



MAVERICK  
**STUDIOS**



DESIGN  
SERVICES FOR  
AGRICULTURE



# YOUR PARTNER IN STRONG, STRATEGIC COMMUNICATION

# 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 they 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. Chock-full 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.

Last year, a client needed an annual report built in just one week so it could be presented at their annual growers' meeting in November. 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)





4



## I CAN MAKE THIS EASIER.

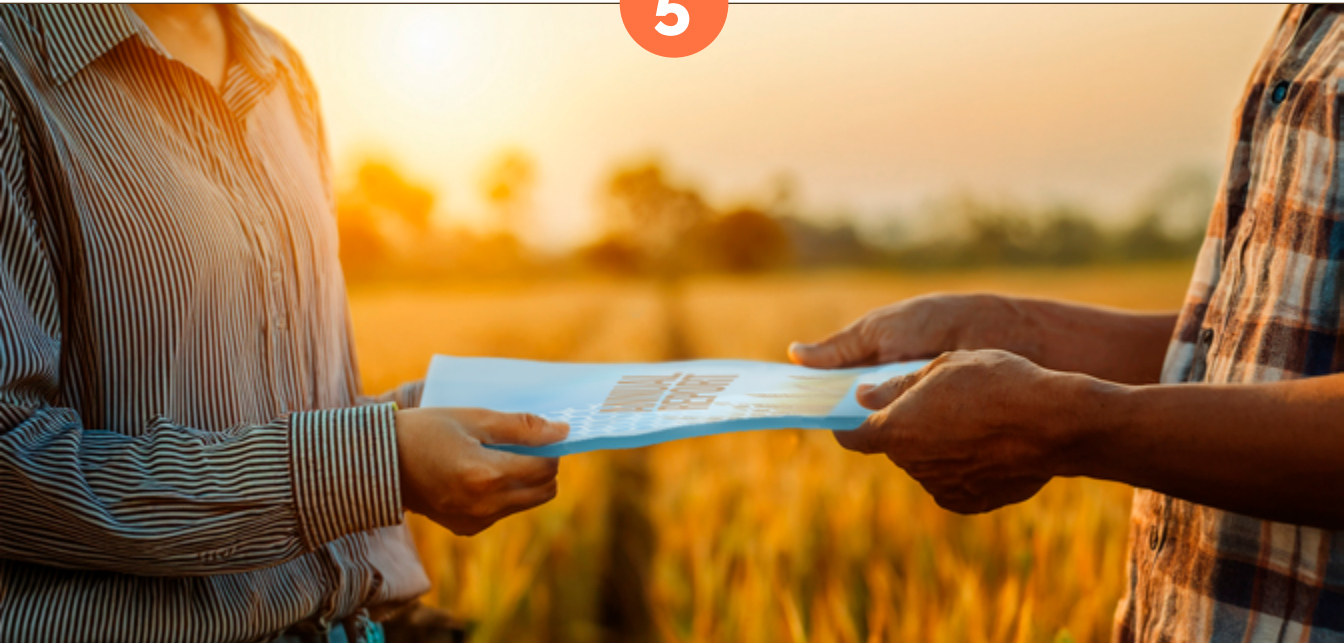
### **Annual reports don't have to be a months-long grind.**

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 raw content — the numbers, the updates, the wins, the challenges — and I'll turn it into a polished, professional annual report that's ready to share with your members, stakeholders and the public in just 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 and Manitoba Crop Alliance 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. And because I have worked in agricultural communications for decades, you don't have to waste time explaining industry terms, acronyms, or why certain details matter. I get it — and I get it right the first time.

### What you get:

- » Professional, clean design that reflects your brand for both print and digital use;
- » Accurate, easy-to-read financial sections that make the numbers approachable;
- » Strong presentation for your messages to help build confidence and credibility;
- » Five days of uninterrupted design focus with an experienced professional — no juggling, no distractions.

### The process:

- » You send me everything you need to go into the report — a past report, text, images, audited financial statements and brand guidelines — before we start
- » We lock in a start date and you commit to being available to review proofs and send back edits quickly
- » I deliver your finished report within 5 business days
- » **... and we're done!**

### My 10% guarantee

**If I miss our 5-day deadline, you get 10% off your bill.  
I've never had to hand out a discount since I started  
my company — and I'm confident you'll never need it.**

#### THE FINE PRINT:

Price does not include applicable taxes or stock images (if needed). Delivery guarantee applies only if I have all materials in hand before the project starts and you're fully available during regular business hours to review proofs and send edits throughout the 5-day period. My 5-day guarantee doesn't apply if you require redesign services, but I'm happy to offer a redesign at the same price — just add 3 days to the production timeline.

**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 only have five  
spots available to  
ensure you get the  
best work possible  
— and with this  
offer, those spots  
will book up fast.

**Don't miss your  
chance to get your  
annual report  
done hassle-free  
and on time!**

7



## DESIGN SAMPLES:



Alberta Grains

## ANNUAL REPORT

2023-24



SASKATCHEWAN SEED GUIDE 2023

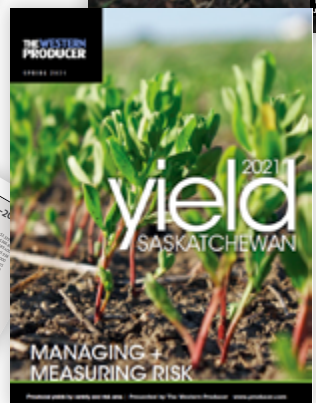
**Sask Seed**  
Saskatchewan Seed Growers' Association

Saskatchewan Seed Grower Listings | P. 93

**BETTER BREWS DEMAND THE BEST BARLEY** | P. 12

**BUG SURPRISE: PESTS ARE MOVING BEYOND THEIR USUAL RANGES AND DIETS** | P. 34

**HOW ARE CANADIAN SEED CERTIFICATION STANDARDS DEVELOPED?** | P. 62



See more at [maverick-studios.ca/portfolio](http://maverick-studios.ca/portfolio).





## NEED MORE? I'M HERE TO HELP.

I offer comprehensive design, marketing and communication services with a turnaround time that's second to none. Here are just a few of the services I can provide for agricultural grower groups:

- » Facilitation of a 1-2 day onsite **strategic planning workshop** and walk you and your staff through every step to help you set your organizational goals for the year — and develop action items to achieve them.
- » **Redesign services** for your newsletter, annual report or strategic plan using your branding guidelines to give it a fresh, crisp new look.
- » **Annual general meeting** material, including posters, lanyards, event tickets, promo ads and more
- » Custom branded **merchandise** (t-shirts, hats, travel mugs, conference bags, lanyards, etc.)
- » **Trade show materials** (booth skins, feather flags, table wraps, etc.)
- » **Social media, print** and **web ads** to help you reach your audience online and in print
- » **Information graphics, illustrations, charts** and **technical drawings** to help visually explain your materials so they're easier to understand
- » **Brand standard guidelines** and **brand coaching** to ensure all your campaigns are always cohesive
- » **Video editing services** so you can show the world what you do and why you do it.
- » ... AND MORE.

**LET'S TALK!**