

LYERLY LATIMES



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lyerly.com



126 N. Main Street
Belmont, N.C. 28012

Send us an email:
ContactUs@lyerly.com

Or give us a call:
704 525 3937



Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

Lyerly Helps Tout The Benefits of Wilbert U

In order to more effectively increase their employees' knowledge and skills, Wilbert Plastic Services (WPS), a premier plastics manufacturer, developed Wilbert U, a comprehensive and innovative internal training program. Available to all employees throughout their eight U.S locations, this program has reduced turnover rates, increased interest in learning among employees and a desire among staff for training toward growth potential within the company.



Spectrum News 14 Interview, Greg Botner, Wilbert CEO & Tim Spears

Lyerly Agency worked to secure media coverage on this innovative program in trade publications like *PlasticsToday*, *Industry Today*, *Plastics News* and also regional coverage with Spectrum News 14.

In order to help explain the accomplishments, Lyerly created an infographic that highlights the results of Wilbert U during the past three years.





Defining A Brand For Magnolia Paint Company

Magnolia Paint Company (MPC), the new Benjamin Moore dealer in Charlotte, came to Lyerly Agency recently seeking an identity for their already-named store. Lyerly developed the logo using the magnolia blossom, both to highlight the new store's chosen name and also to reflect southern hospitality.

Lyerly also developed the new store's tagline: "Interior. Exterior. Superior." to focus on the high quality of Benjamin Moore's paints and the superior service offered at MPC. In addition, Lyerly designed the wrap for the company van and signage for the interior and exterior of the stores.

Lyerly Column For Entrepreneurs Goes National And International

Elaine and Melia Lyerly's monthly column in the *Gaston Gazette* is now appearing in newspapers across the country. The column is now being made available to all media outlets owned by GateHouse Media, the *Gaston Gazette*'s parent company. This includes approximately 650 publications across 38 states.

Lyerly Agency advice has also now gone international: An article on the Top Five Travel Trends that Lyerly wrote for the *Gaston Gazette*/Gatehouse Media was recently picked up for publication by India's most popular travel and tourism magazine, NAMASTAAI, which has a circulation of more than 20,000 travel industry professionals.

Elaine Attends Red Cross Tiffany Circle Conference In Geneva

As part of her longstanding leadership in Tiffany Circle, a Red Cross woman's philanthropic initiative, Elaine was on the planning committee and attended the Tiffany Circle Geneva Forum: Humanity Beyond Borders this summer. Held in Geneva, Switzerland, the birthplace of the Red Cross and Red Crescent Movement, the conference brought Tiffany Circle members together from six countries to learn more about the global humanitarian mission. In 10 years, Tiffany Circle in the United States has raised \$100 million. It's the most successful non-episodic fund-raising in the history of the American Red Cross. Elaine has been a Red Cross volunteer for many years and has traveled extensively for the organization both nationally and internationally. During her decades of volunteering with the Red Cross, she has served on the National Board of Governors as the National Vice Chair. For more, read the recent story on Elaine in the *Gaston Gazette*: <http://www.gastongazette.com/news/20180908/red-cross-passion-for-belmonts-elaine-lyerly>.



Elaine Lyerly with Elhadj As Sy, Secretary General for International Federation of Red Cross & Red Crescent.



Elaine Lyerly addressing the attendees in her role as the Red Cross Founding Chair of the Tiffany Circle International Council. Her speech received the highest scores of the day.