

# Trophée Louise Paquet Award

1<sup>st</sup> Quarter - F'09

## Joanne Sunde

Senior Graphics Designer, Montreal

*Joanne has been a member of the ZOOM team since May 2000 and her experience, great understanding of our vision and culture, together with her unmatched attention to detail makes her an extremely valuable reference and asset to everyone at Zoom Media .*

Pragmatic, hard working, efficient, extremely organized and creative are just some of the adjectives used to describe her approach to addressing client needs. Joanne is always willing to push an idea further in order to achieve the "WOW" factor and help ensure our clients are thinking about and investing with Zoom. Joanne is a real team player who can be counted on to really listen and support others. As a Graphic Designer, she is always available and doesn't spare any effort to get the job done and she is an especially valuable resource for the sales team across Canada. Often called upon by our sales team members to "give me an innovative idea" for my clients, Joanne has been responsible for directly contributing to closing a sale. As a matter of fact, some of her original designs and ideas have even been used by our customers for their campaign executions. Bravo Joanne!

Joanne has been recently promoted which will give her more responsibility and opportunity to continue to shine with our Zoom family. While she does consider Zoom part of her other "family", she especially enjoys the "real" family at home which is very important to Joanne. As a proud mother and wife, Joanne enjoys spending time with her two favourite men in her world...but don't be surprised if you see Joanne taking charge with a chainsaw as she helps them gather and cut wood for their country house with the same style and rigour we all know she brings to the office every day.

Joanne loves the arts and is a real music lover. Did you know that she is even taking classical singing lessons and is actually a very good singer? A woman with many talents!

Joanne, congratulations on this well deserved honour!



Andy Querin  
President & COO - Canada

The Louise Paquet Award is presented quarterly and has been produced in two identical copies. One copy will remain in Montreal as a symbol of our recognition program and the other will travel all year, staying three months in each of the recipient's office. It has been built in maple wood like our new office furniture and will therefore carry a bit of the service office throughout Canada.



ZOOM MEDIA

**Recognize and acknowledge the performance that answers and surpasses the goals according to our mission, values and vision**

### Our mission

To solve advertiser's needs to reach targeted consumers through innovative and efficient out-of-home media and marketing programs.

### Our values

- Client focus
- Results orientation and accountability
- Leadership and innovation
- Integrity
- Teamwork
- Creativity, respect, passion

### Our vision

Be the best marketing partner for our clients.

