

## Quality

Good marketing builds sales and wins your customers' trust. Good technical information lowers customer service costs, facilitates training and enhances your firm's reputation. Your investment in quality communication will be returned many times over.

The best marketing and technical communication demands the best efforts in researching, organizing, writing, illustrating and designing every line and figure on every page. If you're looking for that kind of quality, look to calarts.

## Versatility

Your job is easier when you rely on calarts for both technical and marketing communications. You only need to explain the intricacies of your product or service once. The insight calarts gains while writing one task transfers to another, saving time and reducing costs.

Writing marketing materials for health services and hi-tech industries requires a unique combination of technical and creative expertise. A calarts staffer can deliver a more effective and persuasive piece than someone who's been selling consumer products.

## Who is calarts?

As owner of calarts, J. F. 'Cal' Callahan takes personal responsibility for all the company's work. Cal's 30-year track record includes award-winning efforts in every field of marketing and technical communications.

An Associate Fellow in the Society for Technical Communications, Cal majored in Creative Writing and Visual Arts at the University of California, San Diego, and completed numerous technical training courses offered by corporate training departments and colleges.

Examples in this flyer highlight some of Cal's personal achievements as an employee, contractor, and consultant.

## You're in good hands

Whether you work with Cal or with an associate, you can be assured of uniform high quality and prompt completion.

Call or e-mail calarts today for a free consultation or quotation.



3089 Cowley Way, No. 29

San Diego CA 92117

Phone 619-275-7516 Fax 858-630-3234

e-mail calarts@san.rr.com

www.calartssd.com

Produced in Adobe FrameMaker 7.1  
The Digital Force Copyright © 1999 QUALCOMM Inc.  
TAM Punch Copyright © 1987 TAM Ceramics Inc.  
Absolute Encoders Copyright © 1989 BEI Motion System Co.



## The write choice for

ads  
brochures  
data sheets  
flyers  
newsletters  
press releases  
proposals  
reports  
technical writing  
web content

## Economy

calarts tailors its services to deliver the most effective message at the lowest possible cost. We're not the least expensive service on the block, just one of the most economical.

We quickly gather necessary information without costly intrusions on your staff. There's no need to waste a valuable professional employee's time teaching a calarts staffer basic concepts. You save the overhead costs of in-house capabilities, and you still have experts who are familiar with your products immediately available.

## Dependability

You can count on calarts to deliver your project when you need it. calarts has been operating since 1984. We're not talking disappearing job-shoppers or "consultants" who are just waiting for their next full-time jobs, leaving you stranded with work that's half-done or hurriedly and shoddily completed. We will be around when you need us.

When you're recruiting employees or selling products, you need eye-catching, well-written ads that move your target audience to action. calarts has delivered that response for organizations like Incetek, Qualcomm, and Paradise Valley Hospital.



Whether it's a one-page operating guide or a hundred-page software manual, clarity and ease of use are imperative. Proposals need subtle but persuasive language to sell your product or idea. Technical reports and white papers require extra skill in reaching the target audience with solid facts succinctly presented. That's the kind of service calarts has provided for Asymtek, BEI Motion Systems, General Atomics, General Instruments, and a host of others.



Want to get across a complex message and leave a lasting impression? Nothing works as well as a slick brochure with substance. That's another of calarts' specialties, provided for organizations like JC Systems, San Diego County Regional Airport Authority, Qualcomm and TAM Ceramics.

