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INCORPORATED

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SHEPHERD Ink

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The Shepherd Incorporated Quarterly Newsletter



Ribbon Cutting—Our New Location

FUN & GAMES WORD SEARCH

ANNIVERSARY	BASEBALL	BIRTHDAYS
CHAMBER	CONFIDENCE	FIELD OF DREAMS
GHOST PLAYER	INDESIGN	LOYALTY
MOVING	RIBBON CUTTING	SHEPHERD

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Anniversaries

Kym Esser	4/14
Debbie Leibfried	4/18
Jean Soat	4/18
Nancy Mueller	4/28
Alina Crow	5/14
Janis Wathen	6/1
Vicky Baumann	6/7
Natalie Deutmeyer	6/9
James Daggett	6/21
Sandy Hancock	7/16
Julie Kinsella	8/6
Julie DeMoss	8/11
Pam McCarthy	8/25
Kelly Burtis	9/27
Cindy Hass	10/21
Linda Shepherd	11/26
Mary Grivetti	12/28
Andrea Bednar	12/30

Birthdays

James Daggett	4/7
Julie DeMoss	4/23
Kelly Burtis	4/30
Mary Grivetti	5/25
Jean Soat	5/26
Alina Crow	7/18
Debbie Leibfried	7/19
Ruth Cavanaugh	7/25
Natalie Deutmeyer	8/16
Cindy Leibfried	8/28
Kym Esser	9/17
Nancy Mueller	9/18
Cindy Hass	9/27
Shelley Moore	10/20
Meghan Kohlenberg	10/24
Andrea Bednar	12/12

COVER

Ribbon Cutting
Shepherd's New Home

On Behalf...

VERSO

Moving
Home Sweet Home

Employee Profile
Cindy Leibfried

RECTO

Thank You

Technology

On Location

Local Filmmaker Premiers
Documentary

END MATTER

Fun & Games

Birthdays
and Anniversaries

This spring several city council members and Dubuque Area Chamber of Commerce Ambassadors attended a ribbon cutting ceremony to celebrate Shepherd Incorporated's new location at 4135 Pennsylvania Ave.

Local dignitaries and the Shepherd employees cheered as Debbie Leibfried, typesetting manager and our most senior employee, cut the satin ribbon. A tour and a light lunch followed.

Employees mingled with guests and answered questions on what it means to be a full-service, prepress composition house.



Shepherd veteran Debbie Leibfried performs the honors at Shepherd's ribbon-cutting ceremony.

ON BEHALF...



Julie Kinsella, Shepherd Incorporated COO

We've made it through another busy season together. On behalf of all of us at Shepherd Incorporated, I would like to take this opportunity to thank you, our customers, for your years of confidence and loyalty. It is just that confidence and loyalty that allows us to celebrate our 20th year.

Know that Shepherd continues to review its processes and procedures to offer you the highest-quality, cost-effective services.

Finally, on behalf of management, thank you to our staff for its hard work and dedication this past summer.

MOVING HOME SWEET HOME

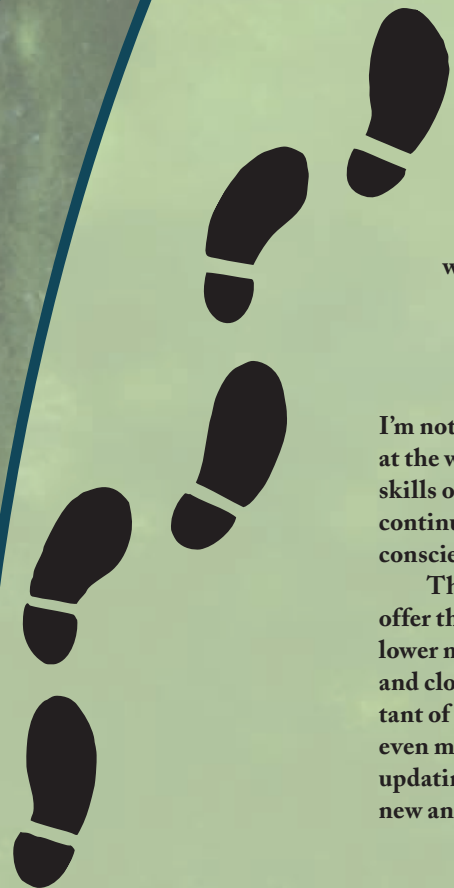
Shepherd Incorporated officially moved into its new location at 4135 Pennsylvania Avenue this spring. The transition was smooth thanks to the extra effort from management, who worked several weekends preparing the new office for “business as usual.”

Moving is not new to Shepherd. The company has moved a few times since it was founded in 1989. National Accounts Manager Andrea Bednar joked,

“We now have moving down to a science—we could diversify into the moving business with no problem!”

I’m not so sure she was kidding, because it seemed we were downtown one day and out at the west end the next! While that’s certainly a reflection of the expert organizational skills of management, it’s also indicative of the professionalism of the employees who continued to work straight through the transitional period, providing the quality and conscientious attention to detail that makes Shepherd a standout in the prepress sector.

The west end of Dubuque is completely different from the downtown area. Both offer their own array of advantages. Although the cultural atmosphere of the downtown lower main district will be missed, the fact that the new building offers on-site parking and close proximity to shopping and restaurants is certainly a plus. Perhaps most important of all is that the new location is designed with streamlining in mind, allowing for an even more effective and efficient workflow throughout the departments. Re-evaluating, updating, and changing is nothing new to Shepherd—a company that continuously seeks new and better ways of providing quality products and services to its clients.



THANK YOU

Shepherd Incorporated wishes to thank the Summer 2009 interns:

Jerry Bishop
Molly Clark
Justin Curry
Ben Jacobson
Will Kelly
Justine Leslein
Elizabeth Stierman
Caitlin Watkins
Lindsey Wilson

Your knowledge is evident and your efforts are appreciated. Best wishes as you continue your education.

TECHNOLOGY

InDesign has gained more popularity over QuarkXpress especially with the advancement of the XML workflow. Shepherd’s experience with InDesign is constantly growing as the challenges of the publishing industry advance. With the creation of more hand-held devices, publishers are faced with the challenge of creating content that can be viewed and “read” on these devices. The printed book continues to be a student’s staple, but reviewing content on the web is becoming more of the norm.

With InDesign becoming the “program of choice” for more of our clients, Shepherd is committed to adapting workflows. Shepherd continues to work with its clients to establish basic, as well as client-specific guidelines moving into an XML workflow. The use of XML is inevitable and must be considered when creating any printed content. InDesign provides an easy tool to accommodate the use of content in various formats.

Shepherd’s willingness and commitment to partner with its clients to develop necessary processes and procedures is an ever evolving strategy. Whether the need is establishing an electronic file delivery procedure or investigating an XML query, Shepherd is determined to satisfy the request of our clients.

ON LOCATION LOCAL FILMMAKER PREMIERS DOCUMENTARY



**DreamCatcher
Production**

Local filmmaker Joe Scherrman presented a rough cut screening of *Ghost Player: Relive the Magic* in Dubuque, IA. The documentary marked the 20th anniversary of the blockbuster movie, *Field of Dreams*.

The film has been selected as a featured entry in The Naperville Independent Film Festival. Scherrman is an invited participant and will be at the event for a Q&A session to take place after the screening. In addition the film has won a Certificate of Distinctive Achievement along with Best Iowa Film from the Wild Rose Independent Film Festival.

The heart-warming, yet comical documentary was broadcast on Iowa Public Television and Iowa World Public Television stations during the month of July. Broadcasts are pending on other national and international channels such as the MLB network, ESPN, and WGN.



Editors Joe Scherrman and Suzie Wright together at the first book signing for *Travels with Ghosts and Other Tales*.



Shepherd Incorporated was proud to sponsor both the book and the movie.

Travels with Ghosts and Other Tales is a new book that celebrates the Ghost Players and the Field of Dreams, and was commissioned as a companion to the documentary. The book is a melding of historic images and musing of the players, the families, and fans of the Ghost Players, and SABR (Society for American Baseball Research) contributors.

These projects provided both divisions of the Shepherd Incorporated team a chance to work together on DreamCatcher Productions’ creative and unique archive to the Ghost Player legend. Shepherd Incorporated and BallyHoo Creative Designs are proud sponsors of the DVD and book.

For more information about the Ghost Players, the documentary, or the book, check out www.ghostplayer.us or call Joe Scherrman at 563-875-2163.

EMPLOYEE PROFILE CINDY LEIBFRIED

BIRTHPLACE: DUBUQUE, IA • YEARS AT SHEPHERD: 12 • ROLE AT SHEPHERD: OUTSIDE SERVICES COORDINATOR



Cindy Leibfried,
Outside Services Coordinator

“Good morning, Shepherd Incorporated.” Meet Cindy Leibfried—Shepherd’s “voice,” outside services coordinator, front desk personnel, and friend to all. Leibfried’s bubbly disposition has been greeting Shepherd guests for the past 12 years, a job about which she says she wouldn’t change a thing.

Leibfried first began her career at Shepherd in the shipping department after learning of the company from her sister-in-law and fellow Shepherd employee Debbie Leibfried. She later traded in the packing tape for the telephone, even though she still dabbles a bit in shipping duties when needed.

“I’m always doing something different . . . that’s one of the things I love about my job,”

“It’s nice to be able to greet people as they come in and to mingle with the freelancers on a daily basis.”

Outside of the workplace, Cindy enjoys walking, tending to her flower garden, and fulfilling her self-described “family woman” role. She and husband Larry reside in Potosi, WI, with their two children, Kyle, 22, and Kayla, 19. The family also includes two rival pets: a cat named Pumpkin and a Yorkie named Sophie (who sometimes graces Shepherd employees with her presence at the office).

An avowed American Idol fan, Cindy also enjoys watching tear-jerker romance flicks, and listening to “any kind of music but jazz.”