



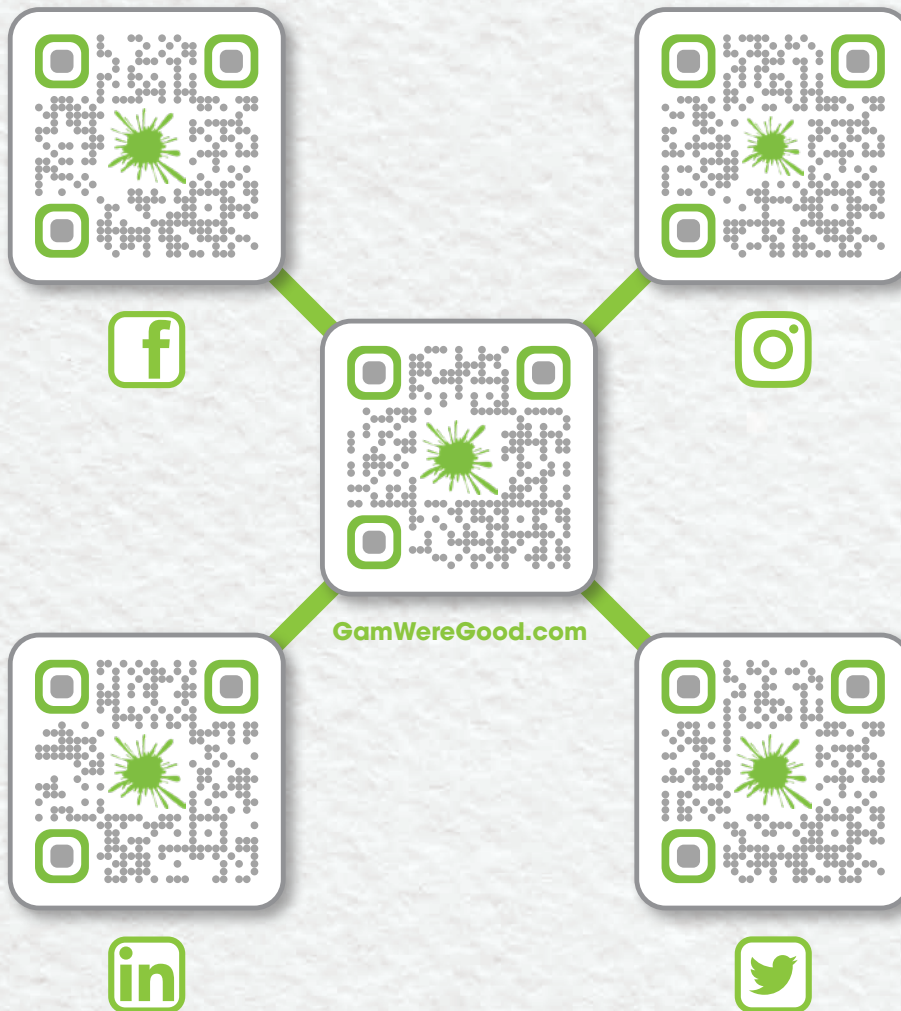
Quality. Service. Commitment to Excellence.

GamWereGood.com

Since 1976



STAY CONNECTED!



OUR PHILOSOPHY AND MISSION ---

The GAM Philosophy

Since 1976, we have delivered high impact graphics, marketing messaging, advertisements, and print collateral at a fair price and with a quick turn. It's no surprise, then, that we continue to enjoy many long-term, mutually beneficial relationships with our customers. We are consistent, effective, and responsive.

The GAM team is our greatest asset. We are committed to providing our highly-skilled staff with all the latest technology to produce the results customers deserve and expect, and a workplace that promotes professional growth and stimulates personal achievement.

Community Involvement

We are committed to contributing our time and talent to the communities we serve and supporting the organizations that assist the underserved in our area. Our heartfelt goal is to create a positive impact on our community, particularly for those in need.

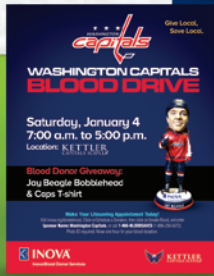
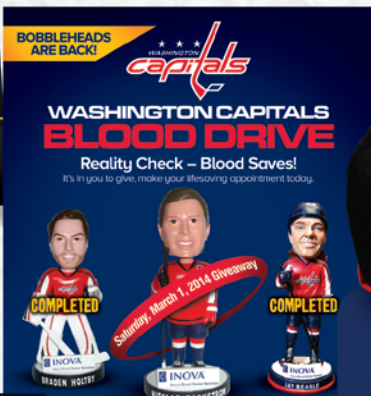
Giving back is not a chore. It is a privilege.



Call us today to learn more about how GAM can
make a positive impact on your business.

703.450.4121





OUR HISTORY

In the early 70's, Charles "Charlie" Grant founded Grace Christian Academy in Sterling, Virginia. Notwithstanding his determination to give students a well-rounded, Christian-based education, Charlie wanted his young charges to graduate with marketable job skills. Charlie always believed in the power of print, and it just so happened one of the Academy's staff was a skilled pressman eager to oversee a course on the fine art of operating a printing press. Charlie shopped for equipment to be used as instruction for students, and through God's grace, a used offset printing press was donated to the school... the notion of a new business, was imminent.

In the beginning students were trained by running actual jobs for churches and mission groups. Word of a great printed product began to spread, and in the mid-70's, printing jobs began to flow in from businesses, nonprofits and other commercial entities, enough business that Charlie thought it best to incorporate. Needing a name to form the new business, one that would represent both Grace Christian Bookstore and the newly founded print shop, Grace Abounding Ministries came to mind. While Charlie personally liked the name, he also recognized the importance of branding the company in a way that would capture attention in the marketplace. In 1976, using the initial letters from Grace Abounding Ministries, the acronym G.A.M. was born, and the newly incorporated print shop, G.A.M. Printers, was established.

In 1985 Charlie and his wife, Ginny, turned the management reins over to their son, Nathaniel. In 1996, Nathaniel and his sister, Faith, purchased the company from their parents. Together, they would build a team of skilled professionals who embraced Charlie's customer-first values. They hired award-winning creative designers who would effectively translate ideas into effective visuals, and friendly, experienced representatives who would help guide each job through production, ensure the customer remained fully informed throughout the process, and deliver jobs on time and priced as promised.



Over the next 25+ years, the print industry as a whole would see technology continuing to advance changing both the quality and cost of printing. "We didn't wait for technology to overtake us though," said Nathaniel Grant. "Early on, to stay competitive and meet customer expectations, we replaced our offset presses with the latest and greatest, high-speed digital presses, hired creative talent with technological prowess, and embraced the Internet and the ease with which proofs and orders can be delivered through cyberspace. We were, and remain, determined to stay abreast of the latest hardware, software, and other market trends that allow us to quickly deliver a quality product at a reasonable price," added Nathaniel.

Today, GAM is the preeminent place to go for newsletters, brochures, magazines, annual reports, business cards, large-format signage, floor and tabletop banner stands, display advertising, marketing strategies, direct mail, and more. Our customers know they can rely on us, understand that every order they place is appreciated and handled with the utmost care, and they rest easy knowing that no matter the size of their order, they will receive GAM's trademark service...

focused attention from start to finish, and ultimately a quality product.

MARKETING

Marketing and marketing strategy begins with asking the right questions. GAM has been helping our clients grow and market their businesses for over four decades. We ask the challenging questions and take you through a process to discover the right marketing mix for your organization in today's competitive world.

How do we lead you to success?

Knowing that all businesses are not the same, we research your top competitors, industry trends, and marketplace differentiation factors to create a plan of unique marketing opportunities for strategic implementation.

Why is GAM right for so many companies?

GAM offers both experience and a full range of services so that as your company grows, we can support you every step of the way. Our knowledgeable staff is ready and available to meet with you regardless of what stage you are in with your marketing efforts.

GAM Marketing Services Include:

- ▶ Marketing Recommendations
- ▶ Strategic Research
- ▶ Facilitated Discussions
- ▶ Budgets and Goal Setting
- ▶ Marketing Plan Development and Execution





CORPORATE IDENTITY

Your corporate identity represents who you are and what you do. When properly designed and displayed, good corporate identity will say as much about your organization as your messaging does.

At GAM, we create corporate identities that are designed to last. By working closely with you, we can create an identity that is:

- **Distinct** – It must be associated only with you
- **Unique** – It must set you apart from your competition
- **Understandable** – People who see your logo must understand what it means
- **Identifiable** – It must make people associate the image automatically with you
- **Adaptable** – It must work well on a variety of materials: stationery, printed or web-based marketing, advertising, signage and promotional items

BRANDING

A company's "brand" comprises the written, visual and verbal communication elements that convey the organization's purpose and promise to its clients and prospects. GAM's refinement process for building a strong brand – or modifying an existing one – has been a recipe for success. Discovering what matters most to your target audience can influence everything from key messages and slogans to colors and fonts, logo style and photography choices, and will ultimately help identify the most effective marketing materials, tools and plan for your organization.

GAM Services include:

- ▶ Brand Strategy Brand Audits
- ▶ Logo Design Tagline Development
- ▶ Graphic Standards Guides
- ▶ Market Audits Messaging and Positioning
- ▶ Corporate Identity Packages





ADVERTISING

Effective advertising creates messaging from the data provided by marketing to promote or sell a product, service, or idea. Marketing data must include the target population and other critical demographics, so the creative and messaging used in advertising is appealing to the selected audiences. Pretty graphics and award-winning creative is only as good as the effectiveness of the advertisement in luring new business and expanding current relationships.

GAM's advertising team researches and identifies the best advertising avenues for your message. Your advertising budget will determine the frequency and length of the campaign. For the best return on investment, campaigns delivering messages frequently and over a reasonable period will yield desired results.

We are adept at selecting traditional media and new media. GAM will identify which direction makes the most sense for your campaign. Newspapers, magazines, television, radio, out-of-home advertising (e.g., transit, billboards), direct mail, blogs, social media platforms, websites, banner ads, or text messages are all in play.

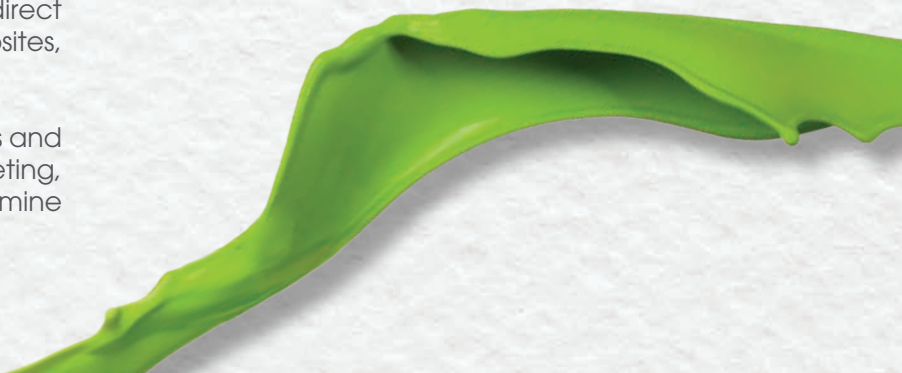
Since marketing research identifies audiences and advertising budgets guide frequency, marketing, and advertising must join together to determine

the best media channels to accommodate the budget and reach the audience.

It is a primary responsibility of advertising to maintain the integrity of the brand and image of the organization. Proper messaging earns trust, which generates increased interest in products or services, and gives a competitive advantage in the marketplace.

GAM's experienced in-house marketing, advertising, and public relations professionals are ready to serve as an extension of one's staff or as the agency of record. We are available on a project-by-project basis, or we will sign an annual contract. GAM does not require retainer fees. We are flexible, reasonable, knowledgeable, and capable of taking your business to the next level.

GAM Advertising professionals stand ready to help. Contact us today for a free, no obligation, consultation.



CREATIVE SERVICES

Print materials play a pivotal role in communicating the services and products of any organization. Before printing begins, do you have the design to convey a powerful message? Before your desired audience even reads the copy, has your teaser copy and graphic design captured the attention and interest of the reader? GAM's designers are not just anyone sitting behind a desktop with creative skills. Nope. We recognize the need for designers who first understand the message and who is to receive the message. Then, and only then, do we bring the creative to life for effective results.

Organizations spend time and resources on projecting image and messaging through websites, display advertising, banner ads, direct mail, corporate brochures, magazines, newsletters, display advertising, point-of-sale, and large format displays. In the end, only one thing matters... Did your message yield the results you expected?

GAM takes the time to listen, to research, and to focus on your goals. There is more to printing than ink and paper. Creative design, efficient production, and timely delivery affect the overall impact of materials you use to communicate and market your business. Contact us today for a free consultation.



GRAPHIC DESIGN

The overall design of your piece – pictures, images, colors and textures – must be thought out carefully to add value to your product. Quality graphic design entices readers by drawing them in and guiding them through your message. As a visual backdrop, a product's design must supplement the message without competing with it.

Classic or contemporary, bold or understated, whimsical or sophisticated, GAM will design products with your audience, message and company image in mind. Our designs will work across a range of products, giving you materials with a cohesive, complementary look, which adds further to your image branding.

2023 LOUDOUN COUNTY FAIR

July 25– July 29, 2023

LOUDOUN COUNTY FAIRGROUNDS
17558 Dry Mill Road, Leesburg, Virginia

Tuesday and Wednesday 10am–10pm
Thursday–Saturday 10am–11pm
Livestock Demonstrations all week!

TUESDAY, JULY 25TH

10:00am Gambler's Choice Equestrian Show
5:00pm Tommy Wood
7:00pm Welcome, Century Farms
Recognition, Scholarship Winners
7:30pm Stoner Roberts Demolition Derby

WEDNESDAY, JULY 26TH

8:00am Kids' / Senior Day
Ages 12 & Under and 62 & Over
12:00pm Allison Thor
5:00pm Allison Thor
7:00pm Pig Scramble

THURSDAY, JULY 27TH

5:00pm Glen Shields
7:00pm Kids' / Senior Day
8:00pm True Gift Pro

FRIDAY, JULY 28TH

5:00pm Carolyn Eyerly
6:00pm Livestock Auction
8:00pm True Gift Pro Bull Riding and Rodeo

SATURDAY, JULY 29TH

2:00pm Super Farmer Competition

Live Fully

featuring
JADA EDWARDS
Singer, Bitter Truth and Justice

Special guest
WENDY CAMP
Singer, Bitter Truth and Justice

Headline act
KIMBERLY WILLIAMS
Singer, Bitter Truth and Justice

Find the Perfect Gift
for all the ladies in your life.

Give the gift of proper fit, comfort and lift with a Trousseau gift certificate!

Experts bring with over 100 years from hair to beauty.

Find wonderful cleavage, beautiful lingerie, sexy 70s, 80s, 90s, 2000s, 2010s and 2020s and so much more.

Support small business, shop local & receive a free gift with purchase for the month of December!

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High Sie

CHANGE YOUR WAY OF DRINKING.

The Strong Tonic Co. focuses on crafting extraordinary tonic wines that combine natural, organic ingredients with the finest spirits in the world.

Our tonics allow you to control the sweetness of a cocktail to your choice. From carbonated tonic, our berry profiles deliver all the tart and zesty and better tastes which pair with the finest spirits in the world.

Available sizes: 375ml, 600ml & 1.2L | Pricing: \$12.99 per case (\$10.75 per bottle)

Benefits:

- Versatility: creates great alcoholic and non-alcoholic beverages
- Lower floor time with a tonic
- Quality ingredients: full high-fructose corn syrup
- Approachability: makes customers rethink tonic

StrongTonic.com
Contact Us: 1-800-888-8888
2700 Ave B North Suite B
St. Louis, MO 63103

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HAVE YOU TRIED OUR BISCUIT BAR?

Belly Rubs SUDS

**ANNUAL
HOUSATONIC RIVER CLEAN-UP
GREEN SWEEP
APRIL 22, 2023**

Green Sweep
Housatonic River

"Are your employees medicals claims low? If so, would you like to pay premiums based on your low claims instead of subsidizing other groups higher claims?"

Here are what some of our clients are saying:

"Once you understand the concept, it is a no-brainer. In short, self-insurance premiums are less, the benefits are more, the service is better than that of Anthem, Aetna or United Healthcare, and there may be a refund check at year end." Carolyn S.

"Our health care costs were out of control and we were faced with having to cut benefits. After being introduced to you and your company, you were able to save us over \$50,000 per year in expenses. We're still in process. I thank you employees who received a \$1000 less taken out of each check than Anthem." Steve B.

"This year we received a financial decision to try the Self-Funding not able to save off that renewal. Plus, money left in the claims fund at year end could be bigger." Steve B.

There is an option for you. It is the only option that I have seen in my 25+ years in the industry. More and more of our clients are moving to this option and saving much more than the current traditional model. It has such an impact that even the traditional insurance companies (Anthem, United, Blue Cross, etc.) have had to offer a similar version to maintain their clients.

What is this option? It is the Self-Funding option. Once you are ready to move forward, please visit www.selfinsure.com

**CMAA
FOCUS 23**

MARCH 19–21, 2023
SALT LAKE CITY, UT
POCKET AGENDA

SBIS

Small Business Insurance Solutions

Bill Schmidt, Self-Insured Specialist
Chief, Commercial Group
Small Business Insurance Solutions
703.555.1100 (toll-free) 703.700.0000
info@sbis.com
www.sbis.com

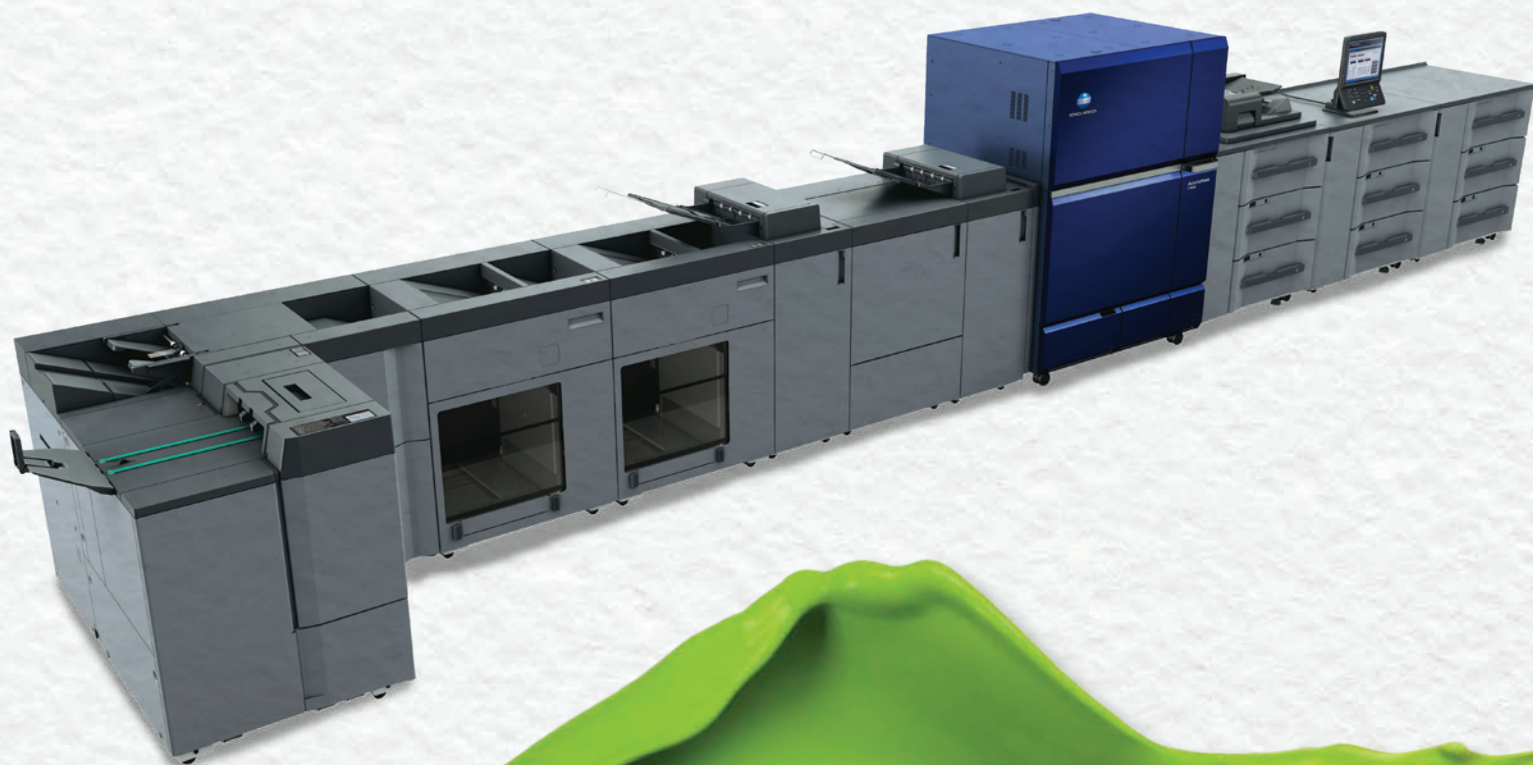
PRIVATE RECEPTION

YOUTH FOR TOMORROW
HALL OF FAME
PRIVATE RECEPTION

WHAT YOU NEED, HOW YOU NEED IT AND WHEN YOU NEED IT

As a one-stop shop, we stand ready to assist with any print task large or small. We produce what you need, how and when you need it.

Whether your job calls for traditional offset, short-run digital or wide-format printing services, we can deliver.



DIGITAL PRINTING

High-Quality Color for Smaller Quantities

Moving into high speed digital printing allows GAM to produce high-quality color for smaller quantities while still producing those larger jobs that would have been printed offset at a higher cost to you. Be it simple black and white or impressive full-color printing, our new machines produce products that meet your specific needs.

GAM is ideal for short, medium, and long-run quantities for every kind of product like brochures, newsletters, event tickets, booklets, and stationery. Using our new digital print machines also allows for personalization or addressing inline while printing the 34th Annual Burgundy Gold Banquet





MAILING SERVICES

Eliminate Hassle While Saving Time and Money

After your print materials are completed at GAM, our in house mailing services easily deliver them straight to you. We enable you to get your whole job – from start to finish – done in one place.

Your materials move directly from our bindery to our mail services department, and then out the door. Our mailing services include: mailing set-up, NCOA, label printing, document labeling, tabbing, sorting, bulk-prep, banding, as well as direct delivery to the post office.

GAM offers the ability to track your mail from its initial scan until the carrier receives it, and receive updates on the hour.

Review 18 different job reports to stay on top of your mailings.

- ▶ Track all of your barcoded mail
- ▶ 18 different reports showing scanning activity
- ▶ Free to customers that utilize GAM's full services

BINDERY AND FINISHING

Pulling It All Together

GAM's bindery and special finishing services pull your printed piece together and add finishing touches that make it really stand out. Whether your piece calls for saddle stitch or spiral binding, we've got what it takes. We also provide elegant foil stamping, die cuts and blind embossing for special effect, as well as lamination for durability. Together, these services help to ensure that your finished products make a lasting, positive impression.

HOA/PM MATERIALS

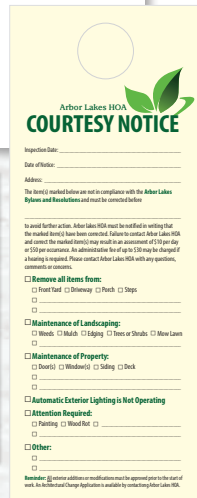
Homeowner Associations/Property Management

We understand how critical it is to reach your homeowners as quickly and efficiently as possible. At GAM we are able to produce your mailing within your timeline. Call us today to get started.

Mailings received prior to 3 p.m. will have same day service when possible (same day service is not always available for large or complicated mailings).

Some items that we produce for Homeowner Associations and Property Management Companies include:

- Newsletters
- Postcard Notices
- Pool Passes
- Office Stationery
- Signage
- Annual Meeting Packages
- Warning Notices
- Rubber Stamps
- Door Hanger Notices
- Parking Hang Tags



WIDE-FORMAT PRINTING

When You Need Big and Bold

GAM's wide-format printing is ideal for posters, signage, murals and other large products. Our equipment can create images of up to 60" in one pass and offers versatility not commonly available with other printing processes. Whether you need one or 100, and whether you want it on paper, fabric, metal or another material, if you need large, you need GAM.





Cut vinyl window etch



Cut dimensional sign



Vinyl wallpaper



Window decal with blackout backer



Window Vinyl



Printed Acrylic

TRADESHOW DISPLAYS

Make A Lasting Impression at Your Next Tradeshow

When your message needs to be loud and proud, just let us know! GAM can produce trade show booths of any size need to show off your brand. Be it a large exhibit to just a table throw with a mini banner, we've got you covered.

A sampling of items we produce for tradeshow display:

- Pull-Up Banners
- Tension Banner Displays
- Table-top Displays
- Mini-Banners
- Hybrid Displays
- Panel Displays
- Hanging Displays
- Table Throws





Hop up display, retractable banner and table throw



Custom cut signage

WHAT'S A WRAP?

A wrap is one of the most innovative products to hit the advertising world! Typically associated with vehicles, wraps are often thought of as mobile billboards. But wraps can be much more versatile. Our customers have wrapped just about every surface from walls, floors and windows to entire vehicle fleets.

Why Should You Get A Wrap?

- Numerous studies indicate that wraps are, dollar for dollar, the best form of advertising available today. Wraps are unique, innovative, attention grabbing, and cost less than all traditional forms of advertising.
- A wrap is 40 times more cost-effective than a standard television ad.
- Wraps work for your company 24 hours a day, seven days a week, generating between 30,000-70,000 impressions daily, and all for a one-time advertising expenditure.
- One out of three Americans do not read a daily newspaper or watch local TV news broadcasts, but 96% of Americans travel in a vehicle each week as either a driver or a passenger.
- A vehicle wrap typically costs less than the set-up and first two months of a billboard advertisement. Plus, vehicle wraps typically last for 3+ years.





Full design & vinyl wrap of food truck



Vinyl vehicle decals



Full vinyl vehicle fleet wraps



Full vinyl truck wrap

PROMOTIONAL PRODUCTS

Put Your Image in Their Hands

Attending a community event or trade show? In need of special take away items that will remind attendees of your company or services? Or, perhaps, some gifts for your favorite clients or a sponsorship?

Let GAM help you find the right promotional product to best represent your company! Just let us know the type of event or occasion and we will provide you with a selection of items to choose from. Remember to think outside the box - we can imprint your name, logo and message on just about anything from plaques to trophies, ribbons, coffee mugs, key chains, shoelaces, tote bags and much, much more. If you can imagine it, we can typically help you find the item and imprint it.

A small sampling of promotional items and ideas:

- Stress Balls
- Pizza Cutters
- Pens
- Chocolate/Candy Sets
- Magnet Calendars
- Water Bottles
- Sticky Notes
- Tote Bags





ONLINE PRINTING PORTAL

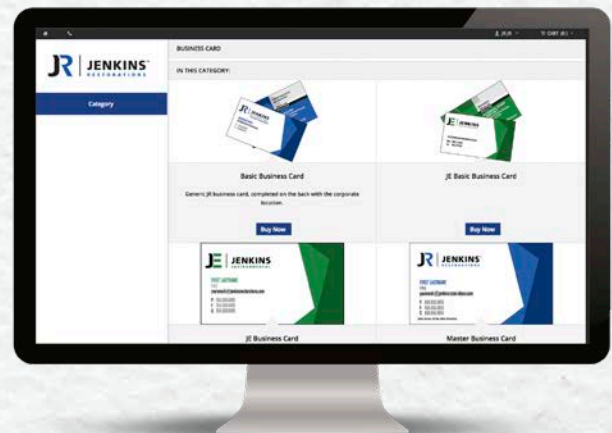
GAM's Customer Online Printing Portal. It's as Easy As Point...Click...Print!

With GAM's sophisticated Web-to-Print portals, customers enjoy the benefits of today's 24/7 technology to order quality printed material and have it delivered the next business day. Now that is GAM fast!

Once you have decided to enjoy this FREE online printing portal, GAM will establish one dedicated to your organization. Team members with authorized access can make changes to collateral, but final approval before production rests with one individual.

The GAM Online Printing Portal includes

- FREE set up and use
- Secure online access
- Order locally. Deliver out-of-town
- Self-proofing technology
- Spreadsheet reporting, fulfillment, and tracking





703.450.4121

P.O. Box 25

Sterling, Virginia 20167

GamWereGood.com

