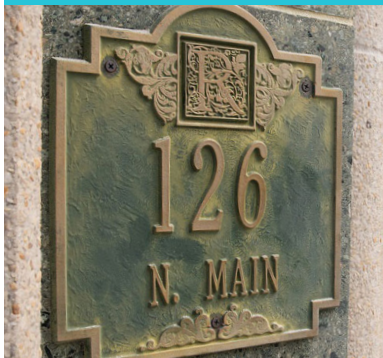


# LYERLY LATIMES



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

## New Greenway Gateway Welcomes Visitors

For Anne Springs Close Greenway (ASCG), the creation of a beautiful, brand new entrance and visitor center is yet another way the Greenway is reflecting its commitment to the land, the community and the greater region. To manage marketing communications for the newly completed entry project, the Greenway turned to Lyerly Agency for development of a plan defining the experience that members and visitors have when entering the new building. The agency also named the new entrance Greenway Gateway and developed branding and marketing strategies that highlight the building's role in the mission of providing stewardship of the land and offering recreational and educational opportunities.



*LA created the logo for the new entrance at ASCG.*

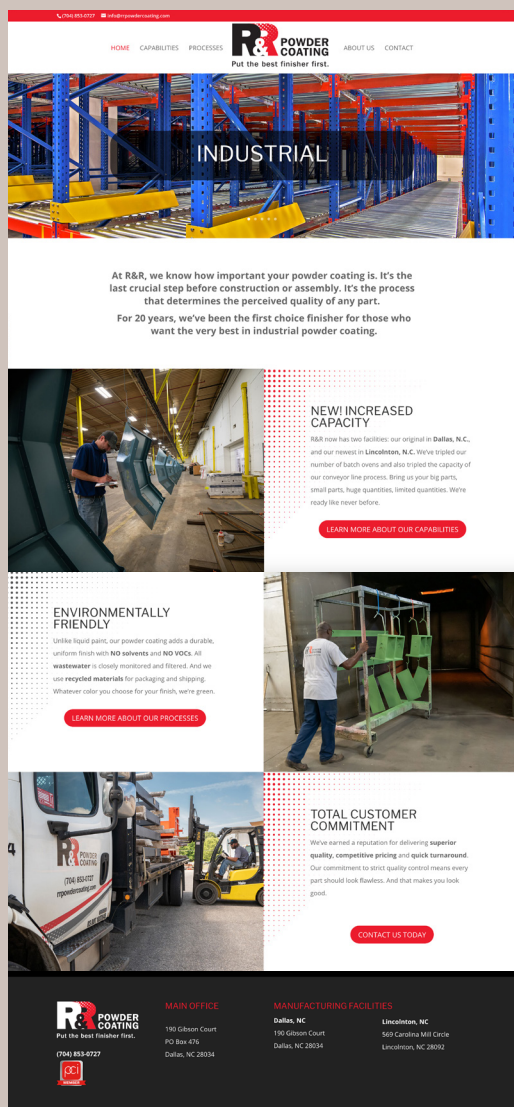
*The 9' x 10' story of Anne Springs Close is featured inside the Greenway Gateway Center. The visuals effectively weave community, family, history and the Greenway story into a self-guided customer experience.*

*Located inside the Greenway Gateway Center, this 18' x 10' map illustrates all the Greenway has to offer. Members and visitors can plan their experiences while enjoying light meals and beverages from the Gateway Canteen.*



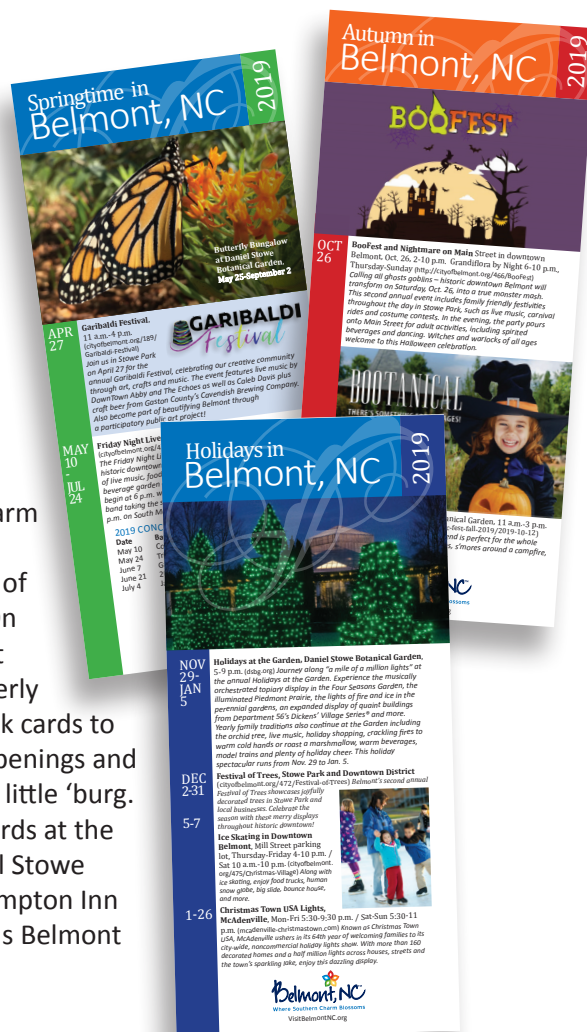
## LA Adds A Fresh Coat Of Cool To R&R Website

R&R Powder Coating is ready like never before, but the industrial finishing company's continuous expansion and enhanced capabilities weren't effectively conveyed in its website. Having hired Lyerly Agency a few years ago to create its logo, tagline and fleet graphics, R&R once again looked to LA to lead the strategy and design in its website refresh. The finished product highlights the superior quality of R&R's work and its increased capabilities, and even describes the process and advantage of powder coating – all in a clear, concise, easy-to-navigate site.



## Rack Cards Showcase Belmont's Best

Known as the city "Where Southern Charm Blossoms," Belmont, N.C., has no shortage of blooming activities. On behalf of the Belmont Tourism Authority, Lyerly Agency is creating rack cards to highlight current happenings and events in the bustling little 'burg. Look for the handy cards at the Visitors Center, Daniel Stowe Botanical Garden, Hampton Inn Montcross and various Belmont merchants.



## Remembering An Extraordinary Man: Phat Nguyen

Phat Tan Nguyen was a Vietnam prisoner of war, a refugee, an entrepreneur, a husband, a father, a mentor and the founder of Lyerly Agency client, Sake Express Japanese Steakhouse and Sushi. Through sheer determination and hard work, Phat Nguyen carved out a multi-decade career in the Charlotte region as well as a legacy for his family that continues today. Phat passed away in June. Much like their father, his industrious daughters Lisa Nguyen and Linda Nguyen Park have made his dreams their dreams and will go on sharing swift service and fantastic flavors – in honor of the man who started it all.



Lisa and Linda with their father and founder of Sake Express, Phat Nguyen