

# PRINT@GRAM

PrintSource's Mini Newsletter

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## SMALL BIZ FINALIST

We are proud to have been chosen by the judges as a Top 10 Finalist in this year's Small Business of the Year Awards presented by SouthTowne Motors. The winner and awards will be presented at the Small Business of the Year Awards Luncheon on Thursday, August 21, 2014 @ 11:30am at the Newnan Centre. We would be pleased to have you join us to celebrate. Please contact us if you are interested in attending.

**PRINT**Source

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SMALL BUSINESS OF THE YEAR

Newnan-Coweta Chamber Program

## THIS MONTH'S **Fun** PROJECT!

Anytime a customer says "Let's get creative", we give the green light to brew the double black diamond coffee and unleash our award-winning designer.

The team at the new Newnan Nissan store wanted a design that emphasized their "fresh approach" to car buying. The results were a custom shaped business card that accented their logo. General Manager **Lane Crider** was very pleased with the unique look and received praise from the corporate office!

We are proud to welcome them to the community and thankful they asked us to be a part of their success.



**B<sup>2</sup>B** SMALL BUSINESS SHOWCASE  
Newnan-Coweta Chamber Event

**AUGUST 21**  
**1-5 PM**

Join us at the B2B Small Business Showcase at the Newnan Centre on August 21. Stop by our booth to get ideas on how we can help you grow your business.



## NEW ADDITION

That new friendly voice you are hearing on the phone is **Trent Griffith**. After ten years out of the printing business, she is back and working hard to help our customers have a great experience. Trent also has graphic design skills that makes her a great asset to our team. *Welcome to the PrintSource family Trent!*

### TRENT'S DESIGN TIP:

*It can be easy to get carried away with many great images, graphics and fonts. A cluttered design is overwhelming. Make sure you have a reason to use every design element, and keep the number of fonts, colors, shapes and frames to a minimum.*

# COMMUNITY CARE

One of the things that makes this such a great place to live and work is the incredible number of people who volunteer their time and resources to care for our neighbors. We are proud to partner with them in their mission. Here are a few:

Angel's House  
Assistance In Healthcare  
Boys & Girls Club of Metro Atlanta  
Can't Never Could  
Communities in Schools  
Coweta Pregnancy Services  
Coweta Samaritan Clinic  
Fellowship of Christian Athletes  
GratitudeAmerica  
March of Dimes  
Newnan Carnegie Library Foundation  
Newnan-Coweta Historical Society  
Welcome House

## Did You Know?

PrintSource offers  
**20 FREE Posters** to all  
local non-profit organizations?  
For details see:  
[theprintsource.net/product/  
free-posters](http://theprintsource.net/product/free-posters)



## PRESENTING LEADERCAST 2014

PrintSource was the presenting sponsor for Leadercast in May. It was a great day of learning and growing together. Plan to join us again next year.

*"Awesome day! Just keeps getting better and better!"*

*"Excellent program! Love it! Please come back to Newnan!!!"*

*"Look forward to next year!"*



NuLink's **Lana Mobley** interviewing **Anne Meisner**, from Cancer Treatment Centers in the Local Leader Spotlight.

Leadercast  Newnan



## Thought Leadership SERIES

### BUILDING A BETTER BRAND

What is a brand? It's everything in business – literally. The smell of your lobby and the friendliness of your staff. The way you answer the phone and solve customer problems. The quality of your product and the way it's packaged.

Too many believe their brand is their advertising, marketing, tag line, logo or social media posts. You don't own your brand; it is in the mind of your customers and prospects. Your brand is what you are known for. Your brand is the way your customers think and feel about you.

Call **Andy Miller** at **770-683-6936** to join our Thought Leadership educational series.

