

PROFESSIONAL PROFILE

Scott A. Newton

APEX Media Solutions, Inc.

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1) SUMMARY

Scott Newton is a seasoned professional in the area of media production for supporting the communication objectives of business. His broad range of knowledge and expertise in media, applied computer technology and business operations position him as a uniquely qualified resource for numerous strategic roles.

2) BACKGROUND

Newton began his education in Communications at Andrews University in Berrien Springs, Michigan in 1980. He then studied business at Kishwaukee College in DeKalb, Illinois and completed his studies in Media at College of DuPage in Glen Ellyn, Illinois in 1984.

Following his formal education, Newton worked as an independent video production contractor for several companies including IBM and Mutual Trust Life Insurance Company. At Mutual Trust he developed and produced a series of video programs used by the corporation for agent training. He later implemented an in-house video production facility at Mutual Trust and was retained for the training of staff personnel on the techniques required for ongoing video production activities.

In 1985, Newton founded Crystal Image Productions. Through Crystal Image, he offered video production services to a variety of industrial and corporate clients. During the period from 1985 to 1996, Crystal Image expanded to include three staff producers, two support personnel and a director of sales and marketing.

By 1997, the services of the organization had expanded to encompass a fuller mix of media - including print, audio and multimedia. At this time, Newton reorganized the company to form APEX Media Solutions - integrating the resources of a network of contract producers and production facilities to better serve the client base with a more comprehensive blend of service offerings.

Currently as President of APEX Media Solutions, Newton offers a full range of media production and consulting services for the communication needs of business. In June of 1998, APEX expanded to include the division of APEX Computer Solutions - a venture aimed at addressing the computer technology needs of small businesses - encompassing productivity systems as well as hardware and software support.

3) AREAS OF EXPERTISE

Having offered a wide variety of services to a diverse mix of clients, Newton has acquired an extensive range of knowledge in diverse subject matter - not only in the production of media, but also in the operational parameters of a client base representing many different industries. The following are some primary areas of his expertise.

Video and Multimedia

Newton is accomplished in the full spectrum of production disciplines for developing and producing effective video and multimedia programs for corporate and industrial clients. Having developed a systematic procedure for producing industrial programs, Newton's streamlined methods offer a highly efficient approach that is both cost-effective and objective oriented. The scope of his production work encompasses:

- Estimating and Budgeting
- Production Planning and Resource Management
- Content Development and Instructional Design
- Writing
- Computer Graphic Design and Animation
- Audio/Music Production
- Videography and Lighting
- Foreign Language Conversion
- Multimedia Development Authoring - PowerPoint, Director, Premiere
- Editing
- DVD Authoring
- Technical Proficiency - in the related computer technology

Internet

Newton has a great deal of acquired expertise in the development of Websites for a diverse range of clients. From initial strategic planning and content development, to publishing and maintenance, his attention to detail and knowledge of navigation dynamics has provided clients with highly acclaimed Websites. While primarily developing with Microsoft FrontPage, which allows clients to easily update their own site, Newton is also knowledgeable in HTML and the methods of search engine optimization.

Print

Whether for a stand-alone medium, or to support other media, Newton has produced a wide variety of printed materials - from brochures, newsletters, ads and packaging. This work has involved:

- Writing
- Computer Graphic Design - PhotoShop, Illustrator, 3D Modeling Software
- Photography - extensive experience in 35mm and digital formats (location/studio)
- Desktop Publishing - QuarkXPress, PageMaker
- Pre-Press Work

AREAS OF EXPERTISE, Cont.

Audio

Drawing from a musical background, which spans nearly 25 years, Newton possesses a solid foundation in the area of music and audio production. Abilities include:

- Sound Design
- Original Music Composition and Performance
- Midi-Based Sequencing Systems
- Digital and Analog Multi-Track Production and Mixing
- Soundtrack Compilation - Narration/Music/Sound Effects

Computer Technology

Newton is experienced in a full complement of the applied computer technology involved in the production of media, as well as general business operations. This ability was developed through his Information Systems responsibilities for Crystal Image Productions, as well as the client work performed by the Computer Solutions division. Areas of capability include:

- Software and Hardware - Acquisition, Installation, Configuration and Troubleshooting
- Internet
- Productivity Systems - Time Management, Project Management
- Financial Tracking System (utilizing QuickBooks) - *Newton developed a functional and streamlined financial system for small business operation which has been implemented both in-house and at client facilities.*

- Software Experience (including):

Office

- Windows 98-XP, Word, Excel

Database

- Access

Video Production

- Avid Xpress DV, Premiere, Ulead 3d Production Studio (Animation)

Multimedia Authoring

- DazzlerMax, Director, PowerPoint

Web Development

- Flash, FrontPage, Swish, HTML

Print Production

- Acrobat, PageMaker, QuarkXPress

Audio Production

- Acid, DigiDesign Pro Tools, Fast Eddie, Sound Forge

Graphic Design

- Extreme 3D, Illustrator, PhotoShop

Productivity

- Microsoft Project, Visio

Financial

- QuickBooks

Management and Productivity

Newton's professional work has provided him with a unique perspective on management and workforce productivity issues. He possess a high level of practical expertise in the following:

- Project Management - utilizing computerization and Gantt charts for production teams and client based resources
- System/Process Design - for productivity and operation activities
- Creative Problem Solving
- Cost Justification Analysis
- Strategic Initiatives for Process Improvement
- Target Training - *Newton developed and designed a quantitative process for identifying an organization's training requirements based on pareto assessment of profitability issues.*
- Productivity - improvement through problem solving to maximize output
- Supervision - successfully managed production/administrative group of 6 internal resources as well as external sources (producers, vendors and production facilities - on project basis) utilizing computer-based Work Delegation and Accountability systems
- Employee Motivation - through establishment of goals, empowerment and accountability

Sales and Marketing

Having sole responsibility for the revenue generating initiatives of a small business, Newton has a solid background in the sales and marketing process. These abilities involve:

- Lead Generation - through innovative networking
- Client Sales Presentations
- Client Needs Assessment - matching service offerings with client needs
- Communicating Client Benefits

4) GENERAL SKILLS AND ABILITIES

Through diverse career experiences, Newton has developed attributes and expertise in numerous areas critical to the operation of contemporary production and industrial business environments. These include:

- Organization - precise personal systems for project tracking, time management and accomplishment of objectives, resulting in ability to manage and meet deadlines successfully
- Strong Interpersonal Communications
- Self Direction/Self Starting
- Attention to Detail
- Team Dynamics – maximizing a delegation environment
- Public Speaking
- Training – conducting both formal and informal instruction
- Accounting and Tax Knowledge
- Manufacturing Expertise - extensive knowledge of the processes of manufacturing (metalworking, metallurgy, quality, ISO9000, Statistical Process Control)

5) MANAGEMENT PHILOSOPHIES

Resulting from exposure to the common challenges facing many organizations, Newton has developed three core philosophies regarding optimal business management. He has integrated these philosophies into his operation, and promoted them through his work with clients in the establishment of their communication objectives. These include:

- 1) Maximized human resource utilization through,
 - a) clearly defined goals.
 - b) empowerment.
 - c) accountability.
- 2) Avoidance of crisis management and poor quality through systems and ongoing process improvements.
- 3) Customer service excellence through consistently honoring commitments, budgets and deadlines, while continually striving to achieve a win-win scenario.

6) PROFESSIONAL GOALS AND OBJECTIVES

Drawing from the course of his professional career, Newton has developed a primary list of objectives to optimally utilize his expertise, abilities and interests. These are:

- 1) Improve client operations through the delivery of media-based tools and systems which directly impact productivity, profitability and excellence.
- 2) Play an active, team-oriented role in the development, creativity, production and implementation of media-based solutions and systems.
- 3) Support improvement initiatives through strategic planning, budgeting, and project management of resources and timeframes.

7) CONTACT INFORMATION

To reach Scott Newton for consultation, contact information is as follows:

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Client List and References

APEX Media Solutions, Inc.

Since 1985, our organization has provided media solutions to the communication needs of a wide variety of clients. Our client list includes the following:

AT&T

Lisle, IL

American Gear Manufacturers Association

Alexandria, VA

American Public Works Association

Chicago, IL

Arrow Gear Company

Downers Grove, IL

BB&A/Ad Dimensions

Oak Brook, IL

Community Nursing Service West

Oak Park, IL

Custom Tile and Marble

Woodridge, IL

DuPage County Girl Scouts Council

Naperville, IL

The Erikson Institute

Chicago, IL

Forging Industry Education and Research Foundation

Cleveland, OH

Fusibond Piping Systems

Downers Grove, IL

Gear Research Institute

Evanston, IL

Gladson & Associates

Lisle, IL

Hinsdale Hospital

Hinsdale, IL

Illinois Foundation for Quality Health Care

Oak Brook, IL

Illinois Institute of Technology

Chicago, IL

Iowa Foundation for Medical Care

Des Moines, IA

Kester Solder

Des Plaines, IL

Little Brothers – Friends of the Elderly

Chicago, IL

Loyola University Medical Center

Maywood, IL

The Management Association of Illinois

Westchester, IL

Masonry Contractors Association of America

Chicago, IL

Molex

Lisle, IL

Noddings Investment Group

Oak Brook, IL

Omron Electronics, Inc.

Schaumburg, IL

Star SU, LLC

Hoffman Estates, IL

Rhea & Kaiser Marketing Communication

Naperville, IL

Romance Writers of America

Houston, TX

ServiceMaster

Novato, CA

The Software Toolworks / Mindscape

Naperville, IL

The T.L.C. Group, Ltd.

Clarendon Hills, IL

Vaughan's Seed Company

Downers Grove, IL

Warfield Electric Company

Frankfort, IL

Zenith Controls

Chicago, IL

For references from those who have utilized our services, please feel free to contact the following:

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