

**EFFIE
ROSS**

PORTFOLIO

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Here are some of the types of writing and content I create:

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LONG FORM CONTENT

THE CHALLENGE:

A swimming pool service company wants to build brand trust and expertise with **LONG FORM**, informative articles that will hold readers' attention and keep them on the page.

Natural Swimming Pools – Part One

We've all become familiar with the basic tenets of pool maintenance. Skim daily. Brush and vacuum regularly. And for goodness sake, maintain a healthy chlorine level. Whether you use a salt water generator, an automatic chlorinator, or just good old fashioned liquid chlorine, your pool

absolutely needs chlorine. Green hair? Red eyes? That clean pool smell? It's all par for the course. Or is it? Since the 1980s, a small but growing movement has been making waves (excuse the pun) in the swimming pool industry. What if you could keep a pool clean with absolutely no added chemicals? What if you could bathe in crystal clear water that is so natural you could drink it? Natural swimming pools make just that promise. But what are these unusual pools and how do they work? Here is the first part of our two-part series on natural pools.

The Promise of Natural Swimming Pools

A traditional swimming pool should ideally be “dead”. That means that the water is treated in such a way that nothing can grow in it. The chemicals that are added to the pool make it inhospitable to natural life, most importantly algae. To keep a traditional swimming pool clean, you need to constantly add sterilizing chemicals. In nature, standing water would quickly become host to a large number of plants and animals, from algae to tadpoles and mosquitoes. Keeping a traditional swimming pool clean means constantly battling nature to keep the pool completely free of natural life. It is the only way to avoid harmful algae and bacteria that would make swimming in the water unpleasant at best, and potentially unsafe.

A natural pool seeks to do just the opposite. It does not use any chlorine, man-made materials, or mechanical means to sterilize the water. The water in a natural swimming pool is alive in the sense that it is far from inhospitable to life. In fact, the water is so pure that you could fill a glass and drink it. But just because it is alive, a natural swimming pool isn't necessarily full of life. Instead, a natural swimming pool can be crystal clear. The magic happens in a separate but attached area called the regeneration zone, where the water is cleaned.

The regeneration zone uses the same principles as nature to clean the water from the swimming pool. Carefully selected plants, as well as aerobic and anaerobic bacteria, break down harmful microorganisms. To further clean the water, it passes through a biological filter

filled with just the right bacteria. All together, these carefully selected living organisms filter out the undesirable stuff so well that when the water is circulated back into the swimming area, it is completely clean.

The History of Natural Swimming Pools

The concept of natural swimming pools has roots in aquaculture, natural living, and traditional pool design. The first natural swimming pool was built by Werner Gamerith, an Austrian professor, in the 1980s. Gamerith is well-known in his home country as a cultural engineer and water manager, environmental and anti-nuclear activist, author, and photographer. He built the pool, which he called a schwimmteiche, or swimming pond, in his own garden. He went on to lead the early movement to build more natural swimming pools around Europe.

During the late 1980s, the natural swimming pool movement grew in Austria. It then spread into Germany and neighboring countries. Eventually, the idea spread into other parts of Europe, including the UK. More recently, the movement has picked up steam with builders and natural swimming pool organizations in Australia, New Zealand, and the US.

The center of the movement remains in Austria and Germany. Germany is home to **The International Organization for Natural Bathing Water (IOB)**, which calls itself an umbrella organization of swimming pond experts. Founded in 2009, it currently includes 14 national organizations and over 600 individual pool builders in 23 countries.

Natural Swimming Pools are relatively new in the US, though their popularity has seen steady growth. The first (and currently only) public natural swimming pool in North America was completed in 2015 at Webber Park in North Minneapolis. It was the culmination of a 10-year, \$6 million project and can accommodate 500 bathers.

In Europe, natural swimming pools are much more popular. Estimates put the number of public and private natural swimming pools in Europe at about 20,000. The first public natural swimming pool in Europe opened in 1998 in Germany. Since then, over 100 public natural swimming pools have been installed in Germany alone.

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Natural Swimming Pools - Part One

New! Looking for the best way to keep your pool in the best of health? This is the article for you. It's all about the benefits of natural swimming pools and how they can help you keep your pool in the best of health. It's all about the benefits of natural swimming pools and how they can help you keep your pool in the best of health. It's all about the benefits of natural swimming pools and how they can help you keep your pool in the best of health.

1 HISTORY

The history of natural swimming pools is a long one. It dates back to the early 1980s when Werner Gamerith, an Austrian professor, built the first natural swimming pool in his own garden. This pool was called a schwimmteiche, or swimming pond. It was a natural swimming pool, meaning it was built with natural materials and had no artificial chemicals. It was a natural swimming pool, meaning it was built with natural materials and had no artificial chemicals.

2 LIVING WATER

Living water is the key to a natural swimming pool. It's the water that's constantly moving and filtering through the pool. This is what makes a natural swimming pool so special. It's the water that's constantly moving and filtering through the pool. This is what makes a natural swimming pool so special.

3 ONE POT ON TWO

A natural swimming pool is a one-pot-on-two system. It's a system that allows you to have a swimming pool and a garden at the same time. It's a system that allows you to have a swimming pool and a garden at the same time.

4 BIO-POOLS

Bio-pools are a type of natural swimming pool. They are built with natural materials and have no artificial chemicals. They are built with natural materials and have no artificial chemicals.

The Promise of Natural Swimming Pools

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Types of Natural Swimming Pools

Natural swimming pools are divided into two main categories: traditional and modern. Traditional natural swimming pools are built with natural materials and have no artificial chemicals. Modern natural swimming pools are built with natural materials and have no artificial chemicals.

Benefits of Natural Swimming Pools

Natural swimming pools have many benefits. They are built with natural materials and have no artificial chemicals. They are built with natural materials and have no artificial chemicals.

Conclusion

Natural swimming pools are a great way to keep your pool in the best of health. They are built with natural materials and have no artificial chemicals. They are built with natural materials and have no artificial chemicals.

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NATURAL SWIMMING POOLS

PART ONE

What if you could keep a pool clean with absolutely no added chemicals? What if you could bathe in crystal clear water that is so natural you could drink it? Natural swimming pools make just that promise.

1 HISTORY

- 1980s - The first natural swimming pool is built by Werner Gamerith, an Austrian professor and activist.
- Late 1980s - The natural swimming pool movement grows in Austria and spreads to Germany and other parts of Europe.
- 1998 - The first public natural swimming pool opens in Germany.
- 2009 - The International Organization for Natural Bathing Water (IOB) is founded.
- 2015 - The first public natural swimming pool in North America opens at Webber Park in North Minneapolis.

2 LIVING WATER

A traditional swimming pool should ideally be "dead". That means that the water is treated in such a way that nothing can grow in it, especially algae.

The water in a natural swimming pool is alive. Carefully selected plants and other living organisms in a regeneration zone filter out the undesirable stuff so that the water circulated back into the swimming area is completely clean.

3 ONE POT OR TWO



In a 1-pot design, a single large body of water includes the swimming area and the regeneration zone.

In a 2-pot design, a dividing wall extends to just below the surface of the water, so that water can pass between the swim and regeneration areas, but the plants are kept in the regeneration zone.



4 BIO-POOLS

Bio-pools don't use a regeneration zone. They rely on a very special natural filter that sieves out phosphates and other organic substances from the water, eliminating the need for harmful chemicals. This allows for non-chlorinated pools in areas that are not large enough for both a pool and a regeneration zone.



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Infographic: Natural Swimming Pools – Part One

Types of Natural Swimming Pools

Natural swimming pools are defined by their most startling characteristic, the lack of any man-made sterilizing chemicals to keep the pool clean. But within that definition, there are several different variations on the concept of the natural swimming pool.

The most natural type of natural swimming pool, often referred to as a swimming pond, is a “one-pot” design. It has a single large body of water that includes the swimming area and the regeneration zone. A regeneration zone, basically a carefully curated artificial wetland, covers roughly half of the pool, often around the edges or one side. The rest of the pool is swimming space. Most one-pot swimming ponds are split equally between swimming space and regeneration space.

Another variation on natural swimming pool design, the “two-pot” design, is more similar to a traditional swimming pool. There are two areas, a swimming area and a regeneration zone, separated by a dividing wall. The wall extends to just below the surface of the water, so that water can pass between the areas, but the plants are kept in the regeneration zone. The plants in the regeneration zone—typically sedges, reeds, and rushes—are hydroponically grown over a special filter substrate. The plants, in combination with the natural filter below, act just like a natural wetland, purifying the water and removing bacteria and nutrients that could feed algae. In some cases, the regeneration area can actually be completely separate from the swimming area, connected only by pumps and plumbing.

Bio-Pools

Bio-pools, like natural swimming pools, use no man-made sterilizing chemicals. But unlike natural swimming pools, they also don't use a regeneration zone. This allows for non-chlorinated pools in areas that are not large enough for both a pool and a regeneration zone. Instead of removing debris and the nutrients that algae feed on solely through the activity of a man-made water garden, bio-pools rely on a very special filter. This natural filter sieves out phosphates and other organic substance from the water, eliminating the need for harmful chemicals.

Coming Next Week...

We've touched on the principles of natural swimming pools here, as well as their history. Next week, we will take a more in-depth look at the mechanics of a natural swimming pool and how they are built and maintained. We'll also look at the cost and other factors involved in installing your own natural swimming pool. (You can find [Part Two here](#).)

In the meantime, we want to remind you that The Pool Butler is here for all of your (traditional) swimming pool needs. If you ever have a question about your swimming, [need a repair](#) , or just want help [maintaining your pool](#) , [contact us](#) . We're a [full-service](#) swimming pool company, and our white glove service can't be beat!

Natural Swimming Pools – Part Two

Keeping a swimming pool clean is hard work. You need to balance the water, keep chlorine levels up, and occasionally shock the pool. Or so it seems. But a new type of pool began to pop up the 1980s. Its growth has been steady in Europe, but only recently has it made its way to the States. Natural swimming pools could be the answer to your chlorine woes. Natural swimming pools are built to keep your water clean and healthy for swimming without any chlorine or other synthetic sanitizing chemicals. The pools work on the same principles as a natural body of water, and the water in the pools is so clean and pure you could drink it if you wanted to. Last week, we took a look at the history of these innovative pools. This week, we will explore how they work and what it takes to install one. (You can find Part One [here](#).)

What Makes a Swimming Pool Natural

The definition of a natural swimming pool really takes into account three features. First, a natural swimming pool uses no added sanitizers to clean the water. Second, in a natural swimming pool, the water is living. In other words, it is not kept clean by making the water uninhabitable by algae and other unwanted biology. And that brings us to the third part of the definition. A natural swimming pool is cleaned by planting a very specific type of artificial wetland or water garden. The natural filter organically removes biological matter and the food that feeds it through natural processes, simply by growing and using the nutrients in the water.

Clearly, the secret sauce, so to speak, of natural swimming pools is the natural filter. This filter is called a regeneration zone, because it takes in water from the swimming area and regenerates it into clear, clean water that is returned to the swimming area.

Construction of a Natural Swimming Pool

Every natural swimming pool is made up of two parts, the swimming area and the regeneration zone. (Bio-pools, which are also sometimes called natural swimming pools, use a different method that does not include a regeneration zone.) Most builders suggest a minimum area of 50 square meters for a natural swimming pool, split equally between a regeneration zone and a swimming area. Because natural swimming pools were developed in Europe, sizes for natural swimming pools are usually given in metric units. However, a good approximation of the minimum size is about 540 square feet, evenly split. That would allow for a swimming area of at least 15'x18'.

The Swimming Area

The swimming area is built with a liner, often made of rubber, to prevent leakage and keep the clean water separate from the soil around it. It is separated from the regeneration zone by a submerged wall. The wall is tall enough to keep the plants in the regeneration zone and out of the swimming area but stops about 3 or 4 inches below the surface of the water. That allows water to flow freely between the two areas. In some cases, especially with public pools, the

The swimming area can be anywhere from 4 feet to 7 feet deep. Like a typical pool, it can have a shallow end and a deep end. The water in the swimming zone is always kept separate from the plants in the regeneration zone. That way, the water in the swimming zone is clean and clear, just like a regular pool, but without the chemicals.

The regeneration zone is an active and living ecosystem. It contains a variety of plants plus microorganisms. The plants act as a natural filter. They feed on decomposing organic matter, bacteria, and pollutants and convert them into biomass, i.e., plant tissue. As the plants grow, they filter the water they are planted in. However, this system is not identical to a natural pond or wetland. The plants are planted hydroponically, with their roots growing in water, not topsoil. Topsoil would introduce too many nutrients and microorganisms.

The specific variety of plants varies by location. Just like you wouldn't plant the same garden in every climate, different climates are more suited to different filtering plants. For this reason, every natural swimming pool is unique. To build an effective plant filter, you will need to consult an experienced builder who can select the right plant varieties for the job. However, with the proper design, natural swimming pools can be installed in most climates. In Europe, where natural swimming pools are more common, they have been built in every climate from the Alps to Mediterranean resorts.

In addition to plants, the regeneration zone is home to a variety of microorganisms. Zooplankton, tiny animals, play an important role by consuming algae. For example, a species of zooplankton called daphnia feed almost exclusively on algae, which does wonders for purifying your pool water. Fungi also play an important role in breaking down organic matter and debris that sinks to the bottom of the regeneration zone.

In addition to the filtering power of the plants and animals in the regeneration zone, many natural swimming pools include some

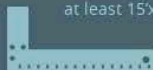




The key to every natural swimming pool is the natural way the water is filtered. The filter is called a **regeneration zone**, because it takes in water from the swimming area and regenerates it into clear, clean water that is returned to the swimming area.

1 How Big?

- Because natural swimming pools were developed in Europe, sizes for natural swimming pools are usually given in metric units.
- Most builders suggest a minimum area of 50 square meters split equally between a regeneration zone and a swimming area.
- In U.S. units you need about 540 square feet, evenly split.
- That would allow for a swimming area of at least 15'x18'.



2 SWIMMING AREA

- Built with a liner to prevent leakage and keep the clean water separate from the soil.
- Separated from the regeneration zone by a submerged wall that stops about 3 or 4 inches below the surface of the water.
- Can be anywhere from 4 feet to 7 feet deep, with a shallow end and a deep end.
- The water is always kept separate from the plants in the regeneration zone.
- The water is clean and clear, just like a regular pool, but without the chemicals.



3 REGENERATION ZONE

- An active and living ecosystem.
- Plants feed on decomposing organic matter, bacteria, and pollutants.
- The plants are planted hydroponically, because soil would introduce unwanted nutrients and microorganisms.
- Zooplankton consume algae.
- Fungi break down organic matter that sinks to the bottom of the regeneration zone.



4 MAINTENANCE

Water must always be moving, since the regeneration zone only works when water is continually flowing through it. It is important to aerate the pool with a fountain, waterfall, etc. The regeneration zone needs to be tended ~~like a~~ garden with occasional pruning and removal of dead leaves. The swimming area should be skimmed and the skimmer basket emptied on a regular basis.



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Infographic: Natural Swimming Pools – Part Two

type of biofilter. In a biofilter, water flows downward through a porous organic material, such as gravel or peat. The organic material is covered in a biofilm, a thin layer of interconnected microorganisms that consume the pollutants. Once the water passes through the biofilter, it is almost completely clean.

Bio-Pools are sometimes called natural pools, but they are very different from the traditional definition of a natural swimming pool. That's because bio-pools don't have a regeneration area. Instead, the biofilter does all of the work.

Natural Swimming Pool Maintenance

Natural swimming pools don't require the addition of any sterilizers, but there is still some maintenance. First, it is essential to keep the water moving. The regeneration zone only works when water is continually flowing through it. Also, some bugs such as mosquitoes will lay eggs in stagnant water, so keeping water moving prevents infestation. It is also important to aerate the pool water so that the plants receive the oxygen they need to grow. Adding a waterfall is a great way to aerate the water and add a natural touch to your pool. However, any fountain will work to aerate the water.

The regeneration zone also has to be tended, similar to tending a garden. Some pruning and removal of dead leaves are necessary from time to time. The pool also needs to be skimmed and vacuumed regularly to remove large and small debris, just like a traditional pool. The regeneration zone will filter the water, but it can't remove large debris. Most natural swimming pools are also built with a skimmer that collects floating debris. Just like in a traditional pool, the skimmer basket needs to be emptied on a regular basis to prevent clogs.

The Cost of a Natural Swimming Pool

The cost of a natural swimming pool, just like any swimming pool, depends on many factors. The size of the pool, the materials, and the landscaping around it all play into the total cost. A standard family sized pool can cost \$60-\$70k. That cost includes a wooden jumping pier, a quality wooden underwater wall, all of your starter plants, and the built-in biological filter. It also includes labor and equipment rental. If you want to add hardscaping, such as a waterfall and other natural-looking features, you can expect to add another \$10-\$15k for a single 20-ton load of large rocks.

However, once the pool is constructed, maintenance costs are typically lower than a traditional pool. The pump is usually small and energy-efficient, and there is no cost for added chemicals.

If you want to learn more about natural pools, contact The Pool Butler , and we'll put you in touch with a builder in your area.

SHORT FORM CONTENT

THE CHALLENGE:

A consumer advocate service (TrustDALE) needs regular **SHORT FORM** (approx. 500 words) content that ties in with videos posted to social media.

Just So You Know - Credit Freezes

We recently brought you the story of Shea, one of our employees at TrustDALE, who had her credit cards stolen. Luckily, she had set up monitoring on all of her accounts, so she was alerted to suspicious activity right away. Credit Freezes are another very useful service to protect your credit.

A World of Hacking and Identity Theft

Today, hacking and identity theft are big business. When you hear about a security breach at a large company like Target or Equifax, the worry is that sensitive information about customers' credit cards and identities has been stolen. Stolen information of that sort mostly ends up on the Dark Web, the seedy underbelly of the internet, where identities are hard to track, and criminal activity is common. Huge databases of identifying information are bought and sold on the Dark Web. Criminals purchase libraries of stolen identifying information to access other people's credit cards and open up new cards in their names.

If your identity has been stolen—either hacked from a company with whom you willingly shared identifying information or because someone stole your wallet or other identifying documents—someone could use your identifying information to open up a credit card in your name. You might not even know about it until you get your first bill.

Defend Against Identity Theft

There are two primary ways to defend against identity theft.

The first is to take steps to manage and protect your identifying information. To that, you should"

- Don't reuse passwords across different services
- Read disclaimers about information sharing and opt out when you can
- Don't log in to secure websites on an insecure or

TrustDALE Super Affordable. Super Smart. Super Secure. [Contact Us](#) [Home](#)

Ford Heights, IL 60411

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The first is to take steps to manage and protect your identifying information. To that, you should:

- Don't reuse passwords across different services
- Read disclaimers about information sharing and opt out when you can
- Don't log in to secure websites on an insecure or public internet connection (e.g., at a coffee shop)
- Shred mail with identifying information before throwing it out

Just two pieces of identifying information can help a criminal steal your identity. Beginning with only a little information, the identity thief breaks into increasingly secure accounts, collecting more identifying information as they go. Eventually, they have enough information to actually open new accounts, such as credit card accounts, with your information.

The second way to defend against identity theft is to limit the damage someone can do by hijacking your identity. One of the best ways to do that is the freeze your credit.

What is a Credit Freeze

Any time you want to apply for credit, whether it's signing a lease, opening a credit card, or financing a large purchase, the lender checks your credit history and credit score. To find that information, the lender accesses a credit reporting agency. The three biggest credit reporting agencies are Equifax, Experian, and TransUnion. But you can instruct the big three credit reporting agencies not to share credit information for any new accounts. That is what we call a credit freeze. No new credit can be obtained because the credit histories associated with your identifying information are inaccessible.

If you do plan on applying for credit, for example, to finance a large purchase, you will have to unfreeze your credit before you apply. But that's a small price to pay for the security that even with your information, a criminal can't open a new account in your name.

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WEBSITE COPY

Mr. Mister Mosquito Control

THE CHALLENGE:

A mosquito control service is building unique landing pages for individual cities and neighborhoods in the Atlanta Metro Area. The pages will be used for paid and organic search results, and need SEO-focused **WEBSITE COPY** that will capture customers searching for services near where they live.

Five-Star Mosquito Service In Sandy Springs

If you live in Sandy Springs, you're no stranger to mosquitoes. Sandy Springs is home to some great nature, from the Chattahoochee National Recreation Area to city parks like Morgan Falls Overlook Park. But outdoor fun can be cut short by a mosquito infestation. That's why Mr. Mister works with Sandy Springs residents to make their homes mosquito-free.

Whether you're an ITP city-slicker or the North Springs suburban type, we offer guaranteed mosquito misting services in your area. We're so confident in our ClearZone™ Mosquito Treatment that we guarantee each application for 21 days. If you notice any mosquitoes within 21 days of a

treatment, we'll come back and treat your yard again for free. After 21 days, we'll come back for your next regularly scheduled application. We also offer automated misting systems for added convenience. You'll never have to worry about mosquitoes again.

The Best Mosquito Control Service in Dunwoody

Dunwoody is an economic powerhouse. With the Perimeter Mall and surrounding businesses at Perimeter Center, Dunwoody residents have the benefit of suburban-style living and urban-style opportunities. But all that greenery comes with a downside. From Tilly Mill to Dunwoody Village, the dense foliage is a haven for mosquitoes. We may not be able to keep mosquitoes away from you on a hot day in Brook Run Park, but we can definitely protect you at home!

Our ClearZone™ Mosquito Treatment plan is like putting an anti-mosquito force field around your home. Just one treatment every 21 days will keep you mosquito-free all season long. And just in case a mosquito makes an appearance between regularly scheduled treatments, we'll come back and re-treat your entire yard at no cost. We also install automated misting systems that can keep your property free of mosquitoes with no return visits and minimal maintenance. So if you're ready to live mosquito free, Mr. Mister is here to make it happen.

Buckhead's Guaranteed Mosquito Control Service

Buckhead residents know quality when they see it. From the gorgeous homes along Mt. Paran and surrounding areas to the luxurious high-rises of Lenox Park, Buckhead is no stranger to service and style. That's why Mr. Mister Mosquito Control is the perfect Buckhead mosquito control solution. We offer residential and commercial mosquito control with the best guarantee in the city or all of the Southeast. In fact, we put customer service first. Above all, we want you to be happy, so much so that if we can't meet your needs, we will pay for your first treatment with any competitor. But we know that won't be necessary because our treatments are guaranteed to keep you mosquito-free all season long.

We can't keep you safe from mosquitoes on a walk through Chastain Park, but we absolutely guarantee that if you see even a single mosquito on your own property between regularly scheduled treatments, we'll come back and re-treat for free. Whatever it takes, we'll keep you mosquito-free. We also offer the convenience of installed automated mosquito misting systems so your property can stay mosquito-free without any additional visits from Mr. Mister.

THE CHALLENGE:

A pest control and animal removal company is creating a website. They need **WEBSITE COPY** that will convey expertise and a friendly tone, and drive customers to set up an appointment.

Riteway Animal Removal

CALL TODAY FOR A FREE CRITTER REMOVAL & EXCLUSION INSPECTION

Schedule Appointment >

ANIMAL REMOVAL SERVICES

HUMANE AND EFFECTIVE

We'll safely remove the following animals for you...

HUMANE ANIMAL RELOCATION

KEEPING YOUR HOME ANIMAL-FREE IN ATLANTA, MIDDLE GEORGIA & TENNESSEE.

If you have an animal problem, you need it taken care of as soon as possible. Not only are animals unsightly and dangerous, they can also cause a lot of damage to your property.

Rite Way Animal Removal is here to take care of your pesky pests for you. We have the experience and expertise to get the job done quickly and efficiently.



And once those critters get out, we will make sure that they stay out! Our wildlife professionals will find out how your unwanted guests made it into your home, and we'll make sure that they can't come back.

Contact us today for a FREE inspection.

3 Reasons to Trust Rite Way for Humane Animal Removal:

1. We are animal specialists and biologists with extensive wildlife removal experience.
2. We keep animals from coming back forever with our exclusion services and a lifetime warranty.
3. We know where critters like to hide, and how to get them out safely.

Critter control doesn't mean extermination. That's why we use humane methods to remove critters away from your home to a new location. We capture and control squirrels, bats, birds, snakes, and much more.

Call today to schedule a FREE critter inspection.

RELOCATE

DON'T EXTERMINATE

RECLAIM YOUR HOME FROM WILD ANIMALS

Schedule Appointment >

No Critters Were Harmed During Your Animal Removal

ARMADILLO REMOVAL

Our customers trust us to keep armadillos from damaging their lawns and gardens.

Armadillos cause major problems for homeowners. Their burrowing habits have been known to sink homes, break pipes and crack concrete foundations. Not to mention how your garden will look after one of these guys has had his run of the place.

Fortunately, you've come to the right place. The Rite Way team has wildlife experts and biologists on staff with the tools and experience to deal with your armadillo problem the right way.

Relocate. Don't Exterminate.

Warner Robins: 478-213-9485 | Atlanta: 404-777-9599 | Nashville: 615-638-3380

RITE WAY ANIMAL REMOVAL

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Armadillo Removal

Our customers trust us to keep armadillos from damaging their lawns and gardens.

Armadillos cause major problems for homeowners. Their burrowing habits have been known to sink homes, break pipes and crack concrete foundations. Not to mention how your garden will look after one of these guys has had his run of the place.

Fortunately, you've come to the right place. The Rite Way team has wildlife experts and biologists on staff with the tools and experience to deal with your armadillo problem the right way.

We'll humanely remove unwanted armadillos from your property and close off any points of access so they can't come back.

Call our us to schedule your **FREE** critter inspection today.

Atlanta: 404-777-9599
Warner Robins: 478-213-9485
Nashville: 615-638-3380

[Schedule Appointment >](#)

HOW DO WE HANDLE ARMADILLOS?

If you've spotted an armadillo around your home, your local wildlife experts at Rite Way know the right way to deal with the problem right away.

- **INSPECTION:** Get a free inspection from one of our animal control professionals, ASAP to determine the scope of your armadillo invasion.
- **PLANNING:** Let us come up with a solution to your pest problem and get it done right the first time.
- **TRAPPING:** Humane traps are set by our professionals to catch animals without harming them.
- **RELOCATION:** Critters that are caught in our traps are relocated to a safe location far from your home.
- **PREVENTION:** Our knowledge and experience goes to work to keep armadillos and other pests from coming back.

So, don't wait 'till they've made a bigger mess, call us to schedule your armadillo removal.

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Relocate. Don't Exterminate.

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RITE WAY ANIMAL REMOVAL

HOME SERVICES LIVE ANIMAL REMOVAL DEAD ANIMAL REMOVAL GALLERY LOCATIONS REVIEWS CONTACT

Fumigation Treatment

Keep your home safe from harmful contaminants left by animals

If you've had an animal problem in your attic, you don't want to try to clean up after it. Animals can leave behind dangerous bacteria and contaminants, so you should always call a trusted fumigation professional to thoroughly disinfect and decontaminate after unwanted guests.

We know it's a mess, but don't worry, Rite Way is here for you.

We've been in the fumigation business for years, and we have the knowledge and tools necessary to get the job done right. Trust us to ensure your property is completely healthy, clean and odor-free.

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[Schedule Appointment >](#)

WHAT DOES A PROFESSIONAL FUMIGATION SERVICE INVOLVE?

When Rite Way takes on an attic fumigation, the process can be complicated, but we pride ourselves on performing the job thoroughly to ensure that your home is safe and clean. Here's how we do it:

- **CLEAN:** Whatever mess your unwanted guests have left behind, we have the tools to get it all out. That includes droppings, dead animals, nesting materials and anything else that doesn't belong.
- **FUMIGATE:** This is a disinfecting process necessary to destroy all harmful bacteria and contaminants that thrive in the mess your former tenant left behind.
- **DEODOR:** If there are any offensive smelling odors left behind, we've got the experience and know-how to take care of it.
- **REPLACE:** If contaminated insulation or other building materials had to be thrown out, we've got insulation professionals to replace it.

We've earned our customer's trust with cleaning up after a pest problem. Don't hesitate to contact Rite Way to schedule a **FREE** inspection.

FUMIGATION TREATMENT

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SOCIAL

THE CHALLENGE:

A law firm wants to portray a professional, polished image with their LinkedIn **SOCIAL POSTS**.
Provided the client with multiple templates for LinkedIn post images.



PRINT ADS

THE CHALLENGE:

An Atlanta law firm wants to pursue partnerships with out-of-state law firms. They want to publish a **PRINT AD** in the South Carolina Bar Association magazine.



The advertisement features a dark blue background with a subtle diamond pattern. At the top, the Finch McCranie LLP logo is displayed in a white box. Below the logo, text describes the firm's history and services. At the bottom, a group photo of the firm's attorneys is shown, with the firm's name and address overlaid on the right side.

FINCH MCCRANIE LLP

Finch McCranie, LLP is one of the oldest personal injury law firms in Georgia (est. 1966).
We are located in downtown Atlanta.

Our lawyers welcome the opportunity to work with members of the South Carolina Bar in matters where South Carolina residents are injured in Georgia. We work on a referral basis in serious injury, wrongful death, and medical malpractice cases.

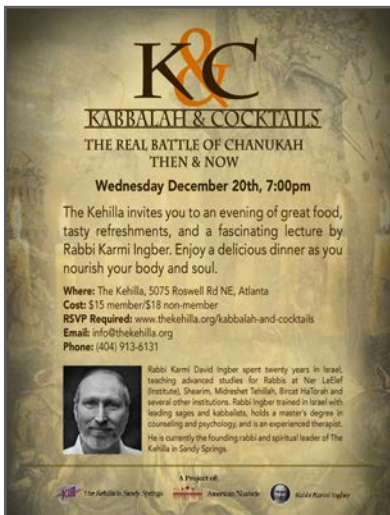
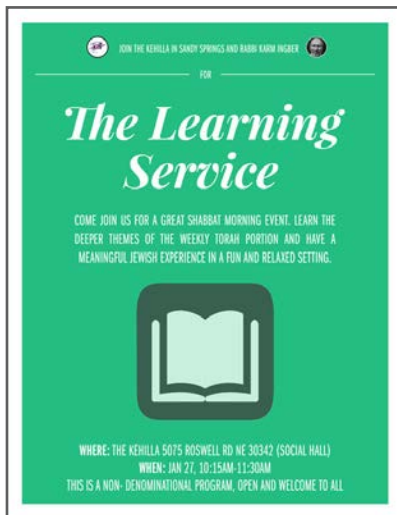
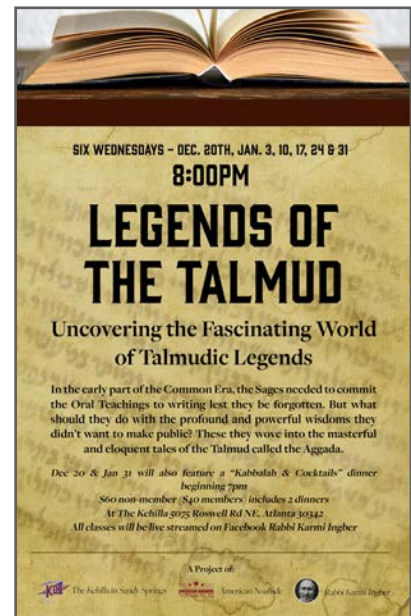
Please visit our website at www.finchmccranie.com or call us at 404-658-9070 for further information.

FINCH MCCRANIE LLP
229 Peachtree St. Suite 2500
Atlanta, GA 30303

FLYERS

THE CHALLENGE:

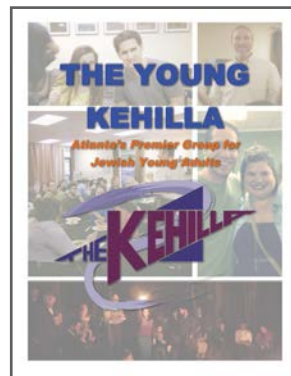
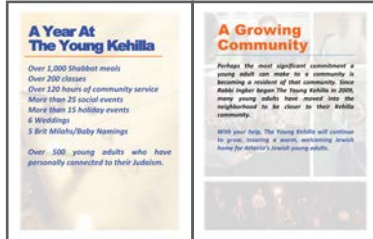
Atlanta synagogue and educational non-profit THE KEHILLA needs **FLYERS** for a broad range of events and activities.



NON-PROFIT

THE CHALLENGE:

Atlanta synagogue and educational non-profit THE KEHILLA needs a **BROCHURE** aimed at donors to showcase its young adult project The Young Kehilla.



The Need

Jewish Atlanta Today

Today the Jewish world is reeling from assimilation and indifference. Young Jews are intermarrying at an alarming rate.

In Atlanta, a city with a burgeoning Jewish population of over 150,000 Jews, less than 20% of these mostly new arrivals have any Jewish affiliation.

Moreover, Atlanta is known as a city that attracts young people. This segment is even less affiliated than the general populace and is often completely divorced from their Judaism.

There was no "Young Adult Community" in Atlanta to attract these young Jews and prevent them from losing their identity. An approach was needed that would engage young people in an open, dynamic, and welcoming way to explore their timeless heritage.

Rabbi Karmi Ingber has been successfully inspiring young Jews for over 20 years with an approach that is unique and convivial.

In August of 2009, he moved to Atlanta.

The Solution

The Young Kehilla

In a very short time The Young Kehilla has become the premier center for young Jews in Atlanta. We believe that people

essentially want to grow and it is our responsibility to give them a plethora of entry points to connect to their Judaism.

Young Kehilla programs include social, community service, educational, and religious events to meet young Jews where they are and cater to the diverse interests and needs of Atlanta's Jewish young adults.

Social Programing

A monthly "Schmooze" draws approximately 60 young adults who come to this relaxed event, meet other Jews, and take home a small taste of Jewish life. Our "Schmooze" events have included improv night, game night, sushi night, Whirlyball, and more.

We also have musical melava malkas (music jams at the end of Shabbat), plus daytime events like barbecues and kayaking trips!

Community Service

Atlanta's Jewish young adults are socially conscious and an integral part of their community. The Young Kehilla reflects that awareness and participates in community service projects and events throughout the city. Jewish community events include Mitzvah Day and the RUACH ATLANTA Relay for Life. We also participate in city-wide events, such as fielding a team for the annual Atlanta Hunger Walk/Run.

Education

Often, unaffiliated young adults feel that a class is too threatening for them. To combat this fear, The Young Kehilla offers a variety of educational opportunities, many of which feature a social setting along with a dose of Jewish learning.

Monthly Spaghetti Hours feature a chance to gather around a plate of pasta while learning about the Jewish months. A regular class/dinner event called "Kabbalah and Cocktails" attracts about 50-60 participants who are ready to hear a class when it's in the framework of a fun social event.

These and other similar ventures allow us to reach out to new people who soon feel the warmth of our group and get more deeply involved.

Religious Events

The Young Kehilla exists to connect Jewish young adults to their Judaism, so when it comes to holidays and other religious events, we are here for them in whatever way they want to connect.

The Young Kehilla has events for every holiday and Shabbat, plus daily study and services.

Through regular hosting by Rabbi Ingber and other young adults, The Young Kehilla serves over 1,000 Shabbat meals every year.

Our annual "Party in the Hut" Sukkot party has become an institution in Atlanta, drawing young adults from around the city since 2009.

Our mystical Tu B'Shevat seder is a chance to taste the fruits of Israel while delving into the inner meaning of the holiday.

The Young Kehilla Purim Bash is one of the greatest parties of the year.

Community

There are many points of entry that allow the Jewish young adults of Atlanta to find their connection to Judaism. However, the most crucial step is for these newly inspired young adults to come together and form a community.

Over the past few years, young adults have been moving close to the Kehilla Center, which serves as our synagogue for Shabbat and Holidays. An incredibly warm, welcoming, and inspired community has formed where people from all different backgrounds and affiliations feel at home.

We have a monthly program called "Friday Night Live" with a riveting, singing Kabbalat Shabbat Service (Welcoming Shabbat) followed by a communal Shabbat meal for 70-90 young adults. On regular Shabbats, approximately 30 young adults celebrate Shabbat dinner at the Rabbi and Rebbetzin's house after services; and now the young adults themselves have begun to host many Shabbat meals.

On Shabbat days and Holidays we have explanatory services followed by a communal Kiddush lunch where people eat, sing, and share their thoughts together. There are always holiday events ranging from Lag BaOmer bonfires to Tu B'Shevat Seders, Purim, and Passover.

Shabbat attendance is up to approximately 70 participants on a regular Shabbat and this year we expect to outgrow our space for the High Holiday Explanatory Services. There are over 500 young adult members signed up through our Facebook and Meet-Up groups and there are always new faces joining The Young Kehilla.

As these Young Adults get involved with our programs, they reconnect to their Jewish roots on so many different levels. It's no surprise that over 20 couples have met their significant others through the Young Kehilla!

Through The Young Kehilla's efforts, Jewish young adults in Atlanta have found their Jewish home, ensuring Jewish continuity in Atlanta for their generation and generations to follow.

A Year At The Young Kehilla

- Over 1,000 Shabbat meals
- Over 200 classes
- Over 120 hours of community service
- More than 25 social events
- More than 15 holiday events
- 6 Weddings
- 5 Brit Milahs/Baby Namings
- Over 500 young adults who have personally connected to their Judaism.

A Growing Community

Perhaps the most significant commitment a young adult can make to a community is becoming a resident of that community. Since Rabbi Ingber began The Young Kehilla in 2009, many young adults have moved into the neighborhood to be closer to their Kehilla community.

With your help, The Young Kehilla will continue to grow, insuring a warm, welcoming Jewish home for Atlanta's Jewish young adults.

EDUCATIONAL

THE CHALLENGE:

A Jewish education non-profit is offering three trimesters of adult education courses and needs a **COURSE CATALOG** that will be simple, easy to use, and conveys all the necessary information for students to select their courses.

CLASSES IN DETAIL

Course Title: Introduction to The High Holidays

Date & Time: W, Sept 3rd, Sept 10th, Sept 17th, Oct 1st 7:30-8:30pm

Don't let the holidays sneak up on you. Be prepared. This course will cover an introduction to the laws of Yom Tov (holidays), as well as individual sessions about Rosh Hashanah, Yom Kippur, and Sukkot.

Course Title: Chanukah – In Those Days, In This Time

Date & Time: W, Nov 26th, Dec 3rd, Dec 10th 7:30-8:30pm

Chanukah is one of the most widely celebrated Jewish holidays, but it is so much more than just presents and latkes. Discover the history and meaning behind this well-known but often misunderstood holiday. This course will include sessions on the history, law, and mystical significance of the Chanukah.

Course Title: The Secret of Purim – Beyond All Bounds

Date & Time: W, Feb 18th, Feb 25th 7:30-8:30pm

Purim is considered one of the holiest days of the year. Some teachings even place Purim above Yom Kippur as the most spiritually powerful day

Year Long Calendar			
BEGIN FALL TRIMESTER – Sept 2, 2014			
Fall Trimester: Learning at-a-Glance			
	Ritual & Practice	Knowledge & Values	Language & Text
September	HOL: (W) Introduction to the High Holidays WOM: (M) Laws of Yom Tov	CHAR: (S) Preparing Heart, Mind, and Soul for the Holiest Days	HEB: (S) Biblical Hebrew WOM: (M) Women In Tanach – Chanah's Prayer
October	HOL: (W) Introduction to the High Holidays	FAM: (S) To Raise a Jewish Child (Chinuch)	HEB: (S) Biblical Hebrew: (S) Hebrew Reading Crash Course Pt. 1 WOM: (M) Women In Tanach
November	PRAYER: (W) The Art of Prayer, Pt. 1 HOL: (W) Chanukah – In Those Days, In This Time	FAM: (S) To Raise a Jewish Child (Chinuch) LIT: (W) Jewish History Pt. 1 – Joshua to Rome	HEB: (S) Biblical Hebrew: (S) Hebrew Reading Crash Course – Level 1 and 2 WOM: (M) Women In Tanach
December	HOL: (W) Chanukah – In Those Days, In This Time	LIT: (W) Jewish History Pt. 1 – Joshua to Rome	TANACH: (S) Book of Kings (Malachim) HEB: (S) Biblical Hebrew: (S) Hebrew Reading – Level 2 WOM: (M) Women In Tanach
WINTER BREAK – Dec 15, 2014 to Jan 3, 2015			
Winter Trimester: Learning at-a-Glance			
	Ritual & Practice	Knowledge & Values	Language & Text
January	WOM: (M) Halacha Seminar (Jewish Law) PRAYER: (W) The Art of Prayer, Pt. 2	LIT: (W) Jewish History Pt. 2 – Rome to The Crusades LIT: (W) Is the Torah Really True?	HEB: (S) Biblical Hebrew: (S) Hebrew Reading – Level 2 TANACH: (S) Book of Kings (Malachim)
February	HOL: (W) The Secret of Purim, Beyond All Bounds	FAM: (S) Relationships and The Jewish Home LIT: (W) Is the Torah Really True?	WOM: (M) Women In Tanach – Esther TANACH: (S) Book of Kings (Malachim) Book of Esther
March	HOL: (S) The Law and Spirit of Passover	FAM: (S) Relationships and The Jewish Home plus Family Purity Refresher	WOM: (M) Classical Ethics (Pirkei Avot) TANACH: (S) Book of Kings

CLASSES IN DETAIL	
HOLIDAYS	
<p>Course Title: Introduction to The High Holidays Date & Time: W, Sept 3rd, Sept 10th, Sept 17th, Oct 1st 7:30-8:30pm Don't let the holidays sneak up on you. Be prepared. This course will cover an introduction to the laws of Yom Tov (holidays), as well as individual sessions about Rosh Hashanah, Yom Kippur, and Sukkot.</p> <p>Course Title: Chanukah – In Those Days, In This Time Date & Time: W, Nov 26th, Dec 3rd, Dec 10th 7:30-8:30pm Chanukah is one of the most widely celebrated Jewish holidays, but it is so much more than just presents and latkes. Discover the history and meaning behind this well-known but often misunderstood holiday. This course will include sessions on the history, law, and mystical significance of the Chanukah.</p> <p>Course Title: The Secret of Purim – Beyond All Bounds Date & Time: W, Feb 18th, Feb 25th 7:30-8:30pm Purim is considered one of the holiest days of the year. Some teachings even place Purim above Yom Kippur as the most spiritually powerful day of the Jewish calendar. This course will take you into the deep significance of this holiday, discovering its incredible spiritual richness as well as the practical and fully associated with its observance.</p> <p>Course Title: The Law and Spirit of Passover Date & Time: W, Mar 3rd, Mar 10th, Mar 17th, Mar 24th 7:30-8:30pm Come to your Seder and eat a meal celebrating as if you're there and why you are celebrating in the first place. Beginning with a review of the practical laws and observance of the seder and philosophy of Passover, the course will also take you into the mystical significance of the seder. This is a full-on Passover, but the course will center on the true meaning of freedom in the Jewish tradition and its relevance to you today.</p>	

WOMEN ONLY	
<p>Course Title: Women in Tanach – Esther Date & Time: W, Nov 26th, Dec 3rd, Dec 10th 7:30-8:30pm The Biblical Queen Esther is one of the greatest heroines of Jewish history. Through her brilliant courage and wisdom, she saved her people from annihilation. This course will explore the story of Esther, her character, and her impact on the Jewish people.</p> <p>Course Title: Women in Tanach – The Book of Ruth Date & Time: W, Nov 26th, Dec 3rd, Dec 10th 7:30-8:30pm Ruth is the paradigm of the Jewish woman, the most virtuous example of a Jewess. This course will explore the story of Ruth, her character, and her impact on the Jewish people.</p> <p>Course Title: The Laws of Shabbat – A Day Apart Date & Time: W, Nov 26th, Dec 3rd, Dec 10th 7:30-8:30pm Shabbat observance is a hallmark of the Jewish home and the Jewish community. This course will cover the practical observance of Shabbat in the modern setting, guiding participants through traditional law and modern responses to an understanding of the appropriate application of the Shabbat commandment. "Remember and observe the Sabbath to make it holy." This course will include discussion of various issues related to the Shabbat, including the Shabbat observance that requires deep reflection and understanding, as well as questions and answers related to its specific observance regarding the application of the law.</p>	

on the Jewish calendar. This course will delve into the deep significance of this holiday, discovering its incredible spiritual loftiness as well as the practices and rituals associated with its observance.

Course Title: The Law and Spirit of Passover

Date & Time: S, Mar 8th, Mar 15th, Mar 22nd 9:45-10:45am

Come to your Seder armed with a deep understanding of why you're there and why you are celebrating in the first place. Beginning with a review of the pertinent laws and moving on to the spirit and philosophy of Passover, this course will dive into the incredible significance of this popular holiday. Yes, it is about freedom, but this course will unravel the true meaning of freedom in the Jewish tradition and its relevance to you today.