



CORPORATE OVERVIEW

Abacus Arts, Inc. was founded in 1998 by Joseph Jaynes and Rip Noel. The firm produces corporate and commercial web sites, ecommerce and media delivery solutions, and complete film and video productions. Clients range from small, privately held companies and non-profit groups, to national online retail operations with millions of dollars in annual sales. Every solution is tailored to the specific requirements of that client and the customers and constituencies that the client serves. There are no “cookie-cutter” solutions at Abacus Arts.

CLIENTS (PAST AND CURRENT)

- | | |
|---|---|
| <input type="checkbox"/> Aerial Photo Services | <input type="checkbox"/> Oak Ridge Technology Group, Inc. |
| <input type="checkbox"/> Alice Moore Gallery | <input type="checkbox"/> Operation Reconstruction LLC |
| <input type="checkbox"/> Berry Funeral Home | <input type="checkbox"/> Prayer Ventures, Inc. |
| <input type="checkbox"/> Bristol & Bragg Jewelers | <input type="checkbox"/> Proven Choice LLC |
| <input type="checkbox"/> Countryside Veterinary Services | <input type="checkbox"/> Quail Valley Custom Homes |
| <input type="checkbox"/> CrawlSpaceDepot.com | <input type="checkbox"/> Renfro Valley Entertainment Center, Inc. |
| <input type="checkbox"/> Crystal Windows & Door Co. | <input type="checkbox"/> Rockcastle Regional Hospital |
| <input type="checkbox"/> Earthsong Photography | <input type="checkbox"/> Smoky Mountain Stamp Camp |
| <input type="checkbox"/> Erin Presbyterian Church | <input type="checkbox"/> Spectrum Consulting Group |
| <input type="checkbox"/> Everyday Miracles Photography | <input type="checkbox"/> Superior Defense Solutions |
| <input type="checkbox"/> Farragut/West Knox Chamber of Commerce | <input type="checkbox"/> The Reserve at Bluebird Hill |
| <input type="checkbox"/> Garretts Downtown Deli | <input type="checkbox"/> TarasPort Trailers |
| <input type="checkbox"/> Howard Baker Photography | <input type="checkbox"/> Ten-Tec, Inc. |
| <input type="checkbox"/> Keisler Automotive Engineering | <input type="checkbox"/> Theatre Knoxville Downtown |
| <input type="checkbox"/> KIDS, Inc. | <input type="checkbox"/> Thermal Paper Warehouse |
| <input type="checkbox"/> MasterCraft Boat Co. | <input type="checkbox"/> Tom's 4x4 Superstore |
| <input type="checkbox"/> McNutt Oil Company | <input type="checkbox"/> UCAR International |
| <input type="checkbox"/> Monaco Industries LLC | <input type="checkbox"/> University of Tennessee |
| <input type="checkbox"/> Nation Land Trust LLC | <input type="checkbox"/> Visiting Nurse Service of New York |
| <input type="checkbox"/> Nisus Corporation | <input type="checkbox"/> Westbrook Thermal Technology, LLC |

PRINCIPALS

RIP NOEL, FOUNDER & PRESIDENT

Rip became President of the company in Feb. 2022 and is excited to be leading it into its next phase of growth. He brings over twenty-five years of experience as head of Media Production for Abacus Arts and founder of Noel Studios, Inc. (a commercial photography, film, and video production company in operation since 1982). Rip was a contributor to Nikon's *Beginner Guide to 35mm Photography* (composition and lighting chapters), and received one of only two annual scholarships upon entering his second year at The Art Center College of Design in

Pasadena, CA. He has worked as a Hollywood studio manager, a newspaper photojournalist, and for nearly thirty years as an award-winning commercial photographer and filmmaker for Fortune 500 clients. One of his most memorable assignments was producing a commissioned portrait of President Ronald Reagan.

In 2005, Joe & Rip co-authored *Spring into Digital Photography*, published by Addison-Wesley Professional.

JOSEPH JAYNES, FOUNDER & BOARD MEMBER

Joe retired from day-to-day operations of the company in Feb. 2022 but remains a member of the Board of Directors. He has over forty years of experience in delivering information to computer users in creative and innovative ways. He has written numerous technical books on computer-related topics, including operating systems, digital imaging, programming, help system development, and Web development. He has taught college-level courses on technical publishing, information design, and computer usage. He is also an accomplished amateur photographer, actor, and musician.

In 2005, Joe & Rip co-authored *Spring into Digital Photography*, published by Addison-Wesley Professional.

KEY CONTRIBUTORS

MISSY NEAL, PRINCIPAL, KNGC

A talented graphic designer, Missy has two decades of experience in art direction, print production, and publishing. She has worked for newspapers, corporations, and as a freelance designer. Missy also has strong technical skills as a web developer and web site manager. www.kngc.com

HEATHER BAKER, PRINCIPAL, STUDIO PLUSH VISUAL COMMUNICATIONS

Heather serves clients nationwide from her office in Nashville, TN, offering brand identity development, plus outstanding print and web design. www.studioplush.net