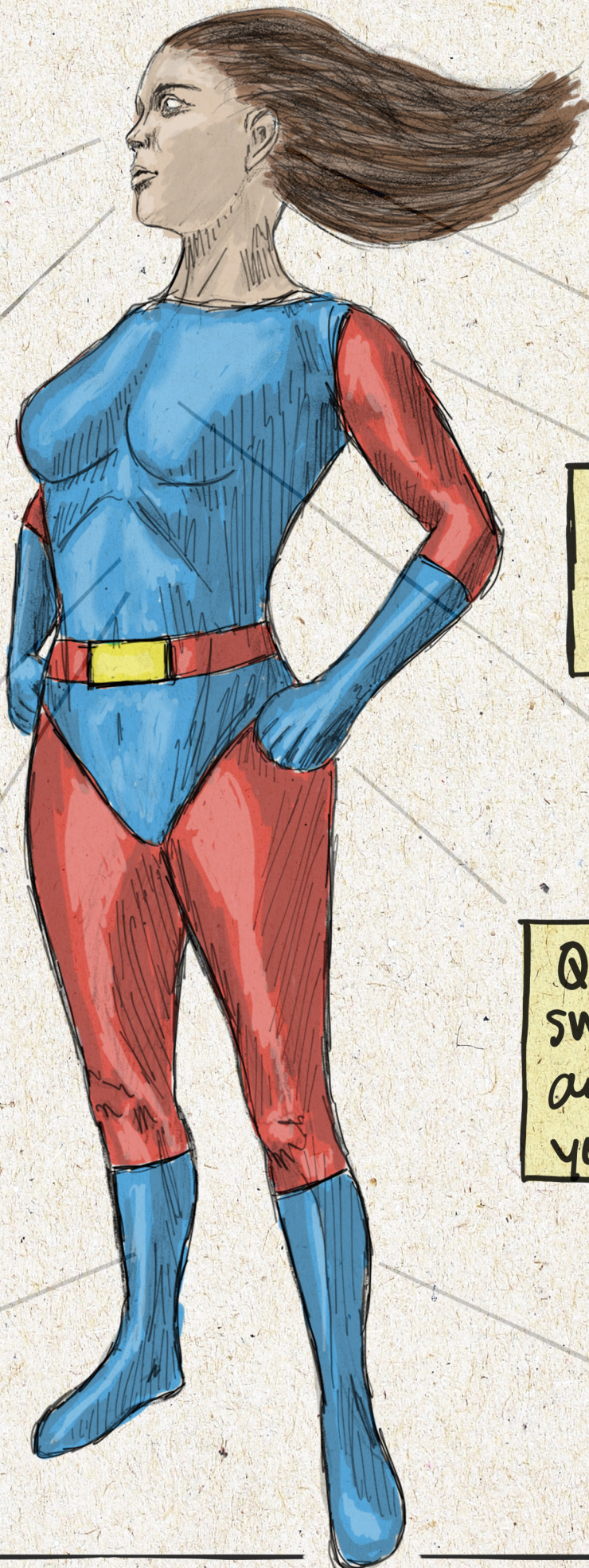


# A COMMUNITY COLLEGE MARKETER'S

## Secret Identity...



X-Ray Vision, to see through all the politics and posturing

A Bold Voice for the academic and business community

A Solid core, for interdepartmental cross-training

Abs of Steel, to survive campaign "crunch time"

Super-grip boots for staying on brand... no matter what

Super Hearing - to sense the rumblings BEFORE trouble begins

Broad Shoulders, to carry the weight of college expectations

A Heart of Gold (on an aluminum budget)

Quick Hands - to swat away bad press and grab control of your college's message

Super-sized calves, to leap over for-profit competitors in a single bound

No BS Comments by Cheryl Broom, President of Interact