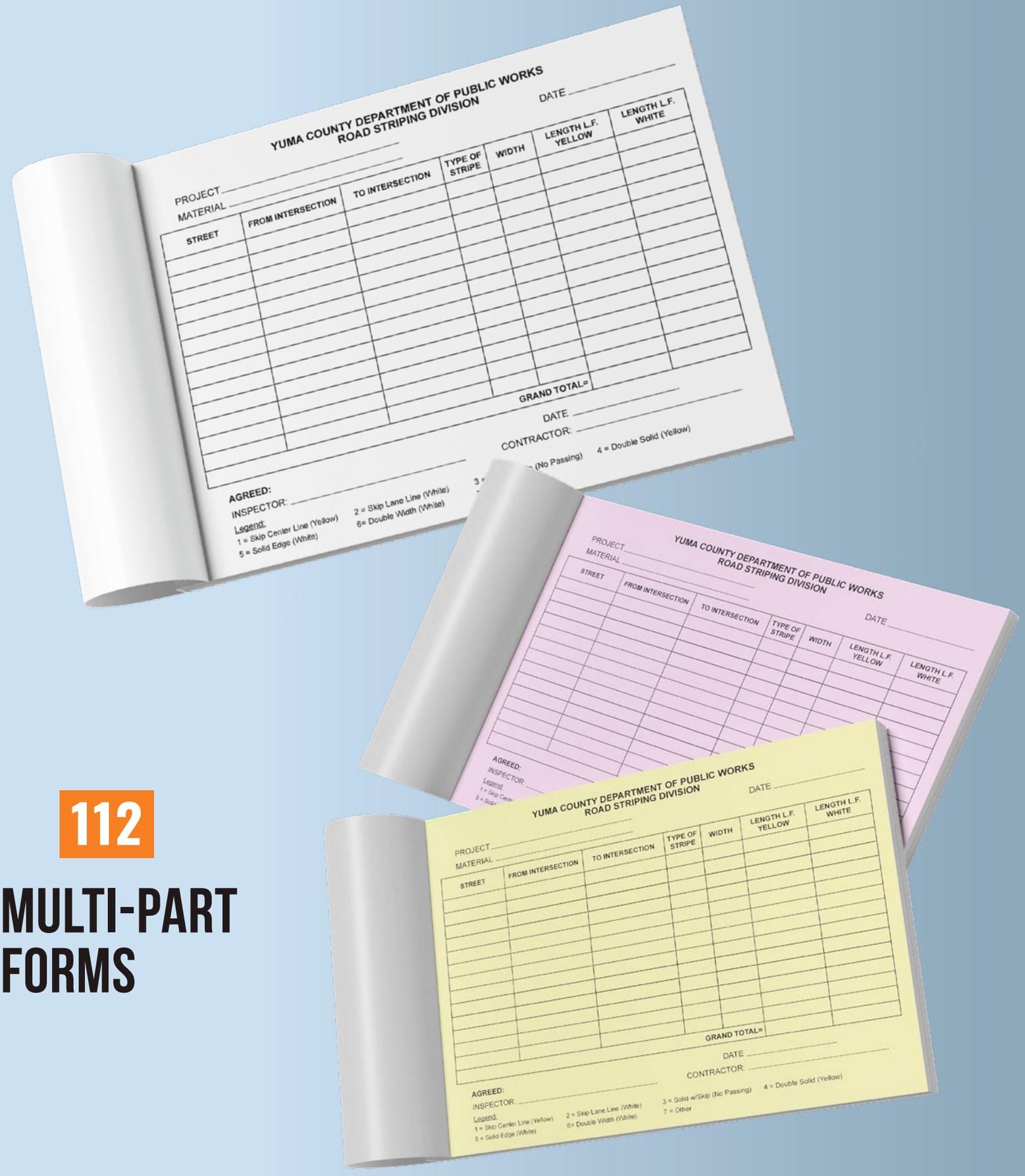
LARGE FORMAT SIGNAGE

110 YARD SIGN



111

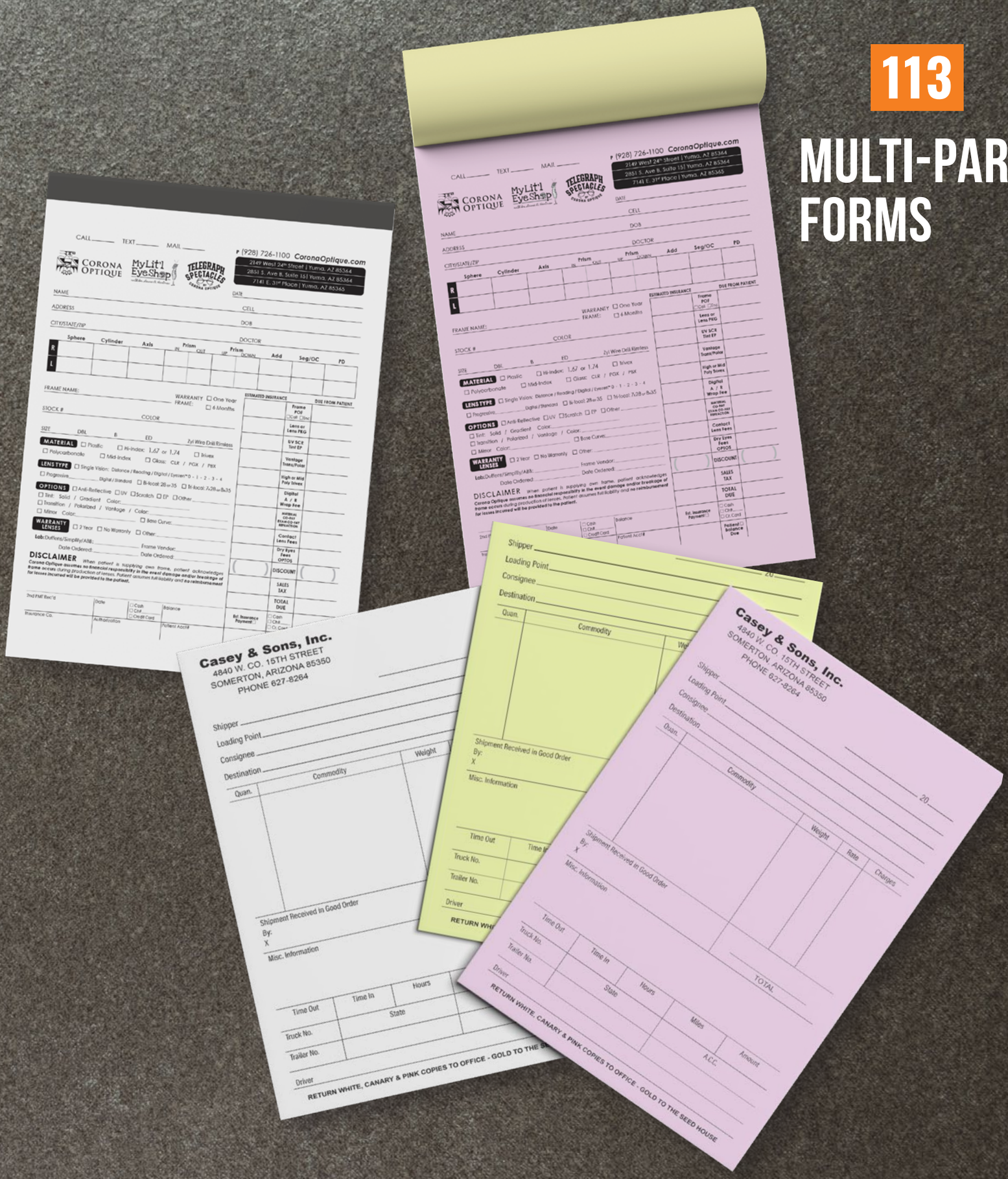

PUBLIC HEARING NOTICE
VARIANCE CASE NUMBER_____
THE YUMA COUNTY BOARD OF ADJUSTMENT WILL CONSIDER AN APPLICATION FOR A VARIANCE FROM THE ZONING ORDINANCE ON THIS PROPERTY, ASSESSOR'S PARCEL NUMBER_____,
TO ALLOW _____
_____
AT A PUBLIC HEARING TO BE HELD:
YUMA COUNTY ARIZONA
DATE: _____
AT ____ PM AT THE
DEPARTMENT OF DEVELOPMENT SERVICES
2351 WEST 26TH STREET (WEST ENTRANCE)
YUMA, AZ 85364
For further information contact the Case Planner,_____, at the Yuma County Planning and Zoning Division, (928) 817-5000, 2351 W. 26th St., Yuma, Arizona 85364. This is a public hearing, all interested persons are urged to attend or send comments to the Case Planner stated above.



112

MULTI-PART FORMS

113 MULTI-PART FORMS



FORMS



114 MULTI-PART FORM

WORSHIP

WE WELCOME YOU
as we all gather to worship today

Please fill in and place in offering plate.

Date: _____

Service Attended:
___7:00pm ___ 9:00am

Name: _____

Local Address: _____

_____

City: _____

Phone: _____

____ Change of Address

Family Members attending with you:

_____

_____

___ I am a member

___ I am a visitor – first time

___ I am a Winter Visitor
(please include Home Church)

___ I desire a pastoral call

___ I would appreciate information on joining Calvary Lutheran Church

___ I'm going in the hospital. Date: _____

Home Church:

_____

_____

_____

IF YOU DESIRE TO COMMUNE WITH US, WE ASK THAT YOU READ THE OPPOSITE SIDE OF THIS CARD. THANK YOU.

HOLY COMMUNION

If you desire to commune with us today, we ask that you carefully read the following Communion statement and that you kindly respect our stand and our practice of Holy Communion.

Communion is both a participation in Christ's true body and blood for the forgiveness of sins, and a statement of fellowship among those who participate. Members of our congregation, and members of a sister congregation of the Lutheran Church-Missouri Synod who have properly prepared themselves are invited to attend. If you are a member of a Synod not in fellowship with us or are of another denomination, please see the pastor prior to attending Communion for the first time.

Please list all who are communing:

_____

_____

_____

_____



CERTIFICATE *of* RECOGNITION

Excellence in Nursing Leadership Award Winner 2025

Melissa Belcher

Jason R. Bradley MSEd, RN, CCRN, LPC
President, Yuma County Nurses Foundation

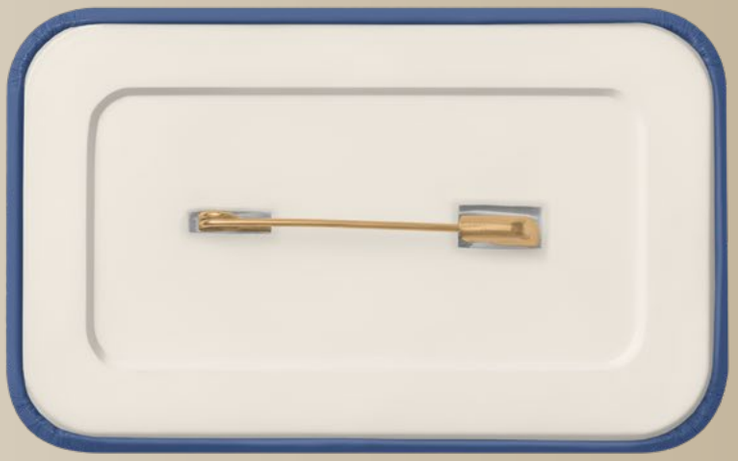


117

ENVELOPE

118


Holiday Inn
Holiday Inn Express
AN IHG HOTEL
CANDLEWOOD SUITES
AN IHG HOTEL
FOUR POINTS BY SHERATON
Yuma
Darlene Firestone
REGIONAL DIRECTOR OF SALES
P.R. Hotels Group of Companies



119


Maren Green
CLIENT SERVICE ASSOCIATE
SOUTHWEST
ADVISORY GROUP

OFFICE ESSENTIALS

120

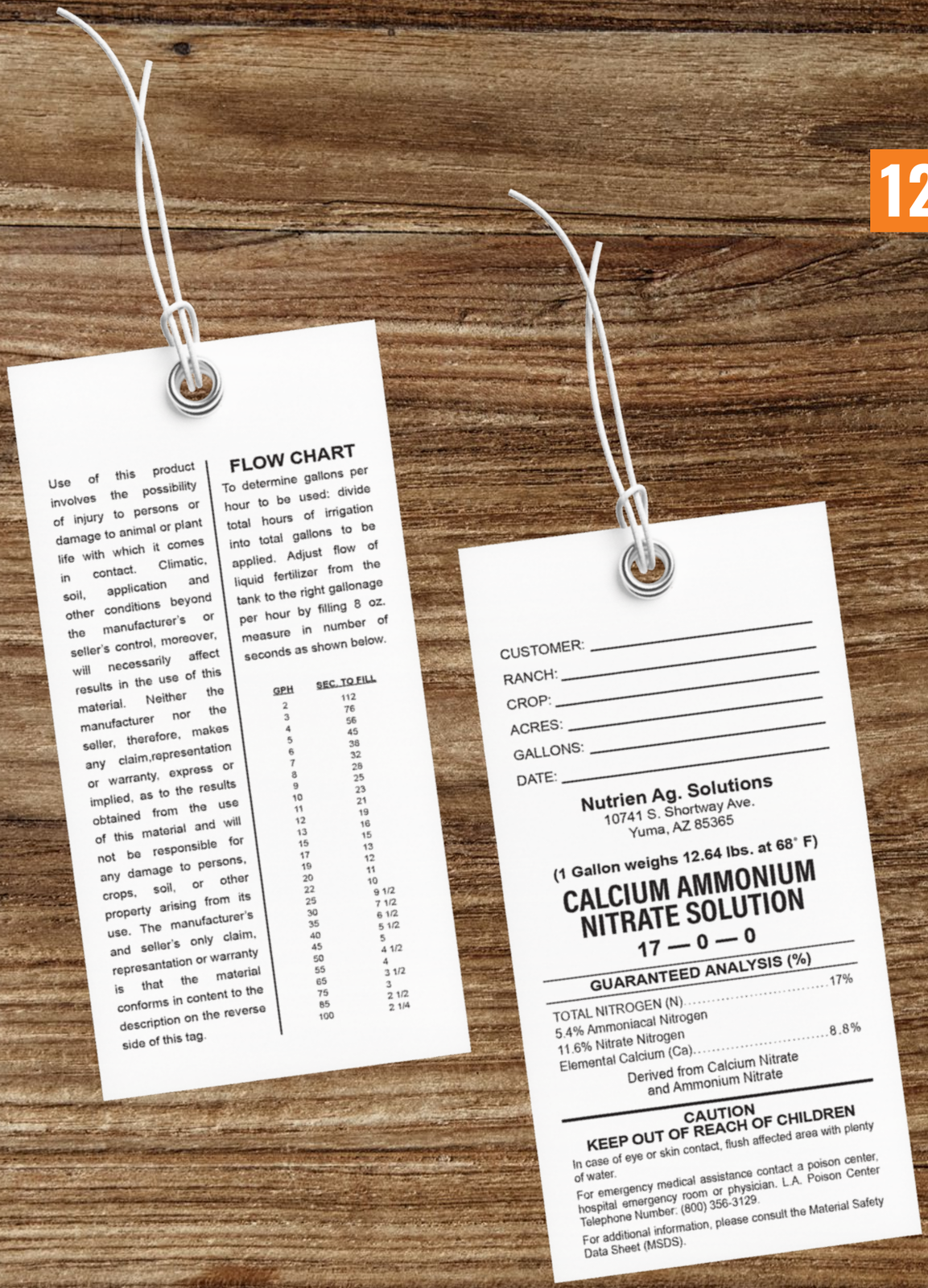


STICKER LABELS

PRODUCT LABELS



121 LABEL REDRAW



Use of this product involves the possibility of injury to persons or damage to animal or plant life with which it comes in contact. Climatic, soil, application and other conditions beyond the manufacturer's or seller's control, moreover, will necessarily affect results in the use of this material. Neither the manufacturer nor the seller, therefore, makes any claim,representation or warranty, express or implied, as to the results obtained from the use of this material and will not be responsible for any damage to persons, crops, soil, or other property arising from its use. The manufacturer's and seller's only claim, representation or warranty is that the material conforms in content to the description on the reverse side of this tag.

FLOW CHART

To determine gallons per hour to be used: divide total hours of irrigation into total gallons to be applied. Adjust flow of liquid fertilizer from the tank to the right gallonage per hour by filling 8 oz. measure in number of seconds as shown below.

GPH	SEC. TO FILL
2	112
3	76
4	56
5	45
6	38
7	32
8	28
9	25
10	23
11	21
12	19
13	16
15	15
17	13
19	12
20	11
22	10
25	9 1/2
30	7 1/2
35	6 1/2
40	5 1/2
45	5
50	4 1/2
55	4
65	3 1/2
75	3
85	2 1/2
100	2 1/4

CUSTOMER: _____

RANCH: _____

CROP: _____

ACRES: _____

GALLONS: _____

DATE: _____

Nutrien Ag. Solutions
10741 S. Shortway Ave.
Yuma, AZ 85365

(1 Gallon weighs 12.64 lbs. at 68° F)

CALCIUM AMMONIUM NITRATE SOLUTION

17 — 0 — 0

GUARANTEED ANALYSIS (%)

TOTAL NITROGEN (N)..... 17%
5.4% Ammoniacal Nitrogen
11.6% Nitrate Nitrogen
Elemental Calcium (Ca)..... 8.8%
Derived from Calcium Nitrate and Ammonium Nitrate

CAUTION
KEEP OUT OF REACH OF CHILDREN

In case of eye or skin contact, flush affected area with plenty of water.

For emergency medical assistance contact a poison center, hospital emergency room or physician. L.A. Poison Center Telephone Number: (800) 356-3129.

For additional information, please consult the Material Safety Data Sheet (MSDS).



THE TEAM

05

Our uniquely different marketing company offers stunning graphics and design solutions. Our team excels at creating mind blowing ideas while executing world class client brand experiences. By laser focusing on customer needs, goals and desires, your Imaginary Friends educate, motivate and inspire the community and the universe.



JON PERRY
founder

Jon Michael Perry is the founder of Imaginary Friends design studios, a Yuma, Arizona based brand strategy and design firm helping businesses, nonprofits, and organizations find clarity in who they are and confidence in how they show up.

For over 24 years, Jon has guided clients through brand identity discovery, digital presence, and strategic engagement, including logo systems, brand guides, websites, campaigns, direct mail, trade shows, sponsorship programs, and author consulting.

He is known for turning uncertainty into a clear path forward with a steady, practical approach that blends creativity, business experience, and mentorship. His work includes the rebrand of Greater Yuma Economic Development Corporation and has earned ADDY Award recognition.

Beyond client work, Jon supports rural business growth and the next generation of creatives through internships, SkillsUSA support, and career and technical education involvement.



MELONY MARTIN

office manager

Melony is the office ‘mom’-ager coming in like a wrecking ball to shake things up and help drive the team to an elevated standard. If something goes awry, you can be sure Melony will be there to straighten things up.





ANA RUBIO BARRERA

visual alchemist

Ana’s early passion for traditional art led her to pursue a graphic design major at AWC, followed by her transfer to NAU, where she graduated with a Bachelor’s Degree in Visual Communications. Her goal is to create projects that make a long lasting visual impact!

ETHAN ARVIZO

print tech

Ethan is a budding programmer and self-proclaimed padawan in the world of tech, blending his love for computers and gaming into a journey of discovery. With a knack for crafting fun projects and a curiosity that drives him to learn, he’s all about tackling challenges and finding creative solutions.



SARAH SCOTT

digital pathfinder



Sarah started in the arts with illustration but found web design along the way. After earning a degree in Graphic and Animation Design, they traded the east coast for the west. From comics to Buffy, they've always worn the nerd title proudly.

VALERIA MARTINEZ

first impressions director



Valeria was born in Yuma and has a background in music and film. She enjoys jumping into creative projects and helping wherever she's needed. Whether she's helping move projects forward, editing videos, or lending a creative eye to a new idea, she loves keeping things moving.

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