

# PORTFOLIO

Paulita Chartier

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I'm a Digital Marketer

I'm a Communications Pro



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# Writing Samples

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## Extraordinary! Life as a Waitr Driver

People slow down at green lights. I never realized that until I drove for Waitr. I suspect that a lot of Waitr drivers do a little bit of good-natured groaning at the peccadilloes of other drivers.

Driving was a contradiction in purpose. I wanted to hurry up and get the food delivered to my customer hot and tasty. But I also wanted to get there: A) in one piece, and B) sans traffic ticket. The most difficult challenge to my driving ethics was resisting the speed-up call of the yellow signal light. Don't do it, I cried, as I experienced yet another unusual stab of good behavior and stopped for the yellow. Hurry up and get there and be careful doing it, by God.

You know what's fantastic? Being welcomed with open arms at a complete stranger's front door. It's how Santa must feel when gleeful, be-presented toddlers bust him. I found people to be awesome. And let's face it: it's nice to be wanted. It's even nicer to be able to make someone else's day.

Waitr drivers reflect the cheerfully bold style of Waitr itself – an eagerly audacious organization with particular joie de vivre. Like its drivers, Waitr is a friendly company eager to try new things, keen to do the right thing and reach the dizzying heights of success.

Latasha Roberts knows something about that. "I'm an icebreaker," affirms the green-haired Waitr driver. "I care about how everyone feels," says Latasha. "I walk into a restaurant and say, 'Hey y'all! How y'all doing today?' I love building rapport and that every day I get to see all kinds of people."

"I love this job – they'd have to kick me out screaming and hollering. I've worked at several places; I have a degree in accounting, and I'd still rather do this," Angela Stroh says. "You have to want to make your customers happy. You can't

just knock on the door and shove the food in their hands," says Angela.

Clark Miller compared the experience of being a driver to that of being a greeter at a church. Clark says, "Research shows that people make up their minds about a church within 15 feet of the entrance doors. Greeters are front and center. Without them, there'd be nobody to acknowledge the new folks or show them around. They wouldn't feel welcome, and it would not be a positive experience." Ergo, they probably wouldn't give that church a second shot.

And then there is the driver who was determined to deliver her customer's food. No answer from the door-knocking. No answer on the cell. Text? You guessed it. Angela waited for a while in the driveway. "I got to watch a possum stroll past my car," she says.

Sometime after the possum exited stage left, Angela finally reached the customer and delivered the food. "I'm always surprised when I go to the door, and people say, 'Oh - I forgot I ordered food,'" observed Angela.

Sometimes, our intrepid drivers must navigate dark, gravel roads in the middle of what seems to be nowhere. Nothing but the crickets here, with the occasional outburst from unnamed nocturnal residents. She makes sure to tell a friend where she's going. "But then there's a brightly lit house at the end of the road, and the people are really friendly and glad to see you!" says Latasha. Ahhh – it turns out it wasn't a dark and creepy road leading directly to Marie Laveau's crib.

Hands down, Clark has the wildest story, nocturnal residents and all. "I'm standing there at the door with the food, ready to hand it over. The door opens, and the first thing I notice is a stripper pole

in the middle of the living room. The second thing I notice is that a woman is hanging off the pole. Once I recovered from that, I finally noticed the guy who opened the door for me. Big, old happy guy," explained Clark. "Hey, he was a great tipper!" says Clark.

"Never miss an opportunity to relieve oneself."  
~ British King Edward VIII

Ah yes, and then there is this question: if you're hustling to complete as many deliveries as possible, when is there time to visit the restroom? Seconds count, you know, in both endeavors. And where exactly should you visit? Seems rude to pop into an establishment with which you have no personal or even commercial relationship. Anyway, getting off the path is time-consuming.

Pragmatism always won out in my bold decision to avail myself at the next restaurant on my pick-up. It might seem a little unfriendly to use your partner restaurant in such a tawdry fashion. But

as the good King Edward advised, never miss an opportunity.

Working as a Waitr driver is never dull. That's one of Angela's favorite things about her job. "I encounter restaurants that I never knew existed," she says. "Most of the people in the restaurants are sweet. They like that we go in there and get them more business. There's a special connection. A lot of times, I strike up friendships with the staff," says Angela.

By all accounts, it's great to be a Waitr driver. The restaurants are great, the customers are great, and business is booming. Drivers love the flexibility and meeting new people, and they take the responsibility of being the face and voice of Waitr as a solemn calling. As Clark put it, "We define the experience that customers have."

You can download the free Waitr app from the Apple App Store or Google Play or point your browser to [www.waitrapp.com](http://www.waitrapp.com).

As we here at Waitr like to say, enjoy the ride!



## Attorney Guidelines to Ethical Issues in E-Marketing

The first consideration in [e-marketing](#) is that if you can't do it in print, broadcast or other traditional media, you can't do it via the Internet, either. However, with the Internet and social media, it's easy to blur the lines and cross over into the dreaded "attorney advertising" category. Yikes. We'd all rather not go there.

In early 1976, young lawyers John Bates and Van O'Steen placed a seemingly innocuous ad in [The Arizona Republic](#). The State Bar of Arizona was not at all pleased. The case eventually went all the way to the Supreme Court as [Bates v. State Bar of Arizona \(No. 76-316\)](#), and in 1977 the Court ruled that Bates and O'Steen had every right to advertise their services per the [First Amendment](#).

A lot has changed since 1977. The Arizona Republic is online, and Van O'Steen is attached to a marketing group in between his lawyering. We have websites, social media sites, blogs, YouTube and email, among other media available for advertising. In its almost infinite wisdom, the Supreme Court probably wasn't envisioning all these opportunities for an eager, forward-thinking attorney to stumble and fall on his ethics-violating face.

To cap it off, on August 6, the ABA House of Delegates voted in favor of amending Rule 7 of the ABA Model Rules of Professional Conduct. That's right, Rule 7 addresses attorney advertising.

Relax. The changes to Rule 7 merely make the rules simpler and more straightforward to understand what the authors were trying to say in the first place. It took two years for committees and various bright attorneys to develop the changes. Finally, [Resolution 101](#) was

passed this August, amending Rules 7.1, 7.2, 7.3, 7.4 and 7.5.

One of the primary objectives of The ABA's Standing Committee on Ethics and Professional Responsibility was to modernize the marketing rules. Another goal was to protect the public. Finally, the committee wished to increase access to justice.

[Revised Rule 7.1](#) does not change the rule, which speaks to a lawyer's services. It also prohibits misleading statements. Rule 7.1 was combined with Rule 7.5 since the two spoke to many of the same issues, such as banning deceptive or false statements.

[Revised Rule 7.2](#) changed the name from Advertising to Communications Concerning a Lawyer's Services: Specific Rules. It remains the same with a clarification that a lawyer may not "compensate, give or promise anything of value to a person who is not an employee or lawyer in the same law firm for recommending the lawyer's services."

The rule also spelled out that nominal gifts are permissible. It goes on to move Rule

7.4 language on "specialists" to Rule 7.2(c).

Lawyers can't claim that they are specialists unless an organization accredited by the ABA issues the certification.

The new [Rule 7.3](#) defines "solicitation" to mean "a communication initiated by or on behalf of a lawyer or law firm that is directed to a specific person the lawyer knows or reasonably should know needs legal services in a particular matter and that offers to provide, or reasonably can be understood as offering to provide, legal services for that matter." While the original solicitation

rules were intended to discourage “ambulance chasers” (Stay back 500 feet), the revisions allow attorneys to approach more sophisticated potential clients.

Rules 7.4 and 7.5 were deleted or merged with the changed rules.

One area that the revisions did not particularly speak to is the area of e-marketing. But there are quite a few Communications Concerning a Lawyer’s Services via the Internet, and lawyers must be careful what constitutes communications that concern a lawyer’s service. What you might take for mundane chitchat on a social media site such as LinkedIn probably is, um, old-fashioned advertising.

Too, you must be very careful what your agents post online. Remember, the ethics rules that apply to other traditional media also apply to e-marketing. Issues such as low cost, access for everyone and people having quite a lot to say could get you and your firm in hot water.

In this sort of communication, it is essential not to make false or misleading statements. Don’t let your embarrassingly proud paralegal post a braggadocios story about a huge case you just won, either. Any misleading statements

about how wonderful and talented your law firm attorneys are could be grounds for a reprimand or worse.

Be sure to read the rules of your jurisdiction before you post or have posted information. Technology changes so fast, and the rules can change as well. Rules sometimes vary significantly among jurisdictions.

It’s probably an excellent idea to assume that everything that appears about your firm and lawyers by the magic of electronics, cables, and Wi-Fi is advertising, so be careful about doing your due diligence.

Notwithstanding the scariness that may apply to attorney advertising or to use its formal name, Communications Concerning a Lawyer’s Services: Specific Rules, the Supreme Court said in 1977: lawyers have a right to advertise their services.

Media has changed, to be sure, but it’s a great time in this era of communications in general due to the availability of the Internet. Using reasonable caution, putting in your due diligence to study the latest rules and making sure your agents are well-versed in the rules as well, avail yourself of this remarkable technology.



## Blockchain Technology May Help Artists with Copyright Protection

A literary artist works for years to create his masterpiece. A photographer spends thousands of dollars in training, equipment and supplies that one day culminates in that one perfect shot. A musician bypasses the 9-5 workday and gambles it all on creating hundreds of pieces of music leading up to his grand opus.

Are their works protected against copyright infringement on the Internet? There is no question that the work is protected in the real world.

However, lines have been so blurred on the Internet that it's almost come to pass as a free-for-all. Like that tune? Download it. Wouldn't that photograph make a nice desktop wallpaper? Download it. And that incredible story from that crazy author makes for pleasant listening on a long plane ride or road trip. Download it.

Copyright law protects all the above, even in the free-for-all society of the Internet. According to the U.S. Copyright Office, the law protects original works such as "literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, computer software and architecture."

A work is copyrighted from the moment of its creation. In the United States, an artist can register their work. The work must be registered with the U.S. Copyright Office to collect statutory damages and attorney fees. But how do you prove that you created the work of art?

The trick is that you've got to catch thieves at it, which is difficult enough. Catching them at copyright infringement in the virtual world has been next to impossible before now.

Enter blockchain technology, which has been in existence for nearly ten years. Blockchain, or distributed ledger technology, is the underlying force behind bitcoin. It is decentralized so that transactions are recorded across millions of computers and hard drives, or nodes. Each block of data is linked to a previous block of data or chained together. The transaction is synchronized, and all nodes reflect the updated data as it occurs. Once a transaction is validated, the transaction or asset is theoretically immutable.

Generally, blockchain technology has been used in the finance world. Still, many possibilities include helping creators protect their copyrights by establishing an immutable database of registration dates, provenance, and contact information. This makes it easy for legitimate entities to find the piece's author and transmit remuneration. It is also possible to check who has been downloading the work so that one can use the Court of law to receive payment.

Today, several companies use blockchain technology to register and protect copyrights, including [Binded](#), [Pixsy](#), [TinEye](#), [Ascribe](#), [Mediachain](#) and [Proof of Existence](#).



## Securities Regulations: Catching Up with the Fast-Paced World of Digital Trading

On February 16, 2018, the Swiss Financial Market Supervisory Authority (FINMA) published [guidelines](#) on handling inquiries about initial coin offerings, sometimes called token sales. Switzerland is the first nation to provide official guidance on ICOs. The move came in response to an overwhelming number of inquiries.

FINMA's guidelines spell out information that FINMA needs to handle inquiries from ICO organizers. The guidelines enumerate the principles upon which it will base its answers to queries. FINMA's guidelines add clarity to market participants and discourage money laundering.

An ICO is based on blockchain technology. This distributed ledger technology is the underlying force behind bitcoin, ethers and other blockchain projects. DLT is decentralized – transactions are recorded onto millions of computers simultaneously. Each block of data is linked to a previous block of data or chained together. The transaction is synchronized, and all nodes reflect the updated data as it occurs. Once a transaction is validated and added to a blockchain, the transaction or asset is theoretically immutable.

ICOs showed up in 2013. They are much like initial public offerings and are deliberately based on IPOs. Organizers use ICOs primarily to fund future blockchain projects. Cryptocurrency (Bitcoin or Ether, for example) is exchanged where organizers promise investors a share of the organization. Organizers usually employ smart contracts that [“store the funds and distributes an equivalent value in the new token at a later point in time.”](#)

With its guidelines, FINMA categorized tokens into three categories and affirmed the existence of hybrid types of tokens. The term “token” is often used interchangeably with “coins.”

The categories are as follows:

**Payment tokens:** Payment tokens (synonymous with cryptocurrencies) are intended to be used, now or in the future, as a means of payment for acquiring goods or services or as a means of money or value transfer.

**Cryptocurrencies** give rise to no claims on their issuer.

**Utility tokens:** Utility tokens are intended to provide access digitally to an application or service through a blockchain-based infrastructure.

**Asset tokens:** Asset tokens represent assets such as a debt or equity claim on the issuer. Asset tokens promise, for example, a share in future company earnings or future capital flows. Therefore, in terms of their economic function, these tokens are analogous to equities, bonds, or derivatives. Tokens that enable physical assets to be traded on the blockchain also fall into this category.

With no justification or limits on the amount of cryptocurrency that can be raised, organizations have been able to raise astronomical amounts of currency in very short time spans, many reaching the million-dollar mark in a matter of [hours](#).

Already, as of the end of February 2018, organizers have used ICOs to [raise at least \\$3.66 billion](#).

ICOs as financial instruments have created a conundrum for governmental financial regulators worldwide. Is it an unregulated security or a modern-day example of traditional fund-raising? Is it something else?

At this time, few restrictions apply to ICOs. Not many nations have braved the daunting process of attempting to add some form of clarity or transparency to ICO transactions. Still, regulators worldwide are anxious to protect the public from inferior investing and devious scam artists.

With IPOs, there are quite a few hoops to jump through, regulators to please, and attorneys to hire, all requiring money that most people do not have. ICOs, with their rather free-for-all culture, cut through all that. But at what price?

The United States has dipped its regulatory toes in the ICO waters. On July 25, 2017, the SEC issued an investigative report that determined that "DAO Tokens are securities under the Securities Act of 1933." DAO Tokens were the crypto tokens that the DAO exchanged for bitcoin or ether to fund their projects. The organization was named after the acronym for decentralized autonomous organization, or DAO.

In September 2017, the Securities and Exchange Commission announced the creation of a CyberUnit. One of the tasks of this unit is to focus on DLT and ICO misconduct.

In early December 2017, the unit gathered enough information for the SEC to file charges against Quebec-based Dominic Lacroix, Sabrina Paradis-Royer, and PlexCorp. The two individuals, along with firm PlexCorp, were charged with violating U.S. securities laws and defrauding investors to the tune of \$15 million.

On February 28, The Wall Street Journal reported the SEC had issued several subpoenas and information requests to companies involved in ICOs.

On March 7, The SEC issued a statement warning that trading digital assets may run afoul of securities regulations. "If a platform offers trading of digital assets that are securities and operates as an 'exchange,' as defined by the federal securities laws, then the platform must register with the SEC as a national securities exchange or be exempt from registration," according to the statement.

They may have gotten off to a relatively slow start, but be assured that the world of governmental regulations is catching up with ICOs, tokens, blockchain and DAOs, just as it always has done. Whether that is a good thing or a bad thing probably depends on which end of the trade you find yourself.



# Layout & Design

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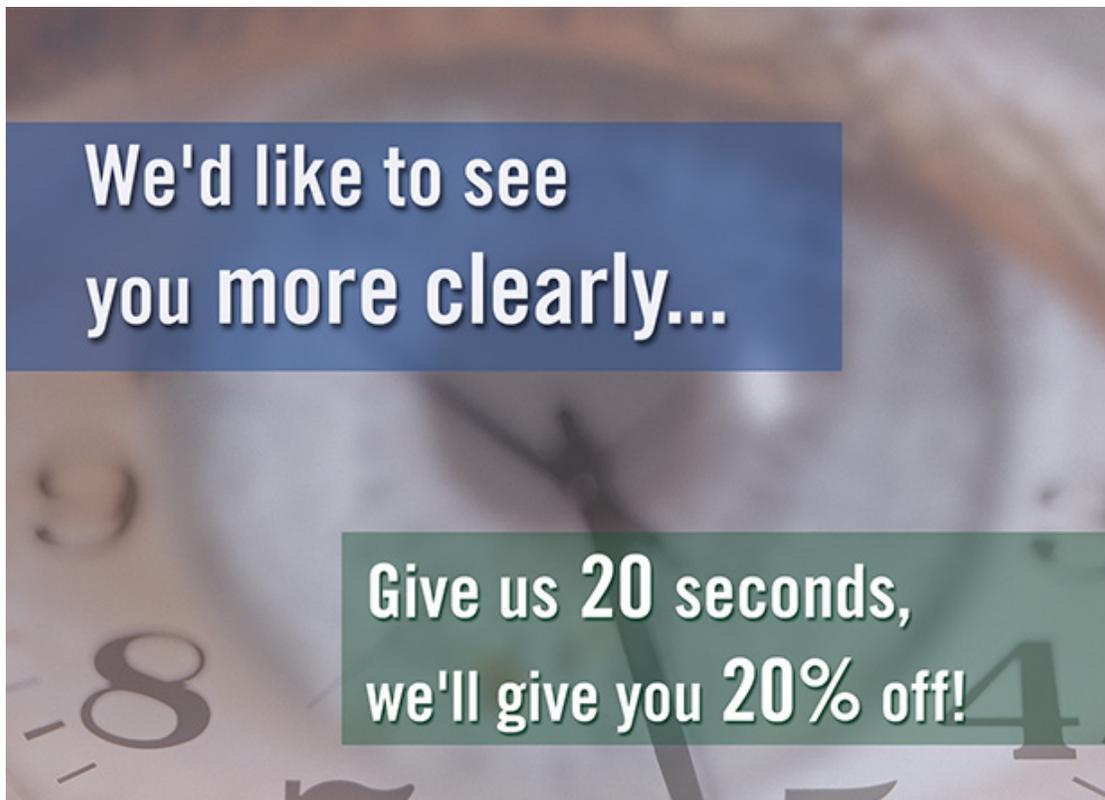
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## Logo for Teen HQ



After research showed that quite a few teenagers were attending the Louisiana Book Festival, we decided to add a teen section called Teen HQ. I designed this 3D logo and added a reflection from our ubiquitous LBF antique book. If you look closely, you can see that I added a reflection of the book to the logo. Yeah, look really close! I liked the texture it added.

## See You More Clearly Direct Mail Piece

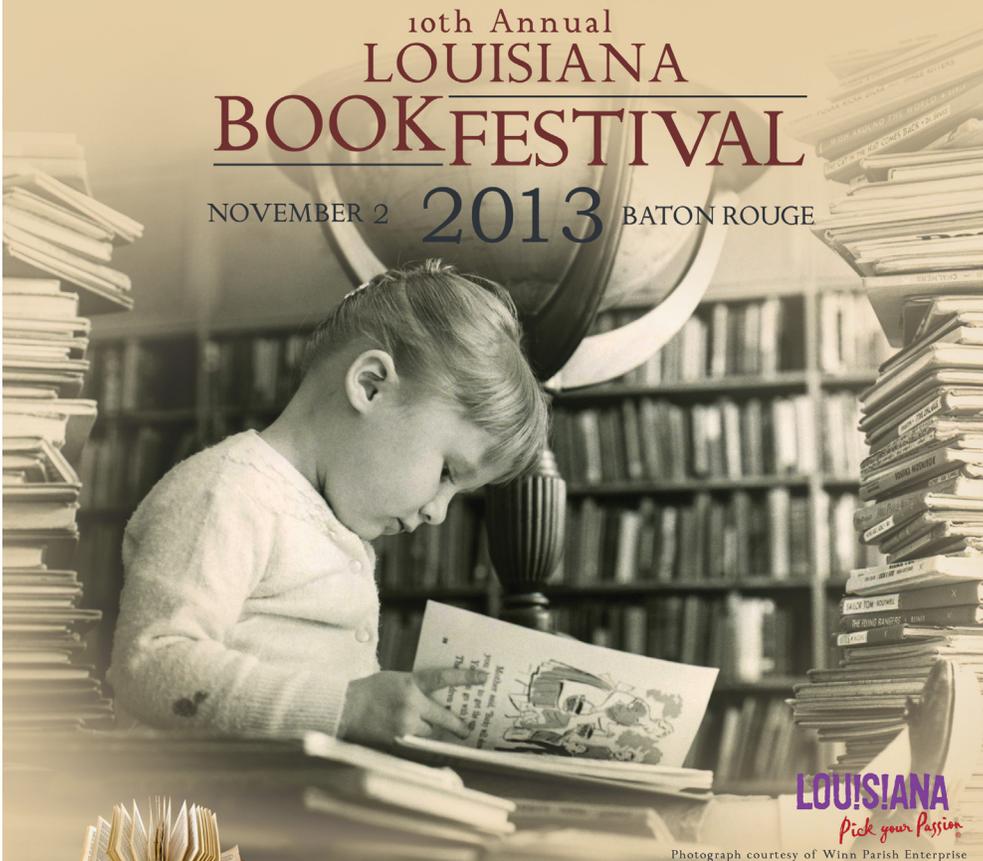


My instructions were to create a direct mail piece survey. They didn't say anything about the flip side of the survey, but I couldn't bear empty real estate that we could use to persuade users to fill out and mail the survey. So, I wrote the lines and designed the photo montage.

FREE & OPEN to the PUBLIC

10th Annual  
**LOUISIANA**  
**BOOK FESTIVAL**

NOVEMBER 2 2013 BATON ROUGE



**LOUISIANA**  
*Pick your Passion*

Photograph courtesy of Winn Parish Enterprise

CELEBRATING READERS, WRITERS & THEIR BOOKS!

**Saturday, November 2**  
10 a.m. – 5 p.m.  
State Library of Louisiana,  
Louisiana State Capitol, Capitol  
Park Museum and nearby locations

Louisiana's world-class literary celebration offers opportunities for booklovers of all ages to interact with writers, poets and storytellers and to enjoy an inspiring variety of book-related activities, exhibitions, crafts and demonstrations. Food and music, too!

Lt. Governor Jay Dardenne Louisiana Center for the Book State Library of Louisiana  
Department of Culture, Recreation and Tourism Louisiana Library Foundation Louisiana Endowment for the Humanities

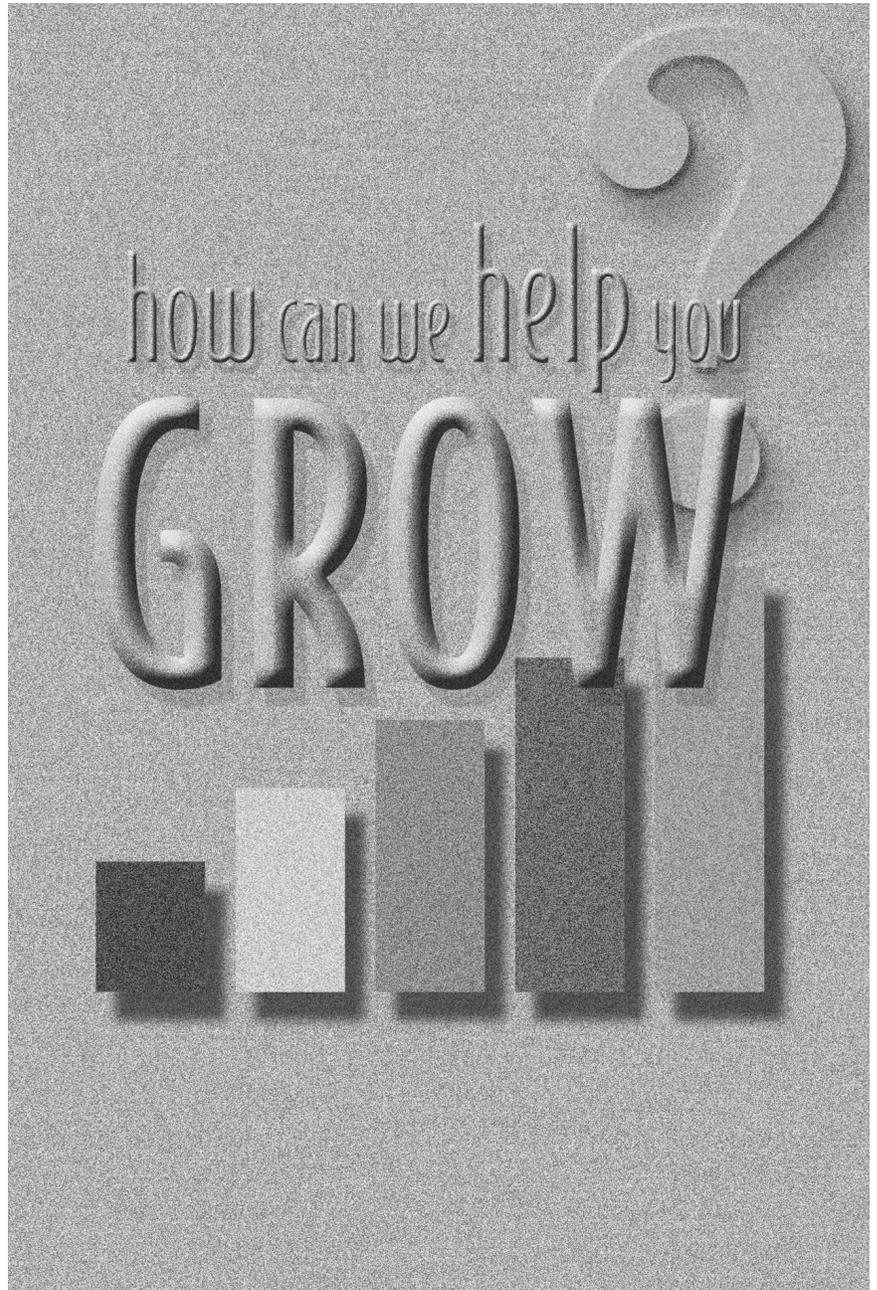
  [WWW.LOUISIANABOOKFESTIVAL.ORG](http://WWW.LOUISIANABOOKFESTIVAL.ORG)

## Primary LBF Artwork

All Louisiana Book Festival promotional collateral is based on one main piece yearly. This is a design I created for the LBF. This particular piece is a poster. Using Photoshop, I restored the 50+-year-old photograph I found in the State Library of Louisiana archives. It made an excellent message for the festival. The photograph was torn and full of blemishes, with the edges worn away and the emulsion faded. It was also very fragile.

## Help You Grow Direct Mail Piece

I created many, many pieces of marketing collateral for the banking division of SafeGuard Business Systems. The production of the designs and artwork was fast, with turnaround almost immediate, and the ability to write short ad copy quickly was indispensable. I loved it!



# LOUISIANA BOOK FESTIVAL

NOVEMBER 2 **2013** BATON ROUGE

# FACTSHEET

## WHAT IS THE LOUISIANA BOOK FESTIVAL?

- 10<sup>th</sup> annual celebration of readers, writers and their books
- Held every fall since 2002, except in 2005 (Hurricane Katrina) and 2010 (budget issues)
- Goal is to celebrate Louisiana's rich literary heritage while fostering a culture of literacy
- Free admission; open to the public
- Takes place at State Library of Louisiana, State Capitol, Capitol Park Museum and in tents on neighboring streets

## WHO IS IN CHARGE?

- Coordinated by the Louisiana Center for the Book in the State Library of Louisiana
- Underwritten by...
  - Department of Culture, Recreation and Tourism and Office of the Lt. Governor
  - Louisiana Library and Book Festival Foundation
  - Louisiana Endowment for the Humanities
  - Community sponsors

## WHAT KINDS OF EVENTS TAKE PLACE?

- Presentations by Louisiana, Southern writers and national bestselling authors
- Panel discussions
- Young Readers Pavilion and Teen HQ with crafts and activities
- Exhibitors
- Book signings and sales
- Live music and food vendors
- Award ceremonies
  - Louisiana Writer Award
  - Louisiana Young Readers' Choice Award and Louisiana Teen Readers' Choice Award
- WordShops and Authors Party the day before the festival

## KEY AUTHORS/PARTICIPANTS FOR 2013 FESTIVAL

- |                     |                      |
|---------------------|----------------------|
| • Ernest Gaines     | • Kent Wascom        |
| • Shirley Ann Grau  | • William Joyce      |
| • Rick Bragg        | • Ava Leavell Haymon |
| • Wendy Rodrigue    | • Chris Wiltz        |
| • Tom Franklin      | • Wally Lamb         |
| • Beth Ann Fennelly | • Mary Manhein       |

## HOW MANY PEOPLE ATTEND?

- In 2012...
  - Overall: 21,743
  - Authors/guests: more than 125
  - Volunteers: 320

## Just the Facts

I distributed this among media, sponsors and stakeholders. The imperative was to keep it to one page.

# Photography

Paulita Chartier

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## Capitol Gardens Magnolia

I had just received my latest camera upgrade and was, of course, eager to run it through its paces. So, naturally, I snuck out of my office to go try it out. My office building is a part of the Louisiana Capitol Grounds, so finding subjects to shoot was easy, almost overwhelming. The gardens are beautiful.

I shot this Louisiana icon, testing how the new camera would handle the whites on a sunny day. Looks good, if I do say so myself.



## Journey's End



I shot this at the end of a day's hike. I was tuckered. Having nothing to do but catch my breath at the end of the walk, I twiddled with our walking sticks. I leaned them against an attractive boulder composition where a pretty fern lived near its feet. It's quite a metaphor for many journeys taken and finished.

## Hey You! Let's Autograph Your Book!



Naturally, books are for sale at the Louisiana Book Festival. And who doesn't want their books signed by the author? I like the motion of her hand.



## I Found It!

It's true. People who aren't that into books are walking this earth. Calm down. Planet Earth has lots of book lovers. At the book festival, one of the most fun activities for the plethora of avid readers is rooting through the book stacks and uncovering a treasure.

## Tiny Reader

Cute, huh? Hardly anything warms a heart quite like seeing a tiny little kid getting a hoot out of a book and the story it tells. (Well, puppies and kittens are right up there on the heartwarming scale.)

As most people know, it's never too early to start a kid on the love for books and the extraordinary book adventures those books bring. Those old enough to read to the kids create a safe, warm feeling for books and reading for the child.



# PORTFOLIO

## Paulita Chartier

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There you have it: an overall sample of my work so far. I enjoyed building it for you.

But wait! I'm a long way from being finished, especially in this glorious, exciting chapter in the lives of communicators and digital marketers everywhere. This part of the show is only beginning, and I'm raring to get going.

If you're ready to onboard an experienced, enthusiastic, and deeply knowledgeable communications and digital marketing person, I'm ready to come on board and enjoy the ride. I'm thrilled to be on the "set, bang, go line" to contribute heavily to your organization.

Drop me an email or give me a call. Heck, I'll be dazzled if you choose to snail-mail me.

You have a great day now! I sure plan to.



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