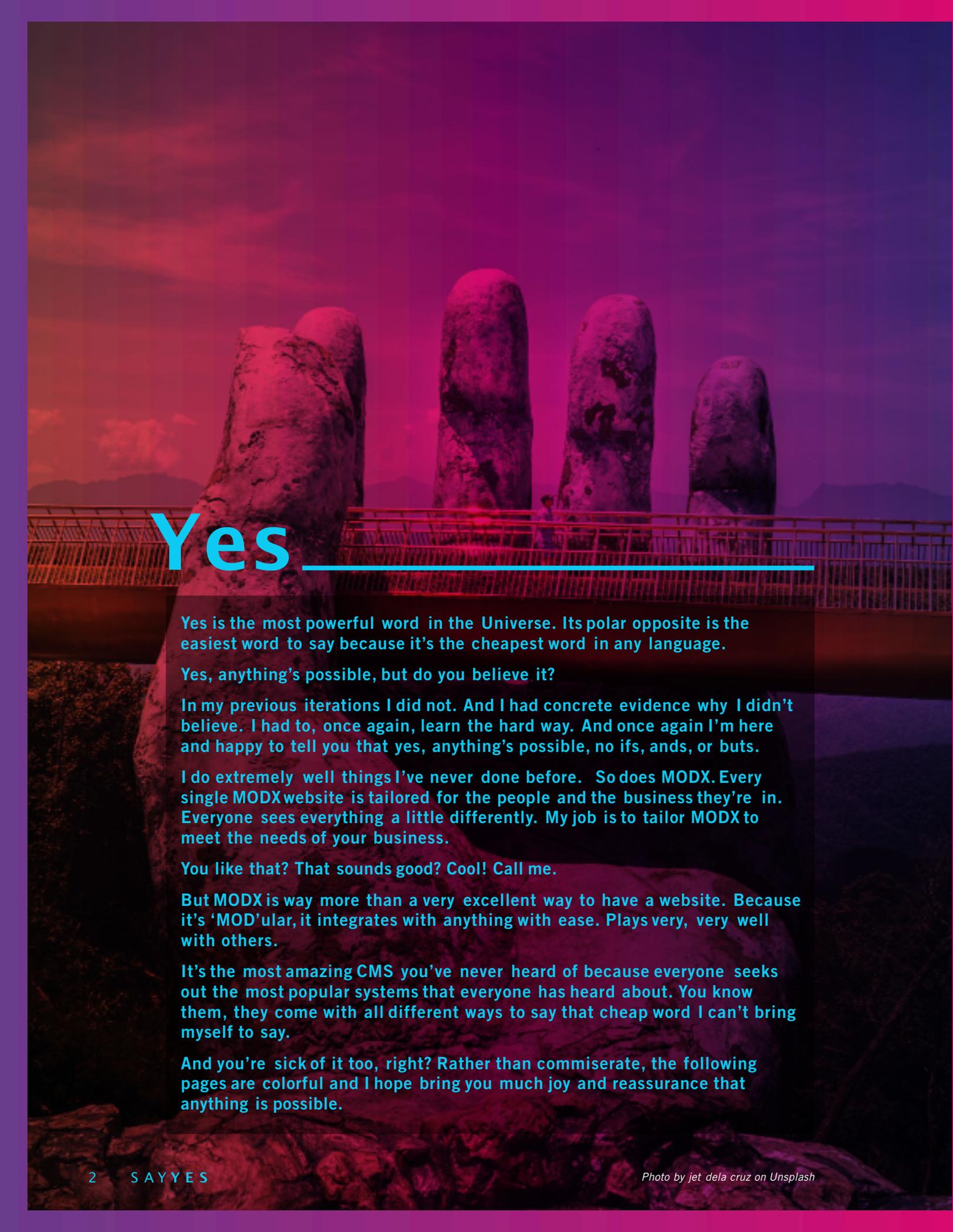




MODX

AN ANYTHING'S
POSSIBLE
GUIDE

PETER B, INC.



Yes

Yes is the most powerful word in the Universe. Its polar opposite is the easiest word to say because it's the cheapest word in any language.

Yes, anything's possible, but do you believe it?

In my previous iterations I did not. And I had concrete evidence why I didn't believe. I had to, once again, learn the hard way. And once again I'm here and happy to tell you that yes, anything's possible, no ifs, ands, or buts.

I do extremely well things I've never done before. So does MODX. Every single MODX website is tailored for the people and the business they're in. Everyone sees everything a little differently. My job is to tailor MODX to meet the needs of your business.

You like that? That sounds good? Cool! Call me.

But MODX is way more than a very excellent way to have a website. Because it's 'MOD'ular, it integrates with anything with ease. Plays very, very well with others.

It's the most amazing CMS you've never heard of because everyone seeks out the most popular systems that everyone has heard about. You know them, they come with all different ways to say that cheap word I can't bring myself to say.

And you're sick of it too, right? Rather than commiserate, the following pages are colorful and I hope bring you much joy and reassurance that anything is possible.

I HAVE 3 BEE CLIENTS WHO HAVE THE VERY BEST HONEY

BEEES are life

Honey Bees are threatened every day by urban and industrial agricultural chemicals. The **Pollinator Stewardship Council** is the only organization that lobbies for bees.

Honey quality is partially dependent on the unique interaction of geology, geography and climate, and how these factors affect plant life. The food source for bees are nectars and pollens from local plant life. These factors combineto create a "taste of place," a concept often used in wine and fine food culture.



Pick Your Cosmos

MODX allows you to have the best cosmos, be it a nebula or flower. All other CMS greatly limit what your business can be. Only MODX allows you the creative freedom to grow your business and respond to ever changing environments.

Glasses: Josh Calabrese, Unsplash | Bubble Nebula: NASA's Caldwell Catalog | Cosmos Flower: Pen Tsai, Unsplash
Composite image: Peter Bockenthien



MODX

If you ever tire of constantly hearing “no” in all of its various forms “Sorry” “I would like to...” then allow me to introduce you to the best business partner you’ll ever have. MODX won’t let you down.

Facilitate

I facilitate the transfer of experience, trust, intelligence, solid assurances that you can create deep, enduring value to your self and your clients via MODX, which allows you to express your vision. Really.

MODX is more than just a website manager, it’s a powerful business tool that will let you manage all of your digital and physical assets. MODX integrates with anything, making it ideal for any sized business.

That still sounds too good to be true. There’s a reason it took me six months to forget all the ways of No. *No, you can’t do this, you can’t do that, you have to do it this way, not the way you’re doing it.*

I had to unlearn the restrictions of other CMSs before I realized how powerful MODX is. Instead of “No” I always say, “Yes!” knowing that I would figure out how to customize MODX to my clients particular needs. It’s the best feeling ever when I can help someone move through their challenges.

Say Yes to creating the world your way

Stung By Bees aka apitherapy

Before I got stung by hundreds of bees while helping a client, I used MODX and Foxy to help move them, thereby solve a vexing, highly stressful problem: eliminate phone calls from scores of beekeepers worried about their bees while my client was driving a truckful of bees from the West Coast. I tested it out by driving with my client to make sure that he received important calls only.

I experienced first hand how grueling it is to separate honey from the supers. It's hot with bees swarming overhead. A professional boxer might not last but a few hours in the metal honeyshack in the heat.

A photograph showing a dense swarm of bees flying through a screen in a processing shed. The bees are concentrated in the center of the frame, creating a thick, dark cloud. The background is slightly blurred, showing the interior of the shed and some equipment.

A screen keeps honey bees from leaving the processing shed and swarming. Honey must be separated from the hives during a hot day preferably. Hive temperatures are a constant 94°, maintained by the bees themselves. Consequently, honey that is heated loses its medical value.

Photo:: Peter Bockenthien



We tend to romanticize beekeeping, but it's gruelling work

One thing about beekeeping: you will be stung. All businesses have their own set of challenges. Say Yes to letting MODX and me meet those challenges.

My job is to make myself obsolete over the course of time, ranging from a week to months. It depends on how much I have to implement and what I have to learn. My longest tenure enters its 12th year this March. So, I want to encourage you guys to be in a position to say YES! to your clients with full confidence that you can figure out how later. I'll help you do that knowing that once you get the hang of that I will become obsolete. You'll find newer and better ways of getting stuff done.

Day 2, soaked in sweat and beeswax, there are very few breaks to be had when separating honey from supers. Twelve hours after this photo was taken I helped unload a truckload of hive pallets in the very beginning and in the epicenter of the

September, 2013 floods in Colorado. Scene: 3am, total darkness, extremely muddy conditions, couldn't see that my beesuit wasn't completely zipped. As the forklift moved the last of the hives, it hit a rut, causing the pallet to bounce up and then down, ejecting thousands of bees out of their hives. Within seconds I was stung about a hundred times. Hours later I went into anaphylactic shock. I instinctively buried myself in all of my winter gear and survived. I seek out experiences that will enrich my understanding of the challenges that clients face in order to appropriately tailor MODX to meet those challenges.



FOXY.IO

*Foxy is very foxy because it integrates with many fulfillment platforms for large and small retailers. Even if you're just a small business with big dreams you will love the flexibility **Foxy** offers.*

Foxy's flexibility allowed me to create a custom checkout Terms and Conditions for a single product category. Simple, elegant, unobtrusive and most importantly allows the client to focus on the high-stress job of transporting bees.

3 Almost Done!

This is a screenshot of the custom checkout when

Terms and Conditions

1. Ordering: phone number required!
2. Email must be a regular email you use daily. Location change notification is done by email ONLY.
3. I understand bees are a livestock agricultural product, and weather and other unforeseen conditions will determine the pickup location and date.
4. I am responsible for picking up my bees. If I cannot make the time(s)/date(s) for pickup, I will arrange for another person to pick up my bees.
5. I understand bees are a finite and endangered resource. Consequently, I agree to take a beekeeping class or provide evidence that I have or will be taking a class.

Nuc Pickup

I understand I'm responsible for making arrangements to pick up my Nucs.

- Boulder County
- I have read and agree to the above.

How did you hear about us: former customer, website, farmers market, store demo, let us know.

Website? Farmers Market? Store demo? Let us know!



MODX +



FOXY.IO = Happiness



ADVANCED

MODX

CONNECT ANYTHING

Connect all of your human and physical resources

The modularity of MODX allows it to be anything you want it to be, to connect all of your human, physical, and digital resources in one powerful, superfast future-proof system.

20 years ago you opened a business, had a website and poured all of your energy into your business while trying to make sense of the digital revolution unfolding in some unseen place. It was unsettling in some ways and exciting in others. However, once you lock into a business platform it's expensive to maintain, and the longer one maintains it, the more expensive it becomes to change. These 'sunk costs' discourage switching to another platform. MODX eliminates those uncertainties, providing you with a resilient and intelligently responsive platform that will meet current and future challenges.

MODX opens a whole new world of opportunity

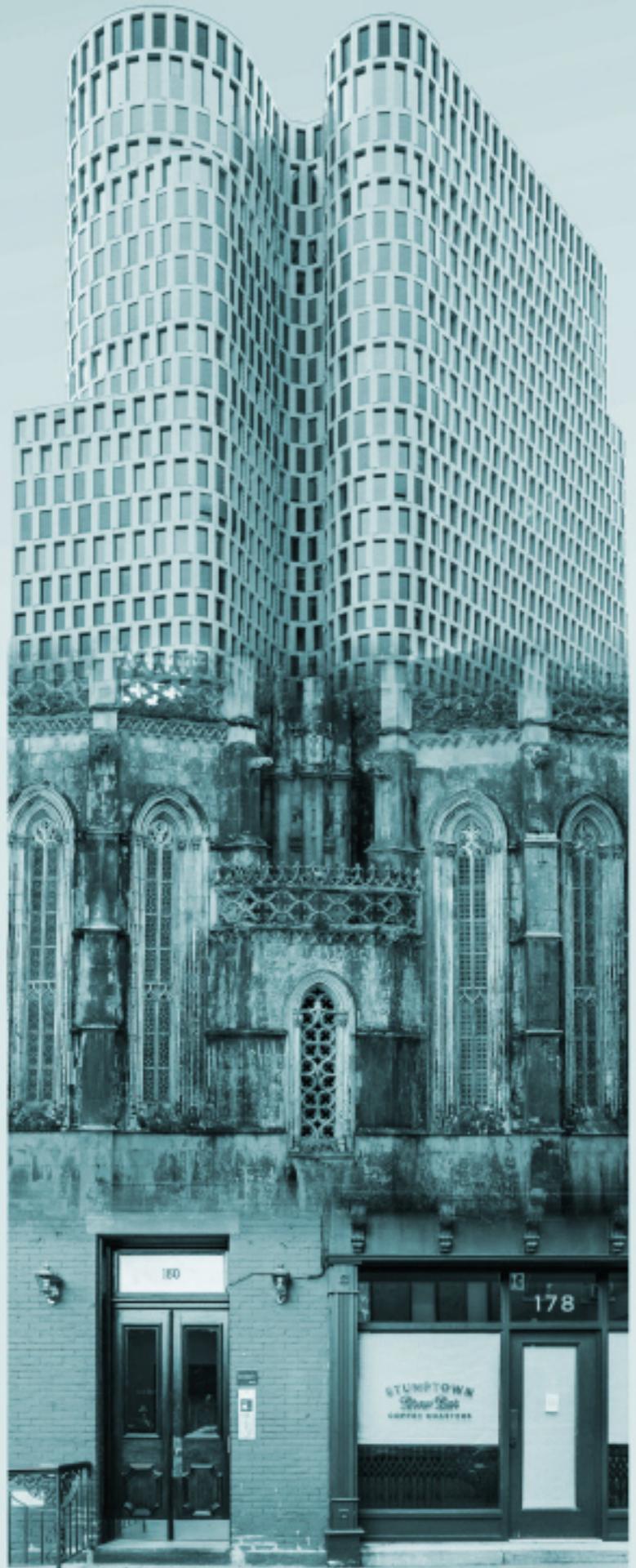
Let me help you get your business and marketing efforts moving forward.

Say YES!

FUTURE PROOF YOUR BUSINESS

Things change more rapidly now than before. With MODX you can keep pace whether you use it just for a website or an Enterprise Resource Platform.

PHOTOS, FROM TOP:
Simone Hutsch,
Margarida CSilva,
christian koch,
all on Unsplash



Learn
more
about



MODX

*About Peter B, Inc.
30years print design
17years website development
12years MODXwebsite development*

*About Peter B.
My analytic gifts are employed every single waking
moment. Like ravens, I see patterns from the first
iteration. Love solving problems, creating strategies
and tactics, creative marketing concepts. Trail runner,
mountain biker, lifelong rock climber, love making
people laugh.*