

Circular is for friends of Circle.
We invite your feedback.

C I R C L E

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New Focus for Circle

Following an intensive forecasting and strategic review, Circle has announced a new focus. In direct response to market needs and future trends, Circle will expand its role in assisting clients with strategic planning, unifying corporate purpose, and effectively integrating design as a potent element of business development.

Circle is extending its virtual operations geographically through optimized IT solutions, Internet-based connectivity, and growth of its existing remote practice network. Circle currently works with independent specialists in North America and Europe, and is part of *co-design worldwide*, a coalition of like-minded firms on five continents. Circle will continue to serve select local and Canadian clients while expanding its service to international markets. Leveraging its worldwide connections, Circle will provide more services to firms with globalized markets and to NGOs with broad constituencies. Robert L. Peters, FGDC, Circle's founder and president, comments: "It's a chaotic world. Each of us is inundated with a daily maelstrom of information. Rapid technological, economic, social and political changes outstrip the ability of businesses to maintain a proactive market stance. Corporate credibility is at an all-time low. Global instability and increasingly complex scenarios undermine short-range thinking. On top of this, erosion of geographic borders and globalization of markets has left many organizations without the knowledge needed to succeed. Circle can help. The worldview we bring to the table is a direct benefit to our clients."

Much of Circle's new focus and ability to leverage this worldview stems from Peters' international connections. He is currently serving a two-year term as president of the *International Council of Graphic Design Associations (Icograda)* based in Brussels, and was recently made a vice president of *Design for the World (DW)*, a non-profit humanitarian organization based in Barcelona, Spain.



Knowledge is facts; wisdom is in their simplification.

~ MARTIN FISCHER ~



Sue is back...

After an absence of 18 months, designer Susan McWatt FitzGerald, MGDC is back at Circle, with both a new husband (Ryan) and a new addition to her name (the FitzGerald bit). Sue and Ryan were married on Saturday, September 7, 2002 in Kenora, Ontario in an intimate storybook wedding ceremony – complete with candle-lit tent and live jazz. After the ceremony, the couple crossed the pond to Switzerland and Italy to savour colourful cuisine, historic sites, and to explore rich visual arts.



Brian Koldyk lands at Circle

In concert with Circle’s new business focus, Brian Koldyk has joined the gang as a strategist and marketing consultant. He brings with him extensive experience in business management, targeted communications, customer database development, print and software publishing. A graduate of the University of Manitoba, Brian also studied photography at Red River College and has worked in commercial photography. An avid pilot for over 20 years, Brian enjoys re-building planes in his spare time and he has marketed and flown aircraft to every corner of North America. Brian will assist clients with strategic planning, optimizing brand position, and assisting management in attaining organizational objectives.



Brian Koldyk with daughter Annaka at Wolf Lake, British Columbia.

THERE IS NO CURE THAT DOES NOT COST. – KENYAN PROVERB

Fences are made for those who cannot fly.

~ ELBERT HUBBARD ~