



graphic design

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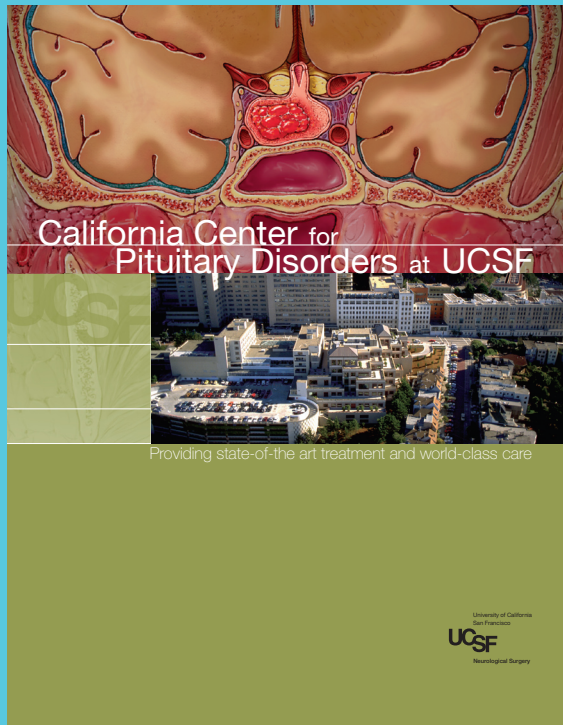
inside spread

client: self

description: invitation for my daughter's first birthday party



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cover



Message from the Directors

The California Center for Pituitary Disorders at The University of California, San Francisco (UCSF) is a multi-disciplinary center designed to provide comprehensive care to all patients with newly diagnosed and pre-existing pituitary disorders. Our program is built upon a strong foundation of decades of recognized excellence in neurosurgical and neuroendocrine care and research at UCSF. We have assembled a team of dynamic physicians, all recognized experts and current leaders in their respective fields, who have considerable experience in the evaluation and management of patients with diseases of the pituitary gland and hypothalamus.

Specialists within the disciplines of neurosurgery, neuroendocrinology, neuroradiology, radiation oncology, neuroophthalmology, neurology, neuro-ophthalmology, and psychiatry comprise our working group. Center physicians are available for either consultation or assumption of care regarding diagnosis and management strategies for patients with pituitary tumors and other disorders of the hypothalamic-pituitary unit. We have devised and implemented unique strategies to permit the delivery of efficient, timely, state-of-the-art care to patients. We are committed to excellence in patient care, to the advancement of knowledge

diseases, and to education and involvement of referring physicians in the care of their patients referred to our center.

Sanjiv Kumar
Surgical Director,
California Center for Pituitary Disorders at UCSF

Lewis Blewitt
Medical Director,
California Center for Pituitary Disorders at UCSF

Sanjiv Kumar, MD

Lewis Blewitt, MD



inside spread



A History of Innovation

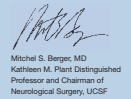
The University of California San Francisco has been at the forefront of developing treatments for pituitary disorders throughout the last century. In 1922, Howard Naffziger, MD, performed the first successful transphenoidal operation for acromegaly. However, it was not until 1970 that former chairman of neurosurgical surgery, Charles Wilson, MD, refined it as the transphenoidal microsurgical procedure for pituitary adenomas

used today. During his career, Dr. Wilson performed over 3,000 transphenoidal surgeries and created what is still one of the largest surgical programs for pituitary tumors in the United States. During the 1950s, William Hoyt, MD, was one of the first west coast ophthalmologists to investigate visual problems in neurological disease, and has since developed a world-renowned unit in the field of neuro-ophthalmology. In the

1980s, UCSF became a major center for diagnostic and therapeutic interventional neuroendocrinology, allowing us to incorporate this rare specialty into care for pituitary disorders.

Today, this rich tradition is being carried on by a new generation of specialists under the leadership of Lewis Blewitt, MD, and Sanjiv Kumar, MD. With a focus on minimally invasive techniques and individualized therapies, the California Center for

Pituitary Disorders is committed to providing the best care available anywhere in the world.



Michel S. Berger, MD
Kathleen M. Plant Distinguished Professor and Chairman of Neurological Surgery, UCSF

Neuroendocrinology

offering advanced diagnostic tools for evaluating endocrine function

Disturbances in the function of the pituitary gland, especially in hormone production, are common in patients with pituitary disorders. Currently co-directed by Lewis Blewitt, MD, and J. Blake Tyrrell, MD, the neuroendocrinology service at UCSF has been a major referral center for pituitary disorders for over 60 years. Neuroendocrinologists provide clinical evaluations, closely monitor patients throughout diagnosis and treatment, and are committed to working with referring physicians to provide long-term management.

We specialize in diagnosis and treatment for neuroendocrine disorders of all etiologies, including:

- Hormonally active adenomas
 - Acromegaly
 - Cushing's disease
 - Prolactinomas
 - TSH-secreting adenomas
- Other pituitary tumors
 - Hormonally inactive tumors
 - Recurrent tumors
 - Craniopharyngiomas
 - Apoplexy
- Rare pituitary pathologies
 - Rathke's cleft cysts
 - Hypothalamic tumors
 - Inflammatory diseases
 - Hypophysitis
 - Germ cell tumors
- Hypopituitarism (loss of pituitary function)
- Diabetes insipidus (DI)

Neuroendocrinologists perform dynamic tests of endocrine function to diagnose disorders resulting from hormone-secreting adenomas, such as stimulation and suppression tests for diagnosis of acromegaly and Cushing's disease. We also offer venous sampling performed by interventional neuroendocrinologists to localize potential sources of excess ACTH. State-of-the-art diagnostic tools are used to evaluate complex pathologies such as hyperprolactinemia and hypopituitarism.



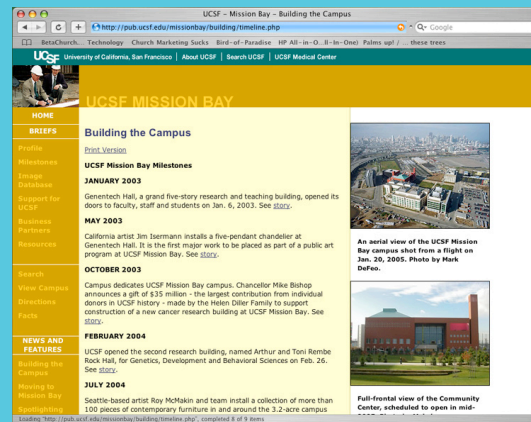
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description: booklet for the california center for pituitary disorders



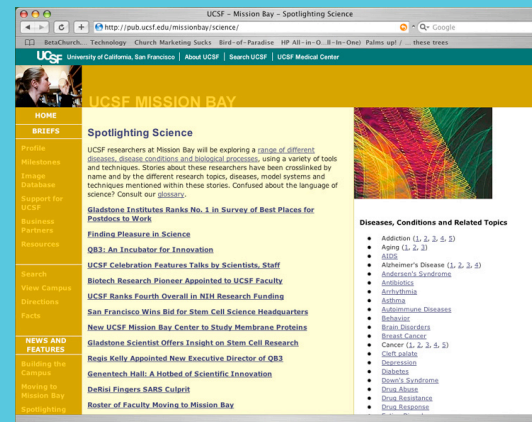
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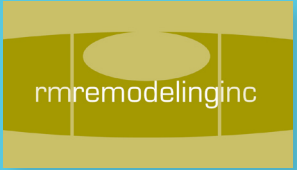
client: university of california, san francisco
description: website for new ucsc mission bay campus



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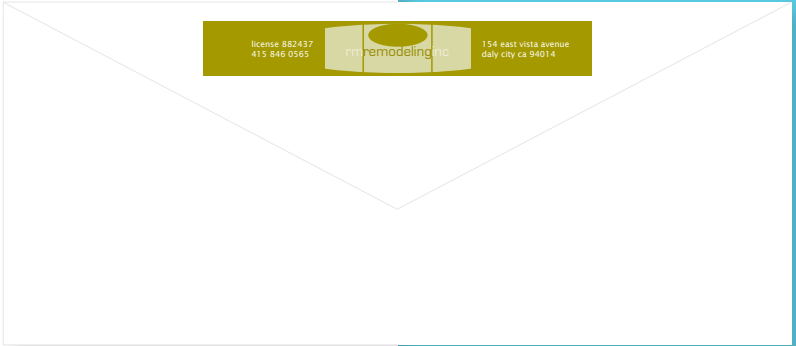
letterhead



business card front



business card back



envelope back

client: rm remodeling, inc.
description: identity system

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Comprehensive Care for Children: The Practice of Pediatric Neurological Surgery at UCSF

Pediatric neurological care at UCSF has expanded substantially during the past five years. Our long-term goal is to develop comprehensive treatment for complex neurological disorders that require a large team of pediatric specialists...

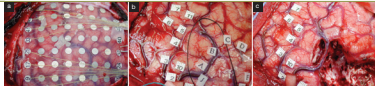
Epilepsy

Approximately 1.3 million children worldwide have epilepsy and nearly 200,000 of them have symptoms that can not be controlled with medication.



Department of Neurological Surgery University of California, San Francisco 435 Parnassus Avenue, Box 1700 San Francisco, CA 94143-0280

A Structural grids placed directly on the brain map electrical activity to precisely identify seizure foci. B Intraoperative mapping defines functional areas of the brain and the exact location of the resected A. Postoperative view of surgical cavity where electrical foci has been removed and functional grid implanted.



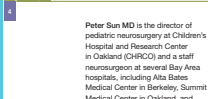
cover



Nalin Gupta MD, PhD, chief of the Division of Pediatric Neurosurgery, has specialty interests in the evaluation and surgical management of pediatric brain tumors...

selected publications

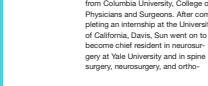
- Gupta N, Park J, Salami C, Kizic GA, Weisberg M, Rivkin U. Long-term outcomes in patients with treated childhood hydrocephalus. J Neurosurg 2007;106:538-543.
Liang Y, Bohler AJ, Gupta N, CC. Chemoradiotherapy for brain metastases: a review. Neurosurg Focus 2008;14(2):E1-6.



Peter Sun MD is the director of pediatric neurosurgery at Children's Hospital and Research Center in Oakland (CHRCO) and a staff neurosurgeon at several Bay Area hospitals...

selected publications

- Heavner RE, Pitt SI, Sun PP, Drummond DS. Progressive spinal cord disease: the relationship to the thoracic neuroanatomy. J Spinal Disord Tech 2002;15(1):79-83.
Sun PP. In vivo morphologic pattern for atrophic brain in infant with Down syndrome and associated epilepsy. Epilepsia 2005;46(1):10-15.



Rene Sanchez-Mejia MD graduated with honors from Harvard Medical School in 2002 and was a student in the Harvard Massachusetts Institute of Technology Health Sciences and Technology Program...

selected publications

- Sanchez-Mejia R, Limbo M, Chung JZ, Carron-Castillo A, Lillo AM, Barlow M, Rowland Taylor Award: treatment of dural ectasia by regional resection. Clin Neurosurg 2008;53:315-8.

focusing on cell-cell interactions during tumor progression, and the special role of pro-inflammatory cytokines. He is also on-principal investigator of a project funded by the Pediatric Brain Tumor Institute of the U.S.

Gupta is also a co-investigator in the NIH-funded Fetal Myelomeningocele Trial (see page 2), a national randomized clinical trial evaluating the efficacy of fetal surgery for spina bifida.



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Sanchez-Mejia R, Limbo M, Chung JZ, Carron-Castillo A, Lillo AM, Barlow M, Rowland Taylor Award: treatment of dural ectasia by regional resection. Clin Neurosurg 2007;52:654-8.

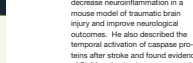
inside spread



resident gazette

Frank L. Acosta, Jr. MD was born and raised in Los Angeles, California. He balanced his secondary education with interests in basketball, tennis, and cross country running.

Acosta plans to complete a fellowship in spinal deformity surgery at Northwestern University in 2008 and will then pursue a career in academic neurosurgical surgery.



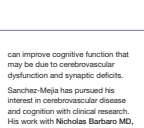
Acosta R, Acosta Jr, Che A, Ostad CP, Chen C, Thilo T, Chou T, Weinstein PK, Anes CP. Compromised management of symptomatic and asymptomatic intracranial aneurysms. Neurosurg Clin (Amst) 2004;19(1):1-23.

Sanchez-Mejia R, Limbo M, Chung JZ, Carron-Castillo A, Lillo AM, Barlow M, Rowland Taylor Award: treatment of dural ectasia by regional resection. Clin Neurosurg 2007;52:654-8.

inside spread

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inside spread



selected publications

- Acosta R, Acosta Jr, Che A, Ostad CP, Chen C, Thilo T, Chou T, Weinstein PK, Anes CP. Compromised management of symptomatic and asymptomatic intracranial aneurysms. Neurosurg Clin (Amst) 2004;19(1):1-23.

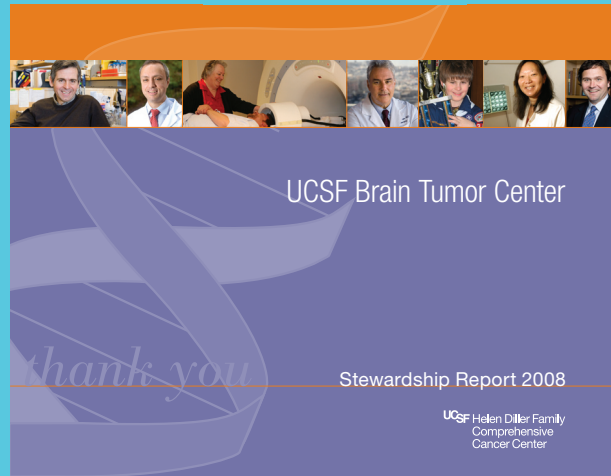


Rene Sanchez-Mejia MD graduated with honors from Harvard Medical School in 2002 and was a student in the Harvard Massachusetts Institute of Technology Health Sciences and Technology Program...

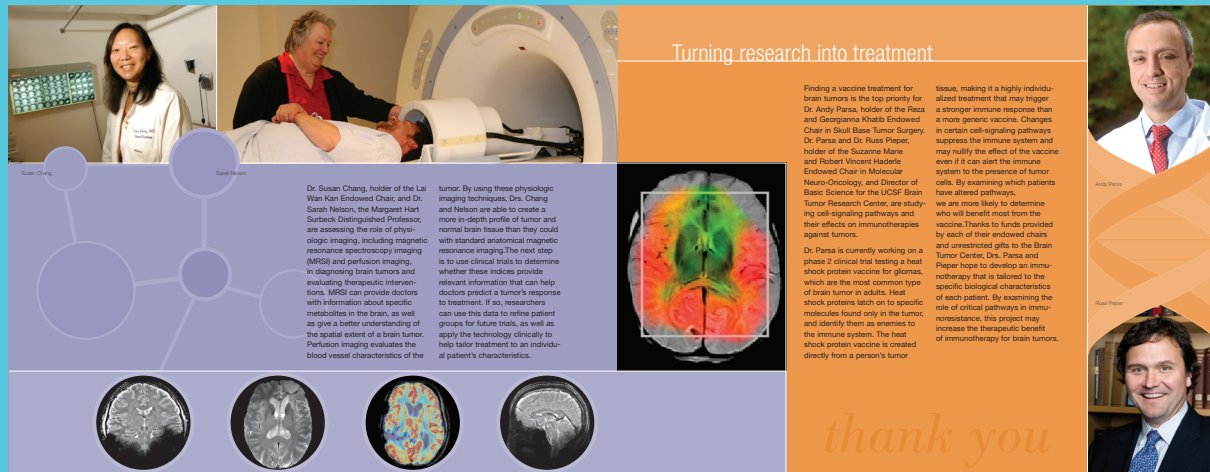
Sanchez-Mejia R, Limbo M, Chung JZ, Carron-Castillo A, Lillo AM, Barlow M, Rowland Taylor Award: treatment of dural ectasia by regional resection. Clin Neurosurg 2007;52:654-8.

inside spread

client: university of california, san francisco
description: newsletter for ucsf department of neurological surgery



cover



inside spread

client: university of california, san francisco

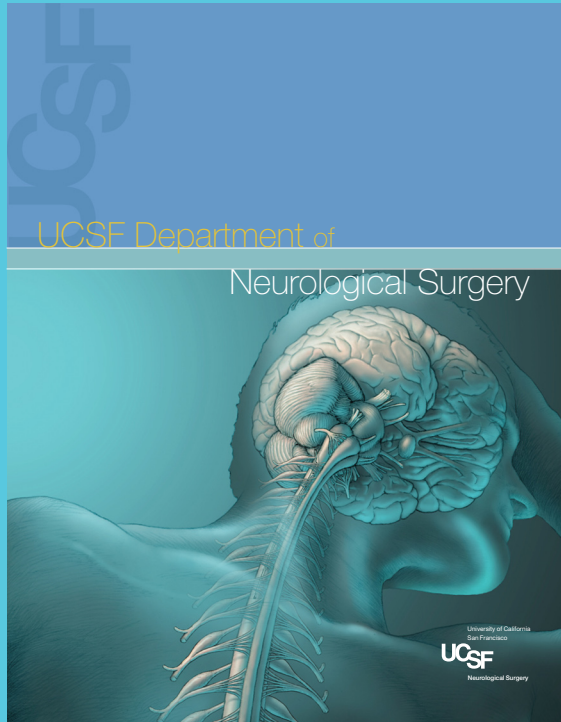
description: stewardship report for the helen diller family comprehensive cancer center

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cover

Brain Tumor Research Center

The UCSF Brain Tumor Research Center (BTRC) is an organization intended to bring together all UCSF investigators interested in applying their expertise toward the goal of curing brain cancer. The BTRC was the creation of Charles Wilson, MD, who in 1970 began discussions with the NIH that led to the awarding of a grant to support research and training in brain tumors in 1972. The first of its kind, this award launched a program that has enjoyed 35 years of continuous

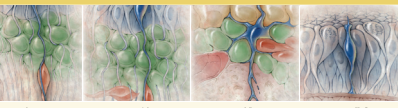
funding for the study of brain tumor biology and treatment. Today the BTRC consists of 25 principal investigators, primarily from the Department of Neurological Surgery, whose interests stretch from the very basic to the very applied. This group of neurosurgeons, neuro-oncologists, applied scientists, and basic scientists come together under the umbrella of the BTRC to find common ground and to integrate their work into projects that seamlessly move exciting

laboratory discoveries to clinical trials for UCSF patients. The BTRC also houses the BTRC Tissue Bank and the Molecular Morphology Core, both of which serve to organize and characterize valuable patient material and to distribute it to BTRC investigators. The BTRC also contains a state-of-the-art Animal Model Core designed to facilitate pre-clinical testing of novel therapeutic strategies and to rapidly move the most promising regimens into clinical

trials. The BTRC facilitates the interaction of investigators with the Division of Neuro-Oncology, where clinical trials take place, and also with the broader UCSF cancer community through the Neuro-Oncology Program in the UCSF Comprehensive Cancer Center. What began in 1972 as a small group of investigators has grown to become one of the most established and recognized translational brain tumor programs in America.



Arturo Alvarez-Buylla, PhD



Stem Cells & Developmental Biology

can be recruited into adult brain circuits and identifies possible culprits in brain cancer initiation. These studies will also help develop new strategies for brain repair and better treatments for patients with brain tumors. Recently, investigators in this laboratory found that activation of specific growth factor receptors present in adult neural stem cells can lead to the abnormal proliferation and spreading of tumor-like cells that originate from adult brain germinal centers. This group has also observed that adult neuronal production, migration, and integration benefits only specific regions of the adult mammalian brain. This is a serious limitation to

using endogenous progenitor cells for brain repair. Therefore, researchers have also identified a subpopulation of embryonic progenitor cells that can migrate and integrate widely in the adult nervous system. In collaboration with several laboratories at UCSF, they are also studying these progenitors to develop new strategies for brain repair. In another line of research, Alvarez-Buylla and his colleagues have tested whether hematopoietic stem cells in the blood contributed to some of the new neurons and glial cells observed in the adult brain. Several laboratories have proposed this as a possible method of generation of new brain cells for brain repair. However, this

group found no evidence of blood cells that turn into nerve cells. Instead, they uncovered an entirely new mechanism by which cells in the blood fuse with mature neurons. This may be a mechanism to rescue nerve cells with genetic damage from death and could have applications in brain repair. In addition to its relevance to brain repair, the adult brain offers unique experimental advantages to study the mechanism of neuronal production, migration, and differentiation. Their goal is to take advantage of this system to provide a better understanding of basic steps in the development of brain cancer and the repair of neural circuits.

Central Nervous System Development & Tumorigenesis

New insight into human neurological diseases has emerged from investigation of normal pathways of brain development. The laboratory of David Rowitch, MD, PhD, investigates Sonic hedgehog (SHH) signaling in regulation of neural stem cell proliferation and specification and the critical roles played by downstream transcription factors. During postnatal brain development, SHH functions as potent mitogen

for cerebellar granule neuron precursors (CGNP). Dr. Rowitch's research has established that activation of Olig genes is a critical component of oligodendrocyte specification from neural stem cells. Interestingly, Olig genes show ongoing expression in glioma and multiple sclerosis and preliminary evidence suggests diverse functions for Olig proteins in such lesions.

of oligodendrocytes. The work of Dr. Rowitch and his colleagues has also shown that activation of Olig genes is a critical component of oligodendrocyte specification from neural stem cells. Interestingly, Olig genes show ongoing expression in glioma and multiple sclerosis and preliminary evidence suggests diverse functions for Olig proteins in such lesions.



David Rowitch, MD, PhD

PNET Tumors in the Embryonic Environment

The primary goal of this research program, led by Jeanette Hyer, PhD, is to examine the role of the embryonic environment on the cell biology and behavior of primitive neuroectodermal tumor (PNET) types by using medulloblastoma tumor cell lines and introducing them into early embryonic chick brain tissue. Preliminary results indicate that the tumor cells migrate through

out the developing neuroepithelium in directed manner that she is currently characterizing with regard to potential signals. Dr. Hyer is working to characterize this cell behavior and correlate it with known signals that promote migration and invasion in embryonic and tumor-cell biology. Future studies in this research program will expand these techniques to other PNETs, including

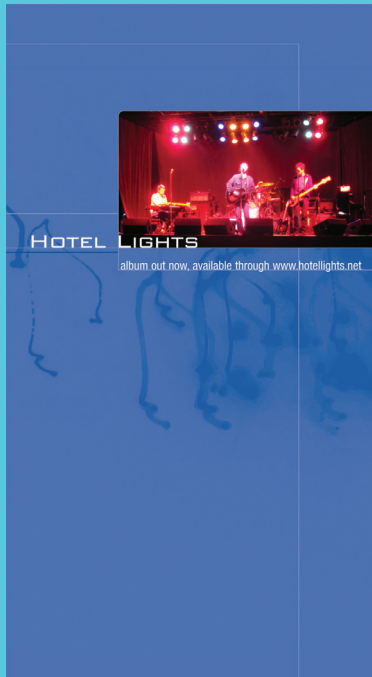
retinoblastoma, in an effort to determine if the embryonic environment provides a context of malignant behavior. This novel xenograft model system may uniquely allow for characterizing the migration and invasion behavior of various tumor types, including primary tumor cells.



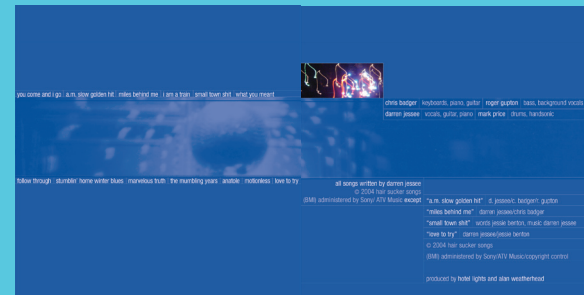
Jeanette Hyer, PhD

inside spread

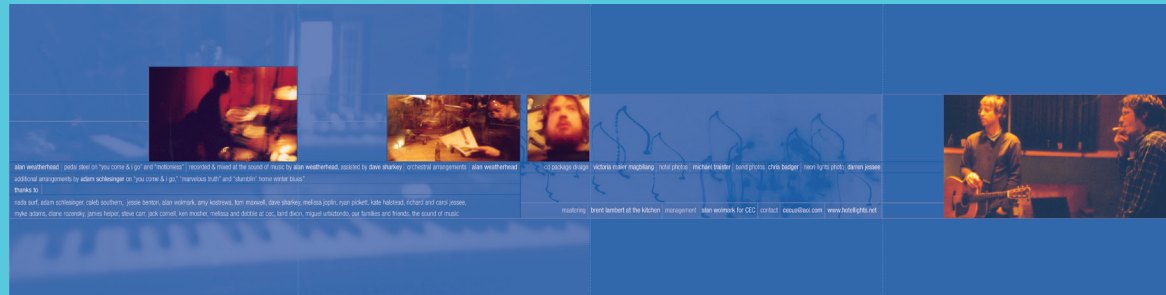
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description: department overview booklet for the department of neurological surgery



cd front cover

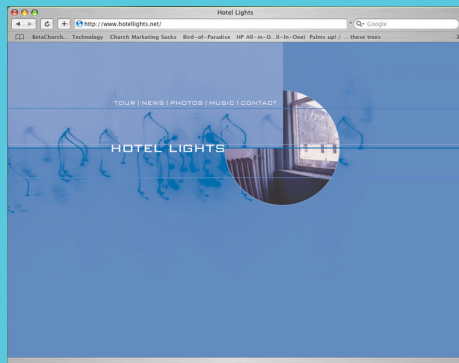


cd inside folded spread



cd inside flat spread

poster



website home

client: hotel lights

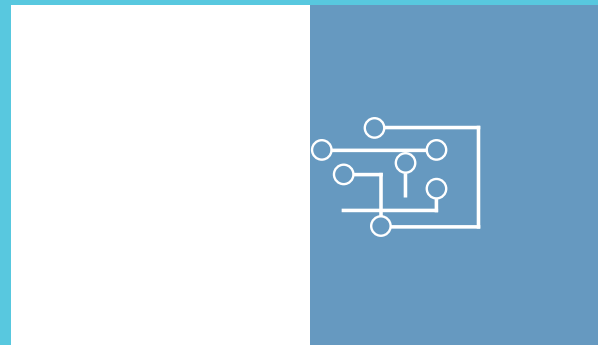
description: cd cover, website and poster for rock band



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front



back

client: aaron calhoun
description: business card



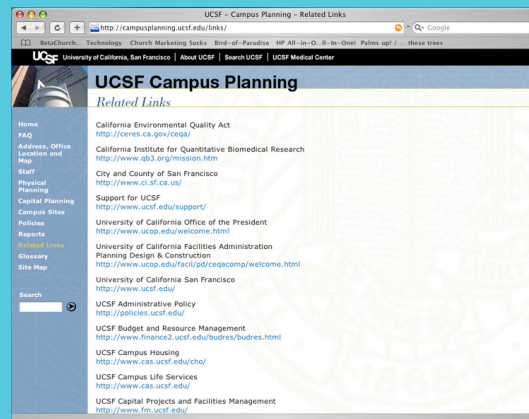
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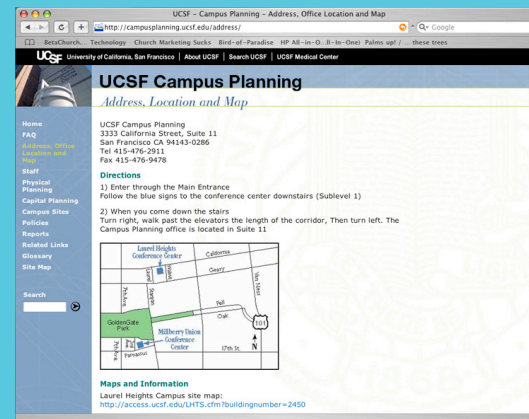
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description: website for ucsf department of campus planning



Welcome to the Industry Leader Reception



Intel Capital Portfolio Companies

With an overall strategy to enable innovation, Intel Capital seeks out and invests in promising technology companies worldwide. Intel Capital's portfolio companies bring handpicked, innovative new technologies to your business either as direct solutions for your enterprise operation, or for OEMs and integrators, as your technology partners for the enterprise, small to medium business, and consumer markets.

Top of Mind

Over 20 Intel Capital portfolio companies and their solutions are present this week at IDF, building business relationships with industry groups and ecosystem members. Here is a small sample of portfolio solutions you might learn about at IDF:

- Infiniband-based solutions for the server, communications, and data storage markets — from Mellanox.
- HomePlug-compliant products and technologies enabling home networking on powerlines — from Intelion.
- Unified Extensible Firmware Interface (UEFI)-based firmware, BIOS, and engineering services for mobile, desktop, server, and embedded OEMs and ODMs — from InSyde Software.

Who to Look For

Keep an eye out at IDF for these additional portfolio companies:

- Cablematrix • Clairvoyante • Cloakware • Entropic Communications • Fortemedia • FyreStorm • GigaSpaces • Parallels • Plonics • SkyCross • Smart Technologies • Staccato Communications • SwoSoft • Teja Technologies • Virtual Iron Software • Wisar • Zinc Matrix Power, Inc.

MAG Meeting

The purpose of the Military, Aerospace, and Government (MAG) meeting is to give aerospace executives, government contractors, and military system integrators a broad look at the latest developments in Intel's processor-based modular platform architecture.

Top of Mind

Conversations among executives attending the MAG Meeting will center on platforms and embedded architecture:

1. CompactPCI* and other modular form factors.
2. Embedded Intel® Architecture silicon building blocks, reference designs, and development tools.
3. AdvancedTCAN* specifications for carrier-grade wireless and telecom infrastructure applications.



Intel's Digital Enterprise Group Data Center Summit

The purpose of the Data Center Summit is to brief senior data center executives on topics such as Intel's server roadmap, memory technology roadmap, and I/O strategy. NDA briefings from Intel executives will be complemented by round tables with industry experts and networking events.

Top of Mind

Discussions at the Data Center Summit may touch upon some of these top concerns:

1. Emerging technologies such as virtualization and dynamic resource pooling.
2. Creating effective data centers by utilizing the most power efficient technologies.
3. Data center fabrics, and what innovations are on the horizon for this market.

Who to Look For

The Data Center Summit welcomes special guest Diane Bryant, vice president of Intel's Digital Enterprise Group and general manager of Intel's Server Platforms Group, who will kick off the Summit activities with an overview of Intel's platform plans.

Intel® Storage Community Intel® Storage Community Luncheon

At the Intel® Storage Community (ISC) Luncheon, ecosystem members will be briefed by top Intel Storage Group technologists on Intel's storage product and technology roadmap. ISC members attending the luncheon will also be provided with details on advanced storage architectures, standards and research and later, be able to put that knowledge in context by holding conversations with storage developers in the Storage Zone in the IDF Technology Showcase.

Top of Mind

Conversations among executives attending the luncheon may include these top trends:

1. Intelligent storage strategies such as object-based storage.
2. Products and technologies that improve storage performance, making it faster, more reliable, and more available.
3. Standards-based storage building blocks that create more flexible, scalable storage platforms.

Who to Look For

The Intel Storage Community welcomes special guest Michael Menzler, storage systems researcher in the Digital Enterprise Group at Intel and co-chairman of the SNIA OSD Technical Work Group, who will lead a discussion on object-based storage.



Itanium® Solutions Alliance Itanium Solutions Summit

The purpose of the Itanium Solutions Summit is to provide a forum for the more than 70 Itanium Solutions Alliance (ISA) member companies to learn more about the latest Intel Itanium 2 processor developments, while extending their business relationships with other Itanium 2-based solution providers. Over 8,000 applications have been ported to Itanium 2-based solutions.

On the Agenda

You may overhear Alliance members at the Itanium Solutions Summit talking about the following:

1. The next-generation, Dual-Core Intel® Itanium® 2 processor 9000 series.
2. Partnerships and business relationships that extend the reach of Itanium 2-based solutions.
3. Support services offered by the Alliance, including Developer Days, the Solutions Catalog, and the Solutions Center Network, a collaborative, international network of centers that facilitates remote porting of applications to Itanium 2-based systems.

Who to Look For

Robin Drummond, President of the Itanium Solutions Alliance will be keynote speaker.

Hold Your Next Meeting at IDF

To find out how your industry group can benefit by holding meetings at IDF, please contact Leslie LaHale, Marketing Manager, Industry Leadership Programs, at leslie.lahale@intel.com.

cover

inside spread

client: george p. johnson
 end client: intel
 description: brochure for industry leader reception