



B L E N D

FRESH MARKETING





We See Opportunity with a Fresh Set of Eyes!

We are creative and experienced marketing professionals with in-depth knowledge and expertise in marketing and branding specifically within shopping center, retail, downtown revitalization, restaurant and non-profit arenas across the country.

We recognize the value of team building among development, leasing, management and marketing to maximize success!

Our Multi-disciplinary Approach Makes a World of Difference

- Proven success developing and executing a myriad of marketing programs.
- Extensive background within the shopping center industry including super-regional, lifestyle, outlet, community, downtown development, re-development, mixed use, as well as national franchisors, individual retailers and restaurants.
- Solid experience in positioning and branding retail entities.
- Strategic and insightful analysis of market research, consumer behavior and trade area demographics to gain a thorough understanding of the targeted customer and the market.
- Strong and effective community relationship building.
- Knowledge of the retail industry, creating merchant opportunities and establishing a merchant and landlord partnership.
- Direct involvement with ownership, leasing and management. As consultants, we provide a quick response throughout the marketing process.
- Personal, altruistic commitments.



Focus on the Bottom Line

We focus on the big picture too. We pride ourselves on developing strategic, innovative, marketing solutions that fit client objectives and consistently achieve exceptional results. We BLEND together with a myriad of talented marketing resource partners.

The menu of services we provide in collaboration with our resources includes:

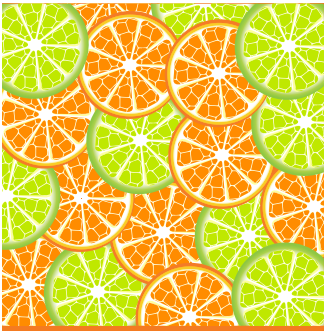
- Market research and analysis
- Marketing plan development and execution
- Public Relations: national and local
- Social media planning and execution
- Development and launch of integrated branding campaigns
- Creation of advertising campaigns
- Media planning and buying
- Retail promotions
- Grassroots marketing initiatives
- Altruistic/cause marketing programs
- Community relations
- Web design/content
- Grand openings
- Sponsorship
- In-store communications and collateral development
- Small to large scale special events
- Merchant outreach and communications
- Internal/employee communications
- Tourism programs
- City involvement (i.e. Walnut Creek, Palo Alto, Los Gatos, Foster City, Emeryville, Santa Barbara, San Diego, Campbell, Saratoga, Orinda, Scottsdale, Paradise Valley, Phoenix)
- ICSC (International Council of Shopping Centers) industry marketing
- Retail/restaurant leasing trends/new concepts
- Franchise marketing/branding development & marketing training



Clients Represented

(Past & Present)

3D Investments, LLC
Ad Lib Creative Agency/Bank of America
America's Junior Miss "Be Your Best Self" Program for Teens
Cartridge World North America
CBRE
Charles Schwab & Company
Crosspoint Realty Services
Delta Point/The Relationship Edge
Developers Diversified Realty
DMB Associates, Inc.
Ellis Partners
Federal Realty Investment Trust
General Growth Properties, Inc.
Gray & Associates
Inland US Management, LLC
Jones Lang LaSalle
Kimco Realty Corporation
Lend Lease Real Estate Investments, Inc.
Macerich Company
Madison Marquette Retail Services Inc./Madison Marquette Hawaii
Main Street Real Estate Advisors
Ned Pike Company
Noerr Programs
Northwestern Mutual Life Insurance
Oakville Grocery Company
Orinda Investments
Parents Magazine
Praxis Resources, LLC
Principal Real Estate Investors
RED Development, LLC
Retail Leasing Solutions
RREEF
Shelter Bay Retail Group
Stanford Management Company
Stone Brothers & Associates
Swerdlow Real Estate Group
UBS Realty Investors, LLC
Urban Retail Properties
West Coast Retail Management, Inc.
Word/Meany LLC/PWM Commercial Venture LLC
Yarmouth Group/ERE Yarmouth
YWCA of San Francisco



Projects Represented

(Past & Present)

Anchorage Square - *San Francisco, CA*
Bay Street - *Emeryville, CA*
Beach Garfield - *Huntington Beach, CA*
Broadway Plaza - *Walnut Creek, CA*
Broadway Pointe - *Walnut Creek, CA*
Centerpoint - *Tempe, AZ*
Christown Spectrum - *Phoenix, AZ*
Countryside Mall - *Clearwater, FL*
DC Ranch Crossing - *Scottsdale, AZ*
Eastridge Mall - *San Jose, CA*
Fashion Square - *Sherman Oaks, CA*
Four Green Fields - *Burlingame, CA*
Galleria Dallas - *Dallas, TX*
Ghirardelli Square - *San Francisco, CA*
Great Mall - *Milpitas, CA*
Great Northern Mall - *North Olmsted, OH*
Greenway Station - *Madison, WI*
Jack London Square - *Oakland, CA*
Japantown - *San Francisco, CA*
Kahala Mall - *Oahu, HI*
Kukui`ula Village - *Kauai, HI*
Lakeside Mall - *Sterling Heights, MI*
Landmark Mall - *Alexandria, VA*
Larkspur Landing - *Larkspur, CA*
Linda Mar - *Pacifica, CA*
Mall of Victor Valley - *Victorville, CA*
Market Street - *Scottsdale, AZ*
Marketplace at Birdcage -
Citrus Heights, CA
Marina Square - *San Leandro, CA*
Maplewood Mall - *St. Paul, MN*
Mayfair Mall - *Milwaukee, WI*
Meadows Mall - *Las Vegas, NV*
Napa Town Center - *Napa, CA*
Northgate - *Chattanooga, TN*
North Star Mall - *San Antonio, TX*
Old Town - *Los Gatos, CA*
Ogelthorpe Mall - *Savannah, GA*
One Market Plaza - *San Francisco, CA*
Orinda Theatre Square - *Orinda, CA*
Paradise Village Gateway - *Phoenix, AZ*
Park City Center - *Lancaster, PA*
Paseo Nuevo - *Santa Barbara, CA*
Pearlridge - *Oahu, HI*
Plaza Rancho Penasquitos & Prado -
San Diego, CA
Regency Court - *Omaha, NE*
Royal Hawaiian Waikiki - *Honolulu, HI*
San Bruno Towne Center - *San Bruno, CA*
Sheraton Waikiki - *Honolulu, HI*
Sherwood Mall - *Stockton, CA*
Shops On Broadway - *Redwood City, CA*
Shoppes at Arbor Lakes - *Maple Grove, MN*
Southpark - *Charlotte, NC*
Stanford Shopping Center - *Palo Alto, CA*
Stonecreek Village - *Stockton, CA*
Strawberry Village - *Mill Valley, CA*
Tabor Center - *Denver, CO*
The Boulevard - *St. Louis, MO*
The Kitchen by Good Eats - *Scottsdale, AZ*
The SHOPS Gainey Village - *Scottsdale, AZ*
The Willows - *Concord, CA*
Town Center - *Corte Madera, CA*
Town & Country Village - *Palo Alto, CA*
215 Fremont - *San Francisco, CA*
Village at Corte Madera - *Corte Madera, CA*
Village Pointe - *Omaha, NE*
Weberstown Mall - *Stockton, CA*
Westgate Mall - *San Jose, CA*
Westin Moana Surfrider - *Honolulu, HI*
Westlake Shopping Center - *Daly City, CA*
Willowbrook - *Houston, TX*



Principal: PAM LONGBINE, SCMD

Pam Longbine provides over 25 years experienced corporate marketing perspective to the development of targeted, creative and effective retail and shopping center marketing programs. Her knowledge of the retail industry has provided high-impact, sales driven, cost effective advertising and marketing programs for a myriad of retailers, regional, outlet and specialty centers, as well as lifestyle, mixed use and downtown revitalization projects. In addition, Pam has extensive experience with restaurants, gourmet groceries, hotels and non-profit organizations.

Pam launched her own marketing consulting business in 1998. In 2003, she joined forces with Robyn Urvinitka, to form BLEND Marketing. Prior to that, Pam served as Vice President of Corporate Marketing/Advertising for ERE Yarmouth Retail Group based in San Francisco. She joined The Yarmouth Group in 1993 as Vice President of Marketing. Her primary responsibilities included directing the development and implementation of strategic marketing and creative advertising programs for the Yarmouth/ERE Yarmouth Corporate Retail Group and its portfolio of properties across the country.

Prior to her tenure with The Yarmouth Group, she was the founding partner of Innovative Marketing Solutions, a creative services consulting firm based in Marin County, California. During that five-year period, she worked with such clients as Urban Retail Properties, The Hahn Company, Macerich Company, The Taubman Company, Ghirardelli Square and Stanford Shopping Center.

Pam's background also includes professional positions as Corporate Marketing Director of Reininga Corporation, Marketing Director with The Taubman Company and Westcor Partners as well as Special Events Director of Broadway Southwest for their 12 department stores.

Pam has a BS in Mass Communications from Arizona State University. She holds the designation of Senior Certified Marketing Director. Pam has received numerous International Council of Shopping Center (ICSC) MAXI Gold and MAXI Silver Awards, as well as RAC Advertising Awards and San Francisco Impact Awards for Marketing Excellence. She currently serves as an ICSC MAXI Award Judge, on the ICSC Scholarship Committee, active on the Fall ICSC Conference Committees and CMD Committee, a member of Fashion Group International and Northern Arizona University (NAU) College of Arts & Letters Advisory Council.

Pam has made personal and professional commitments to charitable organizations such as Ronald McDonald House, Hospice, Make-A-Wish Foundation, Career Closet, Goodwill Industries, YMCA, "Be Your Best" Self Esteem Camp for Teen Girls, Golden Retriever Rescue and Childsplay.

She has served on the Auxiliary Board of The Boys and Girls Club of Greater Scottsdale as well as 2010 and 2011 Co-Chair of their Visions of Sugarplums Holiday Event. Pam also serves on the Hope Ball Committee that benefits The Leukemia & Lymphoma Society in Arizona.



Principal: ROBYN URVINITKA, CMD

Robyn has more than 25 years senior level marketing experience in the shopping center industry for regional, lifestyle, community and outlet centers as well as mixed use projects and ground-up developments. Her background also includes launching marketing programs for hotels and national franchise organizations. She specializes in developing thoughtful, strategic marketing platforms and fully integrated branding campaigns with tailored initiatives that drive results.

Prior to forming BLEND with Pam Longbine, Robyn served as Director of Marketing for Stanford Shopping Center in Palo Alto, CA. During her six years at Stanford, the Center was consistently ranked as one of the top five performing super-regional centers in the U.S. She directed the development and implementation of successful, strategic marketing and advertising programs including domestic and international tourism initiatives and nationally recognized cause-related community events.

Robyn's background also includes Marketing Director positions with Ghirardelli Square in San Francisco (where she created the Annual Chocolate Festival) and with The Yarmouth Group, overseeing a 1.3 million square foot multicultural regional center in San Jose, CA. She also served on the grand opening teams for Great Mall in Milpitas, CA and Fashion Valley in San Diego, CA. Additionally; she has been responsible for overseeing the marketing efforts for a portfolio of community centers throughout the San Francisco Bay Area.

Prior to her experience in the shopping center industry, Robyn served as Senior Editor of Corporate Times, a monthly Silicon Valley business and technology newspaper.

Robyn's recognition in the industry includes San Francisco Impact Awards, and awards from the Public Relations Society of America, Value Retail News and both the National and Northern California Broadcasters Associations. Her peers also honored her with the Valerie Schoenmann Memorial Award for Marketing Excellence.

Robyn earned her BA in Public Relations from San Jose State University and holds the designation of Certified Marketing Director (CMD) with ICSC. She is a founding board member and has served as Executive Vice President for Shop California, a marketing organization established and funded by the California Division of Tourism to promote shopping within the state. She has also served as President and Vice President for the Northern California Marketing Directors Association, President of the San Francisco Fisherman's Wharf Marketing Task Force and has sat on the Marketing Advisory Boards for Downtown Palo Alto, the San Francisco Convention & Visitors Bureau and the Fisherman's Wharf Community Benefit District.

Robyn enjoys personal and professional commitments to charities including Ronald McDonald House, Packard Children's Hospital, Breast Cancer Connections, Rebuilding Together and the National MS Society.



Public Relations Director: RUTH ROSENQUIST

Ruth brings more than 25 years of marketing, public relations and branding experience to the BLEND Marketing Team. As a creative strategist, Ruth generates innovative ideas and executes effective branding and sales platforms for a variety of audiences and clients across a spectrum that includes seasonal retail, commercial real estate, environmental design and alternative energy sectors.

In addition to her PR efforts for DMB Commercial and The SHOPS Gainey Village in concert with the BLEND team, Ruth currently consults as the publicist and national media spokesperson for The Noerr Programs, one of the country's leading digital event imaging companies. Representing the voice of "Santa" to a variety of national and international media including the Boston Globe, CNN, AOL and Yahoo, Ruth facilitated Noerr's brand strategy by creating their overarching Be Merry!™ platform for social media, advertising and personnel. She also oversees all altruistic efforts, from Operation Santa's Stocking to Save the Children.

As a public relations professional and published writer, Ruth embraces her passion for all genres of the written word: social media, ad copy, press releases, proposals, contracts, marketing plans, websites, speeches, training manuals, media talking points and feature articles for regional and national media. She has achieved documented results; securing local/national digital, print and broadcast media coverage for her clients.

Ruth's writing acumen includes strategic marketing plans, developing copy for advertising and corporate brochures, drafting press releases and award entries. Four international ICSC award entries written for various real estate developers have all placed in their respective categories.

Ruth's background includes more than 20 years as marketing director for Studio Productions, a national experiential design/build firm creating branded environments for Fortune 500 companies and retailers. Her most noteworthy clients included Starbucks, Toyota, Westcor, Build a Bear Workshop, Mattel and the cities of Phoenix and Philadelphia.

Ruth studied Broadcast Journalism, earning a BA from Arizona State University, and is a Master Practitioner with the Phoenix chapter of PRSA.

Living her credo of giving back, Ruth is active in her community, including ad hoc committees involved in the re-branding of Sun Devil Athletics' program and the establishment of a new PR Lab for Arizona State University's Walter Cronkite School of Journalism and Mass Communications.

She also serves as a liaison to the Foundation for Blind Children and Singleton Moms for the National Charity League, Scottsdale Chapter. She has served on the Dean's Economic Resource Council for Arizona State University's College of Public Programs and spent over a decade as an Art Masterpiece Chair and Docent.



Marketing Manager: LORI SEBASTIAN

Lori Sebastian has more than 20 years experience in advertising, special event execution and retail/fashion merchandising and design.

Lori joined the BLEND team in 2004 and provides a wealth of expertise, energy and fresh perspective, assisting in the development and execution of marketing programs and events for Ghirardelli Square (10th Annual Chocolate Festival), Town & Country Village, Larkspur Landing, Anchorage Square, Orinda Theatre Square, Strawberry Village, Marina Square, Shops on Broadway and Westlake Shopping Center.

During her early career, Lori was introduced to the fashion industry and was fortunate to join "the retail great" I. Magnin/Bullocks Wilshire, Los Angeles as Special Events Coordinator. A few of her many responsibilities included coordinating and accessorizing fashion events for famous designers including Givenchy, Paloma Picasso and Isaac Mizrahi.

Lori's advertising experience includes positions as Production Manager and Broadcast Producer coordinating and executing all aspects of television and radio production for clients including Union Bank of California, Stuart Anderson's Black Angus Restaurants, UCSF Medical Center, Clos du Bois Winery and The Exploratorium.

She is also very active in the nonprofit arena and has served as Event Coordinator for the Marin Advocates for Children (MAC) annual fashion show from 2005 – 2008 as well as Rebuilding Together San Francisco's 25th Anniversary Gala Event in 2009. She currently continues this post for their annual fund-raising event

Lori received her BA in Advertising from Pepperdine University and also holds an Associate of Arts Degree in Merchandising and Marketing from the Fashion Institute of Design and Merchandising (FIDM).



Ready for a FRESH Perspective?
Let's BLEND Together!

Contact us at



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