



1.

No story about the Wagner Companies success is complete without recognition of our dedicated staff, both past and present. Over our 150 history, we have grown because of our employees' expert craftsmanship, dedication to detail and the finest customer service levels. We invite you to meet the people that make our company great!

1. From the first call you make to the Wagner Companies, our staff is ready to make your project run smoothly. At InfoComm Print, Silvia Marchan and Esperanza Llamas are available to direct your call, answer your questions and input your jobs into our workflow. Give us a call and find out how easy it is to produce your project with our company, from concept to completion.



2.

2. The Jade Creative Design Staff is responsible for the visual development of projects produced for print or web. Working within the framework of your client goals, deadlines, and budget, our creative staff is able to quickly and accurately organize complex source materials into simpler, integrated and coherent print or web marketing pieces that make our customers look great! Pictured here are Christa Pessin, Creative Department Manager (left) and Julie Poznan, Designer.



3.

3. The Customer Service Representatives (CSRs) are available to engineer your project from start to finish. Responsible for estimating and quoting prepress and print jobs, the CSRs are liaisons between the customer and the salesperson. All of our CSRs, including Rafy Arroyo, pictured here, are ready to expedite your project, big or small, through our shop with an extreme attention to details and deadlines. InfoComm Print's motto "We Get the Job Done" includes making certain that the customer is informed through every step of their project.



4.

4. Our Digital Imaging Specialists are responsible for pre-flighting all incoming print jobs. This includes troubleshooting problem files and executing production so that all jobs can be successfully prepared for print production with the highest possible printing quality. Two of our operators, Wayne Trznadel and Sara Esquivel, pictured here, are specialists in the trapping and imposition required to produce the highest quality files for printing output.



5.

5. The Scanning Department is responsible for custom high quality color corrections, retouching, digital proofing and archiving of photos and artwork according to the customer's specifications. Pictured here is Doug Anderson working on the Crossfield Drum Scanner, an expert at setting the best color and tonal ranges necessary to output the project according to the printer's requirements.



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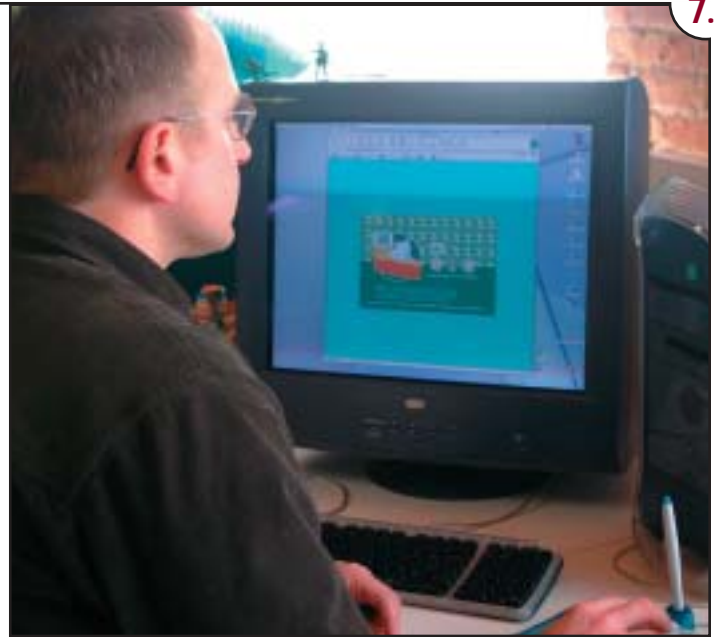
6. As the HP3000 Variable Data Digital Press Operator, Gerry Castaneda has a very special position. He works on a press that is set to revolutionize the way the world looks at printing. With its Variable Data capabilities, the HP3000 Digital Press is capable of changing the image of each printed page with every revolution of this press' cylinders. The first to be operating in Chicago, the HP3000 Digital Press allows us to offer our print customers even faster turnaround times, higher quality, and more competitive pricing than ever before.

7. As Information Architects, the Jade Creative Web Design Team focuses on organizing complex source materials to create easy-to-use interfaces and develop custom applications tailored to client needs. Dennis Pryber, Creative Director (pictured here) and Tristan Tamplin, Web Developer, work in partnership with design and production staff to complete the creative vision of the website. Take a look at our website at www.jadedigital.com to see why we received the American Design Award for excellence in website design and production.

8. When the Heidelberg QMDI Direct to Plate Conventional Press was the first press that could image directly from a file to the printing press, InfoComm was the first printer in Chicago to have it installed. A hybrid between the digital and conventional printing world, this press is able to accept digital files, but print with direct imaging printing plates to ensure conventional printing quality. To create accurate, high quality printing, Larry Bennett, pictured here, makes sure that the QMDI is meticulously maintained. Larry's quality conscious attention to detail is what craftsmanship is all about!

9. The Wagners have always invested in the German Heidelberg Presses because this 152-year-old company name is synonymous with reliability and quality. Wagner Printing Company's Heidelberg Five Color GTO Press enables Wagner Printing Company's print craftsmen tighter control in producing each project with the highest level of quality. From left to right are Jim Nelson, Bill Monigold, Bob Lameyer, Rick Bolen, Larry Shrader and Gary Hutmacher, Press Room Foreman. Altogether, this group represents over 150 years of experience in printing excellence!

10. Wagner Printing Company is proud of their advanced fulfillment capabilities. Our conscientious staff, including (left to right) Dave Schreck, Deanna Griffin, Tiffany Cobb, and Jennifer Dickinson, are highly proficient at the ink jetting and mailing of millions of periodical newsletters and direct mail campaigns each year. Our uniting goal is complete customer satisfaction!



7.



8.



9.



10.

FOUNDER OF THE WAGNER COMPANIES



Wilhelm Wagner, Founder

Seeking religious and political freedom, Wilhelm Wagner, the founder of The Wagner Companies, immigrated to the United States in 1851. A well-respected Lutheran Pastor in Brombach, Baden, Germany, Wilhelm was convicted of high treason for organizing meetings where peasants learned to read and discussed the principles of democracy and equality. Considered a revolutionary by the Grand Duke of Baden, Wilhelm fled Germany rather than face a year and a

half sentence of hard labor. Between 1847 and 1853, over six hundred thirty thousand Germans emigrated to the United States, many to avoid political and religious persecution. Commonly called the "Forty-Eighters," many brought with them the ideals of democracy and equality that influenced our nation in the fight against slavery.

Wilhelm, recognized as a true American pioneer, arrived in Monroe, Wisconsin with a group of other ex-patriated Germans and immediately began farming, an occupation that proved most difficult. From the many letters Wilhelm sent to Germany, the trials and tribulations of his new life were obvious. His love for his homeland only made his banishment and separation from family and country that much more difficult. It was more than a year before he was reunited with his beloved wife, Friederike (Oldenwald), and their six children. His seventh child was born in the United States in 1853.



The Church in Brombach, Germany where Wilhelm Wagner was pastor.

It was not long after his family arrived in 1853 that Wilhelm's reputation as a spiritual leader and speaker earned him the position of pastor with a church just three miles east of Freeport, Illinois. He continued as a pastor in two parishes for the remainder of his life and was often referred to as Reverend

Wagner. With no regard for compensation of his spiritual services, he is credited in historical notes with performing more marriages than any other pastor in Stephenson County.

During a period in history that emphasized rationalism and liberalism, Wilhelm studied Theology and History at the University of Heidelberg from 1824-1826. Known as a gifted writer and poet, the leaders of Freeport persuaded Wilhelm, at fifty years old, to purchase the presses and type fonts of



An example of the *Deutscher Anzeiger* paper, published from 1853 to 1917.

a defunct Galena paper. With voluntary donations from friends and colleagues, he founded a German language newspaper, the *Deutscher Anzeiger*, or the *German Advertiser* or *Crier*. With no prior experience in the complexities of printing, Wilhelm taught himself the art of typesetting. His paper became the most prominent and long-lived German editorial paper in the Midwest. Entirely written, printed, and issued from the Freeport office, this newspaper became the only means of weekly information about national and international affairs for those not fluent in English. Remarkably, all editorial and local news were reported and written by Wilhelm himself, without the use of any telegraphic materials that were common for other papers. "The *Deutscher Anzeiger* waxed strong because it had a hard fight for existence and because of the ability and persistence of the Wagners," according to the *History of Stephenson County*, 1880.

A man of great stamina and strength, Wilhelm and his sons often traveled for two days by oxen cart to Galena to pick up bales of paper delivered on the Mississippi River. In order to save freight charges on paper, he frequently traveled by train to Chicago with bundles of the *Deutscher Anzeiger*

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for sale and returned with bundles of print paper. He shouldered these fifty-pound bundles the six blocks from the Freeport train depot to the *Deutscher Anzeiger* office to assure the timely printing of his paper. "Any one with less indomitable will than Mr. Wagner would have succumbed to the obstacles that presented themselves to his enterprise, but he, with more than the accustomed tenacity of the Teuton, clung to the little sheet he had launched and seemed to grow in courage with every fresh disaster," quotes *The Illustrated Freeport*, in the 1896 biographical sketch of Wilhelm.

On August 27, 1858, during the *Deutscher Anzeiger's* fifth year, the second and most momentous debate between Abraham Lincoln and Stephen Douglas was held in Freeport and covered by the *Deutscher Anzeiger*. According to reports of the time, between ten and twenty thousand spectators gathered. Freeport, a town of 6,000 inhabitants of Democratic majority, gave Mr. Douglas an enthusiastic welcome. Wilhelm's editorial comments of this momentous occasion were telegraphed throughout the country and in Germany.



Abraham Lincoln

The expansion of the *Deutscher Anzeiger* necessitated moving to new quarters nine times. The first building that was built to house the paper in 1874 brought much fanfare throughout the town of Freeport. One customer asked Wilhelm if he was not "afraid to build his own building at his age, since in Pennsylvania the superstition is entertained, that a septuagenarian (a seventy year old) risks his chances of life with the erection of a new building." To this, the following response was made by Wilhelm: "I have not this belief, even though I am convinced that I shall not live as many years as I have already lived, and furthermore, I am not building for myself alone, but rather for others, since this shall be a home for a Wagner printing office long after I have ceased my labors in it," as quoted in the Jubilee Issue of the *Deutscher Anzeiger*, 1903. Although the Wagners built two other printing plants, it is obvious by Wilhelm's statement that his intentions, and the intentions of Wagner leaders in each generation to follow, were to look to the future when planning in the present.

"Wilhelm Wagner's influence on the Germans of his area should not be underestimated," writes Andreas Reichstein in his book about the Wagner family titled *German Pioneers on the American Frontier*, 1999. He was a charter member instrumental in the forming of the two



Stephen Douglas

main Germania Clubs: the *Turnverein*, later called the Turner Society, which sought excellence in athletic sports, and the *Saengerbund*, a musical society that held weekly rehearsals for over sixty years. Both organizations were known for their interest in the preservation of German customs and traditions as well as for political discussion, the writing of music, musical performances and athletics. One of the final triumphs of Wilhelm's long and illustrious life was the *Eighth Saengerfest* of the northwestern *Saengerbund*, in June 1877. Lasting four days, the event was a presentation of Carl Maria von Weber's opera *Der Freischütz* and part of Flotow's *Stradella*. It was so successful that Wilhelm was elected vice-president of the *Saengerfest* and asked to organize the next festival to be held in Milwaukee the following year. Unfortunately, he died that same year and did not have the opportunity to fulfill this position.

As pastor for two parishes, Wilhelm was kept busy until the end of his life performing marriages, baptisms, funerals and other duties that this post required. After a baptism requiring twenty miles travel in an uncovered wagon through a cold rainstorm, he was stricken with a serious cold and died four weeks later of pneumonia at the age of seventy-four.

In a tribute to his honor, integrity, and many accomplishments, Wilhelm Wagner's obituary was prominently covered in German newspapers across the country and many other newspapers throughout the Midwest. Out of respect for his contributions and achievements, the town of Brombach, Germany named a street in honor of Wilhelm Wagner.



Wilhelm Wagner, 1877



The Wagner girls, Katy (left) and Molly (right) under the street sign in Brombach, Germany named in honor of their great-great-grandfather, Wilhelm.

time line

1853
Levi Strauss opens a San Francisco dry goods store



1867
U.S. buys Alaska from Russians for \$7 million



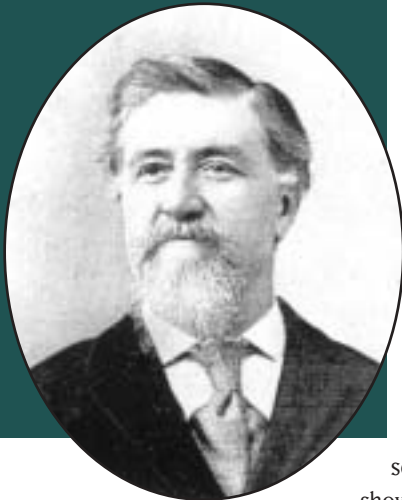
1876
Alexander Graham Bell invents the telephone



1886
Dr. J. Pomoroy first sells his drink "Coca Cola" as a brain tonic

facts

Wilhelm Wagner founded the most prominent and long-lived German editorial paper in the Midwest, the *Deutscher Anzeiger* a German language paper.



William Henry Wagner

entire technical management of the business.

After his father's death in 1877, William, at thirty-six years old, became the sole owner of the prosperous *Deutscher Anzeiger*, which by this time had over 1300 subscribers. Always having a keen eye for innovation, he kept pace with the progress that the printing industry was experiencing and in 1879 changed from printing with a small hand press to a steam-powered printing machine. In 1899, the management was able to announce the acquisition of a Linotype, "one of the most ingenious inventions of the century...a marvel of mechanical art, the work of a German inventor, Mergenthaler by name, has proved of immense value to the business," William wrote in the Jubilee issue of the *Deutscher Anzeiger*, 1903. In 1902, when the present three-story building was completed, it was among the first buildings in Stephenson County to be powered by electricity. This was a recent innovation in the operation of printing offices and a marvel to residents of Freeport, since only nine years previously had the first office building, the Life Insurance Company of New York, been built with electricity as the sole power source. "The new printing establishment is by far the finest and most up-to-



The *Deutscher Anzeiger* building, built in 1874, boasted steam powered printing presses.

date in the city... The high standard of the paper is maintained, and, even in the face of existing conditions the periodical has a long lease of life before it," wrote *The History of Stephenson County*, 1910. The company moved nine times before building the plant at the present location on the corner of Spring Street and Chicago Avenue in Freeport, Illinois.

COMMUNITY LEADER AND BUILDER OF THE FREEPORT WAGNER PRINTING COMPANY PLANT

William Henry Wagner, Wilhelm's second oldest son, began working alongside his father at the *Deutscher Anzeiger* when the company was founded in 1853. He was only twelve years old. At seventeen years of age, William showed such proficiency in the art of typesetting that he assumed the

entire technical management of the business.

William married Wilhelmina (Seyfarth) and fathered seven children, all sons. They also adopted a girl, Rose, who was Wilhelmina's niece. On July 1, 1891, William took his sons Albert, Oscar, and Frederic as partners and changed the name of the company to W.H. Wagner & Sons, Printers and Publishers. It was at that time that the Wagners began concentrating on commercial printing business in the Freeport area, proudly employing thirty to forty local residents at any given time. Two of William's other sons, Paul and Otto, opened a bookbinding and office supply store in downtown Freeport, which is still in operation today as Wagner Business Products, but is no longer operated by family members. Two other sons opened print shops in other states.



Jubilee 50 Year Anniversary edition of the *Deutscher Anzeiger* printed with gold ink.



A selection of the most prominent papers available during the 1890's in the Freeport area.

The Wagners not only published the *Deutscher Anzeiger*, but also the church paper, *Der Sonntags Gast*. "Through the columns of his paper, William Wagner has exerted a wide influence for the benefit of Freeport and the county at large, for his journal has ever been an advocate of reform, improvement and advancement," writes Addison L. Fulwider in *The History of Stephenson County*, Volume 2, 1910.

Much like his father, William did not confine himself to the printing business alone.

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William Henry Wagner, 1910

He was one of the founders of the German Insurance Company; he was elected Freeport City Treasurer in 1871 and Assistant Supervisor in 1876-1877; he represented the Third Ward in the City Council in 1881-1882; and he was chosen President of the Board of Education during the years 1895 and 1910. He was even a Democratic candidate for Congress, Ninth Congressional District.

William also took an active part in the social life of Freeport. With the musical talent that his father was so proud of, he became the Musical Director of the male chorus of the Freeport *Saengerbund* and held this position for thirty-three years. William's sons also took part in many musical activities and performances from an early age. William was credited with uniting the *Turnverein* and *Saengerbund* into one society, the Germania Society. Being a member of the Germania Society, he held several offices, including President. "In whatever he did, he was a true son of his father, continuing what Wilhelm Wagner had once begun. He had a rich life and was considered among the most respected citizens of Freeport," according to Andreas Reichstein, *German Pioneers on the American Frontier*.

"Promoting Loyalty, Fidelity and Good Citizenship Among German Readers."

The *Deutscher Anzeiger* motto.

"Promoting Loyalty, Fidelity and Good Citizenship Among German Readers." *The History of Stephenson County*, 1910, comments, "No one stands higher among the older business men and citizens of Freeport than Mr. William Wagner, the venerable editor and publisher of the

During William's stewardship of the W. H. Wagner & Sons, Printers and Publishers, the *Deutscher Anzeiger* was a prosperous newspaper with an excellent editorial reputation. The management proudly used the motto of



A 1902 photograph of the newly completed printing plant equipped with electricity as the sole power source.

Deutscher Anzeiger." "He is widely known throughout the county as a man of sound judgment, clear reason and excellent business capabilities," according to *The Illustrated Freeport*, 1896.

But the crowning glory of William's life was overseeing the construction of the building where the Wagner Printing Company is located to this day. The celebration of this event coincided with the momentous fifty-year jubilee. This was covered in a special edition of the paper, printed with gold ink in both German and English. This issue featured a detailed history of not only Wilhelm Wagner and the Wagner Printing Company, but also other historically notable people in the Freeport community. Upon his death in 1910 at sixty-nine, his three sons Albert, Oscar and Frederic assumed the management and operation of the family business.



An early example of commercial printing produced on cloth by W.H. Wagner & Sons.

time line



1889
Eiffel Tower completed

1895
Electricity installed as sole power source in first building in New York



1903
The Wright Brothers' first successful airplane flight



1908
Henry Ford manufactures the first Model T Ford

1909
Robert Peary reaches the North Pole

facts

William Wagner built the printing plant in Freeport, still in operation today.

Frederic Wagner 1871-1928

STEWARD OF THE WAGNER COMPANIES DURING
WAR AND DEPRESSION

Emma Gund Wagner

The 20th century brought about many changes throughout the world. The first successful flight of the airplane by the Wright Brothers took place in 1903. Henry Ford manufactured the first Model T Ford in 1908. Robert Peary reached the North Pole in 1909. Women fought for and received the right to vote in 1920. So, too, the Wagner Printing Company changed to meet the needs of their customers, the advances in the printing industry, and the nation's sentiments.

The popularity of a German language newspaper began to wane as first England and then the United States entered into war with Germany. The decline of the newspaper increased the importance of commercial printing to the Wagner business.

In 1912, the Wagner family met to reorganize and incorporate the family company as W. H. Wagner & Sons Company. On record as attending this first board meeting were Wilhelmina Wagner (1840-1922), the widow of William, and sons, Oscar, Otto and Frederic Wagner, with the oldest son, Albert, acting as President of the company. However, Frederic soon found that he was unable to withstand the pressures of managing the company business and left his position to run a small fruit farm in the nearby Silver Creek Township.

After the United States declared war on Germany, the government operated a vigorous propaganda campaign depicting all Germans as "evil Huns." Because of this anti-German sentiment, the *Deutscher Anzeiger* was forced to shut down permanently in December of 1917. It was then that the Wagners began to concentrate on commercial printing and changed the company name to the Wagner Printing Company.

In 1922, when Albert stepped down as president because of ill health,

W.H. Wagner & Sons
Incorporation Papers,
1912.

the two older brothers, Albert and Oscar, made their former partner and second youngest brother, Frederic, President of the Wagner family company. Frederic was one of the first Freeport residents to attend the University of Wisconsin and perhaps his brothers thought that the opportunity to be president of the family company offered him a challenge to use his education. Frederic, however, was not the best suited for the tasks that lay ahead. He did not perform with as much commitment to the business as was necessary, continuing to enjoy the more pleasant side of life. His father always encouraged and was proud of Frederic's concert-level cellist abilities, as well as his expertise in many other instruments. He was often applauded for his many performances and leadership of the *Saengerbund* and the *Saengerfest*.



Frederic Wagner

Frederic continued the Wagner family involvement in the Freeport community. He served four consecutive terms on the Freeport School Board, was Chairman of the Building & Grounds Committee, as well as Chairman of the Special Building Committee, which built the Freeport High School in 1926 and the John W. Henney School that opened on the day he died in 1928. He was also a vestryman for the Grace Episcopal Church of Freeport. His greatest pride, however, remained the garden on his estate, which he cared for impeccably. A man loved for his generosity and gentle nature, his obituary was prominently covered on the front page of the *Freeport Banner*, the largest Freeport newspaper of the time.

"The business may not have seen many prosperous years had it not been for Frederic's energetic wife, Emma Gund Wagner," explains Andreas Reichstein in his book *German Pioneers on the American Frontier*. Emma Gund's parents were among the earliest settlers in Silver Creek, immigrating in 1848. Owners of a popular and successful inn as well as a large tract of farmland, Emma's grandparents were the largest taxpayers in Bruhl, Germany.

Much like the Wagner family, the Gunds emphasized education for all of their children. Emma attended Mount Holyoke, a prestigious women's college in Massachusetts, during the 1890s. She was actively involved in the Wagner family business from the early 1920s and her name is reflected in the business meeting notes for making major decisions beginning in 1925. Following her husband's death in 1928 and just eight years after women received the right to vote and hold political offices in the United States, she officially became President of the Wagner Printing Company, at the age of fifty-five. Emma

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Advertisement for Henney Buggy Co. as placed in *Deutscher Anzeiger*, 1903.

went on to form the Gund Brewery, which later became the G. Heilemann Brewing Company in Wisconsin. Her other brothers, Louis and Henry, founded banks in Iowa and Nebraska. Even today, the Gund family name is synonymous with philanthropic organizations throughout the United States.

Emma implemented such innovative changes at Wagner Printing Company that the company structure changed completely to facilitate the continued success during what was the most difficult of economic periods for other printing firms in the United States. Often referred to as an early "woman's libber" by her grandson, Mark Wagner, Emma became a leader at a time when it was not typical for women to be executives of companies. She effectively managed one of the more prestigious all-male business establishments in Freeport. She was also the first President of the YWCA of Freeport, founding member of the Freeport Chapter of P.E.O., and member of the Freeport Library Board.

Before the war, Wagner Printing Company was already producing forms for defense factories and instructions for use in training new recruits. During the war, when paper was not available for printing, with the exception of military purposes, many printing companies disappeared. Dedicated to keeping the business alive during the hardest times, Emma borrowed money from her life insurance policy to pay the payroll. When the government rationed the use of paper for printing, Emma sought other ways to keep the business profitable. At seventy years old, she made a remarkable decision to clear out the third floor of Wagner Printing Company to rent space to Burgess Battery Company. This fledgling company grew from the Wagner offices to become

held this position for twenty long and difficult years, through the Great Depression and after World War II, until 1948.

The entrepreneurial qualities exhibited by the Gund family were never more obvious than with Emma Gund Wagner during the Depression. While her uncle managed the Henney Buggy Works and was a founding member of the German Bank and German Insurance Company of Freeport, Emma's brother John

Micro Switch Corporation, now a division of Honeywell and still one of the largest employers in Freeport. Even today, this company is studied for its example of amazing efficiency and productivity in the manufacturing process.

When Micro Switch Corporation began producing high precision switches for all the U.S. tanks, radar equipment, airplanes, ships, and anti-aircraft guns, Emma ordered that Wagner Printing sell all of the newest and the oldest equipment to make room for production lines throughout the plant in order to make a vital contribution to the war effort. Winning the war was the uniting goal for all. Americans throughout the country worked and sacrificed to support our fighting men in Europe and the South Pacific. Even the most basic items, including food and gas, were rationed. During this time, there was little need for quotas or quality controls. Workers knew the lives of friends and loved ones depended on the reliability of their products. The residents of Freeport took special pride in the fact that every American airplane was equipped with at least one micro-switch as part of its operation. These were manufactured with the highest quality standards at Wagner Printing Company. In 1942, Micro Switch Corporation and Wagner Printing Company were awarded the Army-Navy "E" pennant in recognition for Excellence in Workmanship.



Production lines were set-up between the presses at Wagner Printing Company to produce thumb-sized switches during World War II.

Emma soon realized that to manufacture these delicate thumb-sized switches required the fine motor skills that only women could provide. In 1942, Wagner Printing Company hired four women who produced a large part of the work for Micro Switch Corporation. By 1944, over one hundred women proudly worked on the assembly lines producing the delicate mini-switches that remained important throughout the wartime effort. "As timely evidence of the adaptability to conditions of America's printers, the editors believe the Wagner Printing Company merited feature treatment on this month's cover," wrote the *Printing News Magazine* of February 1944. This issue profiled the military work that Wagner Printing Company provided for the war effort and how

these contracts allowed the continued success of the company, while other printers disappeared.

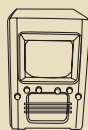
Although Emma stepped down as President in 1948, she remained actively involved in major decisions for another ten years. She retired in 1958 at the age of eighty-five. It is remarkable to note, and a testament to the difficulties of being a woman in an all-male business world during the earlier part of this century, that unlike her predecessors before and those leaders after her, no recognition was given to Emma Gund Wagner by the local press for her many achievements and long tenure.

time line

1920
Women receive the right to vote and hold office in the United States

1923
Electric refrigerator invented

1926
T.V. first demonstrated by John Logic Baird



1928
Penicillin first used as an antibiotic

1931
Jane Adams is first woman to receive Nobel Peace Prize

1937
Xerography invented

facts

Emma Gund Wagner was President of Wagner Printing Company just eight years after women received the right to vote.



Paul Frederic Wagner

PRINTING CRAFTSMAN AND MARKETING SPECIALIST

Paul Frederic Wagner, or P.F., as friends and family called him, worked at the Wagner Printing Company starting in his teens. Raised on his father Frederic's 15-acre fruit farm in nearby Silver Creek Township with his older sister Elsa (Nugent), he counted among his daily duties the milking of the family cow before going to school or work.

Paul enjoyed a strong German background deeply steeped in family tradition, and he spoke only German until he began grade school. As a teenager, he was employed at Wagner Printing Company as the "beer runner." By tradition, the German print craftsmen required an afternoon beer break and Paul was sent to fetch two pails of beer each day from the nearby brewery to be served in the printer's own mugs. "Although this may be a tradition frowned upon today by OSHA," Mark Wagner, Paul's son jokes, "the Wagner print shop maintained high productivity with virtually no injuries."

Paul attended Carnegie Institute of Technology School of Print Management at Carnegie Mellon University in Pittsburgh. He was called home due to his father's death from a spinal cord infection in 1928 and he worked with his mother, Emma Gund Wagner, for thirty years. Paul acted as the Sales Team Coordinator, Manager of Print Operations, Secretary and Treasurer and finally President in 1948 at the age of forty-four.

With his German background and value system came a true tradition of craftsmanship. Paul believed that craftsmanship was the manufacturing of as perfect a product as possible. With the evolution of technology, he evolved this concept into his modern day motto of "Craftsmanship is Technology with Judgment." This served his company well, not only for the expertise required to be a printer of excellence, but also when designing the procedures necessary for doing wartime work, which required exacting precision and accuracy.

Paul's contacts proved invaluable to the Wagner Printing Company. During the 1950s and 1960s Freeport was a booming town, boasting the most millionaires per capita of any town in Illinois. Known as a man who never stated that which was obvious, he was precise and impeccably well mannered. His easy-going manner positively affected his many relationships, easily changing good friends into devoted customers, and devoted customers into good friends. His network of friends and business associates included the owners of the largest companies in the Freeport area including Structo Toy Company, Freeport Insurance Company, Stover Steel Tank, Burgess Battery and Micro-Switch.

Paul's main interest in the field of printing was typography. He proudly completed an apprenticeship program to become a card-carrying journeyman for the Compositor & Typesetter Union. This allowed the Wagner Printing Company to secure union printing work including a lucrative contract with the State of Illinois. The typesetting department remained union until the mid-1950s.

As Emma Gund Wagner's direct involvement in the company came to an end, Donald Opel joined Wagner Printing Company in 1947 as Vice-President. Don graduated from the Carnegie Institute of Technology School of Print Management before serving in the U.S. Army, where he attained the rank of Captain.

Don Opel's contribution to the Wagner Printing Company was as great as any Wagner family member. He was responsible for taking the company from letterpress to the offset printing process during the 1950s. This was a long, slow and frustrating process as the chemistry and materials to make these changes were not well tested at the time. Active in many civic organizations, Don was a founder of the Highland Community College Foundation, the largest endowment of any community college in Illinois, the first President of the



During World War II, Wagner Printing Company employed over one hundred women to produce micro-switches for the war effort.



A prominent billboard advertising the effectiveness of women in the workforce to aid in the war effort.

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ARE YOU GETTING **READY**
for tomorrow?

One of these days a quiet hush is going to settle over a world fresh out of everything. Never in history have such tremendous economic wants and desires for goods of all kinds been so pent up. When that day comes, this business will go first to those concerns who have made the most effective use of sales promotion material to place and keep their names before dealers and the public. Reasonable promotional activity of this kind is encouraged by the government as a legitimate business expense. There is no better or more effective way to reach just the right individuals than by the use of carefully prepared direct mail literature. The Wagner Printing Company, backed by sixty years of productive experience, is at your service to advise and help you with its preparation and printing. Now is the time to be keeping your name, your business and your peacetime products in the public mind. Let the Wagner Printing Company help you do it.

WAGNER PRINTING COMPANY
FREEPORT • ILLINOIS

ready for tomorrow?" This very successful two-color folder went on to say "One of these days, a quiet hush is going to settle over a world that is fresh out of everything. Never in history have such tremendous economic wants and desires for goods of all kinds been so pent up. When that day comes, this business will go first to those concerns who have made the most effective use of sales promotion material to place and keep their names before dealers and the public. Reasonable promotional activity of this kind is encouraged by the government as a legitimate business expense. There is no better or more effective way to reach just the right individuals than by the use of carefully prepared direct mail literature. The Wagner Printing Company, backed by ninety years of productive experience, is at your service to advise and help you with its preparation and printing. Now is the time to be keeping your name, your business and your peacetime products in the public mind. Let the Wagner Printing Company help you do it."

In the late 1920s, Paul met Margaret (May), a coal miner's daughter from Lehigh, Iowa. Margaret had traveled to Freeport to visit a friend injured in a car accident. While visiting, she was recruited to enroll in a nursing program at the Methodist Hospital. Paul and Margaret had two sons, Frederic and Mark.

Frederic, a graduate in the Journalism School at the University of Colorado, followed in his great-great-grandfather's footsteps and went on to own two weekly newspapers in Mount Carroll, Illinois and Clinton, Wisconsin. Now retired, he lives in Clinton with his wife, Marlene. They have two sons, Jim of Milwaukee and Paul of San Francisco.

Paul's second son, Mark, lives in Freeport and is currently the Chairman of the Wagner Companies. He operates and manages the Wagner Freeport facility and leads the strategic planning for the company as a whole.

Paul commemorated the Centennial Celebration of the Wagner Printing Company in 1953. Leaders from the community and the employees of the company, some of whom worked for three generations of the Wagner family, gathered to enjoy this occasion. This event was also covered in the major newspapers as a historical event in the Freeport area.

Paul was involved in community affairs until his death in 1975 at seventy-one years old. He was a member of the First National Bank Board of Directors, and a Freeport School Board member. He also served as a vestryman at the Grace Episcopal Church.

Paul Wagner and Don Opel developed a strong post-war marketing campaign encouraging companies to buy print services to sell their "peacetime" products.

United Way, and Director of the State Bank of Freeport. Don was a true friend to Paul and the Wagner family. He was also the first non-family member to serve as President of Wagner Printing Company when Paul retired.

Following the war, during the 1950s, Freeport boomed. Paul and Don proved to be an effective team of master marketers ready to take advantage of the printing needs and desires of the Freeport community. They developed a strong post-war marketing campaign. The title of one such marketing piece asked, "Are you getting

time line

1938
Ballpoint pens are invented



1942
The atom is split at the University of Chicago

1945
The United Nations is formed

First computer is created

1953
First Microwave oven

Color TV Broadcasts begin in the U.S.

The structure of DNA is discovered

1963
Martin Luther King's "I Have a Dream" Speech

1967
First successful heart transplant



facts

"Craftmanship is technology with judgement."

Paul F. Wagner



Mark William Wagner

Mark Wagner, 65, owner and Chairman of the Wagner Companies, has an affinity for the traditional. The father of eleven children, he prides himself on his family, strong work ethic, and, just like his grandfathers before him, on his community leadership.

Winner of the Sam Walton/Wal-Mart award for Community Leadership, Mark is active to this day in the betterment of the Freeport area. As the former President of the Freeport YMCA, Director of the Freeport Noon Rotary, Director of the Salvation Army, and Director of the Freeport Country Club, Mark remains committed to his family's goal of improving Freeport for generations to come.

Mark began working at Wagner Printing Company full-time in 1962. By 1965, he was elected President after both his father and Don Opel suffered heart attacks. At only twenty-seven years old, he was the youngest Wagner to serve as company president. Over the past forty years, he set high standards for technology development, customer satisfaction, and craftsmanship. A philosopher at heart, Mark believes that "It's the individual attention to detail that makes a company different. Large companies can't do that like small companies can." Wagner Printing Company was featured in the December, 1984 cover story of *Printing Views Magazine* titled the "End of an Era," an example of an older printing company with an advanced use of computers and specialized equipment.

In the early 1980s, Mark saw the potential for Wagner Printing

PRINTING TECHNOLOGY VISIONARY AND TIRELESS EXPANDER

Company to expand into the Rockford and Chicago markets. One of Mark's wisest accomplishments was to develop a sales force, which included Gary Polhill and Leon Smith. Gary started in the camera department and has now worked for Wagner Printing Company for thirty-five years and three generations of Wagners. He is currently Vice-President, and although in semi-retirement, he remains an important part of the strategic team that made Wagner Printing Company successful today.

Leon Smith began as Sales Manager and eventually became the second non-family member to hold the office of President of the Wagner Printing Company. Leon opened a Wagner Printing Company sales office in Rockford, which is still in operation. Recently deceased, he has been referred to as "the finest salesman in Northwestern Illinois" because of his high moral values and the trust that he developed with his customers. Both Gary and Leon brought many innovative ideas to the company and acted as a sounding board, playing a major role in making all significant decisions.



Gary Pohill, Vice-President, demonstrates that a printer's work is never done! All joking aside, Gary is an important part of the Wagner Printing Company's strategic planning team.

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Mark took on the challenge of the print market in Chicago. He went on to become the second most frequent private pilot user at Meig's Field. Flying to Chicago four times per week in his private plane to develop a customer base was something none of his predecessors had done. Mark explains it this way: "One and a half hours of stress free travel, that's why Wagner Printing expanded into the Chicago market."

Mark was a visionary and foresaw the changing of the printing industry in the late 1980s from a purely manufacturing business to a service and information business. Up to this point, all printing jobs required several different vendors to reach the final product. First the designer gave the creative input, then the computer prepress produced the film, the actual product was then printed, the bindery assembled the product, and finally the fulfillment services mailed it. Mark transformed Wagner Printing Company into his vision of one, full-service company where the customer was offered the choice of one-stop shopping. With this new company structure, projects could run from concept to completion in a single location.

Although today many companies boast full service graphic arts

printing, Mark led the wave by adding a design firm and total computer generated services, including high quality drum scanning and paperless proofs, to a full-service printing, bindery and mailing facility. In 1987, Mark and his oldest son, Willie, opened InfoComm Electronic PrePress, the first



Pictured here (left to right) Gerry Burkhalter, Plant Supervisor; Bonnie Hale, Office Manager; and Don Blackbourn, Customer Service Rep.

PostScript-only service bureau in Chicago. In 1992, Mark opened Jade Publishing Services, a design firm specializing in the production of newsletters, books and catalogs.

Both InfoComm Print and Jade Creative act as sales agents generating business that is professionally produced on the presses in Freeport in the same plant built by Mark's great-grandfather, William. Wagner Printing Company offers a full-range of commercial offset printing services. They provide large project management for marketing collateral, annual reports, periodical printing and financial newsletter printing. Their full service bindery capabilities have set them apart from the competition in quality and flexibility. Highly proficient at direct mail campaigns, weekly newsletter mailings and financial reports, Wagner Printing Company is proud of their advanced fulfillment services.

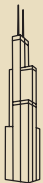
While Mark spends much of his time in sales and strategic planning, the success in the internal operation of Wagner Printing Company can be attributed to his plant supervisor, Gerry Burkhalter. Gerry is in charge of quoting, job planning, scheduling, and operational management at the Wagner Printing Company plant. With Don Blackbourn and Bonnie Hale supporting him in the front office, Gerry has led by example in building a team that understands the importance of each detail in every project. With this team behind him, Mark has been able to serve the company as a true visionary.

Mark holds himself responsible for every job running through his company. With refreshing honesty, Mark believes, "When a salesman makes a commitment to anyone that he works with, it is a promise. That means that it is our responsibility to bend over backwards to keep the promises we make to our customers. And that is a team effort that requires everyone in our shop."

Mark continues to travel to Chicago weekly for sales calls and strategic planning with his sons. He remains a driving force in his family's business and is an advisor and mentor to his three sons, Willie, Eric and Matt, who manage the Wagner Company Chicago office.

time line

1969
Neil Armstrong
Sets foot on
the Moon



1973
Construction
completed on
Sears Tower



1980
First Walkman

1981
First space
shuttle orbits
the Earth
The Berlin
Wall falls



1997
First Heidelberg
Direct to Plate
Digital Press in
the Chicago area

2002
First HP 3000
Variable Printing
Digital Press
installed in the
Chicago area

facts

Mark Wagner transformed Wagner Printing Company into one full-service company, offering customers one-stop shopping.

LEADERS IN TECHNOLOGY AND INNOVATION



Eric, Willie, and Matt Wagner

The youngest generation of our sixth generation printing firm are the Wagner brothers, Matt, Eric and Willie. They are the new leaders of the oldest family owned and operated company in the City of Chicago, managing the InfoComm Print and Jade Creative divisions of the Wagner Companies. The Wagner Companies' Chicago offices and print shop are located in the River North neighborhood, just north of downtown Chicago.

InfoComm Print and Jade Creative are young companies – by the Wagner standards. It is the youth of the sixth generation that have successfully embraced technology and

accelerated its application to become leaders in the graphic arts, web, and printing market, merging computer technology and the print process.

In 1987, after two years as a consultant for Arthur Andersen, Willie attended a print show at McCormick Place in Chicago with his father, Mark. It was here that the Wagners saw the potential of a new typesetting capability connecting the Linotronic typesetter to Quark Xpress on the Macintosh computer. At that time, desktop publishing and high resolution output was in its infancy. Never before had a typesetting machine been driven without complex front-end programming.

With the combination of an excellent working knowledge of printing, extensive experience with microcomputers and the industry's introduction of new desktop publishing software, Willie launched InfoComm Electronic PrePress and Print. The initial plan was to act as a marketing arm for the printing capabilities offered at Wagner Printing Company. This was accomplished by becoming involved in the Chicago graphic arts community and relentlessly marketing the efficiencies of the new page layout and typesetting process with Macintosh and desktop publishing user groups.

In the beginning, few in the marketplace embraced the software available on the Macintosh. As designers realized that this new typesetting process eliminated a step in print production, the graphic arts community began to understand the need for the technologies InfoComm was offering. This placed InfoComm as the first PostScript only service bureau in Chicago with the ability to image directly to film negatives.

Eric Wagner joined the company in 1988. Eric's knowledge from working in various departments in the conventional printing operation in Freeport helped set InfoComm apart from its competition. Computers were rapidly becoming the standard for design production as a bridge from desktop to printing. As they added staff members, Willie and Eric worked side-by-side cultivating a family atmosphere that appealed to everyone. Clients searched out this innovative, new prepress company that understood what printers needed and delivered it despite the hurdles that early edition software and slow computers created. Today, as CFO, Eric manages the financial side of the business and continues to be a vital member of the sales team, maintaining and improving the client relations developed over the years.

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Matt Wagner joined his brothers in a full-time capacity in 1991. As the staff was growing, and with the computers still slow, it became apparent that InfoComm needed to be open around the clock in order to get all of the work out the door. Matt's ability to understand the efficiency of workflows and customer needs for quality and speed helped enhance InfoComm's growth. During this time, InfoComm continued to add new services such as digital color prints, desktop color separations, high-end drum scanning and conventional film proofing. As CEO, Matt has implemented a more structured organization with efficient internal communication systems to accommodate the company's growing needs.

While the brothers concentrated on technology solutions for prepress, Mark Wagner saw the entire process of producing materials for print condensing. He envisioned a full service facility that offered creative services, prepress, printing and fulfillment. In 1992, Mark started Jade Publishing Services, now Jade Creative, to fulfill his dream of a full-service operation. The Jade Creative division offers customers the option of producing projects from concept to completion in one location. The design staff focuses on development of specialized visual marketing tools and promotional materials including newsletters, catalogs and corporate identity.

As the World Wide Web became more important to the customer, Jade Creative became leaders in this area by providing full website development that also encompassed web promotional materials. With the strength of both high-end design capabilities and the technical know-how of web applications, this division of the Wagner Companies is capable of creating complete marketing solutions. They specialize in dynamic website design and production that coordinates all of the customer's marketing and identity materials to match the look and feel of their website.

Jade Creative specializes in custom web application development and database integration, including searchable catalogs and on-line ordering systems. What sets them apart, however, is their ability to couple this with website promotion. Through targeted direct mailings, mass email promotional mailings and tracking of clients that enter the website, the Wagner Companies are capable of targeting interested individuals with the customer's message. With the use of Variable Data Printing produced on the HP3000 Indigo Digital Press, clients that enter a website looking at specific areas can be tracked and mailed a promotional piece that is tailored to fit their special interests. Reaching the customer with promotional materials specifically targeted to what they want to buy is a revolutionary addition to the printing world.

Molly Wagner joined the InfoComm Print team from 1994 to 1997. She quickly learned the computer production side of the business working closely with both customers and staff. Since moving to Germany, she has used her

prepress skills to work for the graphics department of *Uniset* Graphic Design, publishers of the leading *Second Hand* newspaper in Berlin.

As the prepress market changed and more users were able to produce their products from their own computers, the Wagners embraced the dream of a full service operation in Chicago. They used the newest technologies to develop a digital print shop that now includes the HP3000 Variable Data Digital Press, the Heidelberg Quickmaster Digital Imaging (QMDI) Direct-To-Plate Press, and a conventional Heidelberg GTO Press.

Willie's wife, Beth Wagner, joined InfoComm Print in 2001 as a Leadership and Motivation Consultant. Beth brings with her twenty years of entrepreneurial experience. As an integral part of the Wagner strategic planning team, her motivational style and goal-oriented approach is an example of what brought the Wagner Companies success for generations. The research and content for this 150 Year Anniversary Publicity Package is among the many projects that she has accomplished.

Today, InfoComm Print is proud to be the first facility in the Chicago area to be running the innovative, new HP3000 Indigo Digital Press. With this digital printing machine, customers see better solids and tints, better heavy coverage, a wider range of paper options, and ink that comes off the press dry. InfoComm offers its print customers even faster turnaround times, higher quality, and more competitive pricing than ever before. Most importantly, the HP3000 Indigo Digital Press offers the specialization of Variable Data. This means that every brochure, postcard or annual report printed can be personalized with the customer's name or other important information. Each and every piece off of this digital press can be specific, revolutionizing the printing process.

The organization of three specialized divisions — Jade Creative, InfoComm Print and Wagner Printing Company — within one company, integrated with a customer intimate philosophy, position the Wagner Companies ahead of the rest of the printing world. The Wagner brothers live by the motto "We Get The Job Done!" No matter where a job enters the Wagner Companies' workflow, and no matter what the final product, the Wagners believe that there is a right way to produce each job.

Looking to the future, the Wagners are excited to continue embracing the newest technologies, allowing customers to deliver their message to the marketplace with greater speed and quality. From variable data targeted marketing pieces, to web design and promotion, they always look for innovative approaches to manage communication. The Wagners brothers expect to continue their 150-year tradition of innovation, customer service, and craftsmanship. After all, the Wagner Companies have "been there and done that" in the printing industry for longer than anyone else!

SIXTH GENERATION WAGNERS



The Wagner Family in order by age. Back row, right to left: Mark and Susie, Willie, Martha, Eric, Matt, Amy. Front row, right to left: Molly, Susie, Rebecca, Kurt, Katy, and Claire.

Mark Wagner and his wife, Susie (Schneider), 63, met while attending Bradley University. After graduation, they married and have lived in Freeport since that time. They are the proud parents of eleven children and the proud grandparents of nine. All of their children attended the same high school that their great-grandfather built, and their grandfather and father attended – Freeport High School, home of the Pretzels.

Susie values simplicity, generosity and concern for others. She often writes letters of encouragement to her children and grandchildren and is a constant source of support for her many friends. Susie is famous throughout Freeport for her delicious chocolate chip cookies, which have earned her the name of Grandma Cookie among her grandchildren. Over forty-one years of marriage, Susie has been the driving force behind the religious upbringing of her children. "The most important gift I have given my family is our Catholic faith and our strong faith in God," says Susie.

Mark and Susie have made the education of all of their children their biggest priority. Nine of their children have completed college degrees; the two youngest are still in college. Two daughters have graduate degrees, one of these is a professor with tenure. Three children are currently pursuing graduate studies. Altogether, their children have attended fifty-seven years of college — and counting!

Willie Wagner, 40, graduated in 1985 with a B.S. in Operations Research & Industrial Engineering from Cornell University. Willie founded InfoComm Prepress & Print in 1987, the first PostScript-only service bureau in Chicago. Currently the Director of Sales & Marketing at InfoComm Print and Jade Creative, Willie's strong technical background helped the Wagner Companies make innovative technology decisions resulting in better performance and efficiency for printing and information management. Willie resides in Chicago with his wife, Beth (Bishop), who owns Scales & Tales, a traveling zoo that entertains children through educational encounters with exotic animals. Beth also works with the Wagner Companies as the Leadership and Motivation Consultant. They have two children, Willie, 6, and Tillie, 3.

Martha (Wagner) Alibali, 38, graduated in 1986 with a B.A. and in 1994 with a Ph.D. in Psychology from the University of Chicago. Martha is a tenured professor of Psychology at the University of Wisconsin. She resides in Madison, Wisconsin with her husband Pete Alibali, a teacher. She lived in Germany for a year between college and graduate school. During that time, she researched her family's history, met with some of Wilhelm Wagner's descendants and translated several of Wilhelm's original letters into English.

Eric Wagner, 36, graduated in 1988 with a B.A. in Economics at the University of Illinois in Urbana-Champaign. He is the Chief Financial Officer of InfoComm Print and Jade Creative. His extensive experience with conventional and digital printing, as well as his strong computer background, makes him perfectly suited for managing the financials. He is married and has two children.

Matt Wagner, 33, graduated in 1991 with a B.A. in Economics from the University of Illinois in Urbana-Champaign. He is the Chief Executive Officer of InfoComm Print and Jade Creative, overseeing the daily operations and

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strategic planning of the Chicago-based Wagner Companies. Matt is also working toward his Master's Degree in Elementary Education. He is married to Lisa (Kruta). They reside in Chicago with their two children, Luke, 2 and Annika, 1.

Amy (Wagner) Makris, 32, graduated in 1992 from Texas A&M University, at Galveston with a degree in Marine Sciences. She is currently a salesperson for Coastal Fire Protection, selling fire safety systems for the petrochemical and marine industries. She resides in Houston, Texas with her husband Mike Makris, 49, an entrepreneur. He owns City Power Equipment Inc., which has serviced and sold construction equipment for the past twenty years. They have three children, Justin, 15, Cassidy, 5, and Courtney, 3.

Molly Wagner, 30, a full-time resident of Berlin, Germany for the past six years, is currently finishing the Masters Program in Communications at the University of Arts in Berlin. She also holds a B.A. in Speech & Communications from the University of Illinois in Urbana-Champaign. Molly worked at InfoComm Print for three years and currently uses her prepress skills to work for the graphics department at *Uniset Graphic Design*, publishers of the leading *Second Hand* newspaper in Berlin. Stefan Brecour, who grew up in East Germany, will marry Molly in Freeport on October 4, 2003.

Susie Wagner, 25, completed her B.S. in Mathematics and Psychology in 2000 at the University of Chicago. She is currently working on a Doctorate in Psychology at the University of Chicago. Susie lived near Zurich, Switzerland the year before college as a Rotary International Exchange Student, where she learned fluent Swiss and High German.

Rebecca Wagner, 23, earned a B.S. in 2000, and an M.S. in 2002 from Illinois State University in Communications. She has traveled extensively throughout Europe. She currently lives in Arizona teaching fifth grade Native Americans at St. Michael's grade school on a Navajo reservation.

Kurt Wagner, 22, is a 2002 graduate of University of Illinois in Urbana-Champaign where he completed a B.S. in Mechanical Engineering and a Technology & Management Minor. Kurt was active in many college organizations and is especially proud of the fact that he was elected the Ad Design Manager responsible for design of web and print materials for Star Course Student Concert Promotions, a registered student organization that brings concerts to the University of Illinois. Since 1995, he has participated in the Appalachian Service Weeks, which does volunteer housing construction during each summer for the poor in eastern Kentucky. He recently moved to

South Bend, Indiana where he is working for Honeywell Aerospace on design projects for the Electromechanical Interface Devices Group.

Katy Wagner, 21, attends Colorado State University where she is a Health & Exercise Science Major and a Health Promotion Minor. She has worked in the nursery of the First Presbyterian Church in Fort Collins, Colorado for the past three years. Katy loves animals and currently has two hedgehogs, Riley and Emma.

Claire Wagner, 20, the youngest of the sixth generation, is pursuing a degree in Anthropology. She is enrolled as a sophomore at Fort Lewis College in Durango, Colorado. Claire has learned sign language and is interested in helping the hearing impaired.



The 7th generation of Wagners has only just begun. Pictured here (from left to right) are: Luke, Cassidy, Elise, Charlie, Courtney, Willie, and Tillie. (Not pictured: Annika and Justin)

Throughout the Wagner Companies' history, we have thrived on our strong family values. We believe in craftsmanship with every job. We think that a fair deal is the only way. We know that the relationship we have with our customers, our vendors, our employees and our community is important. Each of our leaders has faced hardships, which have made us strong today. We are poised for a future that offers our company many wonderful opportunities. Come visit us and see American ingenuity aged to perfection!
