



MAY 2018

Newsletter

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FEATURED TEAM

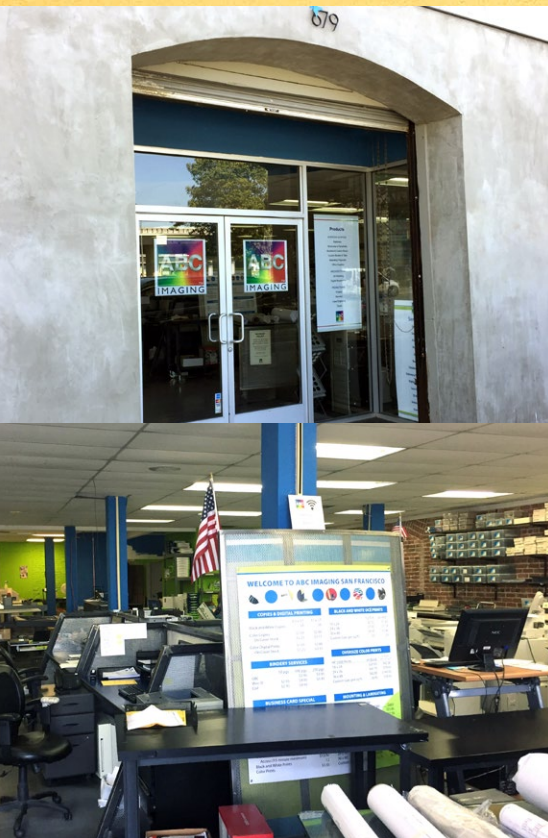
SAN FRANCISCO, CA

The City by the Bay, and particularly the South of Market neighborhood currently finds itself experiencing a rate of growth unrivaled by any other era of development in a perpetually evolving city. One can view any number of the expansive developments in progress by simply looking out any window or down any street. The number of cranes peppering the skyline and the many skeletal, steel frames adorning the skyline signify to the city growth and optimism, and to its local print shop: A wealth of opportunities to provide stellar service to its valuable customers.

The San Francisco shop is long-established destination with a great number of loyal customers, many of whom have been with us since back when the shop to them was known as Graphic Reproduction. Everyone from small, independent architects and general contractors to talented artists and budding students have frequented our locations for many years.

There is never a dull moment at the shop, and there is always plenty of work. Whether we are scanning archaic blueprints to an old Victorian home, or plotting the floorplans to the tallest skyscrapers on the West Coast, or even help showcase an inventor's new development, we never know who may walk through our door. Our customers are just like our surroundings: Diverse, eclectic, and forward-thinking.

And while the shop is a product of its surroundings, so is its staff. In a perpetually busy environment, it is necessary to improvise and find ways to improve efficiency. Whether it's finding the quickest way to create tricky marketing collateral or to route a convenient delivery itinerary, necessity is truly the mother of invention. Each team member is equipped with a specialty, mastering his or her own domain professionally and tentatively. However, due to the ever-changing atmosphere and the need to switch gears at a moment's notice, each team member has the additional expertise to lend a valuable hand to help achieve our overall goal: **To deliver top notch service and output to its customers.**



Edited by ABC Imaging HR Department: Brian Evans, Mariah Adlawan, MaryAnn DaSilva.
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Highlights

Have any suggestions or people you'd like to see in the newsletter? Send your recommendations to hr@abcimaging.com!

POWERFUL CUSTOMER VIDEO TESTIMONIALS



Successful companies create customer testimonials. Why? So their potential customers can hear from and relate to people just like them. They learn why they should buy a product and how it could be beneficial to solving their problems.

But these days, **customer testimonials need to be better, more engaging, more interesting than they ever have been before.** Attention spans are short (only 8 seconds long!), and audiences want content in a format that they find engaging, human, and relatable.

Lucky for us, ABC Imaging is already creating cutting-edge customer testimonials right here at HQ. **Matt Pavlo, our new Video Production Specialist** has been focusing on these videos from concept to interview to video shoot and editing. The setup is highly professional with movie-like lighting, cameras and audio equipment.

Coming from "the industry" Matt has helped ABC Imaging build out a flexible, portable set of video equipment that can capture great video for us internally and potentially for clients down the road.

What our customers are saying is powerful. Check out the testimonials on YouTube <https://www.youtube.com/watch?v=SrCv6D4DTqQ> and check back

often for new videos. If you have a great client that would want to share their ABC Imaging experience on camera reach out to Richard Palmer rplamer@abcimaging.com.

PROUD TO SUPPORT COMCAST CARES DAY FOR A 2ND CONSECUTIVE YEAR!



In 2017 **Comcast reached out to ABC Imaging for Creative Services.** They had been using their in-house team to design their nation-wide Comcast Cares Day campaign materials. But they were looking for a fresh perspective and a more professional look.

ABC Imaging was hired to create several design approaches and then refined a single direction that highlighted the volunteers and all the great projects they engaged in. **Our design team, Alan Wong and Fofe Rehbein** created both digital and print-ready materials for a variety of medium from digital signage

to mail chimp templates to posters and promotional items.

The 2017 campaign was a real hit and in 2018 they came back for a refresh and some new materials. This time **Comcast wanted to highlight reaching over 1 million volunteers and to celebrate the individual contributions of their volunteers.** The design team developed some materials that could be customized by volunteers with their contribution and then be promoted on social media. The materials could also be used to create a "wall of participation" for each location.

Our Creative Services team is located at Alexandria HQ, and has worked on projects around the country. **See our portfolio of work and check back often for new additions!** <https://www.abcimaging.com/creativeservices-ourwork>

If you have a client that would be interested in Creative Services reach out to Fofe Rehbein at frehbein@abcimaging.com.



MAY TICKETS AT WORK DISCOUNTS

May Tickets at Work are here! Log onto www.ticketsatwork.com to receive your FREE discounts on movie tickets, shows, and events in your area! Not registered? Click the "**Become a Member**" button and use the company code "**ABCImaging**" to sign up.

Faces of ABC



EMERSON HAMMONDS, *Senior Account Executive, Headquarters, VA*
I spent 8 years and 4 deployments in the Marine Corps, a few years at the State Dept and the NSA in cybersecurity before being picked up by FedEx Office as a district manager in charge of hospitality operations and sales. I'm a voracious reader, a decent writer, and an occasional programmer. I hike and camp, play the guitar & banjo, and love trivia nights & games. I enjoy coming up with solutions with clients and business process analysis and improvement. Also a spreadsheet nerd. I have something to say about everything. Only 7 out of 10 doctors recommend me. I also appraise and sell rare coins, comics, and books as a side hustle. I can turn red lights green if I stare at them long enough.



RAVEN BANKS, *Billing Specialist, Headquarters, VA*
Before coming to ABC Imaging, Raven attended college at Norfolk State University and graduated with a Bachelor of Science degree in Business Management in 2015. After college she was a substitute teacher for the surrounding schools in the area. She also held the position as assistant cheerleading coach for the Appomattox Regional Governor's School before relocating to Northern Virginia. In her spare time she likes to spend time with family and friends, travel, and practice makeup artistry. Her favourite part of the job is interacting with the clients and my co-worker's .



GAURAV PATHARE, *Asset Manager, Headquarter, VA*
Joining ABC Imaging in August of 2013, Guarav Pathare was working as Graphic Designer in a printing company and completed his Bachelors degree in Printing Technology from India and then came to the United States to pursue his Masters in Print Management. Gaurav's favorite part of his job is his ability to work independently and loves the people he gets to work with on a daily basis. He has always enjoyed his job and has been happy with his career growth over the years. When not at work, Gaurav enjoys watching sports and listening to music. He also loves spending time with his family and friends.



FEATURED JOB OPENINGS AT ABC IMAGING!

We are currently looking for highly skilled team members in the following fields:

- **Customer Service Rep** - Alexandria, VA
- **Digital Graphics Specialist** - Herndon, VA
- **Payroll Specialist** - Headquarters

Remember, if you refer a friend you can receive a bonus for your efforts. Once your referral reaches 6 months tenure at ABC Imaging you can receive a bonus of \$200 or \$400 depending on the position!

Check out the full listing at: hrportal.abcimaging.com. When referring a candidate, please be sure they put your name on their application. Also, be sure to send a note to careers@abcimaging.com to let our recruiting team know to keep an eye out for your referral.



Anniversaries

Timothy Maher	29	Ryan A. Goetz	3
Tay Atatsi	28	Ade O. Henry	3
Habibollah Khozin	28	David S. Francis	2
Afrah Sadiq	26	Michael B. Torbeck	2
Kenneth Favorite	25	Michael K. McMillen	2
Abdelouahid Elhaddar	24	Bryan Cung	2
Emad Hilal	22	Jared D. Rentz	2
Kenneth Holmes	16	Senai W. Sium	2
Sherry Whelan	14	Jesika M. Carranza	2
Shawn Sullivan	9	John P. Strelie	1
Yves Mamavi	9	Neal A. Morrison	1
Tyler Brown	8	Yong Kim	1
Oliver Brumfield	8	Joseph Tuvera	1
Tynisha K. Dowdle	7	Gulshan Chandru Kewlani	1
Rogelio Reyes	6	Akkarakaran Rappai Denny	1
David Alexander Sammuli	6	Akkarakaran Rappai	1
Howard A. Jones	5	Ronaldo Marin	1
John R. Nelson	5	Khalid Muqarab Khan	1
Mark J. Facchin	4	Justin A. Crum	1
Jesse J. Banelli	4	Shafwan Mohammed Cherukattil	1
Tamara L. Lamb	4	Mohammed Kutty Rysil	1
Rentsenrorov Shagdar	4	Kadavil Bhavan	1
Homira Falsafi	3	Anthony E. Wood	1
William J. Krueger	3	Shenu Sasidharakurup Sheela	1
Jimmy Pring	3	Cortney T. Dozier	1
Michel Maneja	3		



Birthdays

MD Raquibuddin MD Zafiruddin	5/1	Raven E. Banks	5/17
Lorene C. Wescott	5/3	Tracy Sanchez	5/19
Melanie A. Harvey	5/4	Prakash Arunachalam	5/20
Vinod Gopinathan Gopinathan	5/4	Ecxon Garcia	5/20
Julian Babu	5/5	Abdunnajeeb Madathil	5/20
Randall Bingham	5/6	Sajeer Sainudeen	5/20
Anthony E. Wood	5/6	Paul S. Kinzie	5/21
Jonathan P. McHugh	5/6	Walfrido Milian	5/22
George Ressler	5/7	Shawn Gresham	5/22
Fabio I. Roa	5/7	Devin Taylor	5/22
Charles Lindsey III	5/7	Reza Pourshahmiri	5/23
Trisha Shah	5/7	Adaimy Pino	5/23
James Woodson	5/8	Brian A. Akey	5/24
Ade O. Henry	5/8	Tyler Brown	5/25
Michael Tello	5/9	Mohammed Syedsab Shaikh	5/25
Zaman Khan	5/9	Shenu Sasidharakurup Sheela	5/25
Gerald Tomosada	5/11	Marino V. Carrante	5/26
Jessie I. Brown	5/11	Robert Jirikdjian	5/26
Purushothaman Sunil Kumar		Andrew Rivera	5/27
Purushothaman	5/11	Nadir Jusuffbegovic	5/27
Mark Weir	5/12	Reji Joseph	5/27
David Scannapiego	5/14	Gina M Monroe	5/27
James DeGrafft	5/14	Emerson C. Hammonds	5/27
Mariah Adlawan	5/14	Larry B. Ortiz	5/27
Mohammad Badshah		Pratiksindh I. Solanki	5/27
Mohammad Jumrati	5/15	Xavier J. Seymour	5/28
Ashenafi Gossa	5/15	Magdalena Bantigue	5/29
Joshuah A. Laird	5/15	Mark J. Facchin	5/30
Quan T. Nguyen	5/15	Anthony Simmons	5/30
Bruce Wiener	5/16	Olivia K. Branch	5/30
Sujimon Gopalan Achary	5/16	Ravindran Manikandan	5/31
Michael McCauley	5/16	Sathyachandran Kaippada	
Aravind Ramesh	5/17	Sankuru	5/31
Muhammad Waqas	5/17	Noé Trejo	5/31

WELLNESS CORNER

TIPS FOR STAYING HYDRATED IN THE SUMMER HEAT

The most essential nutrient: water

As summer temperatures hit, here are a number of important tips.

1. Drink enough water to prevent thirst.
2. For short-duration (less than 60 minutes), low-to-moderate-intensity activity, water is a good choice to drink before, during and after exercise.
3. Any time you exercise in extreme heat or for more than one hour, supplement water with a sports drink that contains electrolytes and 6 percent to 8 percent carbohydrates. This prevents "hyponatremia" (low blood sodium), which dilutes your blood and could also lead to serious impairment and death.
4. Begin exercise well-hydrated. Drink plenty of fluids the day before and within the hour before, during and after your exercise session.
5. Avoid alcohol the day before or the day of a long exercise bout, and avoid exercising with a hangover.
6. Consider all fluids, including tea, coffee, juices, milk and soups (though excluding alcohol, which is extremely dehydrating). The amount of caffeine in tea and coffee does not discount the fluid in them, even if they have a slight diuretic effect,

according to the most recent report by the National Research Council's Food and Nutrition Board.

7. Eat at least five cups of fruits and vegetables per day for optimum health, as they all contain various levels of water and the all-important nutrient potassium.
8. Following strenuous exercise, you need more protein to build muscle, carbohydrates to refuel muscle, electrolytes to replenish what's lost in sweat, and fluids to help rehydrate the body. Low-fat chocolate milk is a perfect, natural replacement that fills those requirements.
9. You can also replace fluid and sodium losses with watery foods that contain salt and potassium, such as soup and vegetable juices.
10. To determine your individualized need for fluid replacement: During heavy exercise, weigh yourself immediately before and after exercise. If you see an immediate loss of weight, you've lost valuable water. Drink 3 cups of fluid for every pound lost; use this figure to determine the amount of water (or sports drink) you'll need to drink before and during your next exercise session to prevent weight/water loss in the future.

Visit www.uhc.com for more details.