

# MARKETINGTODAY

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## Bowling Green News



### A Day of Networking

Gerald Printing Bowling Green enjoyed a day of networking at the Human Resources & Management Conference at the Southern Kentucky Performing Arts Center hosted by SKY SHRM on March 10. We brought our single-head embroidery machine so folks could see it in action and gave away the embroidered t-shirts to attendees.

*Pictured: Account Representative Drew Guffey (back left) and Sales Representative Nick Kitchens (back right) engage with a conference attendee.*



### \$1000 Scholarships

Gerald Printing Bowling Green sponsored two \$1000 scholarships that were awarded to WKU Potter College of Arts & Letters students Xander Bowen and Madison Whittle.

*Pictured L-R: Kristina Arnold (Head of Department of Art), Dr. Merrall Price (Associate Dean of PCAL), Joe Davis (Owner of Gerald Printing), Xander Bowen (PCAL Scholarship Recipient), Madison Whittle (PCAL Scholarship Recipient), Randy Reece (Gerald Printing Bowling Green Sales Manager), and Mitchell Berman (WKU Donor Experience Officer)*

## Elizabethtown News

Gerald Printing Elizabethtown enjoyed a pot-luck style barbeque on March 1, the first warm day of the year. Screen Printing & Bindery Specialist Sidney Wallett served as the resident grill master.



*L-R: Screen Printing & Bindery Specialist Sidney Wallett, Customer Service Representative Heather Switzer, Production Specialist Taylor Blimline, and Bindery & Screen Printing Specialist Noah Covell*



*Screen Printing & Bindery Specialist Sidney Wallett*

# Glasgow News

## Corporate Sponsor

Gerald Printing Glasgow was recognized as a Campbellsville Tigers Corporate Sponsor February 17 between the men's and women's basketball games at Campbellsville University.



*Pictured L-R: Rusty Hollingsworth (CU VP Student Services & Athletics), Chris Houchens (Gerald Printing Glasgow Sales Manager), and Dr. Joe Hopkins (CU President)*

## Put Me to Work

Gerald Printing Glasgow enjoyed having visitors March 8 from the senior class of Glasgow High School on their "Put Me to Work" tour of Glasgow manufacturing businesses. We showed them how we produce our ink-on-paper products, embroidery, signs, banners, promotional products, graphic design, and some students even got hands-on and printed their own Scottie t-shirt.



# White House News



## Leprechaun Leap 5K

Gerald Printing White House sponsored the Cambridge Farms Leprechaun Leap 5K March 19. The proceeds went to Safe Place for Animals in Gallatin. We printed t-shirts for the event.



# SIZE UP THE CROWD

As it turns out, meetings aren't the problem. We are. Most of us don't really know what a meeting is.

Why are we gathering 20 people in a room just to listen to one or two managers talk and then calling it a meeting? It's about time to redefine our terminology.

**Meeting:** a small gathering whose purpose is to solve a problem in a short time frame.

**Presentation:** all other "meetings"...

## Warning signs that your meeting is not a meeting

1. People stop speaking up
2. Not everyone talks
3. More than seven people

4. It takes more than 20 minutes

5. One or two people "run" it

## Signs you're in a true meeting

1. Everyone knows the exact purpose or goal
2. Only a handful of people present
3. Everyone contributes
4. It is over in less than 30 minutes
5. You end with a clear directive

If all meetings would follow the "true meeting" formula and the other kinds of gatherings were called what they are — presentations or training events — meetings would stop getting such a bad rap.

Managing expectations is a key to happier employees, and fewer "meetings" always sounds good.



# Can't Find Good Help?

## We're Here

to help with your recruitment efforts. The right signage and literature can set your business apart from the rest and attract viable candidates.

**Banners**

**Yard Signs**

**A-Frames**

**Feather Flags**

**Door Graphics**

**Window Graphics**

**Posters**

**Flyers**

**Brochures**



# MARKETINGTODAY

**Gerald**  
Print ♦ Apparel ♦ Signs  
geraldprinting.com

**Liberty**  
Print • Apparel • Signs  
libertyimaging.com



**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

PRSR STD  
U.S. POSTAGE  
**PAID**  
BOWLING GREEN, KY  
PERMIT 28

## RECOGNITION FOR LENGTH OF SERVICE

### Bowling Green



**Amanda Moore (right)**  
*Customer Service Supervisor*  
5 Years

*Pictured with Sales Manager  
Randy Reece*



**Corey Davis (left)**  
*Corporate Trainer*  
7 Years

*Pictured with Owner Joe Davis*

### Liberty



**Brad Collier (right)**  
*Screen Printing Specialist*  
7 Years

*Pictured with Sales Manager  
Jennifer Oaks*



**Dean Collier (right)**  
*Bindery Specialist*  
7 Years

*Pictured with Sales Manager  
Jennifer Oaks*

### Glasgow



**Sarah Wyatt (left)**  
*Production Supervisor*  
10 Years

*Pictured with Sales Manager  
Chris Houchens*



**Serena Peters (left)**  
*Graphics Specialist*  
13 Years

*Pictured with Sales Manager  
Chris Houchens*

### Russellville



**Shane Hayes (right)**  
*Sales Manager*  
12 Years

*Pictured with Vice President &  
General Manager John Mazeika*