

**COMMUNICATIONS**  
**TEAM**<sup>TM</sup>

**Plan, Brand, Go!**

## Capabilities & Design Samples

We help businesses and organizations succeed in discovering and reaching their target audiences so they can share great products, services and ideas with the world!

Through a variety of tailored programs and services combining branding, marketing, technical and promotion expertise we develop successful strategies and solutions for our clients.

SNAPSHOT

- Malaga Corp. dba Communications Team
- Headquarters: Berkeley, California
- Founded: 1995 and incorporated in 2000
- Entity: California Corporation
- Business License: Berkeley, CA
- President: Malaga Smith, MCP, CNA
- Malaga Corp. is a woman owned business.
- Insurance rider available on request.
- The company is a flexibly structured mix of employees, and long term local SME consultants, and technical service providers.

CAPABILITIES

Strategic Planning:  
Research and Development,  
Planning Systems, Project  
Management, Scheduling  
Tracking

Branding: Corporate Identity  
Systems, Event & Product  
Branding

Web Development:  
Website Planning, Design,  
Implementation, Hosting,  
Ecommerce, Database.  
WordPress, CMS, Custom.

Search Engine Optimization: On  
and off page analysis, content  
development, link building and  
strategy.

Content Development:  
Research and copy writing for  
web, print, video, social & media.

Press and Media Support: Press  
releases, story telling, copy  
writing, media placement.

Ad Creative & Placement: Ad  
concept, design and  
placement; print and digital  
publications; online advertising.

Social Media Marketing & SMS:  
Content curation and  
development, scheduling and  
posting, strategy, & advertising.

Eblast & Newsletters: Design,  
setup and support. We support  
Mailchimp, Constant Contact  
(partner), Infusionsoft & more.

Lead Capture: CRM  
Automation, landing pages and  
strategies for growing mailing  
lists and sales. Database design  
and programming, CRM  
software design and support.  
Infusionsoft partner.

Creative: Original illustration &  
graphic design.

Print Design: Large & small  
format. Business cards,  
brochures, marketing  
materials, direct mail, signage,  
billboards (and anything in  
between). Print fulfillment.  
Support for self-publishing  
authors

Events: Event Branding,  
materials, signage, press  
release writing & distribution,  
promotion.

Videography & Photography:  
On site & drone shoot,  
interviewing, storyboarding,  
scripting, editing, integration  
of video, audio and animation  
graphics to produce impactful  
shorts, promo pieces, teaching  
modules, webinars and stories.

Government/Economic Development	Non-Profit & Education	David White & Associates Disability Partner	Music, Entertainment, Lifestyle, Health
Bay Front Chamber	American Epidemiological Society	DeYoe Wealth Management	Anna Maria Flechero
Berkeley Chamber of Commerce	Berkeley Alliance	Happiness Dividend	Anton Salon
BizNexus (in partnership with SFonTheBay.com)	Berkeley Crush Festival	Korman & Ng	Barrique International
Business & Professional Women International	Berkeley Food and Housing Project	Law Office of David D. Bunn	Basil Magazine
Black Women Organized for Political Action	Berkeley Martin Luther King Jr. Day	Law Office of Jamie Calloway	Berkeley Crush Festival
Supervisor Keith Carson	BETV	Liz Sosnick	Cafe Aquarius
City of Emeryville (in partnership with SFonTheBay.com)	Building Opportunities for Self Sufficiency (BOSS)	Name the Occasion	Coach Q
Emeryville Chamber of Commerce	Creative Care Project	PO Pack	Curves
Hercules Chamber of Commerce	Debra Bradley	Building, Trades	Dandelion Hair Salon
Healthy City Initiative	East Bay Conservation Corps.	Atlas Pellizzari	El Cerrito Pet
Leadership East Bay	Fresh Path Ministries	Berkeley Shade Co.	Fabled Asp
San Pablo EDC	Global Academics	Burns Painting	Gwen Avery
Telegraph Avenue Business Improvement District	Gurls Rock	California Certified Inspection	H. Weslee
The Chamberlink	Health & Education	Creative California Painting	Jeffrey Tauber
Industry, Corporate AT&T	Communication Consultants	Dales Excavating	Karen Ripley
Phillips 66	Hercules Education Foundation	Ehret Plumbing & Heating	Kate McCarthy Accupuncture
Siemons Mailing Service, Inc.	Jon Jeter	El Cerrito Lighting	Namaste Personal Training
Transportation	Marcus A. Foster Educational Institute (MAFEI)	Electrical Contractors Trust of Napa and Sonoma Counties	Nicolas Bearde
Alameda Transportation Management Association	Merritt College	Ladner Design & Build	Picasso America
Mission Bay Transportation Management Association	Reentry Court Solutions	L. DeHart Photography	Powder Keg Pub
Palo Alto Transportation Management Association	Sewer Smart	Lowney Architecture	Rose Garden Inn
Ranch Ride	St. Paul AME Berkeley	Martinez Construction	Royal Robbins Outlet
Silvani Transportation Consulting	UC Berkeley Department of Epidemiology	National Electrical Contractors Association (NECA/IBEW)	Russo Dental Care
Travel & Tourism, Attractions, Events	UC Berkeley ERL Electronics Research Lab	San Jose Window Shade	Sam Bostic
Berkeley City Club	UC Berkeley Department of Landscape Architecture and Environmental Planning	Sawyer Painting	Fred Smith
San Francisco on the Bay	UC Berkeley Blake Garden	Shahtuck Auto Body	Jane Sweetland
Sail America, Pacific Sail (in partnership with SFonTheBay.com)	UC Berkeley School of Public Health	Shattuck Auto Body	Theresa Bennett-Wilkes
San Pablo EDC	United Negro College Fund	Solar Maintenance Experts	Three Monkeys Restaurant
Visit Richmond CA (in partnership with SFonTheBay.com)	The Workforce Collaborative	Vigiani Automotive Services, Retail, Small Business	TOMII
	Vocal Ease	Cabarga Graphics	West Portal Family Dentistry
	Financial, Insurance, Legal, Real Estate	Cotton & Company	Winston Burton
	AI&PS	Good Seeds Yoga	Yazbeck Wetsuits
	Altman & Cronin	LaNiece Jones	YMCA
	Andrew Roth Real Estate	Menchie's Pinole	
	Cooperative Center Federal Credit Union	Midnight Run	
		Minute Man Press	
		Master Paint Guard	
		Radstons Office Plus	
		Signarama	
		Synectic	
		Tammy's Janitorial	
		Techscribe	
		VSI	

Contact: Malaga Smith 510.704.1777



Residential & Commercial



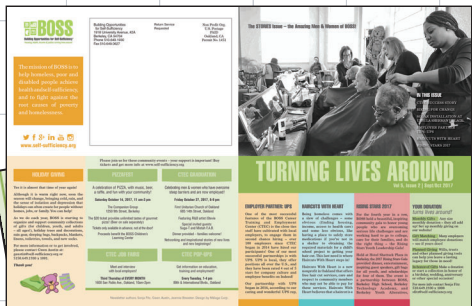
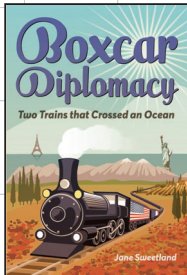
DEVELOPING LEADERS THROUGH  
BUSINESS.COMMUNITY.COLLABORATION



Building Opportunities for Self-Sufficiency™  
*housing, health, income & justice: turning lives around*

 **happiness dividend**







Wednesday, June 21, 2017  
11:00am - 12:00pm  
Community meet 'n share mixer series

**Join Us!**  
Networking with other professionals in the community. Meet and greet with other professionals in the community. Meet and greet with other professionals in the community.

**Keith Carson**  
1010 14th Street, Suite 8  
Berkeley, CA 94710  
510.525.4000 | info@communicationteam.com

2018 Annual Women's Day LUNCHEON & EXPO  
Sunday May 13th 11:00am - 4:00pm  
Oakland Community Center  
220 Park Ave, Oakland, CA 94612

*Women supporting local business owners*

**Special Feature:**  
Lunch catered by Pioneer Bay Pub  
30% donation to local women-owned business

**SPONSOR BY:** **THANK YOU COMMUNITY BUSINESSES:**

Logos for sponsors: Berkeley, IREC, GH, SALTOR, etc.

2018  
Tuesday February 14th  
quarterly SUNRISE NETWORKING

**Presentation:** Scott Harris, Entrepreneur  
"5 things every small business owner should know to improve their performance on Google"

**8:00 AM to 10:00 AM**  
Registration 8:00 AM - 8:30 AM  
8:30 AM - 10:00 AM  
Light refreshments

**HEALTH & WELLNESS FAIR & BAY FRONT RUN!**

Sunday, October 1, 2017  
10:00am - 1:00pm  
5K Bay Front Run

**5K BAY FRONT RUN**

5K Run  
10:00 AM - 11:00 AM  
10:00 AM - 11:00 AM  
10:00 AM - 11:00 AM

Logos for sponsors: 5K, Berkeley, etc.

**Crush Festival 2019**  
Sunday November 10th 12:00pm - 5:00pm  
Que Pasa, SF

100th Anniversary of Berkeley  
**Crush Festival 2019**  
The East Bay's Premier Wine & Culinary Food Event

100th Annual  
Crush Festival 2019  
The East Bay's Premier Wine & Culinary Food Event

100th Annual  
Crush Festival 2019  
The East Bay's Premier Wine & Culinary Food Event

**SAVE THE DATE!**  
Sunday, August 25, 2019 1-4:30pm

**Bottles & Bites**

a fundraising benefit for our schools

- Enjoy an afternoon of savings from local restaurants, bakeries, wineries and more!
- Gift Auction, raffles and entertainment!
- Proceeds benefit our local schools!

**HERCULES EDUCATION FOUNDATION**  
www.herculeseducation.org

COMMUNICATIONS  
**TEAM**

Plan, Brand, Go!

DESIGN SAMPLES/  
print

**RanchRide MY DESTINATION SHUTTLE**

**SUNDAY HOLIDAY SHOPPING SCHEDULE**

Sunday, November 14, Mission Area - The Station

Store	Location	Hours
Allegro	10100 Santa Anita Blvd, San Jose	10am - 6pm
Barnes & Noble	2770 San Antonio Ave, San Jose	10am - 6pm
Costco	10100 Santa Anita Blvd, San Jose	10am - 6pm
Farmer Bros	10100 Santa Anita Blvd, San Jose	10am - 6pm
Home Depot	10100 Santa Anita Blvd, San Jose	10am - 6pm
Lowes	10100 Santa Anita Blvd, San Jose	10am - 6pm
Menards	10100 Santa Anita Blvd, San Jose	10am - 6pm
Produce Connection	10100 Santa Anita Blvd, San Jose	10am - 6pm
Sam's Club	10100 Santa Anita Blvd, San Jose	10am - 6pm
Shaw's	10100 Santa Anita Blvd, San Jose	10am - 6pm
Target	10100 Santa Anita Blvd, San Jose	10am - 6pm
Walmart	10100 Santa Anita Blvd, San Jose	10am - 6pm
Walmart Supercenter	10100 Santa Anita Blvd, San Jose	10am - 6pm

[www.aam.com](http://www.aam.com)

**LEADERSHIP EAST BAY**

DEVELOPING LEADERS THROUGH BUSINESS, COMMUNITY, COLLABORATION

**HERCULES EDUCATION FOUNDATION**  
Enhancing educational opportunities for our youth

4 Annual  
**Bay State**  
Celebration of Faith, Strength, Hope & Resilience

**BAY FRONT CHAMBER OF COMMERCE**  
FINOLE HERCULES ADDED

**Bay Area Community Connections**

COMMUNITY CONNECTIONS

COMMUNITY CONNECTIONS

COMMUNITY CONNECTIONS

**Sendero**

The Bay Area  
The Inland  
The South

**Esencia**

- The Bay Area
- The Inland
- The South
- San Francisco
- San Jose
- San Diego
- San Antonio
- San Diego
- San Antonio
- San Diego

**PROGRAMS**

Make a Difference Today

W F I D I A S

**BOSS** BOSS BOSS

BOSS BOSS BOSS

BOSS BOSS BOSS

BOSS BOSS BOSS

**BOSS** BOSS BOSS

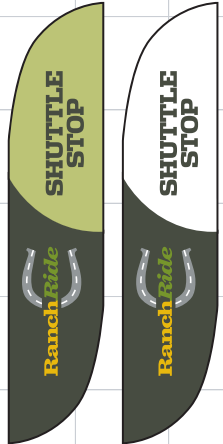
**TURNING LIVES AROUND**

BOSS BOSS BOSS

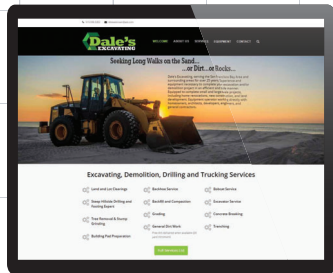
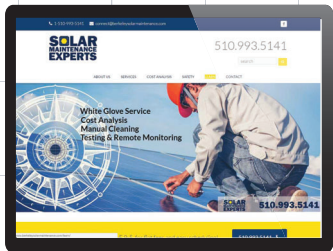
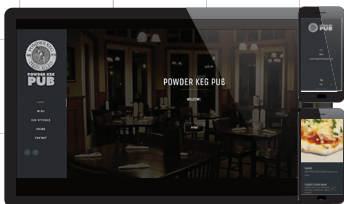
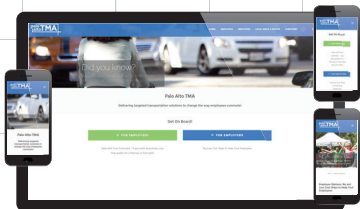
BOSS BOSS BOSS

BOSS BOSS BOSS

**Palo Alto TMA** Palo Alto TMA  
Commuter Subsidies









Sunday, September 30, 2018  
9am-12 Noon

**HEALTH & WELLNESS FAIR & BAY FRONT RUN!**

**2018 5K ANNUAL BAY FRONT RUN**

Run along Bayfront Blvd. & the Bay Trail!

5K & 1 MILE RUNNING  
500 Register by 8:30 A.M. for guaranteed space!  
KIDS 1/4 MILE FUN RUN Ages 5 to 12 Register by 9:30 A.M. for guaranteed participation space!

HEALTH & WELLNESS FAIR  
Free Fun, Games and Health Screenings

For information and to register visit: [www.usc.edu/education/foundation.org](http://www.usc.edu/education/foundation.org)

**COACH Q**  
Empowering leaders to drive organizational success

**COACH Q SPEAKING & TRAINING PROGRAMS**

Coach Q's programs include the following: executive coaching and training, keynote, keynote retreat, special topic programs for your group on site available.

Staff Development  
Customer Service  
Leadership  
Management Development  
Diversity and Inclusion

Developing and refining programs can translate into on-site opportunities, or an on-site seminar with varying levels of post-workshop coaching and follow up.

**Three Part Series Overview**

#1 Healthy Enough to Serve  
#2 Preceptor for Success Training  
#3 On the Issues Training

Wednesday, June 21, 2017

The Office of Alameda County District 1 Supervisor Keith Carson invites you to join us and other passionate members of the community!

**COMMUNITY meet 'n share mixer series**

Join Us!

Wednesday, June 21, 2017  
6:00pm - 7:00pm  
Oakland's Very Own 2017  
6000 Mt. Diablo  
Oakland CA 94618

The best food  
Light touch of beverages will be served!

Please RSVP to: District Office  
Supervisor Keith Carson  
kcarson@alameda.gov  
(925) 272-8939

Supervisor Carson represents Alameda County's 17 Districts, which includes Alameda, Berkeley, Emeryville, Fremont, Hayward, Oakland, San Leandro, Union City, Fremont, Alameda, Contra Costa, Contra Costa District, and San Leandro municipalities.

**KEITH CARSON**  
925.272.8939 | [d1a11.co.alameda.gov](http://d1a11.co.alameda.gov)

www.alameda.gov | [facebook.com/keithcarson](https://www.facebook.com/keithcarson) | [twitter.com/supcarson](https://twitter.com/supcarson)

**SAVE THE DATE!**

**MOULINE ROUGE**

**BERKELEY**  
Mouline Rouge is proud to bring you the most delicious Mouline Rouge in Berkeley, CA. Reserve by 6:00 pm.

**THE YOU CAN CARE**

**BERKELEY**  
Community Club

**Black Tie & Blue Jeans Gala**

112th Annual

Please join Alameda County Supervisor **KEITH CARSON** for a Women's History Month Event to honor **WOMEN'S HISTORY TRIANGLE 2018** Wednesday, March 28, 2018 - 9:30-1:00pm at the **UESB** 471 25th Street - Oakland, CA

**HONORING OUR PUBLIC SAFETY TRIANGLEZERS:**  
Renee Nading O'Neilly  
Alameda County District Attorney  
Diana Payer  
Fire Chief, City of Fremont  
Teresa Delacruz-Rand  
Fire Chief, City of Hayward

**COHOSTS**  
Black Museum Organized by National Action  
National Coalition of 100 Black Women Oakland Bay Area Chapter  
National Women's Public Caucus Alameda North

Sponsored by **Alameda County Supervisor KEITH CARSON**

**SUNDAY, SEPT 23**

**RODEO CHILI & SALSA COOK OFF & CAR SHOW**

11:00am-6:00pm  
Lafy Gomez Field  
470 Parker Ave., Rodeo

**BAY FRONT**  
FREE FAMILY EVENT

Classic Cars! Music!  
Kids Activities!  
Food Trucks!  
Vendors!

See for your favorite Chili & Salsa! 11:30 - 2:00



SURF!	DOCK!	BIKE!	SAIL!	WALK!
				
EMERYVILLE .ORG	EMERYVILLE .ORG	EMERYVILLE .ORG	EMERYVILLE .ORG	EMERYVILLE .ORG



**EMERYVILLE ON THE BAY** Trail Guide to DINE, PLAY & STAY in Emeryville

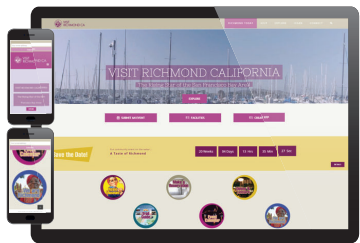
*Tell us – what's your fav spot?*



[www.emeryvilleonthebay.com/go](http://www.emeryvilleonthebay.com/go)

Explore! 12 SF Bay waterfront cities and their hidden gems. Dock, Stay, Dine & Play On the Bay brings you stories, listings and a curated experience for travelers and locals alike. Find pubs, bars & wine tours, restaurants, dog parks, music, shopping, family-friendly. [www.sfonthebay.com](http://www.sfonthebay.com)





Emeryville Marina

Emeryville Marina's prime location in the heart of San Francisco Bay offers views of three bridges and the Bay Area. Dock in Emeryville. Enjoy our amenities and walk to great local restaurants.

**2 Marinas**

**2 Marinas, 850 Slips, 1.2 Miles on the Bay, 4 Major Hotels, 30+ Fine Dining Restaurants and Cafes, 25+ Worldwide & Boutique Brands, Unlimited Ways to Play. Begin your 2012/2013 Cup trip planning at [emeryvilleonthebay.com](http://emeryvilleonthebay.com)**

**Transportation Hub**

- BART (Highspeed rail from airport)
- Bus/Quick Stop/Transit Center/CarShare
- Free shuttle about town and to BART
- 10 minutes from SF by water
- Charter boats

**Arts, Science & Sports**

- Water sports, fishing, Bay walk, bike trails
- Arts, parks, art walks
- Beaches, tech & new media hub
- Home to three destination beaches & Emeryville College for Digital Arts

**Unlimited Ways to Play**

Enjoy this beautiful harbor with its magnificent views and water recreation from the comfort of the Bay. Emeryville Marina is a premier destination for sailing, boating, fishing, and water recreation. For more information, visit [emeryvilleonthebay.com](http://emeryvilleonthebay.com).

Emery Cove Yacht Harbor



Experience 12 SF Bay waterfront activities & boat-touring options. (Richmond, Sausalito, Tiburon & Sausalito) at the Richmond waterfront, including the Richmond waterfront for children and adults. (Richmond) Park, museum, shopping, boating, trails.

www.richmond.org

### Thank you Community Partner!

**Did you know?**  
30 miles of shoreline in Richmond County from 12th Avenue & 7th Street Bayfront to the Golden Gate Bridge. 15 miles of shoreline from 12th Avenue & 7th Street Bayfront to the Golden Gate Bridge. 15 miles of shoreline from 12th Avenue & 7th Street Bayfront to the Golden Gate Bridge. 15 miles of shoreline from 12th Avenue & 7th Street Bayfront to the Golden Gate Bridge.

### Planning a trip to Richmond?

Visit Richmond and discover yourself in a new way. Enjoy the scenic views, the historic architecture, and the vibrant culture. Discover the beauty of Richmond and its surroundings. Discover the beauty of Richmond and its surroundings. Discover the beauty of Richmond and its surroundings.

**Let's go!**  
Richmond is a beautiful city with a rich history and a vibrant culture. Discover the beauty of Richmond and its surroundings. Discover the beauty of Richmond and its surroundings. Discover the beauty of Richmond and its surroundings.

### RICHMOND ON THE BAY

**Trial Guide to DINE, PLAY & STAY in Richmond**

www.richmondonthebay.com

### Thank you Community Partners!

**Richmond**  
Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east. Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east. Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east.

**Point Richmond**  
Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east. Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east. Take Highway 101 and exit Richmond Parkway. Turn right on Central Expressway, head east.

**Brickyard/Point Potrero**  
Take Highway 101 and exit Central Blvd and head west. Take Highway 101 and exit Central Blvd and head west. Take Highway 101 and exit Central Blvd and head west.

**Marina Bay/Point Isabel**  
Take Highway 101 and exit Central Blvd and head west. Take Highway 101 and exit Central Blvd and head west. Take Highway 101 and exit Central Blvd and head west.

**Parks + Bays**  
Richmond Bayfront Recreation Area  
Point Richmond State Park  
Point Isabel State Park

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Richmond Bayfront Recreation Area

**Point Richmond State Park**  
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Point Richmond State Park

**Point Isabel State Park**  
Point Isabel State Park  
Point Isabel State Park  
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**Richmond Bayfront Recreation Area**  
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**Point Richmond State Park**  
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**COMMUNICATIONS**  
**TEAM™**

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Contact: Malaga Smith 510.704.1777

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