

# MARKETING TODAY

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# Company Sales Contest

In the spirit of friendly competition, all six of our offices participated in a sales contest during the last half of 2021. The office with the largest percentage sales increase from July through December over the first half of the year was Gerald Printing Bowling Green. The office received an award and all team members received a prize. Additionally, the sales staff competed for the largest dollar volume of new account sales for the same timeframe. Liberty Imaging Sales Manager Jennifer Oaks earned this award and a prize.



*Bowling Green Sales Manager Randy Reece (front left), Owner Joe Davis (front right), and the Bowling Green Office*



*Liberty Imaging Sales Manager Jennifer Oaks (front left), Owner Joe Davis (front right), and the Liberty Imaging Office*

# Bowling Green News

Gerald Printing Bowling Green partnered with Hilltopper Sports Properties on a free throw challenge at the December 18 Louisville versus WKU basketball game to raise money for victims of the recent tornadoes. We pledged \$30 per free throw made with proceeds going to the Bowling Green Corp of the Salvation Army tornado relief fund. WKU made 25 free throws, so we presented a check to the Salvation Army for \$750.



*L-R: Gerald Printing Owner Joe Davis, Gerald Printing Bowling Green Sales Manager Randy Reece, Salvation Army Captain Johnny Horton, and Hilltopper Sports Properties General Manager Chris Freeman.*

# Liberty Imaging News

Our Liberty Imaging office recently made some exciting staff changes. Kim Oliver was promoted to Production Supervisor and Logan Robertson was promoted to Production Lead.



*Kim Oliver*



*Logan Robertson*

# White House News

Gerald Printing White House participated in the City of White House Trail of Treats on October 28 where we handed out candy and swag to trick-or-treaters from our festive booth.



# Special Recognition

Gerald Printing Bowling Green Account Representative Sheila Witt retired February 1 after nine years with Gerald Printing and 45 years in the printing industry. She was recognized with a plaque at the company Christmas celebration on December 22. She will be greatly missed!



*Sheila Witt (center) pictured with Gerald Printing Owner Joe Davis (left) and Bowling Green Sales Manager Randy Reece (right)*

# Celebrating Christmas

We were so happy to be able to gather all six of our offices together at Mariah's in Bowling Green on December 22 for our annual Christmas party this year after the pandemic forced us celebrate virtually last year. We had lunch, visited with one another, presented performance awards, and some lucky employees took home door prizes.



# Tornado Relief

Gerald Printing presented a \$15,000 donation to the Bowling Green Corps of the Salvation Army on Thursday, February 3 following a fundraiser to benefit victims of the December 11 tornadoes. December 14 through January 19, Gerald Printing printed and sold 900 "I Heart BG/#BGStrong" t-shirts for \$15 each. About half of the blank shirts were donated by apparel vendors SanMar and Alphabroder. Partners WNKY News 40, Forever Communications, Bowling Green Area Chamber of Commerce, Vid Monster and CrowdSouth helped by publicizing the fundraiser on air and on social media.

Gerald Printing Owner Joe Davis was impressed but not surprised by the fundraiser's success. "Bowling Green is a tight-knit community whose resilience never ceases to amaze me," Joe said. "It's very touching to see the response not only from our area, but nationwide. T-shirt orders were placed from as far away as California, Arizona, New York and Maryland."

The funds from this effort will be distributed by the Salvation Army to assist those affected in and around the Bowling Green community.



L-R: Gerald Printing Sales Representative Nick Kitchens, Gerald Printing Owner Joe Davis, WNKY 40 General Manager Julie Milam, and The Salvation Army of Bowling Green Captains Monica Horton and Johnny Horton

# Annual Awards

During our Christmas celebration on December 22, we took the opportunity to recognize some extraordinary employees for their hard work.

## Rising Star Award

This award is presented annually to the employee who joined the Company during the current year and has "hit the ground running." Eligible employees demonstrate incredible work ethic, provide an example with their integrity, great attitude and desire to be a Team player.



Kirsten Pesterfield (left) Embroidery Specialist  
Pictured with Bowling Green Sales Manager Randy Reece



Ryanne Shaull (right) Graphics Specialist  
Pictured with Elizabethtown Sales Manager Steve Horton



Alyssa Adwell (right) Production Specialist  
Pictured with Glasgow Sales Manager Chris Houchens



Ja'Chein Stewart (left) Screen Printing Specialist  
Pictured with Liberty Imaging Sales Manager Jennifer Oaks



Carrissa Keeler (right) Production Supervisor  
Pictured with White House Sales Manager Jeremy Leatherman



Chasity Wingate (right) Apparel Specialist  
Pictured with White House Sales Manager Jeremy Leatherman

# Annual Awards (Continued)

## Going the Extra Mile

Team members who go above and beyond the requirements of their job description are eligible for this award. Taking initiative to facilitate change, demonstrating a caring approach in helping customers solve problems and volunteering for community fundraising events are examples of qualifying attributes for this award.



Justin Hubbard (left) Accounting Clerk  
Pictured with Controller Lance Phillips



Amber Clark (left) Press Operator  
Pictured with Bowling Green Sales Manager Randy Reece



Lacey Kimball (right) Customer Service Representative  
Pictured with Glasgow Sales Manager Chris Houchens



Brittney Nickel (left) Customer Service Representative  
Pictured with Liberty Imaging Sales Manager Jennifer Oaks



Matt Hemby (right) Graphics Specialist  
Pictured with Russellville Sales Manager Shane Hayes



Jeremy Leatherman (center) White House Sales Manager  
Pictured with Owner Joe Davis (left) & General Manager John Mazeika (right)



## People's Choice Award Nick Kitchens

This award is presented annually to the employee who demonstrates excellence in cooperating with customers, vendors and fellow employees, and balancing their needs.

**Nick Kitchens (center) Bowling Green Sales Representative**  
*Pictured with Bowling Green Sales Manager Randy Reece (left) & Owner Joe Davis (right)*



## Employee of the Year Logan Robertson

This award is presented to the employee who adds significant value to our products. The recipient of this award demonstrates knowledge of their work, has an enthusiastic attitude, takes initiative to improve personally and has a "can do" approach in doing what it takes to get the job done.

**Logan Robertson (center) Production Lead**  
*Pictured with Owner Joe Davis (left) & Liberty Imaging Sales Manager Jennifer Oaks (right)*

## Excellence Award

This award is presented annually to the office which consistently demonstrates excellence in customer service, sales growth, teamwork, and profitability. The manager(s) of this office are characterized by leadership in these four key areas. Strong feedback from customer surveys, an increase in sales in the current calendar year, a team that communicates effectively and a reasonable bottom line profit are attributes of this award winning office. This year, there was a tie between Gerald Printing Bowling Green and Liberty Imaging.

### Bowling Green Office



### Liberty Imaging Office



# MARKETING TODAY



**Corporate Mailing**  
PO Box 51907  
Bowling Green, KY 42102

**Bowling Green**  
105 Hunter Court  
Bowling Green, KY 42103  
270.781.4770

**Elizabethtown**  
6270 N. Dixie Hwy  
Elizabethtown, KY 42701  
270.982.7279

**Glasgow**  
404 Rogers Road  
Glasgow, KY 42141  
270.651.3751

**Liberty Imaging**  
3021 Nashville Road  
Bowling Green, KY 42101  
270.782.7829

**Russellville**  
311 Hopkinsville Road  
Russellville, KY 42276  
270.725.4300

**White House**  
2932 Highway 31W  
White House, TN 37188  
615.672.4552

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## Recognition for Length of Service

### Glasgow



Rebecca Pennington (left) Sales Representative  
7 Years of Service  
*Pictured with Sales Manager Chris Houchens*



Chuck Roberts (left) Production Specialist  
7 Years of Service  
*Pictured with Sales Manager Chris Houchens*

### Bowling Green



Donald Turner (left) Press Operator  
10 Years of Service  
*Pictured with Sales Manager Randy Reece*

### Liberty Imaging



Jennifer Oaks (right) Sales Manager  
15 Years of Service  
*Pictured with General Manager John Mazeika*

### Russellville



Jessica Weatherford (left) Screen Printing Specialist  
10 Years of Service  
*Pictured with Sales Manager Shane Hayes*