

// Purpose, Policies and Procedures

Artistry Marketing Concepts, LLC
Purpose, Policies and Procedures Statement v. 3.1
Confidential Document

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This document should be regarded as a set of guidelines only. It is not a contract. Neither the policies in this manual, nor any other written or verbal communication by a company officer, manager or supervisor are intended to create a contract of employment or a warranty of benefits. The policies in this manual may be amended, modified, deleted or otherwise changed by Artistry without prior notice. This manual supersedes and replaces all prior employee manuals, handbooks, policies or procedures. If you have any questions about any of the policies or procedures in this manual, please consult the HR Director.

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PURPOSE STATEMENT

At Artistry, we are driven by a deep purpose to pursue the expansion and furtherance of the Christian cause. We endeavor to make a difference in the world through marketing and design. Our ability to make an impact is greatly determined by maintaining unity in purpose and passion as we work together as a team to accomplish goals that create a mutual benefit for growth of ministries worldwide and the growth of Artistry Marketing and its team members.

Our Mission:

To be the most effective marketing firm in the world that caters specifically to the Body of Christ. To empower churches and ministries to accomplish their God-given visions. To enlighten and inspire new found vision for reaching the world with the message of Christ. To facilitate powerful and effective communication with target markets and people groups internal and external to the church.

That is: To set the global pace for Christian technology, marketing and design.

Our Pursuit:

- An encouraging, team-based atmosphere
- Excellent relationships with clients
- Innovative marketing strategies fueled by prayer
- Superior, cutting-edge graphic design fueled by prayer
- Profitability that enables the enhancement of all team members

Foundational Principles:

- To be EFFICIENT with our time
- To be HONEST with each other
- To care for and ENCOURAGE one another
- To embrace CHANGE – pursue continual growth
- To LAUGH
- To GIVE God our best
- To be LOYAL to the efforts of the team

Pillars:

- Exemplary Communication
- Inspiring Professionalism
- Truth
- Pace-setting
- Deliberate

Statement of Faith:

- We believe that there is only one true God, who exists eternally in three persons (God the Father, Son and Holy Spirit)
- We believe that Jesus Christ is the Son of God and was born of a virgin, lived a sinless life and was crucified, suffered and died for the sins of all mankind.
- We believe that God raised Jesus Christ from the dead 3 days after His crucifixion and that He lived among mankind and ascended into heaven - and is seated at the right hand of the Father.
- We believe that the Bible is God's Holy inspired word and serves as the authority of all things in the life of a believer.
- We believe in the personality and presence of the Holy Spirit, which is resident within all believers upon acceptance as Christ as Lord.
- We believe that the Holy Spirit has come to indwell the believer to comfort, counsel and empower him/her to live an overcoming godly life.
- We believe that God made man in His image and that man's sin in the garden caused a fundamental separation between God in man. We believe that the barrier that sin created between a God and man can be removed through faith in Christ and His redemptive work on Calvary.
- We believe that God has given unto all Christians the ministry of reconciliation and that we are responsible to share our faith and pursue the purpose for which He has called us.

How these principles drives the day-to-day:

Because the heartbeat of Artistry Marketing is largely to work hand-in-hand with ministries, the atmosphere and communication of the office is determinedly spiritual in nature. As well, it is a goal for the team members to grow together spiritually as well as communicate spiritual inspiration with clients and suppliers with tact, love and complete appropriateness. As a team, we will meet together not only to discuss company issues, but also to discuss spiritual issues and encourage one-another with Biblical perspectives on life and work issues.

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WORKPLACE POLICIES AND PROCEDURES

Policies of Proper Workplace Standards and Teamwork Interaction:

The Artistry purpose, principles, and goals statements as outlined above are meant to be Artistry's driving force for policies of interaction and teamwork. They are meant to be the guideposts that steer us to achieving our goals. Rules and regulations regarding discipline and right and wrong are easily avoided by the pursuit of those principles.

It is important, however, that we detail and define what constitutes a diversion from the above principles and so that it is clear to everyone exactly what is expected of him/her.

Artistry is determined to be a professional organization with the highest caliber of personal interaction, teamwork and unity. Thus, employees (team members) are expected to observe certain standards of job performance and good conduct. The following examples and regulations are used to specify what performance or conduct does not meet Company standards. In the case that a team member should pursue actions that violate standard principles, Artistry will endeavor when it deems appropriate to provide the employee a reasonable opportunity to correct the deficiency. If, however, the employee fails to make the correction, he or she will be subject to discipline including termination.

The policies set forth below are intended to provide employees with fair notice of what is expected of them. Necessarily, however, such rules cannot identify every type of unacceptable conduct and performance. Therefore, team members (employees) should be aware that conduct not specifically listed below but which adversely affects or is otherwise detrimental to the interests of Artistry, other employees, or customers, may also result in disciplinary action. Nothing in these rules is intended to modify the at-will nature of your employment with the company.

Job Performance:

Team members may receive discipline for poor job performance, including but not limited to the following:

- Unsatisfactory work quality or quantity;
- Poor attitude (for example, rudeness or lack of cooperation);
- Excessive absenteeism, tardiness, or abuse of break and lunch privileges;
- Failure to follow instructions or Company procedures; or
- Failure to follow established safety regulations.

Misconduct:

Team members may receive discipline for misconduct, including but not limited to the following:

- Insubordination;
- Dishonesty;
- Theft;
- Discourtesy;
- Misusing or destroying Company property or the property of another on Company premises;
- Violating conflict of interest rules;
- Disclosing or using confidential or proprietary information without authorization;
- Disclosing information regarding salaries with other employees;
- Falsifying or altering Company records, including the application for employment;
- Interfering with the work performance of others;
- Altercations;
- Harassing, including sexually harassing, employees or customers;
- Being under the influence of, manufacturing, dispensing, distributing, using, or possessing alcohol or illegal or controlled substances on Company property or while conducting Company business;
- Gambling on Company premises or while conducting Company business;
- Sleeping on the job or leaving the job without authorization;
- Possessing a firearm or other dangerous weapon on Company property or while conducting Company business; or
- Being convicted of a crime that indicates unfitness for the job or raises a threat to the safety or well-being of Artistry, its employees, customers, or property; or
- Failing to report to Artistry, within five days, any conviction under any criminal drug statute for a violation occurring in the workplace].

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Attendance:

In addition to the general policies stated above, team members may receive discipline for failing to observe the following specific requirements relating to attendance:

- Reporting to work on time, observing the time limits for rest and lunch periods, and obtaining approval to leave work early; and
- Notifying the supervisor in advance of anticipated tardiness or absence.

Discipline Procedure:

Except as set forth below, discharge for poor performance ordinarily will be preceded by an oral warning and a written warning. Artistry reserves the right to proceed directly to a written warning or to termination for misconduct or performance deficiency, without resort to prior disciplinary steps, when Artistry deems such action appropriate. Nothing in these rules is intended to modify the at-will nature of your employment with the company.

Conflicts of Interest / Moonlighting:

Team members are expected to devote their best efforts and attention to the full-time performance of their jobs. They are expected to use good judgment, to adhere to high ethical standards, and to avoid situations that create an actual or potential conflict between the employee's personal interests and the interests of Artistry Marketing. A conflict of interest exists when the employee's loyalties or actions are divided between Artistry's interests and those of another, such as a competitor, supplier, or customer. In addition, a conflict of interest is present when an employee "Moonlights", offering his/her services competitively within the same marketplace as Artistry; specifically regarding the provision of marketing services, graphic design services, printing and internet development services. Both the fact and the appearance of a conflict of interest should be avoided. Employees unsure as to whether a certain transaction, activity, or relationship constitutes a conflict of interest should discuss it with their immediate supervisor or the Personnel Manager for clarification. Any exceptions to this guideline must be approved in writing by the HR Director.*

**Artistry acknowledges that from time to time there are opportunities that Artistry employees might come across that would present either a non-competing financial opportunity or an opportunity to provide pro-bono / charity services for ministries in which they are personally involved. In such cases, team members must follow the guidelines to present such opportunities to the HR Director in writing. Any projects must be approved in writing by the HR Director prior to involvement and are not to be discussed during regular business hours or between team members.*

The following are additional instances that describe conflicts of interest. While it is not feasible to describe all possible conflicts of interest that could develop, some of the more common conflicts, from which employees should refrain, include the following:

- Accepting personal gifts or entertainment from competitors, customers, suppliers, or potential suppliers;
- Working for a competitor, supplier, or customer;
- Engaging in self-employment in competition with Artistry;
- Using proprietary or confidential Company information for personal gain or to Artistry's detriment;
- Having a direct or indirect financial interest in or relationship with a competitor, customer, or supplier, except that ownership of less than one percent (1%) of the publicly traded stock of a corporation will not be considered a conflict;
- Developing a personal relationship with a subordinate employee of Artistry that might interfere with the exercise of impartial judgment in decisions affecting Artistry or any employees of Artistry Marketing.
- Using Company resources, assets or labor for personal use;
- Acquiring any interest in property or assets of any kind for the purpose of selling or leasing it to Artistry; or
- Committing Artistry to give its financial or other support to any outside activity or organization; or
- If an employee or someone with whom an employee has a close relationship (a family member or close companion) has a financial or employment relationship with a competitor, customer, supplier, or potential supplier, the employee must disclose this fact in writing to the HR Director. Employees should be aware that if they enter into a personal relationship with a subordinate employee or with an employee of a competitor, supplier, or customer, a conflict of interest may exist, which requires full disclosure to Artistry.
- Part-time employees may engage in outside employment, provided that they disclose such employment and get written approval from the HR Director.

Failure to adhere to this guideline, including failure to disclose any conflicts or to seek an exception, will result in discipline, up to and including termination of employment.

Proprietary and Confidential Information:

Company property includes not only tangible property, like desks and computers, but also intangible property such as information. Of particular importance are proprietary information and confidential information. Proprietary information includes all information obtained by Company employees during the course of their work. This Manual, for example, contains proprietary information. Confidential information is any Company information that is not known generally to the public or the industry. Customer lists, customer files, personnel files, computer records, financial and marketing data, process

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descriptions, research plans, company strategies and plans, techniques, formulas, and trade secrets are examples of confidential information.

Given the nature of Artistry's business, protecting proprietary and confidential information is of vital concern to Artistry. This information is one of the most important assets of Artistry. It enhances Artistry's opportunities for future growth, and indirectly adds to the job security of all team members.

Employees must not use or disclose any proprietary or confidential information that they obtain during employment with Artistry, except as required by their jobs. This obligation remains even after an employee's employment relationship with Artistry ends. If an employee is in a position that gives him or her access to particularly sensitive information, the employee may be required to sign a written nondisclosure agreement. In addition, all employees must observe good security practices. They are expected to keep proprietary and confidential information secure from outside visitors and all other persons who do not have a legitimate reason to see or use such information.

Company rules regarding document control, restricted access to areas of the facility, and other such procedures must be strictly observed by each employee. Failure to adhere to Company policies regarding proprietary and confidential information will be considered grounds for discipline, including dismissal.

Obligations on Termination:

On termination of employment, whether voluntary or involuntary, all Company documents and other tangible Company property in the employee's possessions or control must be returned to Artistry Marketing.

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TECHNOLOGY USE AND PRIVACY

Artistry provides various Technology Resources to authorized employees to assist them in performing their job duties for Artistry. Each employee has a responsibility to use Artistry's Technology Resources in a manner that increases productivity, enhances Artistry's public image, and is respectful of other employees. Failure to follow Artistry's policies regarding its Technology Resources may lead to disciplinary measures, up to and including termination of employment. Moreover, Artistry reserves the right to advise appropriate legal authorities of any violation of law by an employee.

Technology Resources Definition:

Technology Resources consist of all electronic devices, software, and means of electronic communication including, but not limited to, the following: personal computers and workstations; lap-top computers; mini and mainframe computers; computer hardware such as disk drives and tape drives; peripheral equipment such as printers, modems, fax machines, and copiers; computer software applications and associated files and data, including software that grants access to external services, such as the Internet; electronic mail; telephones; cellular phones; pagers; and voicemail systems.

Authorization:

Access to Artistry's Technology Resources is within the sole discretion of Artistry. Generally, employees are given access to Artistry's various technologies based on their job functions. Only employees whose job performance will benefit from the use of Artistry's Technology Resources will be given access to the necessary technology. Additionally, employees must successfully complete Company-approved training before being given access to Artistry's Technology Resources.

Use:

Artistry's Technology Resources are to be used by employees only for the purpose of conducting Company business. Employees may, however, use Artistry's Technology Resources for the following incidental personal uses so long as such use does not interfere with the employee's duties, is not done for pecuniary gain, does not conflict with Artistry's business, and does not violate any Company policy:

- To send and receive necessary and occasional personal communications;
- To prepare and store incidental personal data (such as personal calendars, personal address lists, and similar incidental personal data) in a reasonable manner;
- To use the telephone system for brief and necessary personal calls; and
- To access the Internet for brief personal searches and inquiries during meal times or other breaks, or outside of work hours, provided that employees adhere to all other usage policies.

Artistry assumes no liability for loss, damage, destruction, alteration, disclosure, or misuse of any personal data or communications transmitted over or stored on Artistry's Technology Resources. Artistry accepts no responsibility or liability for the loss or non-delivery of any personal electronic mail or voicemail communications or any personal data stored on any Company property. Artistry strongly discourages employees from storing any personal data on any of Artistry's Technology Resources.

Improper Use:

Prohibition against Harassing, Discriminatory and Defamatory Use:

Artistry is aware that employees use electronic mail for correspondence that is less formal than written memoranda. Employees must take care, however, not to let informality degenerate into improper use. Under no circumstances may employees use Artistry's Technology Resources to transmit, receive, or store any information that is discriminatory, harassing, or defamatory in any way (e.g., sexually-explicit or racial messages, jokes, cartoons).

Prohibition against Violating Copyright Laws:

Employees must not use Artistry's Technology Resources to copy, retrieve, forward or send copyrighted materials unless the employee has the author's permission or is accessing a single copy only for the employee's reference.

Other Prohibited Uses:

Employees may not use any of Artistry's Technology Resources for any illegal purpose, violation of any Company policy, in a manner contrary to the best interests of Artistry, in any way that discloses confidential or proprietary information of Artistry or third parties, or for personal or pecuniary gain.

Access to Technology Resources:

All messages sent and received, including personal messages, and all data and information stored on Artistry's electronic-mail system, voicemail system, or computer systems are Company property regardless of the content. As such, Artistry reserves the right to access all of its Technology Resources including its computers, voicemail, and electronic-mail systems, at any time, in its sole discretion.

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Privacy:

Although Artistry does not wish to examine personal information of its employees, on occasion, Artistry may need to access its Technology Resources including computer files, electronic-mail messages, and voicemail messages. Employees should understand, therefore, that they have no right of privacy with respect to any messages or information created or maintained on Artistry's Technology Resources, including personal information or messages. Artistry may, at its discretion, inspect all files or messages on its Technology Resources at any time for any reason. Artistry may also monitor its Technology Resources at any time in order to determine compliance with its policies, for purposes of legal proceedings, to investigate misconduct, to locate information, or for any other business purpose.

Passwords:

Certain of Artistry's Technology Resources can be accessed only by entering a password. Passwords are intended to prevent unauthorized access to information. Passwords do not confer any right of privacy upon any employee of Artistry. Thus, even though employees may maintain passwords for accessing Technology Resources, employees must not expect that any information maintained on Technology Resources, including electronic-mail and voicemail messages, are private. Employees are expected to maintain their passwords as confidential. Employees must not share passwords and must not access coworkers' systems without express authorization.

Deleted Information:

Deleting or erasing information, documents, or messages maintained on Artistry's Technology Resources is, in most cases, ineffective. All employees should understand that any information kept on Artistry's Technology Resources may be electronically recalled or recreated regardless of whether it may have been "deleted" or "erased" by an employee. Because Artistry periodically backs-up all files and messages, and because of the way in which computers re-use file storage space, files and messages may exist that are thought to have been deleted or erased. Therefore, employees who delete or erase information or messages should not assume that such information or messages are confidential.

The Internet and Online Services:

Artistry provides authorized employees access to on-line services such as the Internet. Artistry expects that employees will use these services in a responsible way and for business-related purposes only. Under no circumstances are employees permitted to use Artistry's Technology Resources to access, download, or contribute to the following:

- gross, indecent, or sexually-oriented materials;
- job-search sites;
- entertainment sites (outside of those viewed in company research);
- gambling sites;
- illegal drug-oriented sites;
- personal pages of individuals; and
- politically-oriented sites or sites devoted to influencing the course of legislation or public policy.

Additionally, employees must not sign "guest books" at Web sites or post messages to Internet news groups or discussion groups at Web sites. These actions will generate junk electronic mail and may expose Artistry to liability or unwanted attention because of comments that employees may make. Artistry strongly encourages employees who wish to access the Internet for non-work-related activities to get their own personal Internet access accounts.

Confidentiality:

Some of the information to which Artistry has access is confidential. Employees should avoid sending confidential information over the Internet, except when absolutely necessary. Employees also should verify electronic mail addresses before transmitting any messages.

Monitoring:

Artistry monitors both the amount of time spent using on-line services and the sites visited by individual employees. Artistry reserves the right to limit such access by any means available to it, including revoking access altogether.

Confidential Information:

Artistry is very sensitive to the issue of protection of trade secrets and other confidential and proprietary information of both Artistry and third parties ("Confidential Information"). Therefore, employees are expected to use good judgment and to adhere to the highest ethical standards when using or transmitting Confidential Information on Artistry's Technology Resources.

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Confidential Information should not be accessed through Artistry's Technology Resources in the presence of unauthorized individuals. Similarly, Confidential Information should not be left visible or unattended. Moreover, any Confidential Information transmitted via Technology Resources should be marked with the following legend: "This message contains confidential information. Unless you are the addressee (or authorized to receive for the addressee), you may not copy, use, or distribute this information. If you have received this message in error, please call 888-320-5278 or return it promptly by mail."

Security:

Artistry has installed a variety of programs and devices to ensure the safety and security of Artistry's Technology Resources. Any employee found tampering or disabling any of Artistry's security devices will be subject to discipline up to and including termination.

Audits:

Artistry may perform auditing activity or monitoring to determine compliance with these policies. Audits of software and data stored on Artistry's Technology Resources may be conducted without warning at any time.

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COPYRIGHT INFORMATION

General Copyright Information

All ideas and materials used in the execution of Artistry projects - including artwork, imagery, computer generated instructions and formats remain the sole property of Artistry Marketing Concepts, LLC, without a prior written release.

Portfolio Resources:

At the time of voluntary/involuntary termination, an employee may ask for specific projects to be granted for use in his/her personal portfolio for the purpose of soliciting future employment. These rights to utilize the artwork do not pass on to future employers or to the employee, should he/she become self-employed or incorporate. As the works remain the creative property of Artistry Marketing Concepts, LLC, it is with the following guidelines that they be used in order to avoid confusion in the marketplace and conflict with Artistry's copyright ("sole right to copy") these materials...

Again, the sole purpose of our assistance in providing these materials is to help the employee find future employment with another firm. Portfolio usage is not permitted for the use of any individual in the promotion of their own or another firm. With that said, the following methods are acceptable in pursuit of direct employment only.

Acceptable presentation methods:

- 1) In personal interviews for direct employment
- 2) In print or web submittal for direct employment
- 3) As an electronic response when asked for samples by a potential employer

Unacceptable presentation methods:

- 1) Mass distribution in printed or electronic format (including the placement on any self-employment or incorporated business website)
- 2) Targeted distribution in printed or electronic format (including the placement on any website) for the purposes of contract employment or other business development
- 3) Any form of web-based presentation outside of a pursuit for direct employment

Stipulation:

For any display of the works, each piece should be marked with the following in a legible format adjacent to the artwork...

"Developed under the direction of Artistry Marketing. Design © Artistry Marketing Concepts, LLC"

Any usage of any Artistry artwork outside of this agreement with Artistry, is considered copyright infringement, and Artistry reserves the right to handle accordingly.

Termination:

Voluntary Termination

Artistry will consider an employee to have voluntarily terminated his or her employment if an employee does any of the following:

- Elects to resign from Artistry;
- Fails to return from an approved leave of absence on the date specified by Artistry; or
- Fails to report for work without notice to Artistry for three consecutive days.

Involuntary Termination

An employee may be terminated involuntarily for reasons that include poor performance, misconduct, or other violations of Artistry's rules of conduct, as set forth below. Notwithstanding this list of rules, Artistry reserves the right to discharge with or without cause and with or without prior notice.

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In Conclusion:

In order to accomplish the goals and purposes that Artistry has determined as a company to pursue, Artistry employees must work together as a team. Disunity and violations to the standard policies and procedures that are laid out in the above document and any following amendments are counterproductive to the purpose and can have destructive effects on the success of the overall team. At Artistry, we expect all employees to take their commitment to the team seriously and to passionately pursue making a difference.

I have received, read, understand and agree to adhere to the above policies and procedures. I fully understand the nature of Artistry Marketing's mission statement; I am in agreement with its core beliefs and statement of faith; and I am determined to passionately pursue the fulfillment of Artistry Marketing's purpose and goals.

Team member

Signature

Date