



**Quality. Service. Commitment to Excellence.**

[www.gamweregood.com](http://www.gamweregood.com)

Since 1976





# 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 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 difference in your business.

703.450.4121



## Our History

For the client already familiar with **GAM Graphics and Marketing**, it comes as no surprise when they see first-time customers become long-time clients. But where did the name come from, and who started what was to become a powerhouse, go-to company for creative, print and marketing needs?

In the mid-1970s, 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 and good fortune, a used offset printing press was donated to the school. The beginning of **GAM** was at hand.

In the beginning students were trained by running actual jobs for churches and mission groups. But 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. He needed a name to form the new business, one that would represent both **Grace Christian Bookstore** and the newly founded print shop. The name **Grace Abounding Ministries** came to Charlie's mind. While Charlie personally liked the name, he realized the importance of a company's brand in the marketplace. One that would capture attention. Taking the initial letters from **Grace Abounding Ministries**, the newly incorporated print shop of **G.A.M. Printers** was established in 1976.



Today, Charlie is still working at **GAM**, but in 1985 he 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. Understanding the importance of hiring skilled people who embrace his customer-first values, the new management team quickly began to turn the little print shop into the remarkable company it is today. Businesses rely on **GAM** for its under-one-roof experience. Whether business cards, newsletters, magazines, large-format display, design, marketing strategy or the full-gamut, each order is appreciated, and customers, regardless of the order size, receive a quality product and focused attention from start to finish. That's the **GAM** trademark.

Since the establishment of **GAM** 45 years ago, customers are treated by a team of friendly, experienced customer

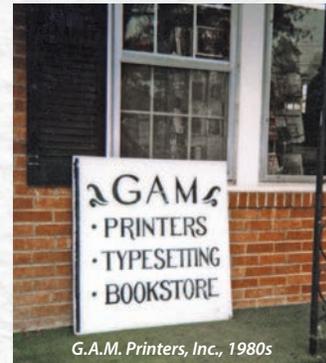
service representatives who help guide each job through its production process, ensuring the customer remains fully informed and the job delivers on time and priced as promised. Technology has changed the quality and cost of printing. The offset press of yesterday has largely been replaced by high-speed digital presses. The Internet and the ease with which proofs and orders are delivered through cyberspace has changed the total dynamic of creative, printed products that often accompany marketing, advertising and public relations strategies. "It quickly became apparent that unless we kept up with the constantly changing technology in the printing industry, we would become a dinosaur and irrelevant," said Nathaniel Grant, president of **GAM Graphics and Marketing**. "We didn't wait for technology to overtake us. Early on, we sold the printing presses of yesterday, purchased today's latest equipment, and hired creative talent with technological prowess. To stay competitive and deliver what the customer expects, we are 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.

**GAM's** award-winning creative designers effectively translate ideas into effective visuals. **GAM** is the place to go for newsletters, brochures, magazines, annual reports, bus and subway large-format signage, floor and tabletop banner stands, display advertising and a host of direct mail capabilities. **GAM's** advertising, marketing and public relations team provides an agency experience without the exorbitant fees or retainers.

For more information on how **GAM** can be of service to your organization, call **703.450.4121**, or send us an email at [info@graphicsandmarketing.com](mailto:info@graphicsandmarketing.com).



*The Grant family early 1990s: Samuel, left; Carrie, Faith, Ginny and Susanna*



*G.A.M. Printers, Inc., 1980s*



*1995  
Nathaniel Grant, seated. Stephen Grant,  
Faith Grant and Susanna Grant*



*Printing press used in the 1990s*



*Nathaniel Grant, 2019*

**BOBBLEHEADS ARE BACK!**

**WASHINGTON CAPITALS BLOOD DRIVE**  
Reality Check – Blood Saves!  
It's up to you to give, make your lifesaving appointment today.

**COMPLETED** **COMPLETED**

Saturday, March 1, 2014 Giveaway

INNOVA Blood Center Services

**WASHINGTON CAPITALS BLOOD DRIVE**

Saturday, January 4  
7:00 a.m. to 5:00 p.m.  
Location: **KETTLE**

Blood Donor Giveaway:  
Jay Beagle Bobblehead & Caps T-shirt

INNOVA Blood Center Services

**WASHINGTON CAPITALS BLOOD DRIVE**

Donate during the three blood drives this September, November & March and receive an exclusive autographed gift from the Caps!

INNOVA Blood Center Services

**WASHINGTON CAPITALS BLOOD DRIVE**

Saturday, January 4  
7:00 a.m. to 5:00 p.m.  
Location: **SKATE**

Blood Donor Giveaway:  
Hobby Bobblehead & Caps T-shirt

1864 ELOCOSAVETS  
1864 ELOCOSAVETS  
1864 ELOCOSAVETS

INNOVA Blood Center Services



Welcome to the  
**WASHINGTON CAPITALS**

**BLOOD DRIVE**

**YOUR LIFE SAVING JOURNEY BEGINS HERE!**

INNOVA Blood Center Services

**Let's All Rush in to Save Lives!**  
Live It! Give It!  
Donate Blood at FedExField  
Saturday, October 12  
7:00 a.m. to 5:00 p.m.

Call 1-866-BLOODSAVES or visit [www.redskins.com](http://www.redskins.com)  
Give Local, Save Local.



**How many lives will you save today?**

**WASHINGTON REDSKINS BLOOD DRIVE**

**BE A HOMETOWN HERO**  
GIVE BLOOD! INNOVA Blood Center Services

**BLOOD DRIVE**  
7 a.m. to 4 p.m.

**DONORS WILL RECEIVE A REDSKINS FANS BLEED T-SHIRT.**

**Meet Redskins**  
Receive a limited edition jersey  
Chance to win a 2015 VIP

**For Appointment**  
[Redskins.com/donateblood](http://Redskins.com/donateblood) or call 1-866-REDSKINS-1111  
Allow 1 hour for your blood to be processed, plus 15 minutes for your photo, plus 15 minutes for your t-shirt.

**Priority Scheduling for Redskins Fan Donors**  
Schedule Your Plasma Appointment Here!

**Redskins Fans BLEED**  
INNOVA Blood Center Services

**INNOVA Blood Center Services**

**REDSKINS FANS BLEED**  
GIVE BLOOD! INNOVA Blood Center Services

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GIVE BLOOD! INNOVA Blood Center Services

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INNOVA Blood Center Services

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# 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 messages do.

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 materials, 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 ultimately will 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 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.**



# Public Relations (PR)

Public relations is an art. Public relations and its strategic communication build relationships with key stakeholders, including customers, prospects, investors, and the public at large.

By deliberately managing the disbursement of information, GAM PR professionals get you and your organization media exposure so vital to raising image. We use topics of public interest and news items that catch the attention of the press. In return, you receive cherished “earned media.” Earned media is much more effective and persuasive because one earns press coverage with a compelling story and doesn’t buy it, as one does when advertising. Earned media is the most coveted form of PR because it is a third-party verification of an organization’s brand, message, product, service, and expertise in a given field.

PR plays a vital role in influencing public opinion, as well as shaping and strengthening customer relationships. GAM develops thoughtful public relations strategies for our customers to gain a competitive advantage and earn brand trust.

Our press releases are compelling news stories and not frivolous information. We know the former receives attention from media outlets. The latter gets file 13. GAM also offers other forms of PR, including planning events, seminars, and panel discussions.

There are additional PR strategies for grass-roots campaigns, and, as the COVID-19 pandemic has shown us, a crisis management plan must be on every organization’s to-do list.

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## 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, right? 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 so it will 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.

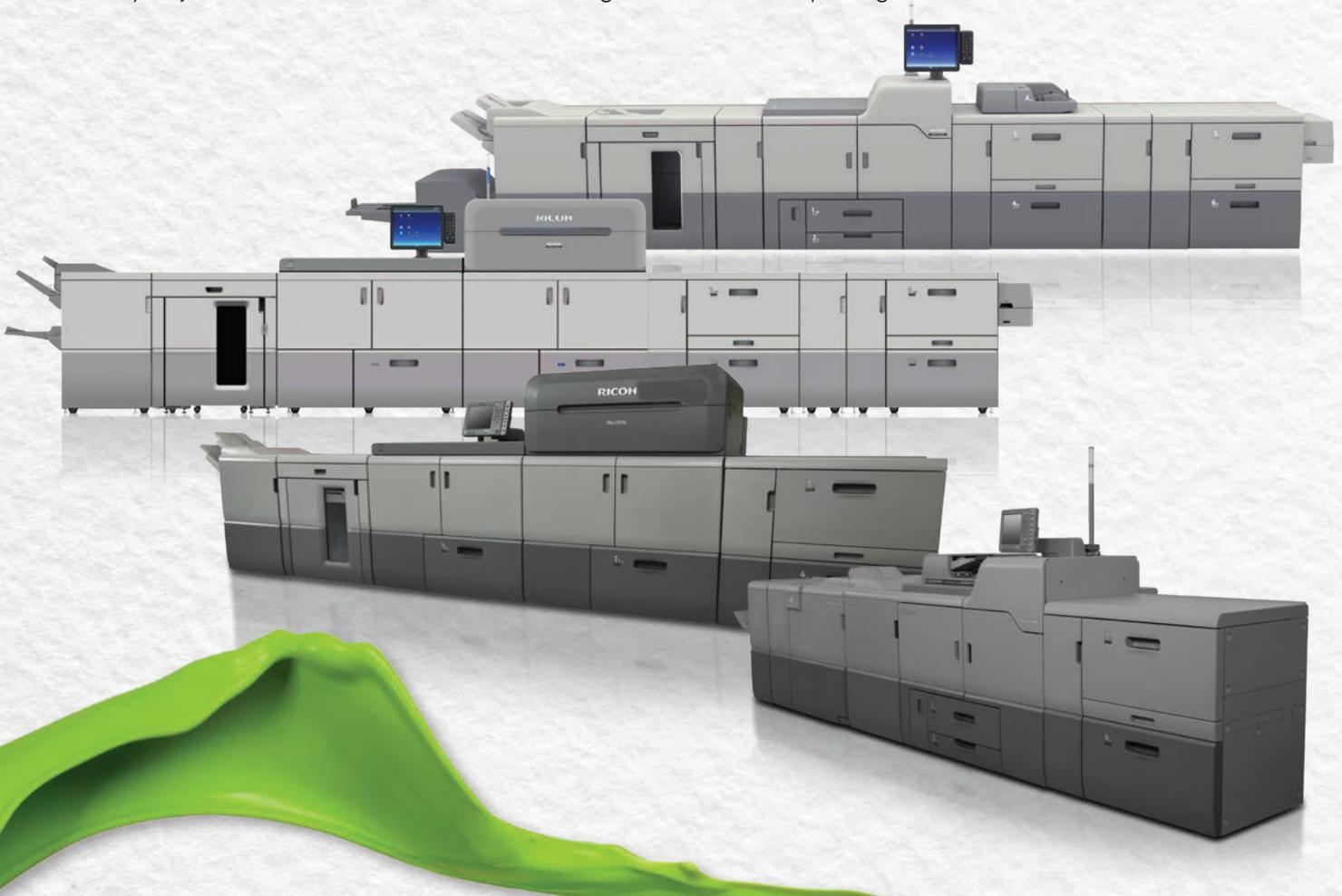
Classic or contemporary, bold or understated, whimsical or sophisticated, GAM will design products with your audience, message and company image in mind. And, our designs will work across a range of products, giving you materials with a cohesive, complementary look, which adds further to your image branding.



# 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, fliers, postcards, direct mail pieces, brochures, newsletters, event tickets, booklets, and stationery.

Using our new digital print machines also allows for personalization or addressing inline while printing the overall piece, saving both time and money.



# Mailing Services

## Eliminate Hassle While Saving Time and Money

After your print materials are completed at GAM, GAM's in-house mailing services easily delivers 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.

Send all mailing information, mail list, and form to **orders@graphicsandmarketing.com**

Mail list preferred format is an Excel file with formatted columns. GAM does not retain mailing lists; please send with each mailing.

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 of our pieces 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



### More now choose running shoes for casual wear

Shoe manufacturers say this fact is as old as time. Today, looking like you run is more important than actually running. So choosing a shoe is not about how you run, it's about how you look. Last year, sales growth of running shoes shifted away from high-performance technical shoes designed for athletes in favor of chigger sneakers aimed at casual wear. The main cause is the so-called "athleisure" trend that is reshaping the retail landscape as fitness blurs with fashion.



Running is the largest U.S. athletic footwear category, according to **SportswatchSource**. The category includes high-tech shoes aimed at marathoners that can cost \$200 a pair, as well as more casual sneakers worn for fashion, which tend to sell for under \$100. Shoppers are turning to lower-priced models that are more sporty looking, which prompts manufacturers such as **Adidas**, **NIKE** to rejoin their fitness and sports retailers like **Finish Line** to make more room for fashion fare.

**Adidas** has had some success with its line of **Boost** running shoes, but at \$120 a pair, they were too expensive for the mass market.

### Farmer's Markets on the increase



Your mega-grocery store offers a greater variety of fruits and vegetables these days, but unless you're wearing your bifocals, it's hard to read the country of origin.

**"You've never attended a farmer's market? Now's your chance."**

America's interest in preparing food at home has led to a boom in local and farm-to-table products.

are registered in USDA's directory, over 800 of these in California where approximately 2,200 certified agricultural producers participate. Farmer's markets aren't limited to only home-grown, fresh-picked fruits and veggies; the vendors also offer jams and jellies, relishes, sweet and dried cakes, pickled fruits and veggies, farm-produced honey or maple syrup, fresh and dried herbs, herb-infused oils.



Arbor Lakes HOA  
**COURTESY NOTICE**

Expiration Date: \_\_\_\_\_  
 Date of Notice: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 The attached contributions are in compliance with the Arbor Lakes **Bylaws and Regulations** and must be received before \_\_\_\_\_.

In order for this notice, Arbor Lakes HOA must be notified in writing that the attached contributions have been received. Please print your name and address for the member(s) you wish to be an account of. If you are a HOA member, your contribution will be applied to your account. If you are a guest, a check will be required. Please contact Arbor Lakes HOA with any questions, requests or concerns.

**Have you all access from:**  
 Street  Driveway  Stairs  Gate

**Maintenance of Landscaping:**  
 Weeds  Mow  Trim or Shrub  Blow Lawn

**Maintenance of Property:**  
 Clean  Mow  Snow  Pick

Automatic Exterior Lighting is Not Operating

**Other:**  
 Parking  Other Use

Arbor Lakes HOA reserves the right to modify this notice at any time without notice. This notice is not a contract and does not constitute an offer. It is subject to the terms and conditions of the Arbor Lakes HOA Bylaws and Regulations.

Arbor Lakes  
**PARKING VIOLATION**

This Vehicle is in Violation of the Association Parking Regulations for the Following Reason(s):

Expiration of Member, Courtesy Member or License Plates  
 Expiration of Insurance  
 Parked in a Fire Lane  
 Parked in an Impounded Area  
 Stopped Vehicle  
 Improper Vehicle  
 Stopped that it Occupies More Than One Space  
 Vehicle is Unsafe  
 Commercial Vehicle, Trailer, Boat, Commercial Vehicle or Prohibited From Parking in the Lot  
 Not in Block Numbered  
 Unauthorized Use of a Reserved Parking Space  
 Vehicle Not Being Used by the Association Owner or Resident

**IF THIS VIOLATION IS NOT CORRECTED WITHIN 72 HOURS, THE VEHICLE WILL BE TOWED WITHOUT FURTHER NOTICE.**

Date: \_\_\_\_\_ Time: \_\_\_\_\_  
 Please contact the Association at: **703.450.4121**

# 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.



# 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.



# 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



# 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 for 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**

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Sterling, Virginia 20166

**GamWereGood.com**

