



MAVERICK
STUDIOS



DESIGN
SERVICES FOR
AGRICULTURE



**TURN AN ANNUAL PAIN INTO
THE EASIEST DECISION YOU
MAKE ALL YEAR.**

HELLO!

You and your team work hard every day supporting, leading, informing, and advocating for your members.

One of the most important but gruelling jobs you handle is your organization's annual report. It's the report card your stakeholders use to gauge how your organization handles projects, resources and more. An organized, professional report builds trust with funders, government partners, and members alike. Packed with statistics, tables and messages, it needs to be carefully planned, managed and designed to resonate with your audience.

That's where Maverick Studios comes in. Think of me as a trusty sidekick for your communications department — smart, strategic, experienced and really quick on the draw.

A few years ago, a client needed an annual report built in just one week so it could be presented at their annual growers' meeting. I cleared my calendar, got it done, and when I sent them their finished report, I laughed and said, "don't tell anyone how fast I am or everyone will want this kind of turnaround!" That's when I realized I have an invaluable asset to offer to busy clients who need great work, *fast*.

I know I have the skill and experience to design your annual report in just five days — and I'm so confident I can deliver it on time, **I'll knock 10% off your bill if I don't.** Read on to see how Maverick Studios can make your ag communication strategies a lot easier.

MICHELLE HOULDEN
OWNER + CREATIVE DIRECTOR, MAVERICK STUDIOS



I HAVE THE EXPERIENCE YOU NEED.

I'm Michelle Houlden, owner and Creative Director of Prairie-based Maverick Studios. Raised in small-town Saskatchewan on hard work, community values, and Saturday matinees full of scrappy western heroes, I bring that same independent, get-it-done energy to every project I work on.

I spent 30 years designing award-winning content at *The Western Producer*, where I helped farmers make better business decisions by creating and packaging agricultural information to explain complicated markets, research and agronomic issues. Today, Maverick Studios continues to serve agricultural groups and businesses, providing exceptional design, marketing, branding and content creation services.



learn more at
[maverick-studios.ca/
agriculture](http://maverick-studios.ca/agriculture)



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I CAN MAKE THIS EASIER.

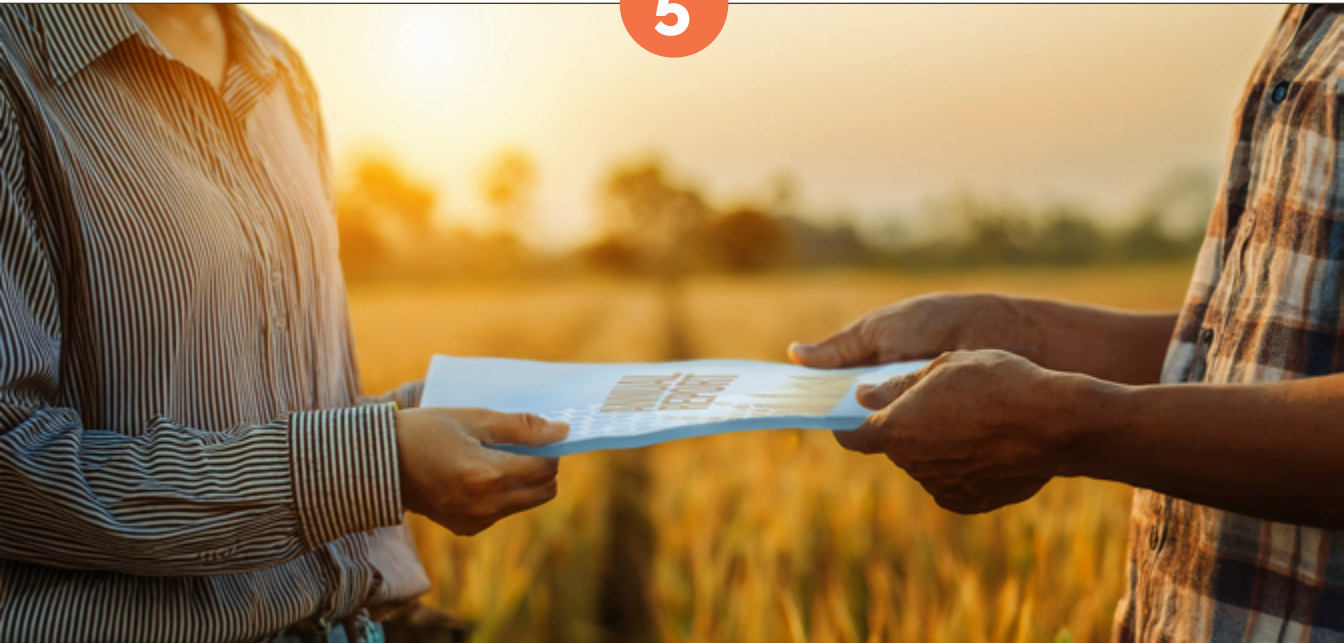
Annual reports don't have to be a months-long grind.

They can be sharp, clear and in your hands fast without cutting corners on quality and without diverting your team to spending weeks (or months) going back and forth on the format and design.

Send me your finalized content, images, financial statements and brand materials. I'll organize and design everything into a polished annual report within five business days. If I miss that deadline?

You get 10% off your bill. Simple as that.



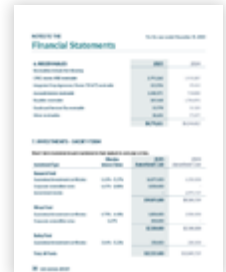
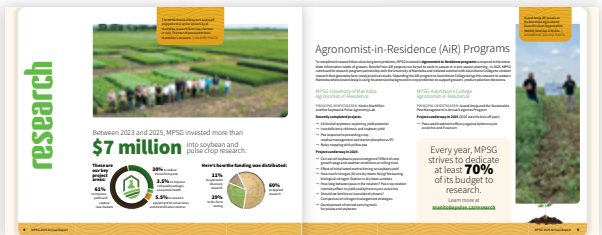
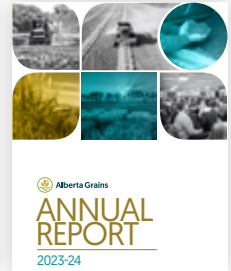


HOW MY 5-DAY OFFER WORKS:

You're in good hands. I've developed a focused work process, built on decades of experience in design, branding and marketing. I've designed annual reports for Alberta Grains, Manitoba Pulse & Soybean Growers, Manitoba Crop Alliance and the Western Grains Research Foundation and have handled complex tables for publications ranging from the *Saskatchewan Seed Guide* to the *Canola Guide*. I know how to handle audited financial statements without losing clarity. I understand how to present complex tables and statistics so readers can make sense of them. Because I understand the terminology, the audience and why the details matter, I can get to work without lengthy explanations or unnecessary back-and-forth. You can return to the rest of your to-do list knowing the report is in experienced hands..



MY RECENT ANNUAL REPORT DESIGNS:



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READY TO MAKE YOUR ANNUAL REPORT EASIER?

What you get:

- » Clean, professional design for print and digital use;
- » Clear, approachable financial sections;
- » Strong presentation that builds confidence and credibility;
- » Light copy editing and two structured proof rounds;
- » A reserved production week with five days of focused senior design time.

The process:

- » Send your finalized content, images, audited financial statements, previous report and brand guidelines before production begins;
- » Reserve your week and assign one person to coordinate feedback;
- » Review proofs within the agreed approval windows;
- » Receive your finished report within five business days.
- » Need more time for internal approvals? We can build a longer production schedule around your workflow for the same price.

My 10% guarantee

If I miss our five-business-day deadline, you receive 10% off your bill. I've never had to apply the discount, and I'm confident you'll never need it.

THE FINE PRINT:

Price excludes applicable taxes and stock images. The guarantee requires all materials before production begins and timely proof reviews during regular business hours. A full redesign receives an eight-business-day production window at the same price and is not covered by the five-day guarantee.

YOUR DEADLINE IS CLOSER THAN YOU THINK.

Now's the time to lock in your preferred week before my calendar fills up.

CLICK HERE TO RESERVE YOUR SPOT.

your investment:
\$11,500
For annual reports up to 64 pages.
Includes digital version for web.

I reserve a limited number of annual report production weeks each season.

Contact me early to secure the dates that work for your AGM and approval schedule.