

City of Eugene

Focus Groups
Topline Recommendations and Detailed Findings
December, 2011

bell+funk

Objectives of the Focus Groups

- Explore the motivations and emotional benefits of incorporating more sustainable behaviors into the target's lifestyle
- Understand what behaviors within thoughtful consumption (avoiding impulse buying, buying local, considering how a product is made, durability, etc.) are most compelling to the target and how best to encourage it through communication
- Determine which type of organizations/specific organizations/spokespeople would be the most effective and trusted sources for the messages

Focus Group Methodology

- Two 2-hour focus groups were held
- 12 recruited per group for 10 to show
- Groups held December 13 at the Business Research Institute at UO

Respondent Specs:

- Men & Women, ages 25-55
- A mix of Eugene zip codes and education levels
- \$30K+ Income if Single/\$50K+ HHI

Attitudes:

- Respondents were asked to choose the statement that most closely matches how they feel:
 - Economic growth should be given a priority, even if the environment suffers to some extent (referred to as “economy” in the detailed findings)
 - Protecting the environment should be given priority, even at the risk of slowing economic growth (referred to as “environment” in the detailed findings)

Behaviors

- Respondents can't be either already engaging in a number of “thoughtful consumption” behaviors or NEVER engaging in a number of these behaviors.

Topline Recommendations for Communication

Recommendations for Communication

- Many respondents were heavily influenced by household members—spouse/partners, roommates, even children. Neighbors, friends, and fellow church members were also important sources. Efforts that help facilitate this naturally occurring and effective “word of mouth” campaign are recommended.
- Other trusted sources of information for both groups included local businesses (Down to Earth, Jerry’s), recycling/re-use non-profits (BRING, NextStep), and EWEB.
- Most respondents felt that the choices of individuals do have an effect on the environment and the economy. Therefore, we would not recommend that a “what you do makes a difference” message be part of the communication and rather, focus on the behaviors themselves.
- A government entity taking on the role of educating adults about thoughtful consumption would be considered acceptable by most respondents in the economy group. However, implementing regulations would be objectionable. (Question wasn’t asked in the “environment” group.)

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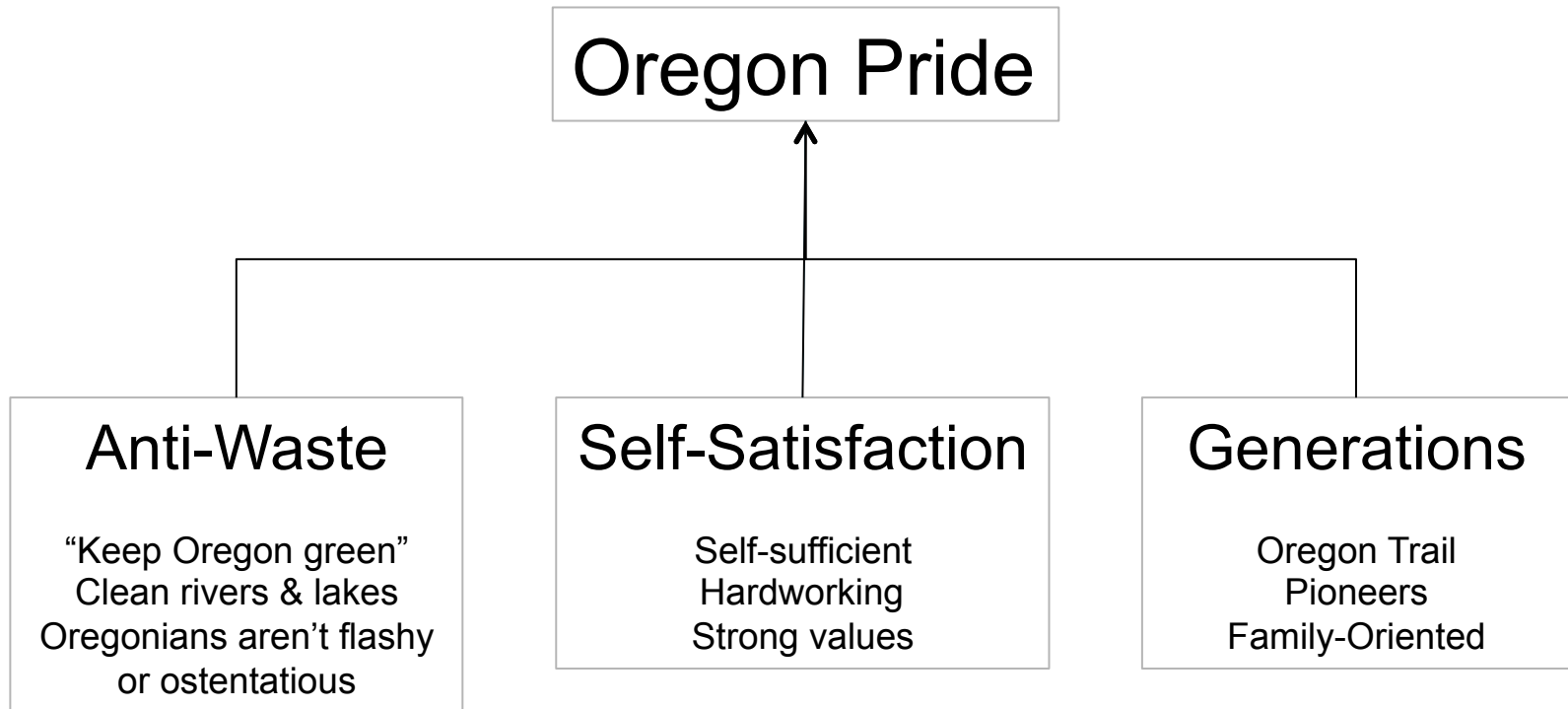
- Four key emotional areas were identified as potentially rich areas for communication about thoughtful consumption. We are referring to them as “Anti-Waste,” “Generations,” “Self-Satisfaction,” and “Oregon Pride.”
- “Anti-Waste” acknowledges that, regardless of one’s politics or purchase behavior, waste is a bad thing. It’s the highly visible and very ugly side effect of thoughtless consumption. For the “economy” group, “waste” was limited to the idea of what’s in the landfill. For the “environment” group, it extended to resources required to create products (that also might end up in the landfill.)
- “Self-Satisfaction” refers to the sense of pride shown when doing the “right” thing. Respondents in the “economy” group bragged about what diligent recyclers they were (and for some, how reformed they are), how they strive to buy product made in the U.S., how they reuse plastic sandwich bags, and use steel water bottles. The “environment” group was proud to talk about the local farm-raised food they bought or the vegetables they grew. Doing the “right” thing is worthy of bragging rights.

Cont'd

- “Generations” refers to both past and future generations. There was acknowledgment in each group that, for past generations, what we consider “green” was just how people lived. They grew and canned food, bought only what was necessary, and reused everything. Whether it was parents or grandparents, most adults can relate to this lifestyle, and appreciate the perceived simplicity of it.
- The emotional richness was even stronger when people spoke of their children. Many find themselves teaching lessons about consumption that they might still be trying to learn: to carefully consider how they spend money earned, to take care of things, and identifying the difference between “wants” and “needs.”
- There is also awareness that degradation of our environment will have a direct effect on their children, not something a parent wants to contribute to.

Cont'd

- “Oregon Pride” refers to Oregon’s history of being a leader in green practices. Respondents referred to going to other places and being appalled by litter, a lack of recycling programs, and polluted rivers and lakes.
- “Oregon Pride” also includes the idea of buying local and would likely garner support from local businesses of all types.
 - The “economy” respondents were more likely to be motivated to buy products made in the U.S., where the “environment” respondents were more motivated to buy products made and/or sold by local businesses. While a “buy Oregon” campaign isn’t focused on either, we believe it would be embraced by both groups.
- We believe, of the four directions, this one has the most potential for going viral, given the deep sense of pride Oregonians have in their state.
- There might also be an opportunity to share or license an Oregon-oriented campaign to other cities in the state.
- “Oregon Pride” is also, in a sense, based on the emotions described in the other three areas. This is outlined in the following slide.



Detailed Findings

Sustainable Behaviors (“Economy” Group)

Numbers indicate the number of respondents reporting they do each activity; 12 respondents in group.

- Biking - 2
- Recycling - 12
- Composting - 6
- Solar heating - 0
- Using re-usable grocery bags - 10
- Changing light bulbs - 9
- Soy ink - 2
- Walking - 7
- Carpooling - 1
- Energy efficient appliances - 10
- Eating organic foods - 12
- Home gardening - 7
- Natural cleaners - 8
- Making clothes - 0
- Recyclable packaging - 10
- Hybrid cars - 0
- Mass Transit - 0
- Buying Used - 12
- Buying permanent things rather than temporary (quality, not disposable) - 11
- Sharing yard tools - 5
- Buying bio-degradable - 7

Sustainable Behaviors (“Environment” Group)

Numbers indicate the number of respondents reporting they do each activity; 10 respondents in group.

- Recycling - 10
- Refillable water bottles - 9
- Using old t-shirts and towels for rags - 9
- Reduce consumption of single serving items - 10
- Compost food waste - 10
- Drive less, bike more - 6
- Change light bulbs – 10
- Unplug appliances - 10
- Repair appliances rather than buying new - 10
- Buy secondhand - 10
- Make your house green - ?
- Have a garden - 9
- Solar panels - 0
- Replace windows - 6
- Add insulation - ?
- Turn down water heater and thermostat - 10
- Get an energy audit - 3
- Programmable thermostats - 9

Motivations

- The “economy” group cited ease, convenience, and money savings as reasons to incorporate “green” behaviors
 - “They’re easy, simple changes.” – Econ
 - Rebates, bottle return deposits and money saved on energy were cited
- Taking care of the earth was a motivator for respondents, and particularly reducing waste
 - “Pride of ownership. There’s something about doing it right because it’s the right thing to do. In a sense, we have some ownership of this planet, too. There’s some responsibility to take care of what we have.” - Econ
 - “I feel guilty. If I accidentally litter or drive when I could walk. I’m actually cheating on Mother Earth here. It’s just wrong. You do take ownership because if we don’t take care of this world, no one else is going to do it.” – Econ
 - “I don’t like all the waste. It just feels like it’s all going in the landfill and staying there forever. I have children and I’d like them to have a place to live... We have this one earth.” - Econ

Motivations, cont'd

- “They need to give me a good reason not to. I don’t see consumerism as a bad thing unless it creates waste... but if it’s just about you consume too much, well that consuming is giving people jobs. If it’s consuming that is just to go in the trash, then that’s a waste.” – Econ
- There’s a sense of achievement and self-satisfaction associated with doing the “right” thing and a sense of guilt when not
 - “Having a garden and chickens—the emotional benefit of that is fun...I love it when my garden starts growing stuff. I feel really accomplished and it tastes better and I’m I grew it all myself. There’s an emotional benefit to it for sure. And the financial one is looped into that and a health benefit, too.” – Enviro
 - “”When I buy something from China, and I think about the workers and all the resources consumed to create it, I feel guilty. When I buy local, I don’t have that feeling of guilt.” - Enviro

Motivations, cont'd

- For most, the reasons for incorporating “green” behaviors stem from a variety of motivations
 - “Economic. The older I get, the more I rinse out baggies, and the more I buy the ½ sheet tearable paper towels. Some of it is quality. Home gardening, and compost is about quality.” – Econ
- In the “environment” group, the reasons to buy local included supporting local businesses and reducing miles a product travels
 - “So that you support the local economy more than some big conglomerate in New York City or something... price often dictates that purchase decision. While I might not want to purchase something because of an idealistic belief... but mainly it’s price. Textiles, clothing—it’s nice to buy green, but I can’t afford it.” – Enviro
 - “It keeps money in the area longer.” – Enviro
 - “You are having fewer trucks moving up and down the highway. But right now the economy is more important. If the economy was better, I would say being green is important.” – Enviro

Motivations, cont'd

- Reasons to live “green” are tied to past and future generations for some
 - “My parents were green way back before it was cool or convenient—before curbside recycling. It’s my way of life and has been since high school. I feel better about it. My mom used to say if you’re not part of the solution...” – Enviro
 - “When you think about our kids and grandkids and great grand kids, I can’t live a life where I continue to create excess.” – Enviro
 - “My kid is only two, but he knows to turn off lights off when you leave a room. He’s learned from us.” – Enviro
- Several respondents in the “economy” group reported making an effort to buy American made products to keep more money here. American made products are also perceived to be higher quality and longer lasting, but that appeared to be a secondary motivation.

Barriers to Major Changes

- Respondents in the “economy” group cited a variety of reasons for not taking the bus, including transporting groceries, cleanliness, and concerns about other riders and safety
 - “I buy 5 gallons of milk a week, so I can’t take the bus.” – Econ
 - “I’m not willing to give up that much time out of my day to use public transportation. But I feel guilty just being one person driving an SUV down Beltline every day.” – Econ
- Discontinuing LTD’s free service to students has made it seem less safe for students
 - “When LTD was providing free bus service to students, it was all the students getting on together and getting off together, it was fine.” – Econ
- Respondents in the “environment” group cited similar reasons for not biking more
 - Distance, schedule, safety, and transporting kids and groceries
- Cost also becomes an issue when considering whether to “green” a home

State of Consumption

- There was general agreement across both groups that the state of consumption in the U.S. is not healthy
 - “Instant gratification.” – Econ
 - “Compulsive shopping.” – Econ
 - “Excessive.” – Econ
 - “Whatever’s easiest. Convenient. People buy what’s easy.” – Econ
 - “We’ve gotten to the point that we want and want and want. And my kids just want crap. It creates disorganization in my mind. It’s sickening.” – Econ
- As expected, some respondents in the “economy” group felt the positive effect of consumption on the economy made it appropriate while others resisted
 - “In the past year or so, people are pulling back and spending less. That’s a bad thing in my industry... it depends what industry you’re in.” – Econ
 - “if we don’t buy things people don’t have jobs. It’s this balancing act.” – Econ
 - “Non-consumerism is important to me. I rebel against the idea that I need to buy something because its newer or shinier or more fashionable color. There are better uses for my money than those eye pleasers.” – Econ

State of Consumption, cont'd

- Waste came up as the negative result of consumption immediately in the “environment” group
 - Toxic e-waste, runoff from landfill, and plastic waste were named
 - Seeing piles of garbage in the landfill or barges going out of New York were described as “disgusting”
 - “The waste comes from somewhere. It takes all this energy and resources to create something that is ultimately disposed of... you can’t really get that back out. You can retrieve some things but it takes more resources than if you had never taken that out of the ground.” – Enviro
- Respondents in both groups expressed pride in Oregon’s history and current leadership in environmentally friendly behaviors compared to other places
 - “I’m from Michigan and I’m shocked when I go back home. I fly into Detroit. It’s just a wasteland... You can’t eat the fish out of some lakes.” – Enviro
 - “I’m appalled at things I witness, particularly in other states and countries. It affects me emotionally.” - Econ

Advertising

- Two television ads for “green” products were mentioned as effective in the “economy” group
 - “The ad—maybe it’s Brita— the number of plastic water bottles used in a day could circle the globe 400 times or something— we saw that and went out and bought stainless steel water bottles, and that’s what my kids take to school now. There are a lot of these and they don’t all get recycled and made into something else.” – Econ
 - “What if everything ran on gas” ad for the Nissan Leaf

Impulse Buying

- The act of shopping is seen as a way to improve one's mood for many respondents
 - “Costco makes me happy.” – Econ
 - “I just like going down the aisles.” -Econ
 - “It's a mood enhancer.” – Econ
 - “Have a bad day, maybe go to Buffalo Exchange and buy a shirt when I have lots of them at home. Or maybe a magazine while I'm waiting in line at the grocery store. \$5 could've gone to something way better than this magazine, but it's a fleeting feeling of regret.” – Enviro
- Optimism about the economy was cited as a time where impulse buying is more likely
 - “It's easier to buy on impulse when you are optimistic about the economy.” – Econ
- Respondents felt little regret when buying on impulse
 - “You have to there [at Costco], because the next week it might be gone.” - Econ

Impulse Shopping, cont'd

- Impulse buying was rationalized by many respondents
 - Buying new clothes was offset by donating old clothes
 - A bad day makes shopping more acceptable
 - Holiday gift giving
 - “I fall victim to the impulse buy sometimes. It’s the holiday season, and I have a big bag full of things people don’t need.” – Enviro

Thoughtful Consumption

- No one in the “economy” group had heard of “thoughtful consumption”
 - When asked what they thought it meant, it was described as:
 - “Buying things that are made locally instead of things made overseas. You’re thinking about where it came from, maybe what chemicals got put on it, and who made it.” - Econ
 - “Do I need it?” - Econ
 - “Really thinking about it. As opposed to impulse.” - Econ
 - Weighing pros and cons; do I need it or not.” –Econ
- Several respondents in the “environment” group were familiar with it
 - “Thinking about if you need it, can you wait to buy it, can you make it yourself, where it came from.” – Enviro
 - “Thinking about the impact of you spending this money on this thing.” – Enviro
 - “Thinking about what happens to what you bought after you buy it. It’s beyond that initial usage. Is it something that’s going to be in the landfill forever and ever, or is it recyclable materials, or locally made rather than made in a factory.” - Enviro

Thoughtful Consumption Statements

A. Consuming thoughtfully will mean I get more for my money.

- This statement wasn't seen as universally true for either group
 - “You get higher quality, but not necessarily quantity.” – Econ
 - “If I'm going to St. Vinnie's or Goodwill, I might get more in terms of quantity, too.”
- Econ

B. Consuming thoughtfully will help me simplify my life.

- This statement meant different things to different people in the economy group
 - “Buy less. You’re not trying to keep up with what other people have.” – Econ
 - “You don’t end up on the Hoarders show.” – Econ
 - “It can simplify financial entanglements.” -Econ
 - “You’re having to look at your life and think about what do you really need. What do you really want, what can you live without. That makes things more simple.” – Econ
- It rang true with the “environment” group, but didn’t appear to be as compelling as some of the other statements
 - “You could potentially have less stuff. And less stuff means fewer things to clean or repair or have space for.” – Enviro
 - “There’ve been studies done that clutter has negative psychological side effects.” - Enviro

C. Consuming thoughtfully will allow me to take better care of the Earth

- Most respondents in the “economy” group felt the statement was true
 - “How big of an effect are my family and I going to have? But then I think, what if everyone thought that way?” – Econ
- Although there was some feeling that the effect individuals can have is limited
 - “I don’t buy into it... bigger things need to happen... in different countries and different lifestyles and even our government doesn’t have to follow the same regulations. And at the same time, as consumers, we are inundated with these kind of messages... The mindset that we have to care for mother Earth. I think we need to care for it, but I’m not the one that has to be in charge of that.” – Econ
- This statement was compelling and central to decision making about consumption for the “environment” group
 - “It’s my underlying reason to want a green lifestyle. The effect on our planet. Wanting to do right by Mother Earth, for generations to come, to do right by my pocketbook and to live a healthy lifestyle.” – Enviro

D. Consuming thoughtfully will mean I can work less and spend more time doing the things that really matter.

- Was perceived to be true by some
- However, the statement was more true when “work less” was removed
 - “There’s no way I could work less.” – Enviro
 - “If I didn’t buy that video game and waste two hours playing it, I could take my son to the park.” – Enviro
 - “Consuming thoughtfully is more work. But the benefit is good enough that I’m willing to do that. I but I guess I don’t work less.” - Enviro

E. Consuming thoughtfully will allow me to live my values more fully.

- The economy group struggled with this statement
 - “My consumption and my values are two different things.” - Econ
- Some respondents in the economy group were able to come up with examples, including eating healthfully and buying organic food, or buying American made products
- Respondents in the “environment” group said the values they express through consumption include their political stance, their importance of buying quality, and investment in the local community
 - “If you consume thoughtlessly, then you’re not really expressing your values when you buy things. You’re just buying.” – Enviro
 - “It means you’re not a hypocrite. Practice what you preach.” - Enviro

F. Consuming thoughtfully will mean I can support the businesses I believe in, and not the ones I don't.

- This statement was most relevant of all the statements to the economy group.
 - “If you support American jobs, or Oregon jobs, or local jobs, you buy things made locally.” – Econ
 - “You know where it came from, you are supporting the jobs in your home town.” - Econ
- The economy group named local businesses they buy from: Jerry's, Lane Apex, Bi-Mart, Market of Choice, and local farms
- Sponsorship of local non-profits provided an additional reason to buy local
 - Oregon Medical Group's sponsorship of Kidsports and Jerry's many sponsorships were mentioned
- Quality concerns and labor conditions were cited as reasons that this is a compelling statement in the “environment” group
 - “The last year, I've been making more effort to vote with my pocketbook. I moved my money to a credit union from a bank, am switching from AT&T to Credo...I will never shop at Wal-Mart.” - Enviro

G. Consuming thoughtfully will mean I value the things I have more.

- This statement rang true for each group. Respondents could relate to the idea that when you really need something or thoughtfully consider the purchase, you are more apt to value the item.
 - “You put more thought into it.” - Econ
 - “It’s like kids. If they are given toys, they play with them and leave them all over the house. But if they’ve worked and saved money they are going to treasure and value it. We’re looking at the list of needs vs. wants. If it’s a need, we’ll take better care of it. Wants come and go.” – Econ
 - “Buying something you really need feels better than buying stuff you don’t need. If you don’t need it, you don’t care about it. But if you’re really putting thought into what you need versus what you want... if I absolutely need a winter jacket, I’m going to value it more than if I go buy another purse, I don’t need it.” – Enviro
 - “When you think about something as a long term purchase, you take better care of it because you expect it to last a long time.” - Enviro

H. Consuming thoughtfully will set a good example for others (for example, children and people around me).*

- Setting an example for future generations, more than other people, is compelling
 - “Children are being taught to be consumers so we have to set a good example.” - Enviro
 - “The generations to come after us have to think about all the un-thoughtful consumption we’re doing now. That long term impact is really important.” – Enviro
 - “If you’re taking your kids shopping and you’re telling them why you’re buying something. It’s not only thoughtful for future generations, but they will do it automatically.” – Enviro

* Shown in “Environment” group only

I. Consuming thoughtfully means consuming local, fresh food in season

- This was seen as an *aspect* of thoughtful consumption
 - “I wouldn’t say it means that, but it includes that.” – Enviro
- The “local” aspect of this was compelling—it’s about keeping money in our community
- And the health benefit was also mentioned
 - The health benefits of consuming thoughtfully are important too.” – Enviro

* Shown in “Environment” group only

Additional Feedback about Statements

- One respondent in the “economy” group rejected “thoughtful consumption” generally
 - “We’re looking at consuming here like it’s a negative thing. We have to consume to get the economy going. Is this all geared toward waste? If consuming means waste then it’s a bad thing. If consuming means spending what you have and keeping the economy going, then that’s why we’re Americans.” – Econ
- When asked to choose the one that was most true for them, respondents had a difficult time choosing just one
 - “We consume thoughtfully for a number of reasons. It was hard to pick just one.” – Econ
 - “They all kind of tie together.” - Enviro
- The “economy” group thought a statement about setting an example for children should be included

Additional Feedback about Statements, cont'd

- “Setting a good example for others. Your children. Generational consumer habits. How every generation’s spending habits different. What my daughter expects is different than how I was raised, which is different than how my mom was raised and my grandparents.” – Econ
- “I want my kids to know that what’s important is who they are. Not what they have. And that’s a hard lesson to teach in the U.S. when we have so much.” - Econ

Role of City/County Government

- An education role—for educating adults-- would be considered acceptable by most respondents in the economy group, but not a regulatory role
 - Respondents were primarily focused on recycling when discussing this
- However, there was pushback from some respondents
 - “Once they figure out how to do the basic things—police, fire, etc.— then they can branch out.” – Econ
 - “They could be educating students on things I don’t think are factual. Then it’s brainwashing.” - Econ

** Question only asked in “Economy” group*

Influencers

- Word-of-mouth, particularly comments from people in the same household, appeared to be the most influential in affecting behavior change.
 - When asked why a respondent had made lifestyle changes, he replied, “my wife.”
 - “Word of mouth had a lot to do with it. Reading the paper, being up on current events. Word of mouth is a big one. That’s what got me to switch my cell phone.” – Enviro
 - Even children played a role in reminding parents to recycle and turn off lights

Trusted Sources for “Economy” Group

Brainstormed by group:

- Lane Apex
 - BRING
 - Private Industry
 - Sanipac
 - Dump
 - EWEB
 - Rexus
 - Extension Service
 - Consumer Reports
 - Internet
 - Country Fair
 - Bulk Handling Systems
 - Down to Earth
 - Goodwill
 - Ralph Nader
 - Peter DeFazio
 - Jon Fischer
 - Mayor Piercy
- From the list provided,* in order of number of “votes”, respondents were most favorable toward friends, family, Food for Lane County, NextStep, neighbors, websites, BRING, social media, fellow churchgoers, religious leaders, Bob Welch and Paul Nicholson

* See Appendix for list

Trusted Sources for “Environment” Group

- EWEB
 - Neighborhood Associations
 - My church
 - Food for Lane County
 - Co-workers
 - Instructors
 - Green Directory
 - Internet
 - *Register Guard*
 - *Eugene Weekly*
 - Pat Farr
 - DeFazio
 - Merkeley
 - Wyden
 - Jefferson/Westside Neighbors
 - KLCC
 - KDUK
 - Phil Barnhart
 - Jerry’s
 - NPR
 - OPB TV & Radio
 - Bill Barrett on 93.3
 - Listservs: food, health
 - Moveon.org
 - BRING
 - NextStep
 - Down to Earth
 - Capella
 - Sundance
 - New Frontier
 - LRAPA
 - Oregon Toxics Alliance
 - Family
- From the list provided, in order of number of “votes”, respondents were most favorable toward friends, DeFazio, Food for Lane County, BRING, co-workers, family, neighbors, NextStep, websites, Willamette Farm and Food Coalition, and blogs.

Appendix

Elected Leaders

City Councilor Alan Zelenka
City Councilor Mike Clark
Congressman Peter DeFazio
Mayor Kitty Piercy

Media & Journalists

Eugene Weekly
Register Guard
Online Sites
Bob Welch
Ed Russo
Alan Pittman

Faith Community

Religious leaders, pastors, bishops, etc.
Fellow churchgoers

Business Owners

Michael Phinney (Full City Coffee)
Paul Moore (Arriving by bike)
Paul Nicholson (Paul's Bikes)
Jewel Murphy (Passionflower)
James Wildish (Wildish Construction)
Laura Lee LaRoux (ReDoux Parlour)
Tom Clancy (Clancy printing)
Ron Gerweck (QSL printing)
Nils Stark (Cornucopia)
Mark & Alan Agerter (Eugene Toy & Hobby)
Suzanne Arlie (Arlie & Co.)

Business Collectives

Unique Eugene
Eugene Chamber of Commerce
GreenLane

Online Entities

Social Media
Blogs
Websites

Non-profits

NextStep Recycling
Food For Lane County
BRING Recycling
Willamette Farm and Food Coalition

People Around You

Family members
Friends
Coworkers
Neighbors
School Children

Neighborhood Groups

Neighborhood Association
Neighborhood Association leaders

Individuals

Jack Roberts
Richard Lariviere
Chip Kelly
Jean Tate
Gerry Gaydos
Hugh Prichard
Tom Bowerman
George Rode
Rusty Rexius
Shawn Boles
John Van Landingham
Greg Mclauchlan
Fred Crafts

About bell+funk

bell+funk is a marketing communications, advertising and design firm formed in September 2009 with principals Jennifer Bell and David Funk. The firm works with public, private and non-profit entities including SELCO Community Credit Union, the University of Oregon, the Eugene Emeralds, Floragenex, and the Oregon Association of Nurseries.

bell+funk is located at 44 W. Broadway Suite 210, Eugene, OR 97401 and can be reached at 541-653-8969. Get more information about bell+funk at bellandfunk.com.

Jennifer Bell, Partner & Strategy Director

Jennifer spent the first ten years of her career in the San Francisco advertising industry where she developed communication strategies based on consumer research and insights for multinational clients. Prior to starting bell+funk, she was the Marketing Director at the Science Factory Children's Museum & Planetarium in Eugene. Jennifer is a graduate of the University of Oregon School of Journalism & Communication.

David Funk, Partner & Creative Director

David was the founder of Funk & Associates (now Funk/Levis), a design firm founded in 1980 in Eugene. During his 28 years at the helm, David and the firm won over 250 international and national design awards. He sold his interest in the firm in 2007. David is a graduate of California State University at Los Angeles and was the 2004 recipient of the University's Distinguished Alumnus award for his contributions to design and marketing communications.

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