



FROM THE LEADERSHIP TEAM



Developing relationships is one of the most important ingredients in life's journey. Translating that to a business perspective is just as vital.

McClung strives at communicating, understanding and supporting the foundation of building positive relationship with customers, employees and the community. Our goal is to devote the time, energy and effort in developing and building each of these relationships. Your success equals McClung's success!

When researching new Management Information System software for our company, a huge emphasis was placed upon the Customer Relationship Management (CRM) aspect of the software. The advancements in technology provide our team with data to support your growth.

Rest assured our employee owners are committed to building strong relationships and delivering exceptional product and service.

Sheila

Sheila Southall
 Production Manager



Starting with Mary Murphy in our last issue, I'm sharing this space with our Leadership Development Team so you can get to know them.

—Tom Trevillian

Buy Paper, Save the Planet?

Over the last six decades, the net volume of trees on U.S. timberland increased by 58%. Did you read that right? Yes, increased by 58%!

Our country's forests aren't in danger of disappearing anytime soon. They are actually growing!

By investing in paper-based communications, you are helping America's timberland continue to flourish. Did you know that most pulpwood harvested in the United States (89%) comes from private land? (Here's a quick fact: Most harvested trees are used to make lumber, not pulp and paper. In the U.S., only 36% of the annual timber harvest is used for paper and paperboard. In Canada, it is only 13%.)

The income landowners receive from selling timber encourages them to maintain and renew this valuable resource. If forests weren't creating income for landowners, what would happen to them? History shows that this land would be at high risk for development for agriculture or real estate. So the more paper you buy, the more you support the preservation of our nation's timberland.

It gets better. When you invest in paper-based communications, you are not only preserving our nation's forests, but when you choose paper certified by the Forest Stewardship Council® (FSC®), you can also be sure that the

pulp is being harvested in a sustainably-managed way.

McClung is Forest Stewardship Council certified through the Rainforest Alliance, and has been since 2008.

FSC is an international non-profit organization which supports environmentally appropriate, socially beneficial and economically viable management of the world's forests. Its goal is to improve forest conservation and reduce deforestation.

The takeaway? Continued use of paper and other wood products may be a key factor to maintaining a healthy forested landscape for future generations.

Saving the landfill and other good things

Printing plates and tin strapping: We recycle about 965 pounds of aluminum and tin per month. That's a lot of metal that doesn't go into the landfill!

Paper: Each month we send out around 23 tons of paper for recycling.

Press rags: All the rags we use to clean the presses are sent to a facility where the contaminants are removed and the rags reused.

We also recycle lots of soda cans and plastic!



WIDE FORMAT & SIGNAGE are POWERFUL

Banners, signs and displays have enormous power to communicate!

5½ layout and design tips

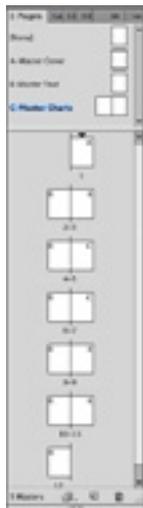
1 Don't reverse out small type. It's hard to read and you'll see even the slightest misregistration.

This is very small type that is reversed out. It is hard to read!

2 Master Pages can be a handy place to put recurring design elements, page numbers and guides in InDesign. To place an automatic page number on a Master Page, type *Opt-Shift-Command-N*.

If you don't want a Master Page item to appear on a particular page, you can remove it. Using the Selection Tool (black arrow), Shift-Command click on top of the Master Page item. The item will become active and you can move it or delete it.

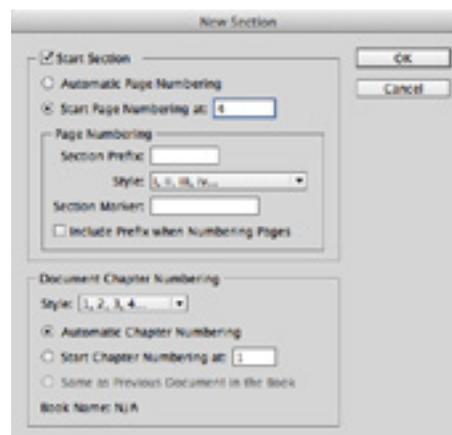
You can have multiple Master Pages in a document. You can then apply the Master Page of your choice to a particular page. For example, you could have one Master Page for the covers and another for the text pages.



3 Did you know there are a lot of options with assigning page numbers in your InDesign document? For example, you can number the first four pages in your document with Roman numerals and then restart with page one using Arabic numbers.

To change your numbering scheme,

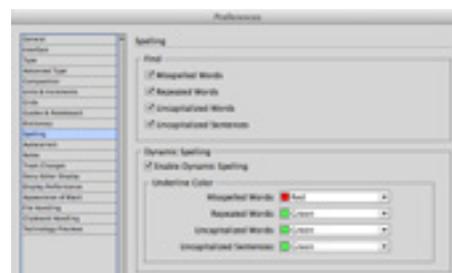
click on your page in the Pages panel and choose *Numbering & Section Options* from the dropdown menu.



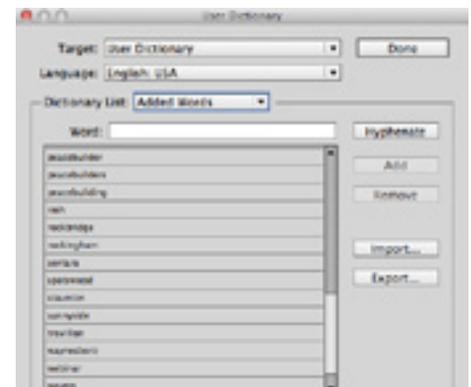
4 Spelling is the bane of most of us, but thankfully InDesign offers several ways to check your spelling.

The easiest way is to turn on Dynamic Spelling in preferences. You can also tell it to find repeated words and capitalization errors. In my humble opinion, everyone should have this feature turned on!

If InDesign flags a word as incorrect and you want to add it to your User Dictionary, right-click with your cursor



in the word. Choose "Add to the User Dictionary."



If you work in other languages, you can choose to assign that language to your text from a dropdown menu in the Control Panel. It will even spell check and hyphenate according to the rules of that language!



5 An interesting article I read recently said that Arabic numbers (such as 3, 9, etc.) are easier to read than when they are written out as words (three, nine, etc.). This probably conflicts with your AP style guide, but hey, readability is key, right? However, if a sentence starts with a word, spell it out. (*TargetMarketing*, March 23, 2016)

5½ Don't crowd! Leave some white space for your page to breathe and be inviting. Include bullets, drop caps, pullouts and graphics to break up heavy text.

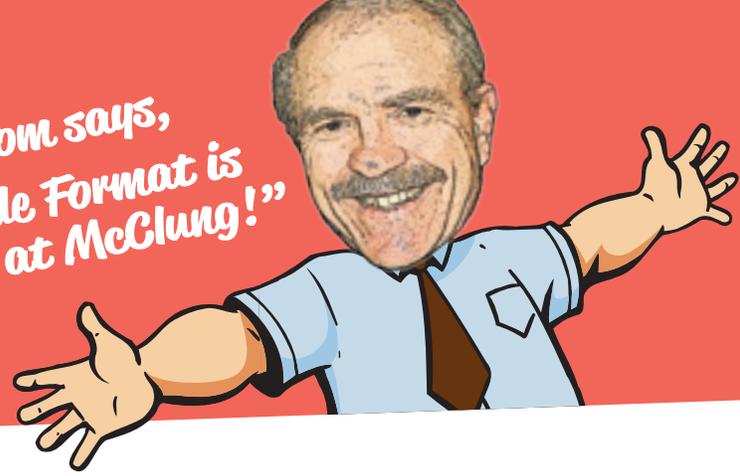
Do you want to promote your event, sale or show with a custom banner or simply want lasting signage that is an extension of your brand?

McClung can get it done. Options include backlit displays, building signage, window clings and so much more!

We offer a wide variety of substrate materials, such as vinyl, foam core, aluminum, plastic, adhesive, fabric and magnetic, suitable for both indoor and outdoor use.

Save 10% off your next Wide Format order!

Tom says,
"Wide Format is
here at McClung!"



McCLUNG NEWS BRIEFS

Southall promoted to production manager

McClung Companies has promoted Sheila Southall to Production Manager. Southall had been serving as the company's Pre-Press & Print Innovation Coordinator.

"I am very excited about Sheila's new role," noted Tom Trevillian, McClung Chairman. "She is already familiar with the company's employees and its production processes. Sheila has a lot of experience with organizational systems, technology and decision-making. Sheila has done an excellent job upgrading our MIS system and implementing our Lean/Six Sigma manufacturing process."

Trevillian added, "Sheila will be responsible for scheduling jobs, working with our department coordinators to maintain production and overseeing our MIS system."

Southall has worked 16 years at McClung and over 32 years in the industry. She lives in Waynesboro.



Sheila Southall

Bell receives award

Chip Bell, Sales & Office Coordinator, was recently chosen Employee of the Quarter at McClung Companies.

"Chip knows how to help others unselfishly, quietly and tirelessly," noted Tom Trevillian, McClung Chairman.

"He always has others in mind, going the extra mile in attention to detail and customer care. One recent example is him coordinating a huge collateral project for a local retirement community."

Bell has worked 20 years at McClung and lives in Waynesboro.



Chip Bell

Did you know
Chip's favorite
movie is "Cool
Hand Luke"?



Did you know
Sheila used
to coach girl's
HS basketball
and softball?



Earlier this year Immerge moved to their new location at 139 N. Liberty St., Harrisonburg (the former Hess Furniture building). Stop in for visit!



How to create strong "calls-to-action" online

How can you make your website and your brand stand out from the millions of others out there? For starters, selling a quality product/service or creating exceptional content that is both useful and engaging are things that every site needs to focus on. However, you can be offering the best product on the market or you can be creating the best online content in the world, but if no one is clicking on the links to your site, then what's the point?

This is where the call-to-action, or CTA, comes into play. Whether you're sharing your site on social media, in Google ads, or simply directing traffic to your site from your most recent blog post, **you need to give your reader a reason to make that extra click to your site.** The amount of time you have to grab their attention is brief: mere seconds to be exact. The online reader and user will not spend any time stewing over whether or not they should click your link. Their decision will be based on gut reaction, instinct, and they will instantly assess whether or not your CTA offers anything to them, personally.

Read specific tips on Immerge's blog at <http://bit.ly/27w245G>



Celebrating 70 years

Happy birthday, McClung! Since 1946 McClung has been proving that "Print is Powerful." From a small litho shop in Waynesboro, we have grown to provide design, print, mail, wide format and web services in the entire region. You can count on us to get results for all your marketing needs.

The beginning

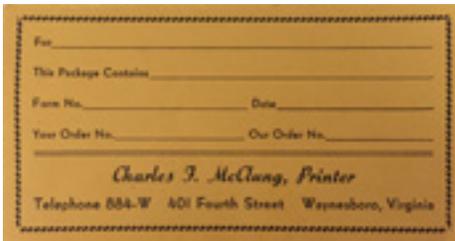
After returning home from World War II in 1946, Charles McClung, along with his wife Lucille, decided they wanted to open up a print shop in Waynesboro, Virginia. It began as a one-room operation with Charles and Lucille as the only staff members.



Lucille, Garland and Charles McClung.

Years of growth

Tom Trevillian bought the company in 1984 and over the years added design services, fulfillment, mailing and website development. The most recent building expansion was the 10,000 sq. ft. Huffman Press Room in 2007.



A packing slip from when the company was still at its original Fourth St. location. McClung moved to Commerce Ave. around 1950.

Preparing for the future

McClung Companies is now an ESOP (an employee-owned company). Tom is training a new generation of leaders with a 5-member Leadership Development Team. Stay tuned for new services and products!



Tom Trevillian presents Woody Huffman and his wife Maxine with his portrait when he retired for the first time in 1988. Woody worked at McClung 65 years, retiring for a second time in 2012.

➔ **For more interesting stories and photos, see our serialized history at www.mcclungco.com/company/history.**



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McGraphics Publisher: Tom Trevillian ▪ Editor: Paul Groff ▪ Photos: Rick Bukoskey



McQUIZ Hello!

What was one of the big world events in 1946? (besides the founding of McClung!)

Email answers to mcmarket@mcclungco.com by July 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!

Congratulations to Carol Gilbert at the Maxine Platzer Lynn Women's Center at UVA for winning last issue's McQuiz contest. She got a \$25 gift card! Her favorite Girl Scout cookies are Thin Mints. Based on all quiz entries, McGraphics readers like Thin Mints the best as well! They are also the most popular nationwide, at 25% of all sales.



Mary Murphy's article in our last issue of McGraphics was from *Psychology Today*.

Call today and order your 2017 calendar! We have lots of options.