

C I N D Y W E N D L A N D
PORTFOLIO

Bringing Strategy and Storytelling Together
To Create Content That Connects, Inspires,
and Makes an Impact

262-271-1153 • cindyw19@gmail.com

CASE STUDIES

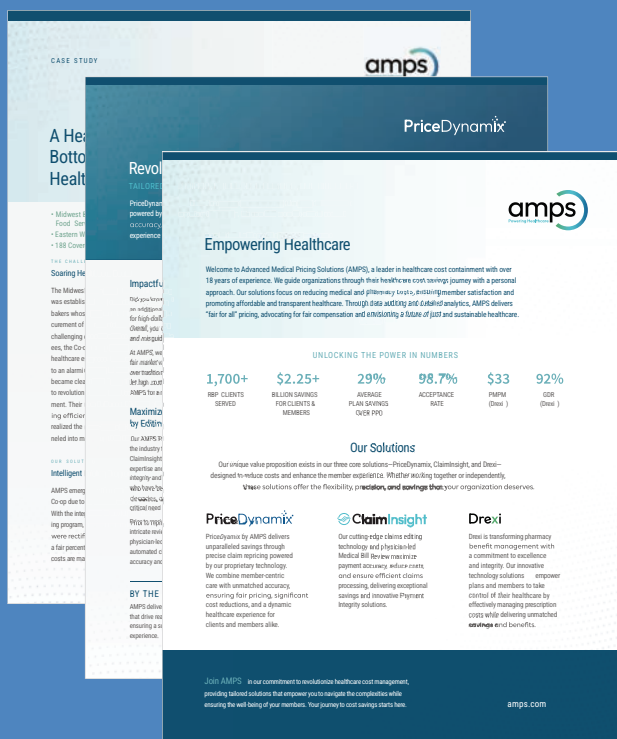
ADVANCED MEDICAL PRICING SOLUTIONS (AMPS) HELPING AMPS THRIVE WITH FULL-SERVICE MARKETING

Advanced Medical Pricing Solutions (AMPS) needed a full-scale marketing overhaul to integrate their three unique business solution offerings under the AMPS brand. They required unified messaging, clear product positioning, and a strategic marketing approach to stand out in the competitive self-insured healthcare market.

Zizzo Group partnered with AMPS to create a comprehensive marketing strategy that included brand unification, product one-pagers, case studies, social media campaigns, and a redesigned website. Beyond that, we

delivered tradeshow support with booth design, landing pages, and a social media push that enhanced AMPS's visibility and credibility.

Our collaboration resulted in a fully unified brand identity that resonated with AMPS's audience. The revamped website and marketing materials led to an increase in audience engagement, improved client satisfaction, and a stronger market presence. The successful tradeshow participation further propelled AMPS as an industry leader and resulted in new sales opportunities.



SIHA NATIONAL CONFERENCE BOOTH



YOUR BEST HEALTH CHICAGO EMPOWERING THE SECOND CITY

A key component of today's healthcare is enabling people to take control of their health. The challenge is they often don't know where to begin.

Starting in 2017, Endeavor Health hired ZG to provide a customized platform in Chicago to provide the information people need to improve their health. Your Best Health Chicago is a fully integrated, multichannel health education campaign that positions the hospital system and its physicians as the most reliable, trustworthy resource for quality healthcare information. This campaign is still running and under contract until 2027.

Our media approach includes a combination of traditional and digital media channels that work harmoniously to disseminate and promote health information.

HEALTHY DRIVEN CHICAGO HOMEPAGE



SOCIAL MEDIA POSTS



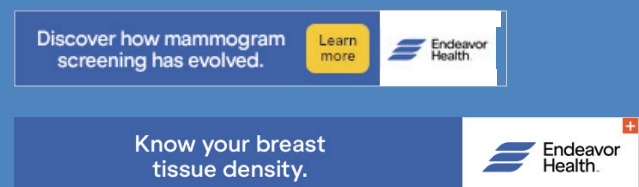
Your Best Health Chicago

The media plan includes:

- TV, with 30-second spots running across a variety of dayparts with a heavy emphasis on news
- Recursive long-form segment in hyper-local, co-branded program Windy City Live
- Taxi TV, including video and banner ads to further leverage video and expand audience reach
- Digital includes branded content, video, streaming and banner ads
- Organic and paid social runs across X, Facebook, Instagram, and YouTube

Through this initiative, there have been 59,000+ web actions from YourBestHealthChicago.com into EndeavorHealth.org, 6,100+ established connections with EEH physicians, 773M impressions between TV, digital, web and social and 223M+ broadcast TV Adult 25-54 IMPs.

BANNER ADS



SUBJECT MATTER EXPERT INTERVIEW



CAMPAIGNS

NETWORK HEALTH

Creating a New Conversation About Health

THE CHALLENGE
What if something as routine as brushing your teeth could help protect your total body health? Network Health saw the need for greater awareness of the connection between oral health and overall health and engaged ZG to create a statewide campaign that reveals the risks of disconnected care. ZG's approach turns an important health message into one that would resonate and inspire lasting action.

At Network Health, we believe quality care starts with strong partnerships, and the ZG team has helped us reach and serve Wisconsinites with **clarity, compassion, and confidence**. ZG's marketing guidance and trusted strategies have brought our message to life and made navigating health care easier for the people who count on us most.

COREEN DICUS-JOHNSON
CEO
Network Health

50%
of AMERICANS
OVER THIRTY
have PERIODONTAL
DISEASE

ZIZZOGROUP.COM

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NETWORK HEALTH

THE RESULTS

ZG planned a launch event at Lambeau Field to introduce Network Health's latest offering, including event logistics, designed the Healthy Habits Pledge, press outreach, speaker messaging, and visuals.

ZG was an integral partner with Network Health as they developed this new product, **providing turnkey, in-house solutions on time and on budget**. Now live across Wisconsin, the "From Teeth to Toes" campaign connects Wisconsin families with Network Health around a very important health topic: the connection between oral health and whole-body wellness while inspiring people to take action for their health.

ZIZZOGROUP.COM

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NETWORK HEALTH

THE APPROACH

ZG conceptualized a multi-year campaign: "From Teeth to Toes." Launched in August 2026, this Wisconsin public health campaign makes **whole-body wellness feel personal and actionable**, educates without lecturing, and keeps the human story at its heart.

Video storytelling is the emotional center of the campaign, and Donald Driver is the campaign ambassador, bringing a trusted Wisconsin authority and contagious energy to the messaging. ZG's in-house creative and production teams met Network Health's timetable and budget parameters, and created a series of spots that introduce important health messages in approachable, memorable, and distinctly Wisconsin ways.

ZG's targeted "From Teeth to Toes" media strategy serves up messages to Wisconsin's audiences where they live, work, and play through broadcast, OOH, digital, social, and editorial/earned media channels. **In the future**, multiple creative executions will include in-clinic materials for continued education, community events, and other activations.

ZIZZOGROUP.COM

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BROCHURES AND FLYERS



HOW WELL ARE YOU AGING?

- Learn your biological age - reveal the age of your inner body and cells rather than your age in birthday years. They likely are NOT the same.
- Bust the Myths of Aging.
- Identify Imbalances within the amazing gut microbiome and restore balancing to your aging gut plus more.
- Identify Factors contributing to Rapid Aging.
- Tap into and optimize your brain as you age. Don't become a statistic of growing dementia.

Join Us

I am inviting you to join a community where we age consciously beyond the myths and illusions of what others have told us about aging.

I'm here to share the truths of aging and support others to rewrite their aging stories where their physical bodies and brains don't stop aging but age with ease.

We're not going to stop the aging process but we can age with a strong body and a clear mind throughout our entire life.

Let's do it together and enjoy the journey!

Contact Us

Jenny Sechler DC, GNP, FNP

drjenny@myagingscore.com

309-721-5694





CUSTOM ARCHITECTURAL SIGNAGE

Interior, Exterior & Digital Signage
Wayfinding, Donor Recognition, Display Cases, Specialty Fabrication

CUSTOM ARCHITECTURAL SIGNAGE

INTERIOR SIGNAGE

Aesthetically blending information and directions to deliver a user friendly experience and ensure code compliance.

EXTERIOR SIGNAGE

Delivering turnkey solutions from concept to completion of exterior sign projects of every size and scope.

SPECIALTY FABRICATION

Creating truly unique structures outside the realm of traditional sign fabrication that brings your vision to life.

WAYFINDING

Efficiently directing visitor flow while engaging your audience in an informative manner.

DONOR RECOGNITION

Providing artistic displays to uniquely recognize the contributions of donors' generosity and commitment to a cause.

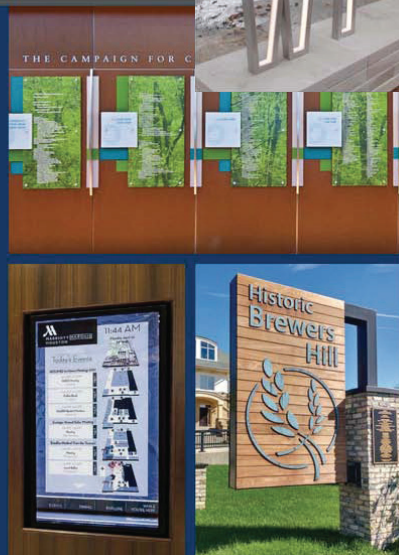
DIGITAL SIGNAGE & DIRECTORIES

Incorporating video and interactivity into signage to create dynamic branded messages tailored to your specific audience.

DISPLAY CASES

Dramatically presenting all of your accomplishments, awards, information and directories in specialty displays.

Exceptional signage has a powerful influence on your brand.



THE POBLOCKI DIFFERENCE

Creating signage solutions that exceed your expectations.

...PEOPLE ...PROCESS ...PRODUCT

We help you with a collaborative concept-to-completion approach that integrates design, engineering, fabrication, project management and installation of your sign project.

Our commitment is delivering signage that enhances how your brand engages, informs and connects with your audience.

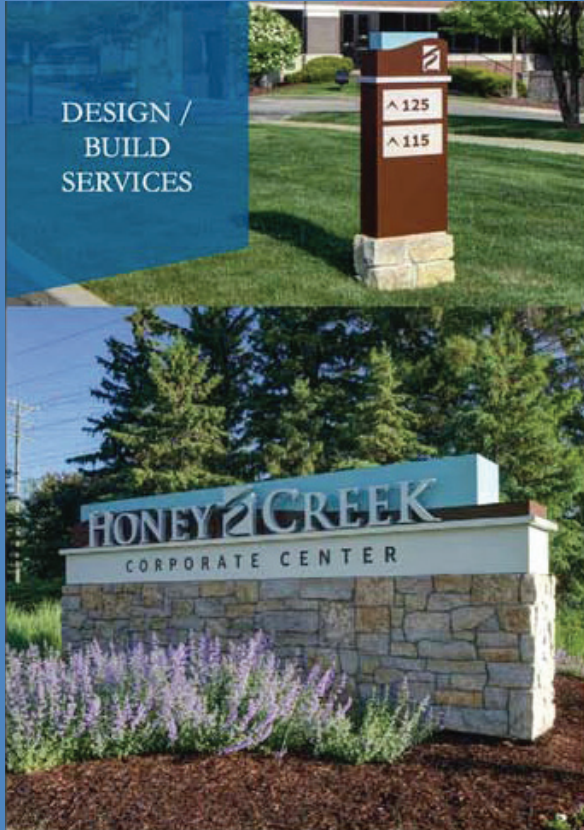
Partner with Poblocki.

Since 1932
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Poblocki.com



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Senior Living,
Stadiums & Arenas,
Theater & Cinema,
University/Campus,
Urban & Greenspace Wayfinding,
Urban Residential

DESIGN / BUILD SERVICES



A CONCEPT TO COMPLETION SOLUTION

Design/Build is a turnkey solution combining the design, fabrication and installation phases of a custom signage project. This turnkey approach will provide an on-time and on budget completion, simplifying what can be a complex project.

Our talented Design Team uses their experience to create and deliver an attractive and quality-built signage system that will promote a client's brand in a cost effective and time efficient manner. Our process is streamlined to provide the best results, and requires less of our client's time and effort.

"We are very pleased with the results of this design/build signage program. Your team was great to work with as graphic concepts and themes were developed for the resort. The product quality and installation process were exceptional. We are also very pleased that the graphics program was completed within budget and on time, especially considering the size and complexity of the project."

B. Kuckelman, Rida Development Corporation



A TURNKEY APPROACH FOR COMPLEX SIGNAGE PACKAGES

The Design/Build process is tailored to each project.

1. Discovery Meeting - a fact finding and project objectives discussion. Client and Poblocki.
2. Project Scope - collaborative meeting to determine scope, budget and schedule. Client and Poblocki.
3. Proposal Presentation and Review. Client and Poblocki.
4. Project Scheduling and Onsite Surveys. Poblocki.
5. Conceptual Design Development. Poblocki.
6. Conceptual Design and Construction Drawings Review. Client and Poblocki.
7. Final Approvals. Client.
8. Fabrication and Installation. Poblocki.

OUR DESIGN/BUILD APPROACH - WE FIND A WAY!

800-776-7064 www.poblocki.com



SOCIAL MEDIA

TWITTER



Marsha Millonig @CatalystEnterpr · Sep 25

...

Happy World Pharmacists Day. We recognize, value & appreciate all pharmacists & their priority on patient health. The focus is on pharmacy strengthening health systems and the connection between pharmacy services and the larger health systems. [#WorldPharmacistDay](#) [#rxspeaks](#)



LINKEDIN



La Rosa Landscape Company, Inc.

...

185 followers

5h · 🌐

You work hard. Now enjoy the fruit of your labor and relax. [#landscapedesign](#)
[#carpentry](#) [#LeaveItToLaRosa](#)



FACEBOOK

**La Rosa Landscape Company Inc.**August 4 · 🌐...

Mike La Rosa started La Rosa Landscape in 1989 to provide a level of service and attention to detail not known in the landscape industry. Find out what that means when you work with us, or join our team and be proud of the service you help us deliver. [#LeaveItToLaRosa](#) [#careers](#) [#QualityService](#)



 Boost this post to reach up to 1233 more people if you spend \$35. [Boost post](#)

  Mike La Rosa and 25 others 2 shares

**La Rosa Landscape Company Inc.**Published by Hootsuite · June 2 · 🌐...

The most beautiful landscapes start with a thoughtful plan.

A truly exceptional outdoor space is created when the entire property is considered together — the architecture of the home, the flow of the space, how the landscape will be used, and how every element works in harmony over time. From patios and walkways to plantings, lighting, gathering spaces, and seasonal color, every detail should feel intentional, cohesive, and connected.

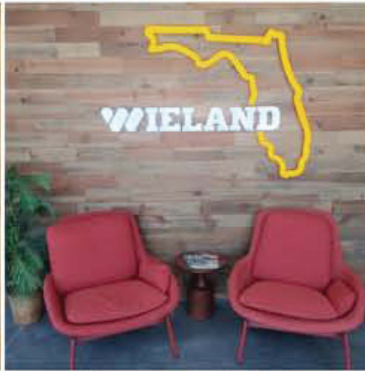
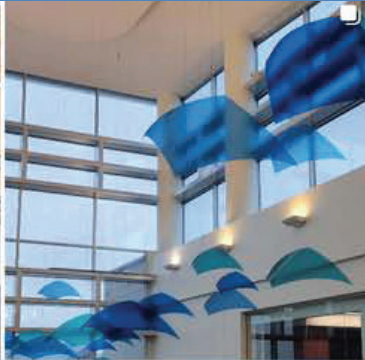
Careful landscape planning allows you to create an outdoor environment that not only looks beautiful today, but continues to mature gracefully and function beautifully for years to come.

A well-designed landscape is an investment in the way you live, entertain, relax, and experience your home every single day. Let's start the conversation about creating a complete landscape plan designed specifically for your property and lifestyle.

[#LandscapeDesign](#) [#LandscapePlan](#) [#LandscapeVision](#) [#LeaveItToLaRosa](#) [See less](#)



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New Chicago BMO Headquarters sign inst...



Poblocki Sign Company
BMO Tower Installation 2022

New Chicago BMO Headquarters sign installation by Poblocki ...

188 views • 1 year ago

Poblocki Sign Company fabricated and installed the high-rise signage for the BMO Financial Group in the 1.5 million-square-foot, 51 floor namesake Chicago skyscraper.

Videos 



Lieder Family Pool Sign
Testimonial for Poblocki Si...

42 views • 1 year ago



Chicago History Museum
Sign Testimonial for Pobloc...

56 views • 1 year ago



New Chicago BMO
Headquarters sign...

188 views • 1 year ago



New Chicago BMO
Headquarters sign...

1K views • 1 year ago



MUSC Shawn Jenkins
Children's Hospital signage...

95 views • 1 year ago

Projects and Process 

Whiteboard video describing our process. Drone project videos.

 Showcasing Poblocki Sign Company Projects in Wisconsin - II



BLOGS



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QUALITY PARTNERS

By Cindy Wendland from Poblocki Sign Company and Bill Holloway from Liberty Signs We believe that quality costs less and [...]

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HELP! PEOPLE ARE GETTING LOST IN OUR FACILITY!

This is the SOS call we receive from clients – healthcare, corporate, university and others. “Our signs are a mess, [...]

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QUALITY INSIDE

By Cindy Wendland from Poblocki Sign Company and Vince Cvijanovic from Graphic Components We believe quality costs less and lasts [...]

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QUALITY INSIDE

By Cindy Wendland from Poblocki Sign Company and Vince Cvijanovic from Graphic Components

We believe quality costs less and lasts longer. For us, quality is caring about all things – the big things and the little things. Poblocki is known for the quality signs that you see on high-rise buildings in Milwaukee, Chicago, Boston, Raleigh and Orlando. What we are not as well known for are interior signs – bathroom signs, directionals, ADA room signs.



We have been designing and fabricating signage since 1932 and are celebrating 90 years. In 1988, we added interior sign manufacturing to our wheelhouse. When we work on an exterior sign for our customers, we want to be a one stop signage solution and provide the interior signs for their business too. We get just as excited by interior signs due to all the creative finishes and materials.

INTERIOR SIGNS ARE A WORK OF ART

A big difference with interior signs is that people see them up close. On a high-rise sign or a monument, people drive by it or see it from a distance. We view an interior sign as a piece of art meant to be viewed up close. That's how much we care (from an artistic viewpoint), and how much quality we put into it. We also partner with like-minded companies when we are at high levels of capacity to make sure we meet our deadlines. This allows us to move work through the pipeline quicker and also expands our finishing and fabrication capabilities. Vince Cvijanovic from [Graphic Components](#) is one of our key partners for interior signs. He and his company share our view of quality.



Graphic Components Team

There are so many options that can be combined to produce great interior signs. There is the consideration of material selection, colors, sizes, thicknesses, first surface, second surface, sub-surface, textures, mounting hardware and more. There is the consideration of high-touch, high-traffic areas and cleanliness which suggest a different format or sub-surface. There are branding considerations and cost considerations.

SIGNS REFLECT COMPANY PERSONALITY

Interior signs reflect the personality of the company or organization occupying the office space.

Because visitors and prospective employees see and interact with interior signs to find their way around a facility, they get a positive or negative impression of the organization based on the quality of the signs. Quality is primarily indicated by:

- the care taken to design signs that are informative and ADA compliant
- the materials selected – high quality materials such as acrylics, metals, plastic laminates (e.g. Formica, Wilsonart) look better and last longer
- fit and finish of the completed signs



Interior signs include so many different types of signs such as vinyl privacy film, large format graphics, donor recognition walls, reception signage, room IDs, history walls, room schedulers, ADA code signage, digital directories and so much more. We encourage you to pay attention to the detail of the signs you see, and when you are building, remodeling, rebranding or updating, give us a call.

DO WE OFFER INTERIOR SIGNS? YOU BET WE DO. [CONTACT US TO SHOW YOU QUALITY SOLUTIONS.](#)

Change Your Future
Resources. Services. Support.

Men's Health Center
City of Milwaukee Health Department
(414) 286-6529

BRAINBRAWN&BODY

Actively Advancing African American Men's Health

Health

Get Moving for a Healthier Heart

Are you super-cautious about working out because it's been a while since you were active, or you feel out of shape? Actually, exercise is great for you. Being active will:

...

MORE :

- [How Anger Can Hurt Your Heart](#)
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Positive Self-Talk

Posted by [Cindy Wendland](#) on Friday, 29 August 2014 in [Nutrition](#)

absolutely.

Hits: 8163 0

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Are You a Miler or a Half-Marathoner?

Posted by [Cindy Wendland](#) on Monday, 31 March 2014 in [Nutrition](#)

I started running in high school. As kids we always chased each other, but running in a straight line was new to me. I lived out in the country on a long, hilly road. Once I started to run on my own, my normal route was to run to the highway and back ~ 1 mile out and 1 mile back. To get there, I had to go up a little hill, then go up a really big hill to complete the first ½ mile. It was always a challenge but one that I enjoyed. Now when I run races and see a hill coming, my adrenaline surges. I'm so excited to charge that hill because I've been doing it all my life!

The race landscape has changed over the years. There are many 5K runs, some 2 mile fun runs and walks and this year I heard of my first quarter marathon. Whatever your preferred distance, realize that you can run any distance you want. Really you can! The healthy human body is so amazing and is limited only by our mental ability. We have to teach ourselves to take care of our bodies and not let them go to the limit. The next time

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BRAINBRAWN&BODY

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Are You a Miler or a Half-Marathoner?



Posted by [Cindy Wendland](#) on Monday, 31 March 2014 in [Nutrition](#)
Font size: Hits: 19071 [0 Comments](#) [Print](#) [Bookmark](#)



I started running in high school. As kids we always chased each other, but running in a straight line was new to me. I lived out in the country on a long, hilly road. Once I started to run on my own, my normal route was to run to the highway and back – 1 mile out and 1 mile back. To get there, I had to go up a little hill, then go up a really big hill to complete the first ½ mile. It was always a challenge but one that I enjoyed. Now when I run races and see a hill coming, my adrenaline surges. I'm so excited to charge that hill because I've been doing it all my life!

The race landscape has changed over the years. There are many 5K runs, some 2 mile fun runs and walks and this year I heard of my first quarter marathon. Whatever your preferred distance, realize that you can run any distance you want. Really you can! The healthy human body is so amazing and is limited only by our mental attitude. We like to ask newbie runners if they can run a mile. Usually they respond yes. Then we tell them that if you can run 1 mile, you can run 3. Then, if you can run 3, you can run 5. If you can run 5, you can run 10. If you can run 10, you can run a half-marathon – 13.1 miles. So, if you can run 1 mile, you can run a half!

When I decided to run my first half-marathon, my running friends got on board and gave me all their words of wisdom. I welcomed every piece of input and hope you will too.

First, they recommended a training program from [Runner's World](#), a respected running magazine. Just like anything you do in life where you want to see success, you need a plan. This running plan has been tried and tested by veteran runners and it works. My friends used it, and I successfully use it for every half-marathon I run.

The nice thing about this plan is you only run 3 days a week, and each run has a specific purpose. Without getting overly technical, you are recruiting different muscle fibers in your body that allow you to keep running when one group gets tired. The different runs also boosts your fitness faster than other methods, and it is only a 10 week training program.

The first thing you do is pick your goal time. Do you want to finish in under 2 hours? Then 9:02 is your mile pace. Are you looking for a personal best? When I ran to qualify for the Boston Marathon, I needed to beat a total time of 1:45, so my pace was 8:02. If you are looking to run in a group or for social reasons, the group can decide. **Brain Brawn & Body will have a team running the Summerfest Rock 'N Sole half-marathon. Aaron Perry, the acclaimed diabetic ironman is our team captain.** He picked the pace of 10:00 min/mile, so we will come in around 2:11. Aaron will be featured as one of our New Faces in June, and we are excited to run with him. (If you are interested in signing up to run with us, [register for the race](#) and then reply here to meet up with us.)

The rest of the training program can be found online at [Runner's World](#). The training plan also covers half-marathon nutrition. The main point is to eat an energy bar or gel between 7 and 10 miles to ensure you have enough energy to finish the race. The linked article also discusses carb loading the last week of training.

Find a training program that works for you and just get running. Since this training program is only 10 weeks, my first training run is the week of April 6. So, get started!

Another great running program is [Blackgirlsrn.com](#) which encourages African American girls to get out there and run. There are some national events in which to participate. They also had a great blog about a first half-marathon race. [Read it and enjoy.](#)

A final tip for you. If you haven't run a long race before, I found this to be one of the best tips my running friends provided. Use [BodyGlide](#), an all-over body lubricant to prevent chafing. Basically, on the morning of the race as you are dressing, apply Glide to any body surface that will have fabric covering it. Then means all areas of your feet, torso, legs, etc. It prevents post-race soreness you would rather avoid!

Get training and see you at the finish line!

Sign Up Now

Sign up at [Brain Brawn & Body](#) and receive FREE email alerts of new health and healthy lifestyle information.

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E-mail
Zip Code

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COMMUNITY MAGAZINE CONTENT



WELCOME!

NB

Happy New Year

Dear Residents,

I love the New Year and everything about it. I love the glitter, sparkle, festivities and the reflection and goal setting. I love final family gatherings and taking a rest before starting up back to school or back to work.

We hope you enjoy learning about the Hess family and the unique aspects that make their family special.

If you have are interested in getting a "new to you" prom or cocktail dress, be sure to check out the pop-up shop.

Most importantly, if you are interested in making this your best year yet, put some plans in place. Have a dream meeting with your family. Talk about some grandiose goals and figure out how you can accomplish them or how you can help others accomplish their goals.

We thank the businesses and families who contribute to making New Berlin a great place to live. Finally, be sure to thank your family, for home is where each of your own stories begin.

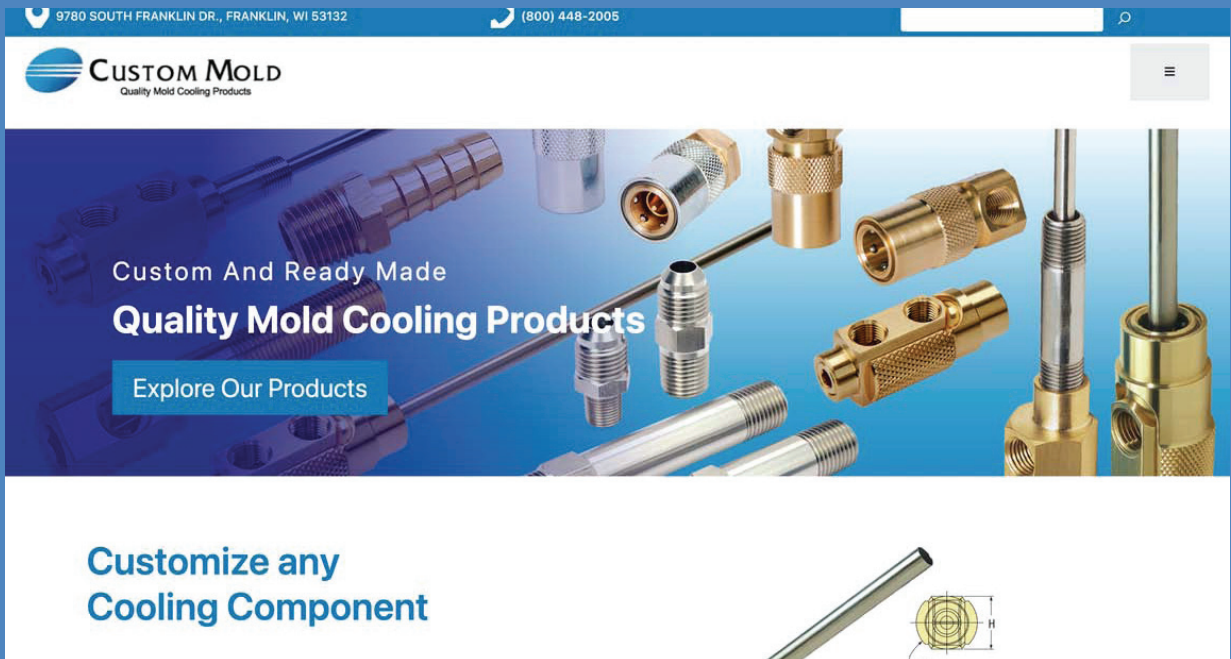
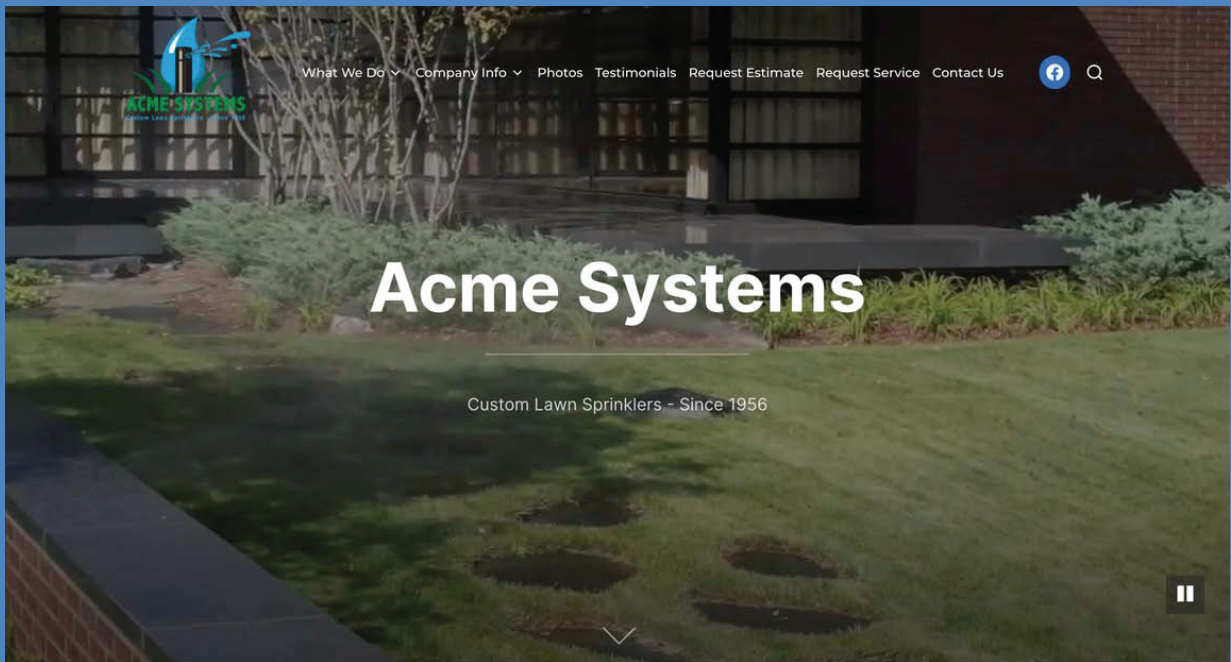
Make 2020 great!

Best,

Cindy

LANDING PAGES AND WEB DESIGN







[Services](#) [Brain Health](#) [Aging Score Quiz](#) [Aging Testing](#) [Knowledge Center](#) [About](#)



How Fast Is Your Body Aging?



Recent advances in science have created ways to take a closer look at DNA, to see how lifestyle, environment, and diet



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Baird Center Climate Week Coverage

Baird Center was recently featured in CNBC's coverage of the Climate Week events being held in New York

[LEARN MORE](#)

FORTÉ LIVE

The Largest AV/UC Tech Expo is Coming to Wisconsin!

Baird Center, Milwaukee, WI
8:04 A.M. - 3:30 P.M. | July 23, 2026

Transforming the Modern Workplace.

For more information visit ourForté.com

FORTÉ LIVE

July 23, 2026 | 8:00AM - 3:30PM

[LEARN MORE](#)

[View Event Calendar](#)

NEWSLETTERS



Treland Care Management LLC

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CARE MANAGEMENT SOLUTIONS

October Newsletter

This month we provide information to better understand **Advanced Directives**, the benefits of having an **RN Care Manager** and some **Conversations** to ponder for the future.

We also encourage you to acknowledge October is Mental Illness Awareness Month, Depression Awareness Month and National Dental Hygiene Month. Follow us on [Facebook](#) for tips on healthy living in those areas for you and your family.



Advanced Directives

A time may come in your life where you are not able to communicate your wishes regarding your healthcare or finances.

If two physicians certify that you are incapacitated, this activates legal documents called advanced directives which provide instructions for healthcare and financial related situations. A power of attorney for healthcare and a power of attorney for finance allows you to name a primary and secondary person to make decisions for you in their respective areas.

If no such documents exist, a guardian is appointed to make those decisions for you. The guardian makes decisions in your best interest. However, the challenge is that your wishes may differ from the ones made by the guardian.

Proper documentation will allow you to have healthcare and financial decisions made for you based on your wishes. You can seek the advice of a professional or obtain the power of attorney forms from the [Wisconsin Department of Health Services](#).

A nurse case manager can also help you fill out the forms and discuss options. This process takes time as these decisions need to be made thoughtfully and discussed with your family.

Activities Calendar

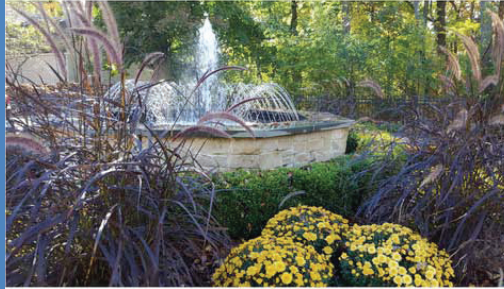


OUR WORK

KNOWLEDGE
CENTER

ABOUT

CONTACT



MESSAGE FROM MIKE LA ROSA

In 1989, we started La Rosa Landscape to provide a level of service and attention to detail not known in the landscape industry. It has been our honor and privilege in the 34 years since to design and build beautiful landscapes that bring families together and beautify businesses.

We offer ideas below on how to maximize your landscape investment or plan a new one. The fall is an exciting time as we prune trees and shrubs for rejuvenation, put the landscape to bed for winter and plan ahead for spring.

Enjoy the beauty of fall and please [reach out to us](#) if we can be of service to you.



IT'S TIME TO PLANT BULBS

Fall is the time to plant
for beautiful spring
displays.

Spring bulbs require a long period of cool temperatures to initiate flowers. It's important to get them in before the ground freezes. They will be ready to burst into bloom in March - June.



EXCLUSIVE LANDSCAPE MANAGEMENT

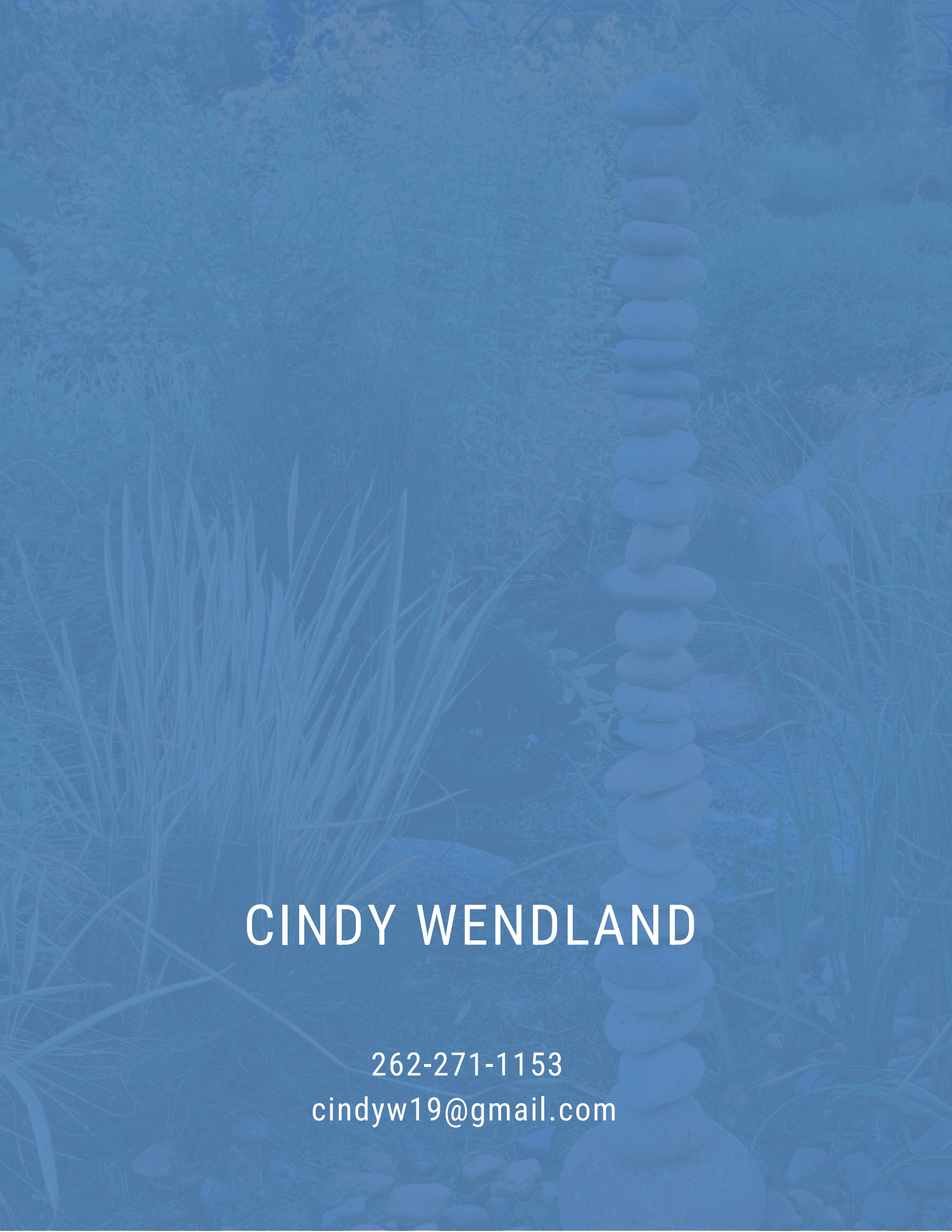
We have limited space to take on exclusive clients for 2024. If you would like to have all your landscape services from one provider, we can seamlessly bring expertise, quality and efficiency to your property.



SEASONAL DECORATING

We don't want to rush through the seasons with the talk of spring. Autumn and winter are beautiful in Wisconsin, and we can enhance the beauty with fall and holiday decorations. Let us bring creativity and beauty to your home or business.

Finally, December is too far off. Get on our holiday decorating schedule for a stress-free holiday. We will light up your property and usher in the spirit of the season.



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