



Winchester Fire and Rescue

FIRE, RESCUE, HAZARDOUS MATERIALS & EMERGENCY COMMUNICATIONS

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INFORMATIONAL BULLETIN IB-100005

TO: All Fire and Rescue Personnel
FROM: C. Eddie McClellan, Captain
RE: Department Yearbook
DATE: September 23, 2010

The Department has entered into a no cost agreement with Excalibur Marketing and Associates, Inc. to publish our first department yearbook. As we have recently begun a new era in the department we feel it is important to recognize and pay tribute to the men and women that will help us continue to pave our road to greatness. In addition, this book will also acknowledge those that were instrumental in laying the base to our road.

The yearbook will give appreciation to both the career and volunteer personnel of our department. Each volunteer station will have a dedicated section in the yearbook for personnel recognition, apparatus photos and station history. It is up to us to provide the information we want the yearbook to contain about the past and present of our department. The yearbook can contain up to 100 pages of photos and information.

Excalibur Marketing and Associates, Inc. will be in town **October 2 – 4, 2010** to take photographs of our personnel. All three photo sessions are scheduled from **0900 – 1700** at the public safety building community room. Photographers will also work with us to obtain photos that we may want of apparatus and stations.

We strongly encourage all volunteer personnel to participate in this exciting project that will acknowledge the work we have done to make our community and department better. To prevent waiting to be photographed, volunteer personnel are encouraged to contact Captain McClellan at 540-662-2298 or emcclellan@ci.winchester.va.us to schedule a time that is convenient for you to be photographed.

All career personnel **must** be photographed for the yearbook. Career personnel will be scheduled for their photo session. If you miss your scheduled time due to incidents please report as soon as available.

Personnel should be in their appropriate department or station uniform for the photograph. Personnel should also bring their turnout gear with them as it will be utilized in one of the photos.

If you are not able to attend one of the scheduled photo sessions for our department, don't worry. Excalibur Marketing and Associates, Inc will be in town October 5 – 7, 2010 doing photographs of Winchester Police Department personnel and our personnel have been invited to stop by those dates also. If you are still unable to make one of the photo sessions, we have an additional alternative. We can take your photo and they will photo shop the appropriate background into the picture.

A sample yearbook will be sent to each station for review.

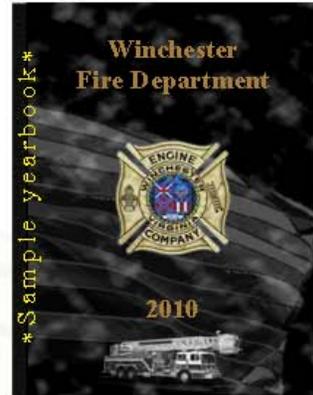
Attached you will find information from Excalibur Marketing and Associates, Inc regarding the packages they have available and their A La Carte menu and prices. Payment for purchases is expected at the time of the photo.

If you have any questions, contact Captain McClellan at 540-662-2298 or emcclellan@ci.winchester.va.us

Thanks in advance for your participation!

YOU ARE CORDIALLY INVITED TO:

- * Become a part of our history
- * Be acknowledged for your participation in our organization
- * Be recognized by other members of our group
- * Receive a FREE professional 10x13 portrait in uniform with any portrait package purchase (\$75.00 value)



Dear Winchester Fire Department Members,

We have partnered with Excalibur Marketing & Associates, Inc. to photograph our department members so we can create a Departmental History/Directory. To make this endeavor a success we will need 100% participation. We've made arrangements to provide all participating members with a FREE 10x13 professional portrait (with any portrait package purchase), in uniform, in front of the U.S. flag. "Turnout Gear Shots" will also be made, so **please bring your bunker gear.**

Excalibur will make available additional sizes and poses to share with other friends and family members. These additional packages may be purchased at the time of photography sessions.

If you have questions, please contact Capt. Eddie McClellan at 540-662-2298. Help make our Directory a success by attending one of the photography sessions.

Thank you,

Scott Cullers
Chief

- * Do your part to make our directory a success:

* **BE PHOTOGRAPHED** *

We will be making portraits at the following location:

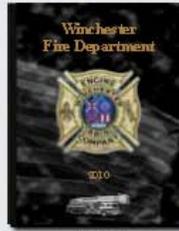
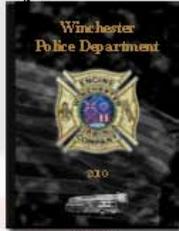
WINCHESTER FIRE DEPARTMENT
231 E. PICCADILLY STREET, SUITE 330
WINCHESTER, VA. 22601

Saturday	Sunday	Monday
10/2/10	10/3/10	10/4/10
9am-5pm	Noon-8pm	9am-5pm



**10X13
FREE TO ALL
MEMBERS PHOTOGRAPHED
(with any portrait package purchase)**

Excalibur will be offering the following packages at greatly reduced pricing. To receive this special pricing all orders must be purchased and ordered at time of photography sessions. Cash, Check, Visa or Mastercard or Discover will be accepted. There's no obligation to purchase.

	<h3><u>Emergency Services</u> <u>Deluxe Package A</u></h3>		<h3><u>Emergency Services</u> <u>Package C</u></h3>
	 <p><i>Pictorial Directory</i></p>	 <p><i>Free CD of Personal Edited Images</i></p>	 <p><i>Pictorial Directory</i></p>
 <p>1- 10x13 with frame 1- 5x7, 2- 3x5 8-wallets</p>	 <p>1- 8x10 1- 5x7, 2- 3x5 8-wallets</p>	 <p>1 - Composite Frame With Matting</p>	 <p>Includes: 1- 10x13 Flag Shot 1- 5x7, 1- 3x5, 2 wallets of each pose (2 poses) Composite frame with matting 5x7 equipment/station/team and organization patch Pictorial Directory/History</p>

All Packages include a copy of the Pictorial Directory.

Pkg A	\$169.90 <small>Plus Tax & S&H</small>	Pose 1 = 1- Frame, 1-10x13, 1-5x7, 2-3x5, 8-wallets Pose 2 = 1-8x10, 1-5x7, 2,3x5, 8-wallets, Free CD	Composite Frame With Matting 1-5x7 of equipment/station and organization patch picture.
Pkg B	\$139.90 <small>Plus Tax & S&H</small>	Pose 1 = 1-10x13, 1-5x7, 2-3x5, 8-wallets Pose 2 = 1-8x10, 1-5x7, 2,3x5, 8-wallets	
Pkg C	\$119.90 <small>Plus Tax & S&H</small>	Pose 1 = 1-10x13, 1-5x7, 2-wallets, 1-3x5 Pose 2 = 1-5x7, 2-wallets, 1-3x5	Composite Frame With Matting 1-5x7 of equipment/station and organization patch picture.
Pkg D	\$99.90 <small>Plus Tax & S&H</small>	1- Pictorial Directory - 1 CD	

Additional Pricing Information

CD Price With Package

- Pkg A = Free
- Pkg B = \$20.00
- Pkg C = \$20.00
- Pkg D = Included

A La Carte

- \$20.00 per sheet
- \$10.00 per sheet with a package purchase.
- CD purchase without package \$99.90
- Individual Book Price is \$49.00

Retouching

\$25.00 per hour, 1 hour minimum charge.

Note:

All CD's will have the edited personal images only.
Images will be cropped and color corrected
Copyright release will also be included.

Tax and Shipping & Handling charges not included in prices.

Individual pricing on portraits, frames and directories are available at reduced rates.

ALL PORTRAITS will be shipped within 3 weeks of ordering.

Typically allow 6-9 months for submission, proofing production of your high quality book. This time could vary depending on time required for your organization to submit information and content for your book.