

Hello!

Did you know we trained over
150 customers so far this year?

McGraphics TIPS OF THE TRADE

McClung Companies An Employee-Owned Company

July / August 2011

McClung takes you back to school

Wow! Over 150 customers and prospects were trained here at McClung in our 2011 training sessions so far. Were you one of them? If you weren't, no need to worry—you will have another opportunity in the fall to learn something new, maybe a trick or two, or maybe just see what Adobe CS5 is all about.

You will get top-notch training here at McClung. I've trained over 1,500 graphic arts professionals since we began these classes 11 years ago.

Here at McClung our deep belief is that an enlightened customer can be a much more effective worker and colleague. Our industry needs to encourage the sharing of information to improve performance.

Here's what one of our satisfied participants had to say:

Well done. All information was presented in a patient and clearly-communicated manner. Just enough info was covered for this amount of time and this level class.

—Stephanie Freed, Bridgewater College

I'm here for you. Don't hesitate to call or email me if you have questions about the software or how to do something.

—Rick Bukosky, Digital Business Specialist/
Training Instructor
(540) 941-7730 or rickb@mcclungco.com



Fall 2011 training schedule

Aug. 26	VDP webinar
Sept. 23	QR Code webinar
Oct. 14	InDesign CS5 beginner
Oct. 21	InDesign CS5 inter./adv.
Nov. 4	Photoshop CS5
Nov. 17	Website Services webinar

Register Now!

www.mcclungco.com



Are school days over for Tom Trevillian?

Tom Trevillian

Ph: 540-941-7720

tomt@mcclungco.com

Not in the least! Tom continues to learn about new technologies and better ways to help you succeed. Tom is always striving to do his best and gets an A+ on his "customer service" report card.

Tom's favorite "back to school" activity: Recess and sports

Why are all these envelopes coming back to me?

When sending your mailing list to us, most of you know the importance of having McClung clean up the list by processing it through NCOA Link®. This process improves the deliverability of mail by matching a mailer's address records with customer-filed change-of-address orders.

However, you may still get some envelopes returned to you. Why is that?

- Not everyone files a Change of Address (COA) form at the post office.
- Timing of the actual move versus the currency of the NCOA Link data.
- The name and address submitted to NCOA Link must exactly match the information filled out on the COA form. (This must be done to

avoid matching the wrong person.)

- The address submitted cannot be confirmed as a valid address (this can occur if the postal patron entered a bad address or new construction has not made it into the system yet).

Don't let this deter you, however! Return mail will never be fully eliminated, but using NCOA Link will reduce the amount of undeliverable mail.

Understanding your NCOA return codes

When McClung processes your mailing list through NCOA Link, a report is generated which lists codes for each suspect address. By analyzing these codes, you can improve your list and improve the profitability of your mailing. *Ask us for the report!*

The report has specific return codes



which identify what happened to the record. For example:

- The address was matched successfully to a new address
- No COA was found
- Address is not valid
- Address may be mailable, but doesn't match the ZIP code range or is missing an apartment or suite number
- New address based on 911 addressing change

Questions? Contact your account manager or Pennie Miller, McClung's mailing specialist, at 540-941-7723 or e-mail maildept@mcclungco.com.

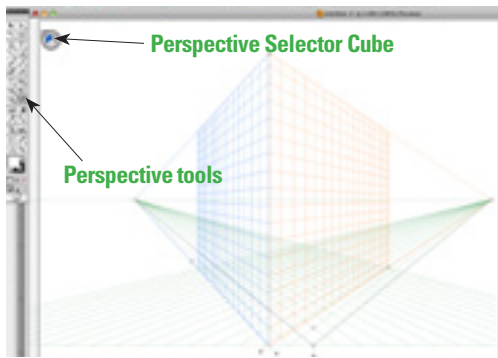
—Paul Groff, McGraphics editor

Adding perspective to your drawings

Probably the coolest new feature of Illustrator CS5 is the Perspective Grid tools. You can use these grids to draw shapes and scenes in accurate 1-, 2-, or 3-point linear perspective. You will get the look of realistic depth and distance with snap-to guides for easy placement of objects and live text.

The two tools you work with are the Perspective Grid tool (Shift-P) and Perspective Selection tool (Shift-V). The grid tool adds a default grid to the page that can be visually modified. When a grid plane is active, many of the normal drawing tools work in perspective. When moving or scaling perspective objects, use the Perspective Selection tool to keep the objects in perspective.

To start working in perspective, click on the Perspective Grid tool. The grid will appear on the canvas. You can change the perspective by dragging the corner nodes. The Perspective Selector cube on the top left corner shows which plane of the perspective is selected.



Now draw a simple shape. Choose the Perspective Selection tool (via a drop-down menu in the Perspective Grid tool). Drag your shape and you'll see its temporary blue bounding box. The bounding box will align itself to the plane. You can easily modify the object's shape by dragging a corner point while using the Perspective Selection tool.

If you wish to draw a normal shape (not in perspective), make sure that you click

in the background area outside of the Perspective Selector cube in the top left corner (the background will turn cyan). After drawing the shape, select which plane you want the shape placed in the cube.

To duplicate a shape in perspective, option-drag it out of the active shape.

For more help, see: <http://tv.adobe.com/watch/learn-illustrator-cs5/drawing-artwork-in-perspective/> or give us a call here at McClung!

—Paul Groff

Tom speaks to industry peers on marketing and education

Recently, I spoke to our industry's business leaders on developing marketing as a core offering of their businesses. At McClung Companies, we have spent the last 5 years educating ourselves on and practicing innovative marketing strategies. We have not only been successful marketing McClung Companies, but our clients have been entrusting us with their marketing campaigns, too.

At the conference, one of the objects I used to convey my message was, "Teaching old dogs new tricks." In this case, McClung was the old dog. They had a good laugh as I used shots of old dogs performing all types of new tricks. Teaching and learning new skills should

absolutely be one of the most important goals in our lives.

You will continue to see us develop McClung's marketing capabilities. We are committed to growing our business through integrated multi-media marketing and helping our clients do the same.

Having our industry recognize our success along the way is a nice compliment.

All of us can learn new skills or improve existing ones. Remove fear, laziness, and other excuses and we can do anything we put our minds to. Pig-headed discipline and determination should replace our excuses.

—Tom Trevillian

McClung appoints new account manager

McClung Companies has named Mary Murphy as an Account Manager. She will be responsible for developing sales for McClung Companies in the Shenandoah Valley.

In making the appointment Tom Trevillian, President/CEO, commented on Mary: "She has a thorough understanding of the print world. More recent work experience has developed her



Mary Murphy

PHOTO BY RICK BUKOSKEY

marketing knowledge. As a seasoned Account Manager, she is in an excellent position to help our clients with marketing integration. Mary will be superb at advising clients on how best to get their message out."

Murphy has over 20 years experience in the graphic communication business and lives in Harrisonburg.

TOM'S WORD



Read to me

by Tom Trevillian, President and CEO

During the summer our granddaughters will spend a few days with "GG and Papa." They will visit on different days so we can devote our time and energy to the one who is with us.

Each night when bedtime comes I get the call, "Papa, read to me." Even though I maybe tired after a long day, it's great to get their full attention and discover their interests.

Our granddaughters are heading in the right direction. All of us have abundant resources for reading available. Any subject we care to study or research is at our fingertips.

Do you want to be an authority in your field? Then it is vital for your education and professional development that you read on a regular basis. A diet of magazines, books, blogs, newsletters, trade journals, etc., will give you confidence and influence.

But don't stop with the mind. Feed the soul with something inspirational as well.

Always think and meditate on what you have read. Just like food, it needs to be digested.

A truth worth repeating ... "What one reads becomes part of what one sees and feels." Ralph Ellison, author, 1986.

Reading educates the mind and the soul.

McWORD OF THE DAY

Feeder - The section of a printing press that separates the sheets and feeds them in position for printing.

For a complete printing word list, see www.mcclungco.com/glossary/

McQUIZ

What is the oldest permanent institution of higher education in Virginia?

E-mail answers to mcmarket@mcclungco.com by September 13. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift certificate!

Employees of McClung Companies not eligible to enter. There was no winner for the March/April McQuiz.

MC
McClung Companies

Since 1946 McClung Companies has coupled expertise and technology with commercial printing, so that our customers can streamline processes, support sales efforts and implement marketing initiatives.

550 Commerce Avenue • Waynesboro, VA 22980-2832

800.942.1066

540.949.8139 • Fax 540.942.8706 • www.mcclungco.com • mcmarket@mcclungco.com

McGraphics
Publisher: Tom Trevillian
Editor: Paul E. Groff



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If you think education is expensive — try ignorance. —Derek Bok