

FROM THE LEADERSHIP TEAM



Creativity, planning, structure, detail, pizzazz, flexibility, communication. These are all words that describe the Prepress Department here at McClung.

We have a solid team that has over 100 years of experience in the graphic design field. Do you want something that pops? A classical, formal piece? We will help you communicate your ideas effectively so you can get the results you want.

One of the keys to a successful project is planning. Think about your target audience and the things that motivate and excite them. What is a good size? Sometimes an unusual size can be eye-catching, but beware that it may not fit in standard enclosures or mail at the best postage rate. Discuss with our team here at McClung Companies how much time is needed until the job delivers or mails.

Another key is communication. Anyone can have a big idea, but to collaborate together and convey that to others takes skill. We take pride in our ability to work with you to get your ideas out to the world.

Finally, we pull it all together. We help you get your message out in all forms of communication. Our integrated team links everything together: Marketing. Print. Promotional. Web.

Paul Groff
Prepress Coordinator

PARTING GIFTS



Make a lasting impression with what you leave behind

You've scheduled a critical sales meeting. Now it's time to pack up and make a great impression. What three things do you want to be sure to bring with you . . . and then leave behind?



SALES BROCHURES

Brochures are key leave-behinds because they continue to tell your story long after the meeting is over. Of course, your competitors are trying to win your prospect's business too, so not just any brochure will do. Here are three ways you can stand out:

- **Eye-popping graphics, intriguing finishes, and luxurious coatings.** Ensure that your brochure looks substantially different from everyone else's.
- **High-quality paper.** People tend to associate heavier stocks with higher quality products and services. Try a nice 100# stock for your brochure rather than the standard 80# stock.
- **Customize specifically for that client.** Take advantage of our digital presses to craft something that speaks specifically to your prospect's market vertical and individual needs. Nothing says, "Your company matters!" more than a brochure created specifically for that prospect, for that meeting, on that day.

PRINTED CASE STUDIES

Studies on human psychology show that people are influenced by peer behavior. If you can show that your product is being used successfully by your prospect's competitors, this has a highly motivating effect. This is particularly true if your product is new and innovative. Case studies reduce anxiety and allow purchasers to try new things while feeling secure that they aren't embarking on something risky or untested.



SAMPLES, IF AVAILABLE

Bringing samples that you can leave behind is particularly important because it extends value to the prospect and helps to build trust. It also gives prospects something to share with others. Even if they don't need someone else's approval to make the purchase, it's a great continuation of your sales message to others in the company who might also need your product.

High quality leave-behinds help continue to tell your story long after you leave the building. What message are you leaving?



5 Tips *for* Staying

CREATIVE

and Sticking to Your Budget

Print offers a dazzling array of options for creating eye-popping marketing pieces. From colors that leap off the page to intricate laser die-cuts and personalized spot varnishes, the possibilities are endless. Print is, after all, the medium for art.

At the same time, marketing projects must stay within budget. Here are five ideas for maximizing your creativity without breaking the bank.

1.

START EARLY

The earlier you start your project, the more time you have to find the right balance between design and cost. You want to apply your budget to great finishes and print options, not rush charges and last-minute alterations.

2.

WORK BACKWARDS

An easy way to kill the budget is to discover right before the deadline that your design won't fold correctly or that one of the finishes will delay the project an extra week because it has to be sent out. Work backwards, starting with the finishing, to ensure that your design is not only beautiful but can be completed by your deadline.

3.

KEEP AN IDEA LIBRARY

When you see pieces you like, keep them in a folder so that you have a library of inspiration to draw from. A physical piece not only sparks creative ideas, but it helps us better advise you on costs and flag design ideas that might be problematic.

4.

PRIORITIZE

Know going into the project what your priorities are. Establish the essential elements upfront, then fill in around them. Regardless of your budget, ensure that your highest priorities will be met.

5.

BE FLEXIBLE

Talk with us along the way. Once we understand your project goals and priorities, we can help you balance your creative instincts with cost. There might be times we can substitute a house paper rather than a special order stock without compromising the aesthetic, for example, or use a spot aqueous varnish rather than UV without negatively impacting your marketing goals.

Design in print is fun! Consult with us early and often. We can help you maximize your creativity and stay within budget!



Estes honored at retirement luncheon

JoAnne Estes

was honored by a luncheon on April 23. She retired from McClung Companies after 38 years of service. She was the bindery coordinator and also led the shipping and fulfillment areas. JoAnne not only worked hard at her job but also made everyone feel special at McClung. She put together multiple parties throughout her time, whether it was for a birthday or someone retiring. She was always right there to make sure everyone knew someone cared about them.



JoAnne Estes

The luncheon included a smorgasbord of food, several toasts

to JoAnne and a presentation of gifts and a scrapbook of photos. A number of retirees and former employees attended.

“JoAnne Estes has been an inspiration and leader at McClung for 38 years, through her hard work, dedication, and drive,” said McClung President Adam Monk. “I’ve known JoAnne for 18 years, and can honestly say JoAnne has had the biggest effect on my career overall. Like so many others, JoAnne has shown me a work ethic like no other, and a compassion without compare. Those two things combined have a huge effect on everyone around

you. They have challenged me to do more, and always keep others front of mind. Joanne will be sorely missed, but the lasting effect of her guidance and leadership will live on in those who worked with and knew her for a very long time.”

Estes and her husband live in Staunton. She enjoys baking, antique shopping, taking care of her flower beds, her church and caring for the elderly.



Scrapbook memories



JoAnne with her husband Danny

IMMERGE — THE WEB AND DIGITAL MARKETING DIVISION OF McCLUNG COMPANIES

Growing our strategy

Today on the internet, you see a whole lot of marketing advice out there that makes a lot of promises. With a simple Google search, you can find plenty of marketing “tips and tricks” to boost your brand online.

If you’re following the “tips and tricks” and still aren’t experience the growth you want, you may be overlooking the deeper issue. With search engines getting smarter every day, it’s more important than ever to strategically create valuable, high-quality, and relevant content to build the identity of your brand.

Now, it’s easy to throw out big marketing buzzwords like “content marketing” and “brand identity,” but what we see so often is that people go out, read the “how to” articles, and then fail. Why? Because they don’t have the proper core foundations in place before creating ads and content.

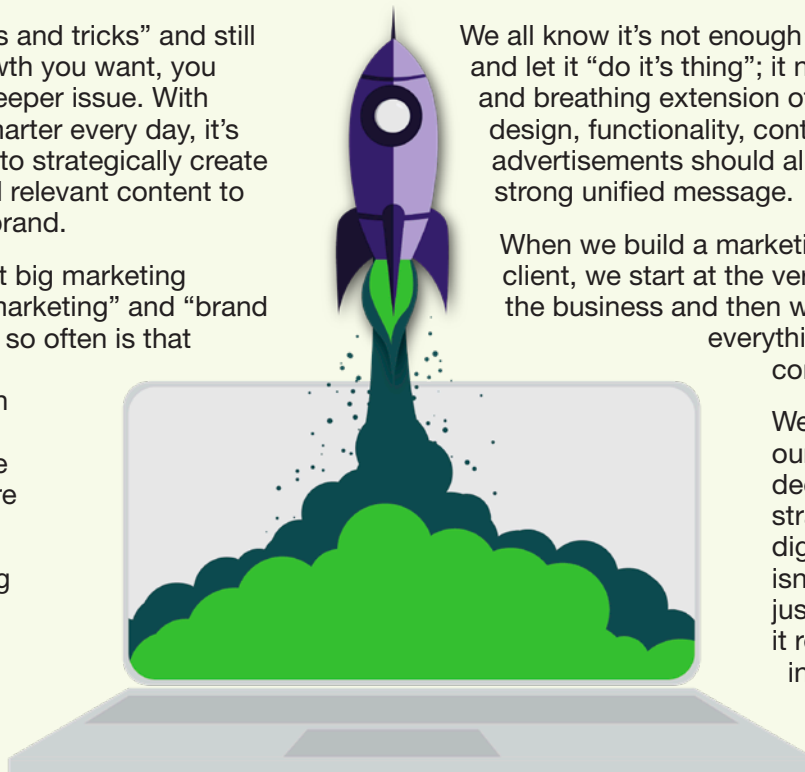
At Immerge, we’re working to expand our digital marketing services to more comprehensively address this issue. We believe that effective communication

equals success. Once you’ve defined your target audience, your strategy should address exactly how your web presence is going to reach and speak directly to those individuals.

We all know it’s not enough to just build a website and let it “do it’s thing”; it needs to be a living and breathing extension of your business. The design, functionality, content, promotions, and advertisements should all communicate one strong unified message.

When we build a marketing strategy with a client, we start at the very core foundation of the business and then work our way out, driving everything back to that focused cornerstone.

We work closely with our clients to really dig deep and uncover that strategic foundation. A digital marketing strategy isn’t something you can just go out and purchase; it requires time and investment to make sure your marketing efforts and funds aren’t wasted.





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Coffman and Flint are honorary life members

Andrea Coffman and Joanna Flint have been inducted as honorary life members of the National Pathfinder Association. They have worked extensively with the organization to supply them with their promotional and apparel needs. Coffman is McClung's Promotional Products Division Manager and Flint is a Customer Service Representative.



The National Pathfinder Association preserves the memory of Pathfinder units in the U.S. Armed Forces. It also supports continued deployment of units. Pathfinders are often first-in and last-out in setup and logistics.

"Andrea and Joanna have been recognized by the NPA because of their focus, dedication and attention to detail," commented Chip Bell, VP of Sales. "The McClung team is proud that they received this honorary induction."

Coffman and Flint both have extensive experience in promotional and apparel. They both live in Staunton.

McClung joins Maritime Association

Three leaders at McClung Companies have joined the Virginia Maritime Association. The organization promotes, protects and encourages international and domestic commerce through the ports of Virginia.

Those who joined the Virginia Maritime Association were Adam Monk, President; Mary Murphy, Senior Executive of Sales; and William Roy, Senior Executive of Sales.

"It's very important for us to understand the needs of our customers and how we can help them,"

commented Monk. "The Virginia Maritime Association allows us to have a deeper understanding of the challenges our customers have related to import/export, maritime, rail and logistics. At McClung we are continually challenged with the logistical issues related to our raw materials, so we felt that it was beneficial to our employees and partners to be involved with this organization."



With a membership of over 450 companies and employing over 70,000 Virginians, the Virginia Maritime Association is widely recognized as "The Voice of Port Industries," the premier business organization to enhance competitiveness and promote commerce through Virginia's ports.

EXPERIENCE. McCLUNG.



- Digital and Offset Printing ▪ Digital Response Marketing
- Fulfillment and Warehousing ▪ Graphic Design ▪ Mailing Services
- Promotions and Apparel ▪ SEO/SEM/Digital Marketing ▪ Storefronts
- Web Development Services ▪ Wide Format and Signage

McGraphics Publisher: Adam Monk ▪ Editor: Kevin Bowles ▪ Photos: Josh Tooley



M c Q U I Z

Dear friend,
Where is the world's longest beach?

Email answers to mcmarket@mcclungco.com by August 31. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift card!

Bukoskey receives award

Tina Bukoskey, fulfillment specialist, was recently chosen Employee of the Quarter at McClung Companies.



Tina Bukoskey

"Tina has truly come into her own, leading our fulfillment center," commented Sheila Southall, Vice President of Production. "She has displayed a wealth of communication, organizational and time management skills that are very valuable to our customers."

Bukoskey has worked eleven years at McClung and lives in Waynesboro.