



**Facts. Figures.**

**Looking back. Planning ahead.**

YOUR ANNUAL REPORT IS A POWERFUL COMMUNICATION TOOL FOR YOUR BUSINESS.

## Use this once-a-year opportunity to **REKINDLE YOUR RELATIONSHIPS**

**Loyal consumers want to do business with you.** Your annual report is the perfect way to lay out the reasons they should. Take the opportunity to explain the year to them. Display the financials. Point out the percentages. Reinststate your commitment to their security and mutual prosperity.

**But, do more than that. Tell your story.** Did your organization overcome a specific challenge this year—continued economic decline in your area; a weather event that tested your resources; or extensive burden due to new regulations?

People understand the effort it takes to keep a business running successfully—if you explain it to them—and will rally to support the outcome. Bring them into the boardroom with your annual report and develop that relationship.

If your company was lucky enough to grow and survive the year without incident, celebrate that, too. Explain how you did it. New cost-saving measures? A new business development partnership? Or, can you give the credit back to your clients for their continued patronage?

Keep the story going with a look back at your community involvement initiatives during the year. Include photographs and testimonials from people who think you're doing a pretty good job. Then, give them a peek into the future. Let them in on a secret. Make them feel special and reaffirm that their loyalty and their investment in you was worth it.

**PSB is here to walk you through every step.** We provide the highest quality design, print, and copy writing to guarantee a professionally finished product to tell your story. We are featuring 12 new creative concepts you can choose from to jump start the process, or our creative team will work with you to develop a one-of-a-kind theme that fits your needs. Either way, with PSB as your partner, your annual report will communicate your message of thanks and assurance of continued stability.

Annual Reports don't have to cost a fortune. Today's technology offers many cost-effective solutions, such as small run digital printing and electronic web-only solutions.



### Rekindle your relationship.

Tell your story with your 2011 Annual Report. Call your account manager at PSB to schedule your Annual Report today.

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# NEW CREATIVE CONCEPTS

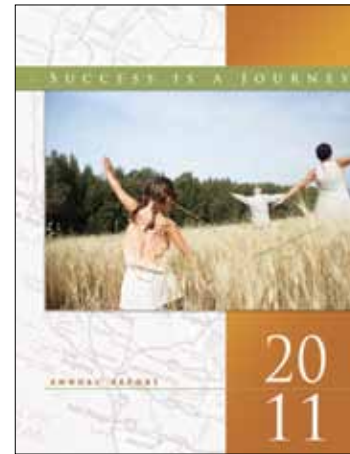
You can also view more annual report concepts by visiting [www.psbonline.com/11ARPromo](http://www.psbonline.com/11ARPromo).



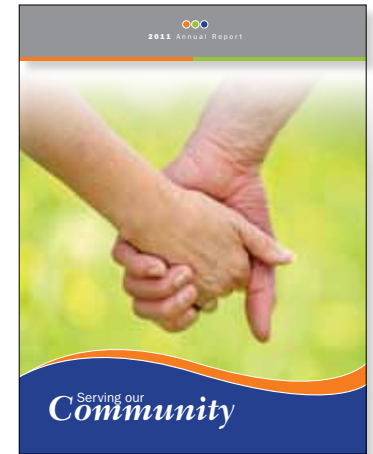
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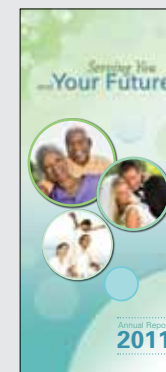
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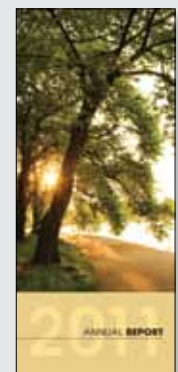
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## Our Commitment to You

Our job is simple—to help you achieve your goals.

To do that, we apply our highest standards and consistency to every project—from routine or required communications pieces, to out-of-the-box and off-the-charts creative solutions.

We are committed to being your go-to service provider. **Count on us to deliver. Every time.**