





WELCOME TO PRODUCTION SOLUTIONS

We have been supporting nonprofits with their direct mail solutions for three decades. The years have not been without their challenges, especially in recent times. But, we show up each day, and do our very best despite the challenges.

Why? Because we care.

We care about our clients and their causes.
We care about the quality of our work.
And we care about each other.

*DIRECT MAIL
EXECUTION IS
CHALLENGING*



IT'S DIFFICULT *BECAUSE WE CARE*

- About our clients
- About their missions
- About our colleagues
- About the work we do
- **About each and every detail**

WE ARE A
COMPANY
BUILT WITH
LOVE AT
THE CENTER

OUR PEOPLE ARE THE HEART OF PS

This book is the output of team workshops attended by a cross-section of our people.

The thinking, quotes and stories were written collaboratively. The stories they share show how they came to care deeply about the details.

A COMPANY BUILT ON RELATIONSHIPS

- Our client relationships are special.
- We work together, exploring all options and overcoming every obstacle to find the best solutions.
- We provide a world-class service experience every step of the way to enable our clients to make the greatest possible impact for their cause.
- Their success is truly our success.

BEING PART OF THE PRODUCTION SOLUTIONS TEAM

Means feeling valued, supported and fulfilled.

Means feeling good about the difference we're making in the world - to hungry children, people in crisis, threatened wildlife and homeless pets to name a few causes our work supports.

Day in and day out, we go the extra mile. Why? Because we truly care about each and every client, colleague and mail program we manage.

WE TAKE THE
TIME TO CARE
ABOUT THE
DETAILS

WE PUT A LIFETIME OF LOVE IN EVERY LETTER

- We put our hearts and souls into every program we drive for our clients.
- We bring our personalities and a lifetime of experience to every job.
- We connect with clients as people as well as professionals.
- We genuinely care about every client and their causes - and we love what we do.
- We strive to get every detail right, every time.
- We leave no stone unturned - down to the very last letter.

WHY THAT MATTERS



Details create emotional memories that last a lifetime.

Our life experiences shape the way we do business. They help us to connect with clients as people.

Lifetime value of the donor to our client.

At PS, we genuinely care about every client and their mission, and we love what we do.

A LIFETIME OF LOVE IN EVERY LETTER

We strive to get every detail right. We want to change the world one detail at a time.

From envelopes to data, no matter what we touch, we care about each detail, down to the letter.

OUR PEOPLE MAKE PRODUCTION SOLUTIONS



LIFE EXPERIENCES SHAPE OUR WORK

Here are a few stories from PS team members about how a small detail made a big difference.



Meredith Piemme

BECAUSE WE CARE

I always try my best to get to know at least one thing about each of my clients – to get to know them as people. But I had one client, Patti, who gave nothing away. She was very formal, very reserved, all business, all the time.

Then one day Patti sent me an email. She was fundraising for a mental health organization, in honor of a young woman lost to suicide.

The young woman was her daughter.

I was stunned. That evening, as I played with my own daughters in our front yard, I desperately wanted to reach out to Patti. As well as making a donation, I wanted her to know that I saw her as a mother and that, as a mother, I felt her pain.

So I sent her flowers, specifically, a bouquet of roses in hues of soft pinks.

Soon after receiving confirmation of delivery in my inbox, I also received a message from Patti. She was so touched by the gesture, relieved for the opportunity to talk openly about her daughter, and though I would never have known Rose was her daughter's middle name, the significance was not lost on either of us.

It's what anyone at Production Solutions would have done. Because, although we are all professionals, we are people first.

A LIFETIME OF LOVE
IN EVERY LETTER





Sara Coggins

SPOTTING THE DIFFERENCE

Dani and Michelle may share a birthday, but they like very different things. So it was quite the responsibility when I was asked to dress the room and pick out party favors for their surprise party. It was all the little things: gifts, flowers, balloons, cards.

I didn't want it to just be standard stuff, I wanted to make choices that reflected their individual personalities.

Dani's flowers, an Arizonian cactus bouquet, filled with succulents and cacti, were just right for Dani. Her twin Michelle is incredibly girly, so she had pink peonies and white hydrangeas.

I wasn't prepared for Dani to get emotional when she saw the room laid out. A couple of hours later she pulled me over to the side and told me why: everything I did was so personal.

Half of the room celebrated Michelle. And the other celebrated Dani. Their individuality and their separate identities shone through.

Because they aren't just, 'the twins'.

This is what I do every day at work for Production Solutions. Because little details matter.

A LIFETIME OF LOVE
IN EVERY LETTER





Don Poudrier

EVEN THE CHERRY IN JERRY'S OLD FASHIONED HAD TO BE JUST RIGHT

Jerry was a friendly guy. He was a popular character who had kind words to share with everyone.

Jerry loved to sip an Old Fashioned, at home, at his friends' houses, or in the taverns around town. But it couldn't be made any old way. Oh no. It had to be made Jerry's way, with his favorite whiskey, poured in slowly. It had to have the right-sized orange slice, and he was very specific about the kind of cherry that was to be lovingly placed on top.

Jerry's attention to detail was unbelievable. And we all had to agree, the results were extraordinary. When Jerry died, not only did everyone in our town raise an Old Fashioned in his honor, but all the pubs and restaurants put a 'Jerry's Old Fashioned', made the way he liked it, on their menu.

I look at every detail in my role at Production Solutions like I'm making Jerry an Old Fashioned. Jerry taught me that details are important.

A LIFETIME OF LOVE
IN EVERY LETTER





Jessica Arroyo Valdes

A SPECIAL BOND

My friend Shane and his dog, Rambo, are inseparable. They are always together, and Rambo can even be left without a leash because he won't go more than 30 feet away from Shane. And to think they may have never met...

You see, one day many years ago, Shane went to see a litter of puppies that were for sale, but he arrived a few minutes too late. A young family with two kids had their hearts set on the last two dogs. The children wanted one puppy each and Shane is so sweet that he told them to go ahead.

Just before leaving, Shane asked the owners of the litter if they had any more dogs.

They did, but they didn't want to put him up for adoption. He was the runt. He was born with a cleft lip. They assumed that no one would want him.

"I would love to give that puppy a home," Shane told them. Because Shane was also born with a cleft lip.

Rambo is now a 95lb, healthy, beautiful boy. He and Shane share the strongest of bonds.

At Production Solutions we celebrate difference, we ask questions and we build a connection – because you never know how important it may be.

A LIFETIME OF LOVE
IN EVERY LETTER





Debra Von Alst

A LITTLE CARING GOES A LONG WAY

My grandson is an amazing little boy.

One evening he was watching TV with his mom when a Save the Children commercial came on. He saw the starving children and asked about them. She told him that they didn't have enough food.

So Max, at just six years old, immediately went upstairs and got his piggy bank. He told her to take all his money. He wanted to donate it to the children.

When friends and family heard about what Max had done, they wanted to give as well. And then a friend asked for donations instead of presents for her birthday.

There were only a couple of dollars in Max's piggy bank, but his one act of kindness inspired other people to give over \$600! It just shows, doing good things can be infectious.

I'm proud that the work I do at Production Solutions helps great causes raise much-needed funds. And maybe one day my grandson will work here too!



A LIFETIME OF LOVE
IN EVERY LETTER





Bill Johnson

SO THIS IS HOW I CAME TO OWN A GRUMPY ONE-EYED CAT...

When I joined the Production Solutions family, I was introduced to a team member who would change my life forever. As an Account Manager, Cory's dedication to her clients was second to none. As a friend, her loyalty was a constant comfort.

She gave genuine love and attention to everyone, no matter how grumpy or annoyed they could be! But no one more so than her cantankerous, one-eyed cat, Thorin.

When my dear friend and colleague died unexpectedly, I was determined to make sure Thorin was OK.

So now, when I am woken up four hours early by a sharp-clawed feline, mercilessly hunting my toes under the comforter and I ask myself "Why am I doing this?!" it only takes me a moment to find the answer...

"Because that's what families do."

A LIFETIME OF LOVE
IN EVERY LETTER





Christen Reynolds

WE'RE GOING TO BLOW OUR BAD MEMORIES AWAY

It's a hot Spring day in Florida and we're going on a hike – just one of the activities at this Boy Scouts camp. The young boys are required to stay on the path and respect nature, or they might have to go home and turn in their badge. One of those boys is brand new to scouting, and this is his first-ever camping trip. He is a true rule follower.

Half-way through the hike this young camper needs to reapply his sunscreen. He flips the top and the sunscreen squirts out - not just a little drop, but a geyser that manages to hit more leaves, branches and flowers than anyone could ever imagine.

I squat down to eye level as he fights tears. His bottom lip can't stop quivering, as I tell him it was an accident, we can get through this. We're going to own our mistake, learn from it and move on.

I grab a dandelion and say we're going to take this memory of the lotion explosion and we're going to blow it away. We're going to remove it from our memory bank to make room for s'mores later. On the count of three we closed our eyes and blew the bad memories away.

I'm Christen and at Production Solutions, I don't dwell on mistakes, I learn from them. And then I blow away the panic, the disappointment and the fear to make room for better days.

A LIFETIME OF LOVE
IN EVERY LETTER



Holly Lansberry

MY DAUGHTER REMINDED ME WHY I DO THIS

My 12-year-old daughter loves history. It started with a fascination with the American Revolution after watching the play “Hamilton,” so we went to Williamsburg and Jamestown to do all of the sightseeing and feed and nurture her growing curiosity in history.

One day she asked me if I’d heard of the Holocaust Museum in DC. I smiled. I’ve been working with them as a client at Production Solutions for 10 years!

Because she’s 12, she isn’t the most patient and wanted to go that very weekend. So, that Saturday I got up at 7:00 am, logged on, and instantly learned that tickets were sold out. The next day I got up while she was still in bed, and was able to get tickets! I was a little worried about taking her, because it’s an emotionally difficult exhibition to visit. But, I don’t want to keep her in a bubble, especially when she’s got so much natural curiosity. She has an incredibly mature outlook for a young girl. She knows how important it is that history is told and not forgotten.

I’ve been working with the United States Holocaust Memorial Museum at Production Solutions for 10 years now. It’s an important client that will always have a piece of my heart. It’s important to me, to the world and now, to my daughter.

A LIFETIME OF LOVE
IN EVERY LETTER





Mark Nichols

MY FUTURE HUNG ON ONE FIVE MINUTE CONVERSATION

Once upon a time, a teacher took five minutes to listen to me. I am still feeling the effects of those five minutes today.

It's thanks to those five minutes that I was able to graduate high school and go to college. It's thanks to those five minutes that I was able to find a job I love, in an industry that can genuinely make a difference in the world.

It's thanks to those five minutes that I have built a life for myself that I am truly proud of.

So now, 30 years on, in my role at Production Solutions, I will always take the time to listen to others – because I know, more than anyone, just how important giving five little minutes can be.



A LIFETIME OF LOVE
IN EVERY LETTER





Jaime McQueen

WHEN YOUR NAME LOOKS LIKE A TYPO, YOU APPRECIATE ATTENTION TO DETAIL

I'm Jaime. Not Jamie.

My mom named me Jaime, because it means 'I love'. I'll always be grateful for my name because every day I am reminded of the incredible love my mom has for me.

But my name has always been a bit...different. Reversing just two little letters has caused a few issues throughout the course of my life, from tiny typos all the way through to almost being accidentally drafted into the military (that's another story)!

I wouldn't change it for the world. But being a little different makes me appreciate the little differences we see around us every day. I notice the little things others might miss.

At Production Solutions, we know how important little details can be – and we know how special it can make someone feel when other people take the time to get things right.

A LIFETIME OF LOVE
IN EVERY LETTER

A black spiral-bound notebook is open, showing a white page. The name 'Jaime' is written in a large, black, cursive script. A black pen lies diagonally across the bottom left of the page. The notebook is resting on a light-colored wooden surface.

Jaime



Karen Hodges

WHY NOT ME?

When I was born in 1970 the average life expectancy of someone with cystic fibrosis was the age of 18. Now, thanks to medical advancement it's about 44 years of age. And while that's better than it was, it's still not fair. You don't get the chance to grow old. Be a grandparent. Live life to its fullest. And you spend a lot of time sick.

Michelle lives in our community and she has cystic fibrosis. I didn't know her, other than to say "Hi" in the grocery store. So, it comes as a bit of a surprise when people discover that I gave Michelle my kidney.

I know it's a big thing for someone to do for a virtual stranger, but without it she would spend the rest of her days on dialysis. She would never be strong enough for her desperately needed double lung transplant. I wanted to help in whatever way I could.

Some ask: "Why you?" I say: "Why not me?" Why should you wait for someone else to make that move?

Every day at Production Solutions I try to think of others, whether it's my clients, or my colleagues.

A LIFETIME OF LOVE
IN EVERY LETTER



Shannon Azbill

SHENANIGANS AT SHENANIGANS

The waitress at Spanky's Shenanigans greeted our group and asked us to take a seat. She explained that she would be taking our drinks order and then she would bring over some menus.

She went round the group taking drinks orders and then she got to me. It was pretty loud in there, so I needed to shout a bit. "I want a Dominion Ale," I exclaimed.

Well, you should have seen the expression on her face. It was like she was shocked by electricity. She seemed really upset and briskly walked away.

It was weird. I mean she hadn't finished taking the drinks order. Then I realized, she must have thought I was demanding to have a menu now!

'Dom-in-nion'...'the menu'.

When she returned, I asked if this is what she thought I'd said. It was. We had a great laugh about it but, you know, if we hadn't cleared it up that would have stuck with her all shift.

At Production Solutions I make sure that all of our client interactions are clear, considered and friendly. I don't want even one little misunderstanding to ruin someone's day.



A LIFETIME OF LOVE
IN EVERY LETTER



WE WILL MAKE
THE WORLD A
BETTER PLACE ONE
DETAIL AT A TIME



Imagine a world with no cancer, no violence, no hunger, no exclusion, no poverty. It's incredibly daunting and seemingly impossible, and yet, it's what we at Production Solutions are working towards every single day with our clients.

The world is changing - fast. So must our business, processes and technology to keep pace. But, that is what we do. We adapt, we automate, we disrupt ourselves, we solve problems and we connect. Whether it's finding the right sourcing option, re-working a budget mid-stream or simply calling a client on their birthday, we pay attention to the essential details.

Because the little things add up. One day we will look back and say, "Wow. My time, my work, my attention to detail led to monumental change in the world."

Without our work, no funds get raised, and without us, our clients' voices would be limited. Therefore, we will exhaust all options to find the best solutions.

We will overcome all obstacles and difficulties (*supply shortages, labor shortages, cost increases, and shipping delays just to name a few*) to provide comprehensive service, so our clients can raise the most funds to advance their missions and make the greatest possible impact for their causes.

At Production Solutions, we are complete when our work helps our clients and serves a greater purpose in the world.

OUR VISION IS
A WORLD
MORE INSPIRED
TO GIVE



We inspire more people to give by focusing on the details, because we know that every detail is a human connection and represents a chance to make the world a better place, one heart and mind at a time.

Our work can often be challenging and sometimes feel overwhelming, like an uphill struggle. We do this one detail at a time because we know that paying attention to detail and living by our values drives us to excel.

At the end of each day, we take heart in knowing that we will make the world a better place one detail at a time.



A LIFETIME OF LOVE *IN EVERY LETTER*

Special thanks
to our friends at

