



innovative, **creative** communication solutions  
fast, efficient and **personal** service

## kimmcgraw design company

provides innovative, creative  
communication solutions that meet  
your needs while striving for fast,  
efficient and personal service.

## background

**Kim McGraw, owner kimmcgraw design company, has 20+ years experience in the design industry.**

Kim McGraw started kimmcgraw design company in 1997.

Prior to that Kim spent five years at American Express Financial Advisors, Inc. as an art director and then creative director.

She also worked on staff for five years as a senior designer at Spangler Design Team.

## design services

**kimmcgraw design company offers the following comprehensive design services:**

- Logo design
- Brand identity development
- Marketing kits
- Newsletters
- Sales promotions
- Direct mail
- Annual reports
- Invitations
- Announcements
- Website design (look and feel)

## clients

- Affiliated Community Medical Centers
- Ameriprise Financial
- AmSouth
- ATEK
- Automation, Inc.
- Blue Cross Blue Shield
- Cargill
- Comer Consulting
- Davenport Stables
- Erickson Mediation Institute
- Excel Exam Review
- Glenna Farms
- Gold'n Plump Poultry
- GRACO
- ING ReliaStar
- Inscape Publishing
- KLESK Metal Stamping
- Marquette Banks
- Merrill Corp.
- Milestone
- Minnesota Lawyers Mutual Insurance Company
- Octavus
- Ostbye
- NFP Securities
- Pearson Assesments
- Rickey & Wong, DDS
- Tangent Corp.
- US Bancorp
- Warner Tool
- Wealth Planning Advisory Group

logo samples

**American  
Express®  
Funds**

**KUEHL**  
COMPANY

Business  
**FORWARD**

EVENT  
**THiNK**  
An Event Design Firm

**Crescend**  
TECHNOLOGIES

**JUNDT FUNDS**  
GROWTH WITH AN EDGE™

Personal  Spaces™  
DESIGN STUDIO

**Lyon's Tale**  
CORPORATE COMMUNICATIONS

**FiDiabetic™**  
WELLNESS • EXERCISE • EDUCATION

**L | B | A**  
HEALTHCARE MANAGEMENT

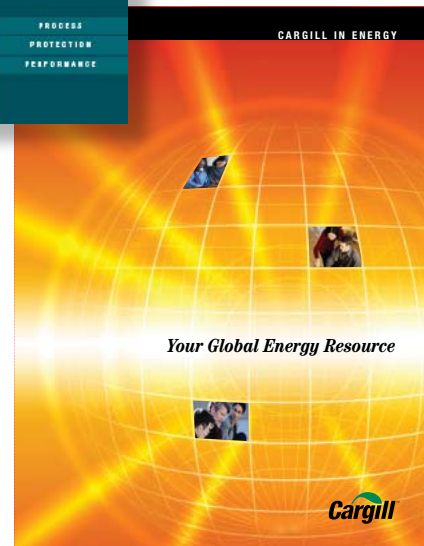
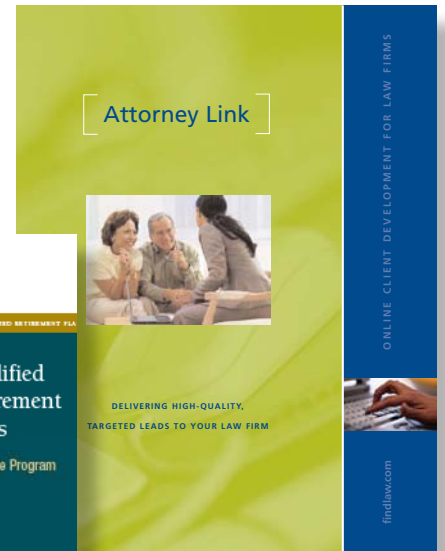
**Ostbye**  
Proven designs. Genuine service.™ Since 1920

INTERACTIVE  
RETIREMENT  
SYSTEMS  
Empowering participants through technology™

logo samples



# samples





samples

**LEARNINGSOLUTIONS**

**Cannon's New P3™ Puffer Proof Peg**

Our merchandising system will help you reduce shrink and efficient display products while creating an easy-to-shop environment. This innovative, shopper-friendly solution encourages impulse purchases and prevents sweeping of products by shoplifters. P3 is also "retail friendly" — rather than requiring keys or magnetic locks, P3's unique keyless design allows store personnel to spend more time focusing the customer. Don't currently use Magna Bar™? Our P3 system works with standard pegboard too.

Everyone recognizes the value of leveraging retail real estate in today's competitive marketplace. With the explosion of new products, private label and brand merchandise, it's even more important to optimize your merchandising environment. The simplicity and efficiency of Cannon's Magna Bar™ system has made it one of the most popular peg solutions for over 20 years. Magna Bar is the benchmark — called in commerce.

retail chemicals including grocery, drug and hardware as well as multiple product categories such as candy, cheese, packaging, meat and a wide variety of general merchandise. We're pleased with this market acceptance and now proudly introduce our new P3™ shaft reduction system — the next generation of peg solutions to address new retail merchandising challenges.

**cannon**  
EQUIPMENT  
A Cannon Solutions company

**Career Planning and Exploration**

Helping you guide your students toward rewarding futures

Today's Career Planning

**PEARSON**

PsychCorp

## MYTH vs REALITY 529 College Savings Plans

Get the facts you need about an outstanding education savings opportunity.

**P**roviding your children with a quality education may be the financial security. With high participation funds, no income restrictions for contributions and potential tax-free withdrawals, it's no wonder that 529 College Savings Plans have become a popular way to save for such an important goal. Despite these realities, widespread misconceptions of 529 plans for you.

**Since 529 plans are state sponsored, they are guaranteed to continue sending their children to state schools.**

**REALITY:** 529 plan funds can be used at any accredited college or university in the country — and even at some foreign institutions.

**Having a 529 plan will affect my child's chance to receive financial aid.**

**REALITY:** In addition to making 529 plan contributions, you can fund a Coverdell Education Savings Account.

### A 529 college savings plan that earns high marks

The **Investment's schedule®** college savings plan, distributed by American Express Financial Advisors, managed by Strong Capital Management, Inc., and sponsored by the state of Wisconsin, offers a wide range of investment options from American Express Funds and Strong Capital Investments from any state can contribute to the plan. Ask for more details about how **Investment's schedule®** can help your family reach its education goals.

Investment's schedule® is a non-sponsor 529 College Savings Program administered by American Express Financial Advisors, Inc. The program is managed by Strong Capital Management, Inc., a registered investment advisor. Securities distributed by Strong Capital Management, Inc., are offered pursuant to an offering memorandum. American Express Funds are distributed by American Express Funds Distributors, Inc.

**American Express Financial Advisors**

Even 80% more on average than those with high school diplomas.

Source: The College Board, October 2007

Plus you can also contribute to more than one child's 529 plan for the same beneficiary.

**Earnings on college savings accounts can't keep up with rising college costs.**

**REALITY:** With college costs rising so fast, you have cause for concern about your investment returns keeping pace. Fortunately, many 529 plans offer a range of investment choices with growth potential tailored to your time frame and risk tolerance.

**529 plans will disappear in 2011 when the 2011 law takes effect.**

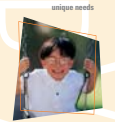
**REALITY:** It's true that provisions of 2011's law reflect the fact that enhanced 529s are scheduled to sunset in 2011 when Congress reauthorizes them. Keep in mind, however, that while the date of the plan may change, 529 plans existed prior to passage of the law, and their basic provisions should be unaffected by the law's sunset.

If you're considering ways to help secure your family's financial future with an education savings plan, we can help. Call today to schedule an education planning consultation. We'll help you make sure your plan is on track to meet your family's college dreams with reality.



## AMERICAN EXPRESS ADVANTAGE Get more from life

New life insurance choices to meet your unique needs



**N**ew more than once, people are looking to update their financial plans with life insurance. American Express Life Protection Select® is flexible fixed interest rate life insurance that helps you plan for your lifetime needs through a conservative approach to each accumulation — how you build market value and more.

American Express Variable Universal Life (VUL) is life insurance and — plus a way to invest guaranteed fixed income net participation in the growth potential of the equity market. While you have the financial security of a death benefit, you may also benefit from fixed income or the opportunity for each value growth.

Variable life and fixed life insurance contracts provide a way for you to invest your money. American Express Life Protection Select® is a flexible fixed interest rate life insurance policy that helps you plan for your lifetime needs through a conservative approach to each accumulation — how you build market value and more.

Variable life and fixed life insurance contracts provide a way for you to invest your money. American Express Life Protection Select® is a flexible fixed interest rate life insurance policy that helps you plan for your lifetime needs through a conservative approach to each accumulation — how you build market value and more.

## The advantages of investing early and often

**W**ant to build wealth for your long-term goals such as retirement? There will probably never be a better time to start investing than now. Here's why:

**Time and compounding work for you.** With potential capital gains and/or long-term capital gains rates, the power of compounding can help you build wealth faster than you can by simply saving. By investing your savings into additional shares, you can begin drawing earnings throughout your life — and the process keeps growing over time.

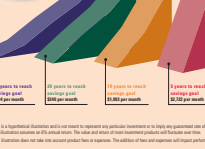
To start early, you significantly reduce how much you have to invest per month to reach your goal (see chart below). Consistently putting off investing until later may seem easier, but you'll likely have to invest much more to reach the same amount as an early start — because your investments reach here as much time to grow.

**Time tempers investment risk.** Historically, most investments' average returns have become more predictable the longer the holding period. For example, while stocks, stock mutual funds and variable annuities can post wide-ranging returns from year to year, they have provided a consistent, more predictable range of returns for longer spans.

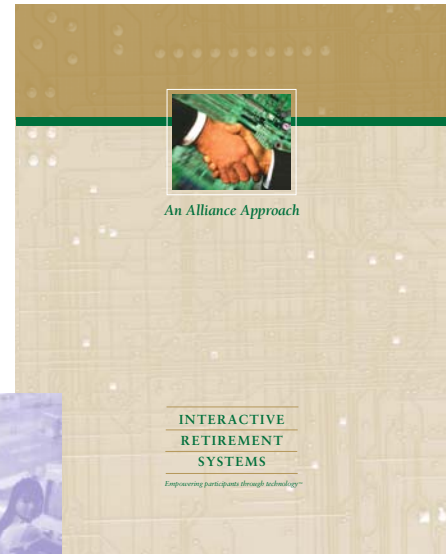
In short-term investments such as the last year or so, stocks have been sluggish performers. But when you look at periods of 20 or more years, stocks may appear more appropriate for many goals — especially considering the money-making effects of inflation over time.\*

**Anytime you need advice, just call.** Our client benefit: You have over 100 years of ongoing, professional investment advice. Anytime you'd like to plan for a certain financial goal, review your plan or assess your progress, please call.

\* See performance by segment of time periods.



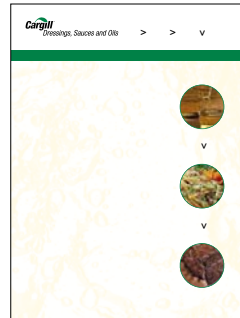
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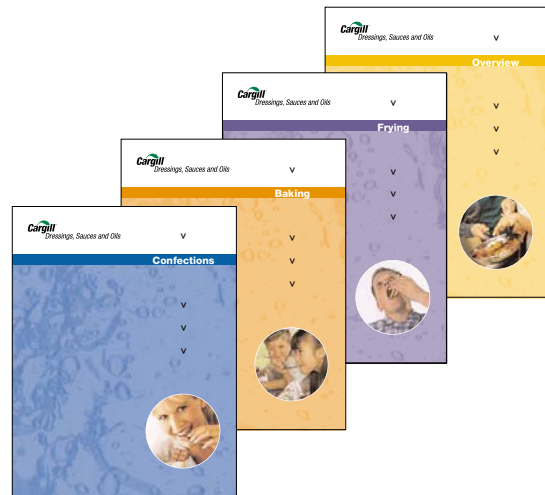
**samples**



# samples



Folder cover



# samples



**additional info**

If you would like more information,  
please call Kim McGraw at 763.422.8441  
or email [kim@kimmcgraw.com](mailto:kim@kimmcgraw.com)  
(or [kimmcgraw@earthlink.net](mailto:kimmcgraw@earthlink.net))