

## Swatch books don't tell the whole story

Paper swatch books contain a wealth of information. They not only provide a handy way to actually see and feel papers under consideration for a project, they also give answers to questions about available basis weights, colors and grain direction.

There are, however, three important questions which swatch books don't answer:

1) *Is it stocked locally?* Paper mills (rather than local distributors) create swatch books, and they often include "mill order only" items which must be ordered in even

cartons from other parts of the country.

2) *Is it the right paper for your job?* Printability and other project-specific issues are not addressed.

3) *How much does it cost?* It is difficult to know the pricing level by just looking at a sample in a swatch book.

Fortunately, McClung sales reps can provide the answers to these questions! Feel free to ask your rep to order swatch books for you, and together we can find the best stock for you job.



We are brought together because of our business relationship. This holiday season reminds us of our blessings. Our business together is certainly one of them. Thank you for allowing us to serve you and [company name].

Merry Christmas,

Tom Trevillian and your friends at McClung

## McQUIZ

Rudolph was the last reindeer to be added to Santa's team. Who are the original eight?

E-mail answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by December 24. Be sure to include your name and phone number. One name will be drawn from all correct entries and will receive a cool gift certificate!

Employees of McClung Companies not eligible to enter. **Congratulations to Gail Grimm at nTelos for winning last issue's McQuiz!** The questions and answers were: state with most electoral votes (California) and one of the states with the fewest electoral votes (Alaska, Delaware, District of Columbia, Montana, N. Dakota, S. Dakota, Vermont and Wyoming).

## TOM'S WORD



### Holiday Perspective

by Tom Trevillian,  
McClung President and CEO

Regardless of our many faiths our nation continues to celebrate the holidays together. We are a great collection of people and faiths recognizing the value represented in thanksgiving and forgiveness. But these celebrations bring us so much: part of it anticipated, part of it dreaded. If you find yourself reaching overload; stressed by family, work, or finances remember your attitude towards these events makes a huge difference. Don't let them

prevent you from enjoying this season of hope. A coach of mine, Lee Milteer, sent me this prayer. I thought you might enjoy its perspective and possibly find it helpful during this season.

### Patience Prayer

*Heavenly Father,* Help us remember that the jerk who cut us off in traffic last night is a single mother who worked nine hours that day and is rushing home to cook dinner, help with homework, do the laundry and spend a few precious moments with her children.

*Help us* to remember that the pierced, tattooed, disinterested young man who can't make change correctly is a worried 19-year-old college student, balancing his apprehension over final exams with his fear of not getting his student loans for next semester.

*Remind us,* Lord, that the scary looking bum, begging for money in the same spot every day (*who really ought to get a job!*) is a slave TO addictions that we can only imagine in our worst nightmares—

*Help us* to remember that the old couple walking annoyingly slow through the store aisles and blocking our shopping progress are savoring this moment, knowing that, based on the biopsy report she got back last week, this will be the last year that they go shopping together.

*Heavenly Father,* remind us each day that, of all the gifts you give us, the greatest gift is love. It is not enough to share that love with those we hold dear. Open our hearts not to just those who are close to us, but to all humanity. Let us be slow to judge and quick to forgive, show patience, empathy and love. *Matthew 5:44 (author unknown)*

# McGraphics TIPS OF THE TRADE

McClung Companies November/December 2008



## Merry Christmas!

As my family gathers together to celebrate the holidays this year, we especially enjoy the laughter of our two grandchildren. What a joy they are! Gayle and I wish you the best as you spend time with family and friends.

Tom

Clockwise in the photo are Bryan, Kami, myself, Gayle, Evelyn, Kelly and Libby.



## McClung goes to great lengths to support United Way

November 3 was like no other at McClung. The runway was prepared. The stage curtains drawn. The audience waited in expectation.

Then word came from the dressing room. There would be a slight delay due to a “wardrobe malfunction.”

The wait was worth it, though. Seven guys strutted out in turn, showing off their dresses, purses, hairstyles, shoes and hose. The

crowd howled. Kisses were thrown (Hershey’s, that is). A few dollar bills made their way into a garter.

What led these seven guys to ditch their Dockers and apply some Cover Girl?

The *Male Beauty Contest* was all to support United Way. Each fall McClung has a campaign to raise money to support local United Way projects. Most years the campaign is fairly low key, with events like a silent auction and meals.

This year the planning committee decided to be daring. To go where no man has gone before.

And what a success it was! After the votes were counted, Michelle (Mike Blevins) was declared the winner.

The real winner was the United Way, however. Each year McClung employees, along with the company, average a \$5,000 donation to the charity.

McClung has had a long relationship with the United Way. Tom Trevillian has served on the board of directors for nine years, including his service as campaign chair. Institutional memory indicates there were United Way campaigns at McClung as far back as 1989.

Supporting our local community and charities is an integral part of McClung and its mission. Each

year the company donates ten percent of its net profit to worthy causes.

Employees are challenged to contribute as well, whether it’s through the United Way, other charities, or their faith communities.

An additional involvement each Christmas season is the adoption of a family that is in need. Money is raised, wish lists shopped for, and a special connection is made between employees and family.

PS: In case you were wondering, the “gals” in the photo are Michelle (Mike Blevins), Tomica (Tom Trevillian), Joanna (John Britt), Christina (Chris Pugh), Karla (Karl Kuelz), Daphne (David Schroen), and Roberta (Robert Henkel).

—Paul Groff



Male Beauty Contest winner Mike Blevins (aka Michelle).

SOLUTIONS IN PRINT

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## How to create the ultimate invitation

At some point most businesses will have events that require special invitations. The first goal of an invitation is to provide information. Invitations should also be memorable, reflecting your distinct personality or company brand. Designing your own invitations isn’t difficult.

**Keep it simple.** Invitations should be clear and easy to read.

**Center at will.** Centering lines of copy is rarely a good idea in any medium—except in invitations. Keep invitations to 10–14 lines of copy. Lengthy, centered, script can be tiring on the eye.

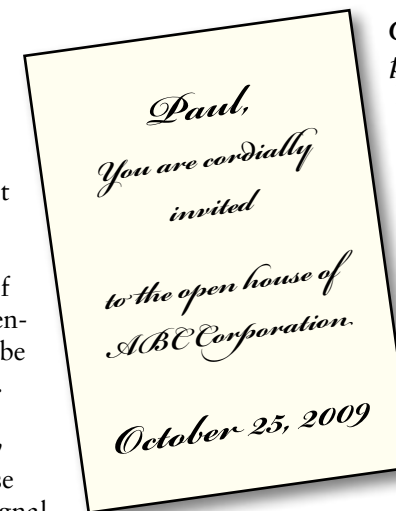
**Create hierarchy with spacing.** Use white space to signal the relationship between parts of an invitation. Set the important copy large with smaller supportive text.

**Differentiate with your style.** Typefaces can create brand and event distinction. Spend a little time looking for just the right font and avoid the everyday, bundled faces.

**One typeface is enough.** Invitations are small canvasses; one typeface is usually enough to get the job done. Sometimes, two typefaces can clarify the message.

**Go decorative.** Decorative fonts often work well in invitations. However, use less decorative typefaces for invitations with many lines of copy or where the lines of copy exceed six words.

**Complement proportions with type.** If the invitation is tall, or in portrait mode, consider using somewhat more condensed fonts or scripts with long ascenders and descenders. If it is a square or landscape layout, try a slightly expanded typeface or one with a large lowercase x-height.



**The business of business is business.** The key thing to remember about business invitations is that they are about business. They can be lighthearted but not cute, humorous but not silly. A formal business invitation should never be mistaken for one for a wedding or bridal shower. Choose typefaces accordingly.