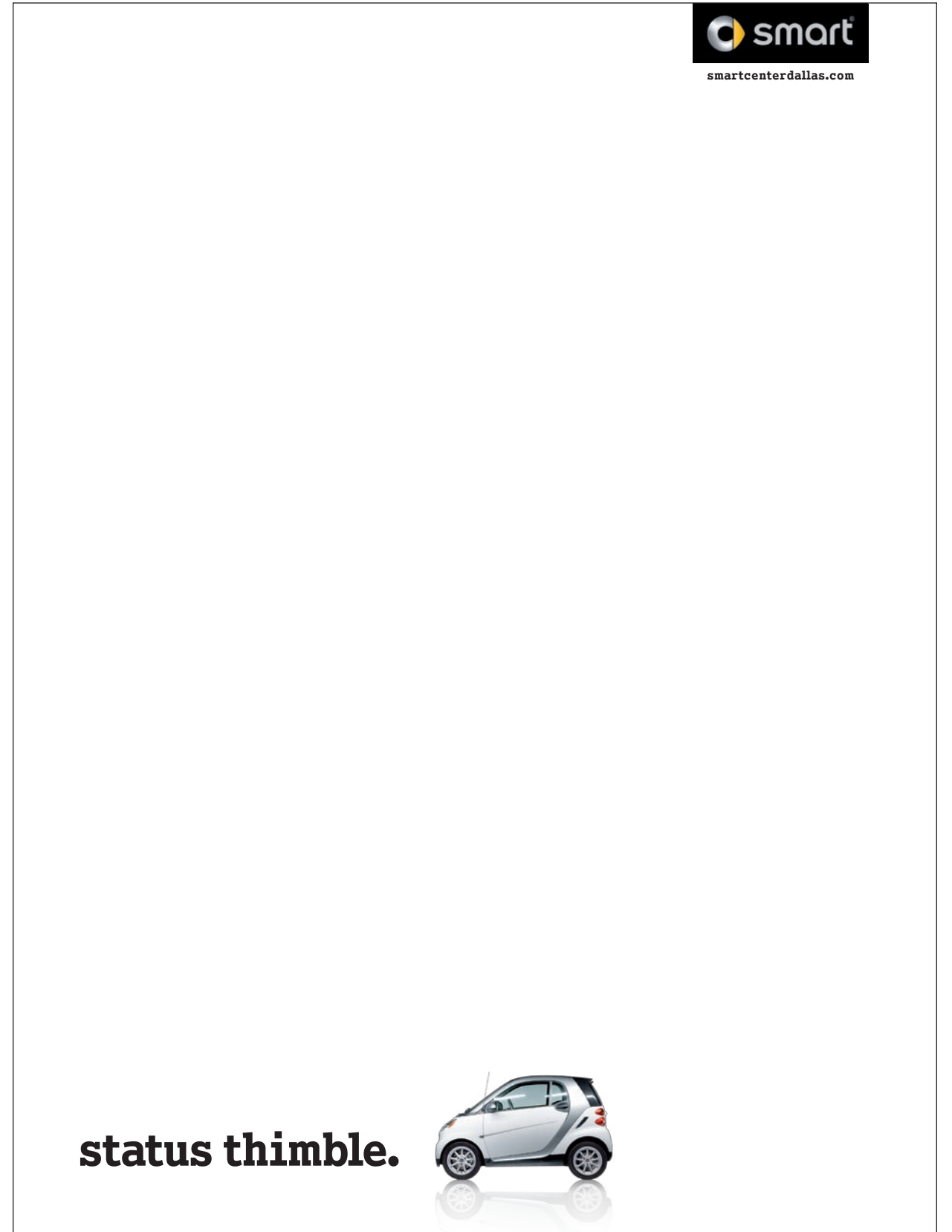
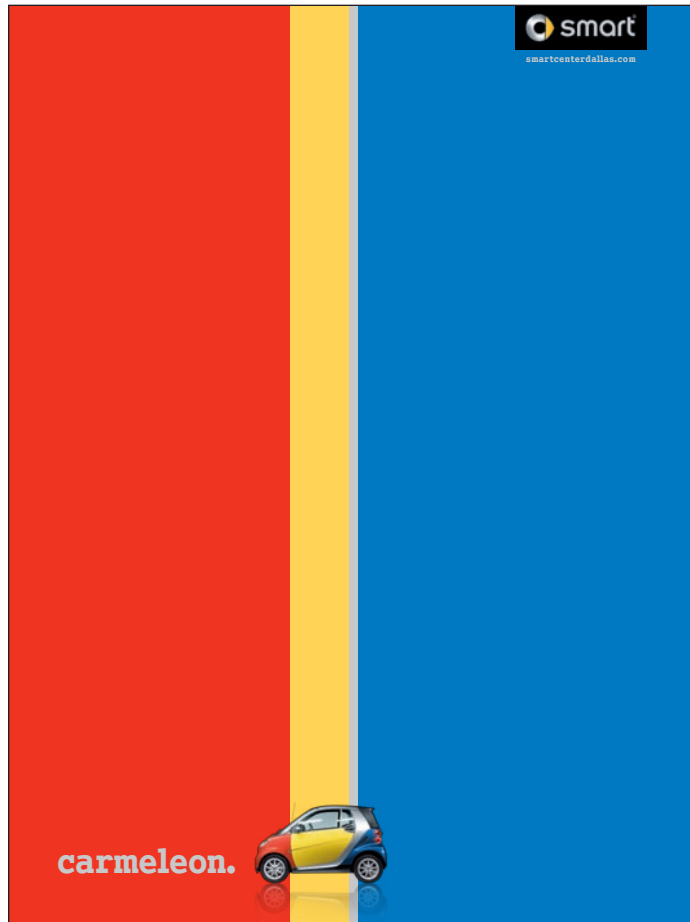
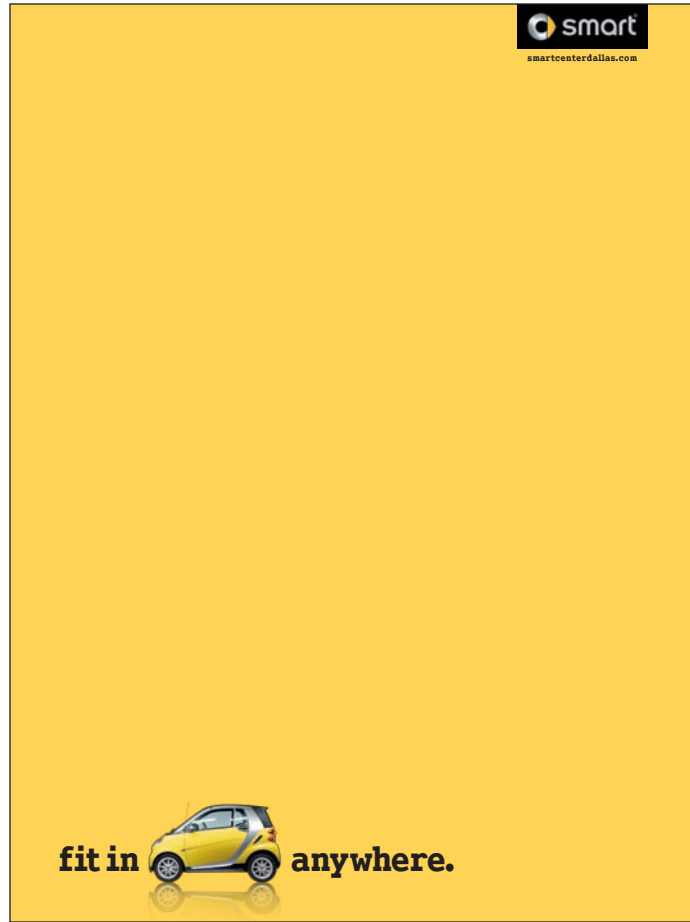


**Alex Slotkin**  
Senior Copywriter/ACD  
[alex@alexslotkin.com](mailto:alex@alexslotkin.com)



**Client:** smart center Dallas

**Medium:** Posters

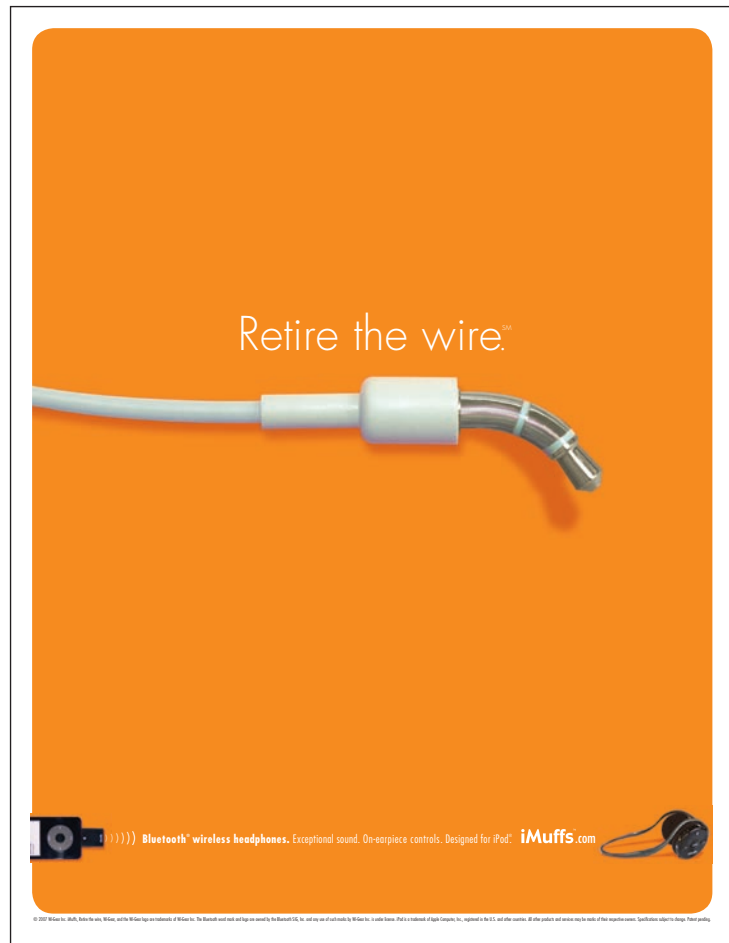
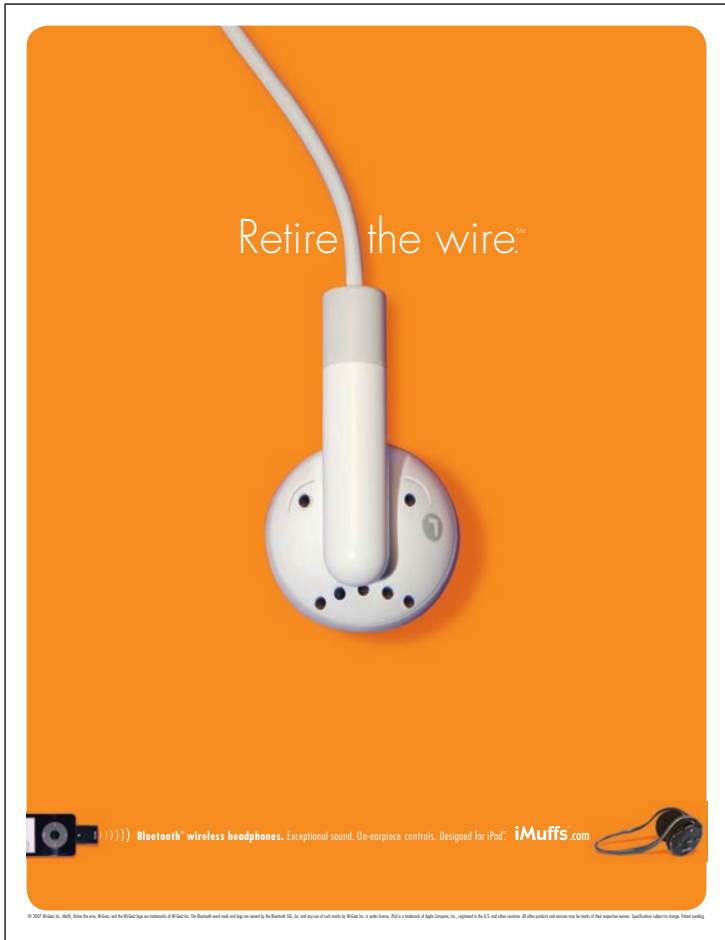




**Client:** Five Families Pizza / Yum! Brands

**Medium:** Print Ads

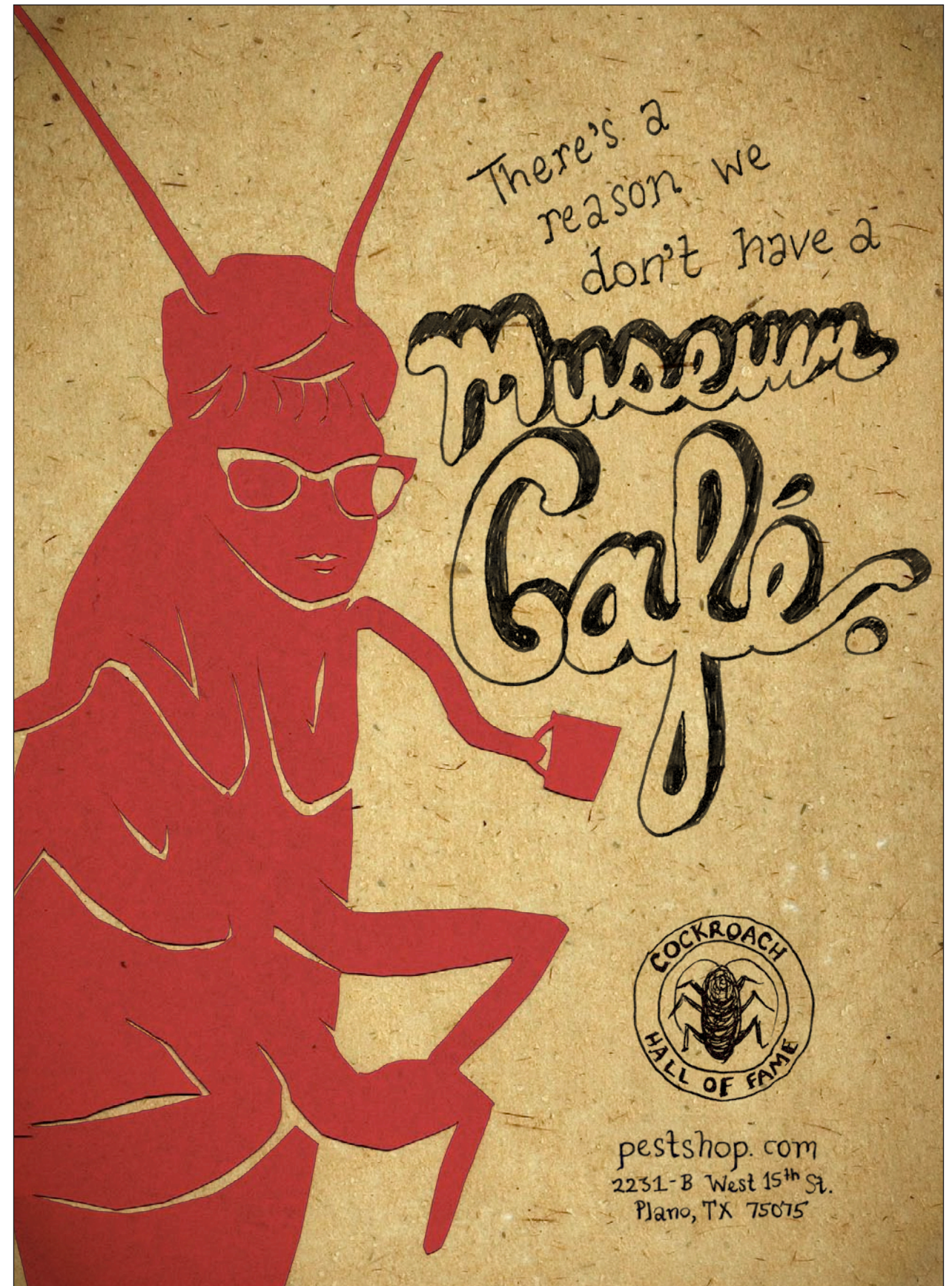
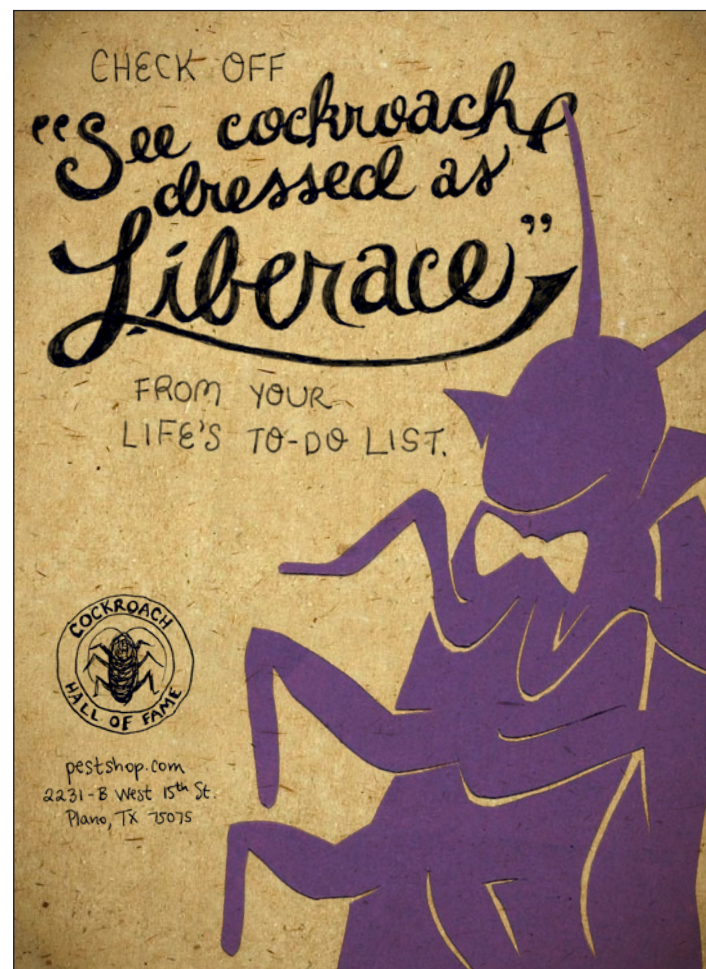
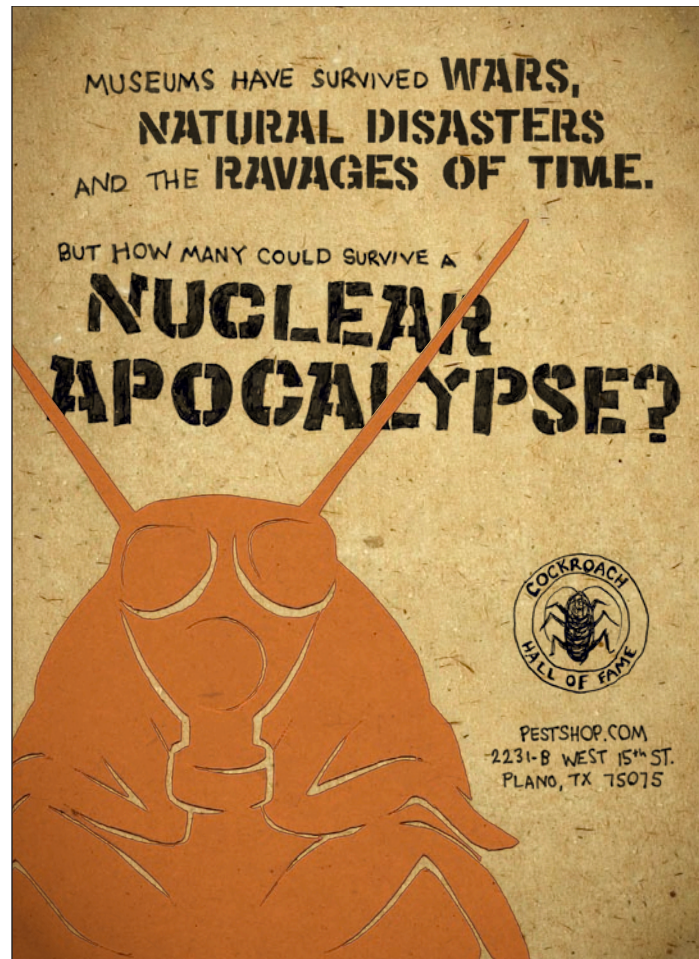




Client: iMuffs / WiGear

Medium: Print Ads





**Client:** Cockroach Hall of Fame Museum

**Medium:** Posters



(INDULGE) SAMPLING THE OLD-WORLD LINKS OUTSIDE GLASGOW

(ADVANCE) LINDSAY DAVENPORT TAKES ANOTHER SWING AT THE US OPEN

(EXPLORE) HENRY MOORE'S SCULPTURES COME TO NEW YORK

# Continental

AUGUST 2008

**GO GADGETS** (THE WAY IT WORKS)

**How Do GPS Devices Work?**

In a way, the adage "the name says it all" applies very well to GPS, which stands for Global Positioning System. "There are really only two components," says Joanne Aliber, director of product management for TomTom, "the satellite up in the sky and the receiver, which could be a cell phone or a portable navigation device."

As the price of technology has dropped in recent years, the adoption rate of GPS devices has skyrocketed, so to speak. For example, in 2005, only 750,000 GPS devices were sold. Last year, the number was up to 10 million. Industry analysts project that 15 million will sell in 2008.

The GPS comprises 24 satellites in orbit approximately 12,500 miles above the earth. The system was

originally developed by the Department of Defense for government and military purposes, but an executive order by President Ronald Reagan made it available for civilian use in the 1980s.

Each GPS unit has a chip that receives signals from the satellites. In general, the devices tend to be accurate within 10 feet. To get an accurate reading, a GPS device needs to receive signals from multiple satellites. In most cases, four signals are needed to pinpoint your location, but the number of satellite signals needed to activate a GPS device is not a gauge of how accurate the device is.

"TomTom doesn't own a satellite on its own. Garmin doesn't own a satellite on its own. And Magellan doesn't have more satellites than TomTom," says Aliber. "We all access the same ones, and we share them with the military."

—J.P.P.

**FLY & BUY**

**Promotions from our advertisers**

**Ziamond.** Discover the finest-quality cubic zirconia jewelry, set in solid 14k or 18k gold or platinum. More than 1,500 designs are available. [ziamond.com](http://ziamond.com)

**Endless Pools.** The treadmill for swimmers. Swim against a smooth current adjustable to any speed or ability. Simple to install, economical to maintain. It fits easily indoors or out. For your free DVD, visit us at [endlesspools.com/5889](http://endlesspools.com/5889)

**Los Cabos.** Toss your cares to the wind and soak up the sun, fun, golf, sportfishing, spas, and backroad adventures in Los Cabos, where you can leave it all behind. 866.LOS.CABOS; [visitloscabos.travel](http://visitloscabos.travel)



**So, how are the peanuts?**

For locations and reservations, visit [FOGO.com](http://FOGO.com)




**Carnirvana.**

For locations and reservations, visit [FOGO.com](http://FOGO.com)




**It's Chão time.**

For locations and reservations, visit [FOGO.com](http://FOGO.com)




**Mary had a little lamb,**  
a little ribeye and an extra helping of filet wrapped in bacon.

For locations and reservations, visit [FOGO.com](http://FOGO.com)



Airline In-Flight Magazine

**Client:** Fogo de Chão Brazilian Steak House

**Medium:** Print Ads



**DICE FLINGERS.  
GOLF ADDICTS. CARNIVORES.  
SPA-HEADS. SLOT HOUNDS. HIGH ROLLERS.  
LOW ROLLERS. NOODLEPHILES. CHLORINE FREAKS.  
LAZEMEISTERS. SHOPAHOLICS. DON JUANS. BEER SNOBS.  
MUSIC MAVENS. WHAT'S-YOUR-SIGNERS. SUITE-SEEKERS. BEACH BUNNIES.  
COMMENCE REJOICING.**

GET READY TO INDULGE YOUR IMPULSES.  
L'AUBERGE DU LAC IS NOW OPEN.



This is for those who enjoy a day on a Fazio championship golf course. For the folks who like to relax in a beautiful spa and pool. The type who loves dining at masterful signature restaurants and kicking back in a comfortably luxurious suite. Those who get a kick out of playing in a heart-pounding, Vegas-style casino. In other words, this one is for all of us.

**L'auberge™  
du Lac**  
HOTEL & CASINO  
LAKE CHARLES



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**GOLF ADDICTS.  
PUTT SINKERS. BALL DROPPERS.  
HOLE HUNTERS. BIRDIE WATCHERS. EAGLE-EYERS.  
19<sup>TH</sup>-HOLERS. TITANIUM FREAKS. FLAG SEEKERS. TEE-TOTALERS.  
GREENERY AFICIONADOS. DRIVER DEVOTEES. CART LOUNGERS. BOGEY EVADERS.  
COME GET YOUR FIX.**

We've got three words for you: Tom Fazio course.



Some like nothing more than to play on a Fazio championship golf course. Then there are those keen on relaxing at a spa and pool. While some enjoy dining in masterful restaurants, others like retreating to a comfortably luxurious suite or gaming in a heart-pounding, Vegas-style casino. It's true—we all have a different concept of fun. But at least we can agree on where to find it.

**L'auberge™  
du Lac**  
HOTEL & CASINO  
LAKE CHARLES



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**JOE SCHMOES.  
TRUST FUND BABIES. PEANUT VENDORS.  
TORTURED ARTISTS. BABY BOOMERS. GEN X'ERS.  
PARTY PEOPLE. PIZZA GUYS. PAPER-OR-PLASTICKERS. PRIME MINISTERS.  
SOCIALITES. HIPPIES. TRADITIONALISTS. BURGER FLIPPERS. DESK JOCKEYS.  
DISC JOCKEYS. JOCKEYS. LAPTOP LUGGERS. AND ANYONE ELSE WE MAY HAVE MISSED.  
WELCOME.**

ON MAY 27<sup>th</sup>  
DISCOVER A PLACE WHERE EVERYONE CAN FEEL AT HOME.



Like humanity itself, a good time comes in many forms. Perhaps it's a Fazio championship golf course or a relaxing spa and pool. Or maybe it's a masterful signature restaurant, a comfortably luxurious hotel suite or a heart-pounding, Vegas-style casino. But at the end of the day, the one thing you can bank on is that we're really all on the same page.

**L'auberge™  
du Lac**  
HOTEL & CASINO  
LAKE CHARLES



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Client: L'auberge du Lac Hotel & Casino

Medium: Print Ads



The Game Room, NYLO Plano at Legacy

LET YOUR PORTFOLIO LIVE A LITTLE.

**NYLO xp**  
by NYLO Hotels

OWN UNIQUE

260 PEACHTREE ST. N.W. SUITE 2301 • ATLANTA GEORGIA 30303 • 404.221.0600 • NYLOhotels.com

NYLO, the full-service lifestyle loft hotel. XP by NYLO, the select-service lifestyle loft hotel. Franchising should always be this badass. Email franchiseinfo@NYLOhotels.com.

The Loft, NYLO Plano at Legacy

FRANCHISE LIKE A ROCKSTAR.

**NYLO xp**  
by NYLO Hotels

OWN UNIQUE

260 PEACHTREE ST. N.W. SUITE 2301 • ATLANTA GEORGIA 30303 • 404.221.0600 • NYLOhotels.com

NYLO, the full-service lifestyle loft hotel. XP by NYLO, the select-service lifestyle loft hotel. Two chances to live out all your portfolio fantasies. Email franchiseinfo@NYLOhotels.com.

The Suite, NYLO Plano at Legacy

THE DEVELOPMENT OPPORTUNITY  
YOUR MOTHER WARNED YOU ABOUT.

**NYLO xp**  
by NYLO Hotels

OWN UNIQUE

260 PEACHTREE ST. N.W. SUITE 2301 • ATLANTA GEORGIA 30303 • 404.221.0600 • NYLOhotels.com

NYLO, the full-service lifestyle loft hotel. XP by NYLO, the select-service lifestyle loft hotel. Never has such a sound investment felt so dangerous. Email franchiseinfo@NYLOhotels.com.

**Hotel Business**

Marriott brands bet on Big Easy bounceback

Major renovations begin to pay off

Lender-dictated debt environment shows no signs of softening

New market paradigm has REITs ready to buy again

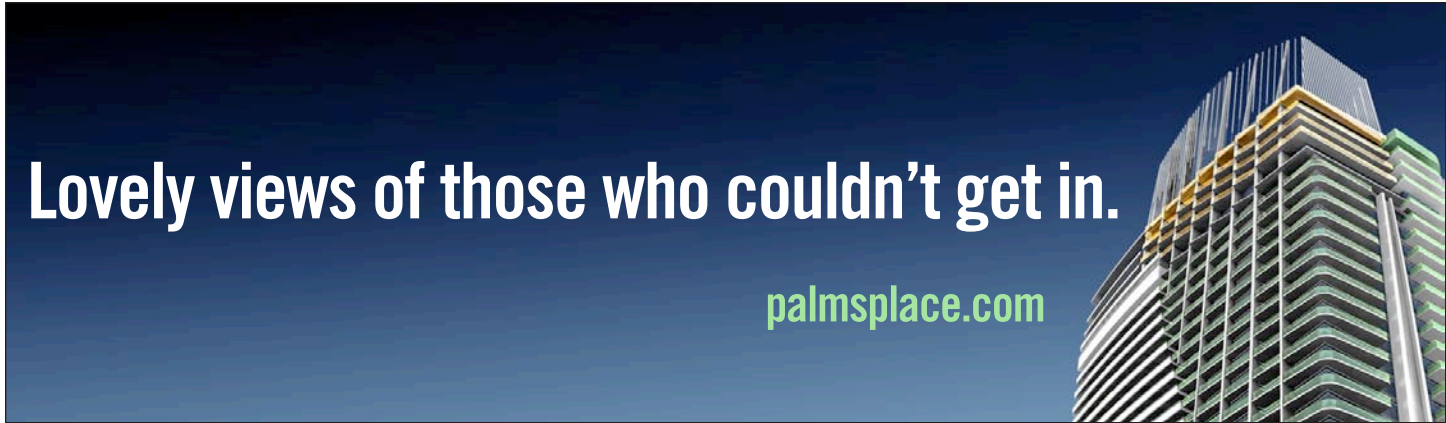
There's a better way to finance your FT&E.

Welcome To [Logo]

Hotel Industry Trade Publication

**Client:** NYLO Hotels  
**Medium:** Trade Print Ads





**Client:** Palms Place Luxury Condominiums  
**Medium:** Outdoor





Only at the Borgata hotel & casino, Atlantic City. theborgata.com



Only at the Borgata hotel & casino, Atlantic City. theborgata.com



Only at the Borgata hotel & casino, Atlantic City. theborgata.com

Client: Suilan by Susanna Foo / Borgata Hotel & Casino

Medium: Print



Alex Slotkin



Sr. Copywriter/ACD

4029 Milano Dr. | Plano, TX 75093 | 214.534.2606 | alex@alexslotkin.com

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## OBJECTIVE

To create advertising so captivating, entertaining and memorable that people happily hand my clients their cash.

## EMPLOYMENT

Senior Copywriter at Launch, Dallas, TX  
January 2006–Present

Copywriter at Schadler Kramer Group Advertising, Las Vegas, NV  
April 2004–January 2006

Copywriter at Trahan, Burden & Charles, Baltimore, MD  
August 2000–April 2004

Copywriter at Fogarty Klein Monroe, Houston, TX  
September 1997–August 2000

## CLIENTS

**Automotive/Transportation:** smart center Dallas & Fort Worth; Park Place Dealerships;  
Houston Metropolitan Transit Authority

**Financial:** Dow Jones; Vanguard; Provident Bank; Bank United

**Food/Beverage:** Which Wich?; Fogo de Chão Brazilian Steak House; Pizza Inn; Yum! Brands (Pizza Hut/KFC);  
Starr Restaurants; Ethel's Chocolates; Vincent Van Gogh Vodka; Saltgrass Steak House; Captain D's Seafood

**Fuel/Industrial:** Conoco; Exxon; PRIME Equipment

**Gaming:** MGM Grand Casino; Borgata Hotel Casino & Spa; L'auberge du Lac Hotel & Casino;  
Palms Casino Resort; Pinnacle Entertainment; Mirage Hotel & Casino; Foxwoods Resort Casino

**Health Care:** University of Maryland Medicine; NeighborCare Pharmacies

**Hospitality/Real Estate:** NYLO Hotels; Trump International Hotel & Tower; Gaylord Hotels; Centra Properties

**Non-Profit:** Susan G. Komen for the Cure; NAACP; Junior Achievement

**Publications:** *Fort Worth Star-Telegram*; *The Wall Street Journal*; *The Wall Street Journal Online*; Yellow Book

**Retail:** Sam's Club; Rent-A-Center; Randalls/Tom Thumb Supermarkets

**Sports:** Baltimore Orioles

**Technology:** RadioShack; PointMobl; Handango; WiGear/iMuffs; Dell Computer; Covenant Technology Services

**Tourism:** Maryland Tourism & Economic Development; Lake Tahoe Visitor's Bureau; Mashantucket Pequot Museum

## RECOGNITION

National Addy Awards; *Adweek's* Best Spots of the Year; *Graphis* Advertising Annual; *American Ad Review*;  
London International Awards; Adrian Awards; DoubleClick Insight Awards; American Gaming Association Awards;  
Dallas Society of Visual Communicators Awards; Texas Public Relations Association "Best of Texas" Awards

## EDUCATION

M.A. in advertising from The University of Texas at Austin, Austin, TX, May 1997

B.A. in English, minor in creative writing from the University of Rochester, Rochester, NY, May 1995

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