



AD inside

ENGAGING ORDINARY PEOPLE ... ACHIEVING EXTRAORDINARY RESULTS



• Krystal McIntosh

• WHAT IS ADDED DIMENSION?

Added Dimension, LLC is a full-service marketing and communications consulting firm located in St. Louis, Missouri.

Founded in 2005, Added Dimension offers its clients creative solutions to many of the unique challenges associated with garnering community acceptance of potentially controversial public sector projects and initiatives.

• OUR MISSION

Bringing both a new perspective and an added dimension to our clients in order to achieve consensus and strengthen relationships is the essence of Added Dimension. Our goal is to assist our clients in "achieving extraordinary results while engaging ordinary people."



• CONGRATULATIONS KRYSTAL!

On one of the coldest and snowy days of 2013, something truly fantastic was taking place on the St. Charles campus of Lindenwood University in the Hyland Arena. Our very own Sr. Communications Coordinator, Krystal McIntosh received her Masters of Arts Degree in Communications. There were more than 600 graduates and undergraduates with about 3,500 people in attendance. This was Lindenwood's first ever December commencement ceremony. The keynote speaker was Missouri Senator Tom Dempsey of the 23rd District.

Krystal was interviewed briefly and here is what she told AD.

AD: What was the most challenging thing about being in graduate school?

Krystal: The most challenging thing was staying focused because I am easily distracted.

AD: What advice would you give to anyone who is working a full time job and wants to return to school?

Krystal: It is important to set goals for yourself and stick to them. It is also important to prioritize your time wisely. Sometimes you can let the stresses of your other obligations like your family and your job steer you off course. But you have to stick to your guns and know that it's only for a period of time. The final outcome far outweighs the struggle.

AD: What do you plan to do with your degree since you have graduated?

Krystal: I plan to work in the public relations and communications arena. Maybe one day become a publicist.

Krystal is a native of St. Louis, Missouri and has a Bachelor of Arts Degree from Lincoln University in Journalism in Jefferson City, Missouri. She has worked for Added Dimension for five years and is an important member of AD's leadership team.

Added Dimension, LLC would like to say hats off to Krystal for her accomplishment and wish her the very best in all her future endeavors.

What has **AD** been up to these days?

ILLINOIS AND MISSOURI OFFICIALS CUT RIBBON FOR STAN MUSIAL VETERANS MEMORIAL BRIDGE OPENING



• **IL Gov. Quinn, U.S. Transportation Secretary Foxx and MO Gov. Nixon cut ribbon**



• **Bridge from Illinois Approach**

Saturday, February 8th, thousands of Illinois and Missouri residents gathered on the new Stan Musial Veterans Memorial Bridge as political officials celebrated its opening with the cutting of the ribbon. The bridge officially opened to traffic the next day, however, Saturday was filled with family friendly activities including a 6K run, bike ride, and parade.

The public also had an opportunity to walk across the bridge and take photos to mark this occasion in their own history books. As the first new bridge in 40 years, it is easy to understand the significance of this much needed addition to downtown St. Louis, connecting to Illinois.

Guest speakers included U.S. Transportation Secretary Anthony Foxx, Illinois Governor Pat Quinn, U.S. Senator Dick Durbin, Missouri Governor Jay Nixon, Missouri

Congressman Lacy Clay, St. Louis Mayor Francis Slay, Illinois Department of Transportation Secretary Ann L. Schneider, Missouri Senator Claire McCaskill, former Illinois Congressman Jerry Costello and master of ceremonies Dan McLaughlin, sports broadcaster for St. Louis Cardinals and St. Louis Blues.

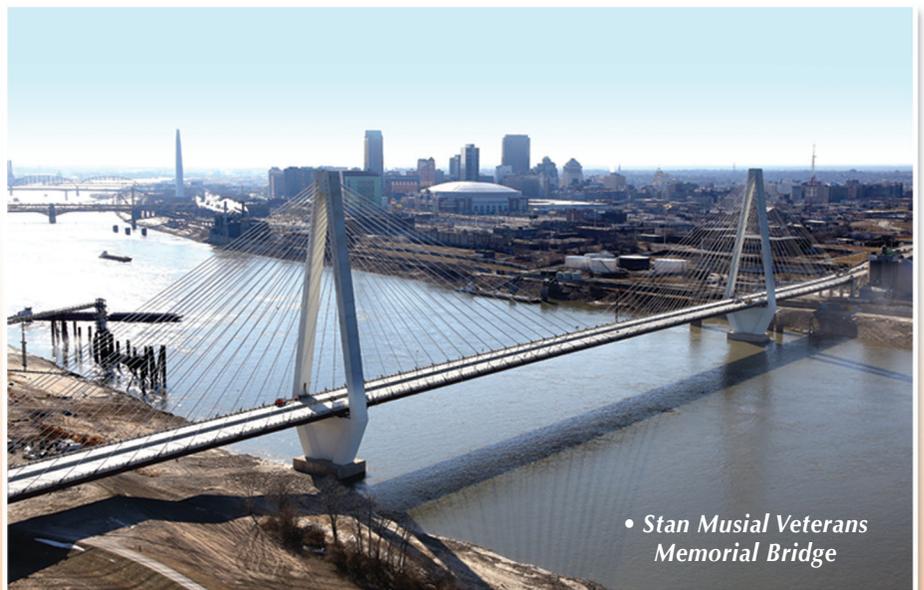
"This is more than a bridge - it is a road to opportunity for the thousands of people in Illinois and Missouri who have long deserved a faster and safer way to get to work and home again," Transportation Secretary Foxx said.

"We are excited to open the new Stan Musial Veterans Memorial Bridge to traffic," Illinois Transportation Secretary Ann L. Schneider said. "Thanks to the hard work of our diverse group of trade workers, contractors and consulting engineers who made this

project happen, motorists on both sides of the river will have a safer, less congested and faster commute. We are proud of the partnership with the Missouri Department of Transportation and we sincerely appreciate Governor Pat Quinn's unwavering support for this important project as part of our vision to transform Transportation for Tomorrow."

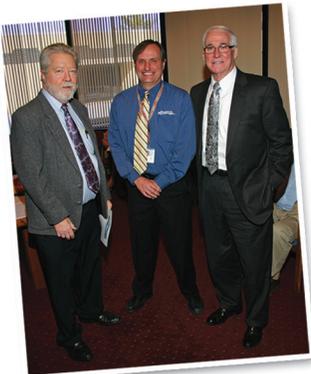
The ribbon cutting and bridge opening are significant moments in history for Added Dimension as well, with the bridge being the very first contract awarded to the company in 2008. AD would like to thank everyone who, over the past five years, has contributed to this project and is grateful for the relationships built with many residents, business owners, and other community stakeholders during this time, continuing into the future.

"This is more than a bridge - it is a road to opportunity for the thousands of people in Illinois and Missouri who have long deserved a faster and safer way to get to work and home again."



• **Stan Musial Veterans Memorial Bridge**

• PHOTO GALLERY



Photos: left to right, top to bottom:
 • Officials at Bridge Ribbon Cutting
 • MaryAnn, Krystal and Felicia
 • Pastor Keith Mosby, Senator Clayborne and Toni Perrin
 • MaryAnn and Tara Buckner
 • Tim Garvey, Jeffrey Church and Dale Stewart

• IDOT Deputy Director, Region 5 Engineer Jeffrey Keirn and MaryAnn
 • IDOT Secretary Ann Schneider, former Illinois Congressman Jerry Costello and St. Louis Cardinals' Fredbird
 • MaryAnn, Toni Perrin, Dr. William Mason and Anne Walker
 • Michael Pritchett, Charlie Stock and MaryAnn

• AD EVENTS AND ACTIVITIES

February 7th

AD assisted in Recognition Ceremony for MRB stakeholders hosted by the Illinois Department of Transportation

February 7th

AD attended lighting ceremony for Stan Musial Veterans Memorial Bridge

February 8th

AD attended ribbon cutting for Stan Musial Veterans Memorial Bridge

February 25

High Speed Rail Public Meeting



• "LIKE"

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