



 **AMSG**  
Relationships. Resolve. Results.

# AMSGazette

A MONTHLY PUBLICATION

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## A WORD FROM OUR CEO

Happy New Year and Happy Birthday *AMSGazette*!

This time last year we launched the very first edition of our monthly *AMSGazette* newsletter to connect with our existing community, reach a wider audience, and establish our voice in the consulting and Federal Government spaces. Since launching the newsletter in January 2022, our subscribership and our “engagements” (when a recipient clicks on the newsletter email and clicks a link to an article) have grown significantly.



But more importantly, as you may have noticed, we have a new look and a new logo, and if you [visit us on the web](#), a new website! It seems we have a knack for launching major projects and initiatives at the start of the year to help jumpstart a new year, and this, *AMSG*'s 15th year in business, is no different.

With new leadership at the helm, new markets on the horizon, and several new customers and business areas under our belt, we felt it was necessary to create a fresh, new brand that represents where *AMSG* is headed. Further, to help you understand our origins, we showcase the story of how the new brand came to be, and we exhibit our people, our culture, and our intentions moving forward in a series of new *AMSG* videos - one is linked below.

In our interview with Chrissie Constable, *AMSG*'s Marketing Manager, we take you behind the scenes of this nearly year-long process of rebuilding and shaping *AMSG*'s new brand identity. And finally, we share tips on brand building in an interview with Abby Tovell, Creative Director of T Square Design Studio. Abby was key in helping *AMSG* expand our existing model to rebrand our company for the future.

Last year showed us what is possible when we put our heads down and together and get to work building for the

**I'd love to hear  
from you!**

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future – we strengthened our bond as an organization, and are ready for what lies ahead of us. This year we look forward to increasing our support of existing customers, gaining new ground, and tackling even more creative and challenging projects that bring about further growth and refinement.

We hope your year is off to a great start, and we look forward to deepening our connection with you this 2023 New Year, and continuing to share relatable, human-centered stories, and useful information and resources that cultivate personal and professional development. Let us know what you think of our new look, logo, and website – email us at [amsgmarketing@amsgcorp.net](mailto:amsgmarketing@amsgcorp.net).

Cheers to a prosperous new year!  
Jim

Jim O'Farrell  
President and CEO



## AMSG Unveils Corporate Rebrand to Support Strategic Vision and Growth Aspirations

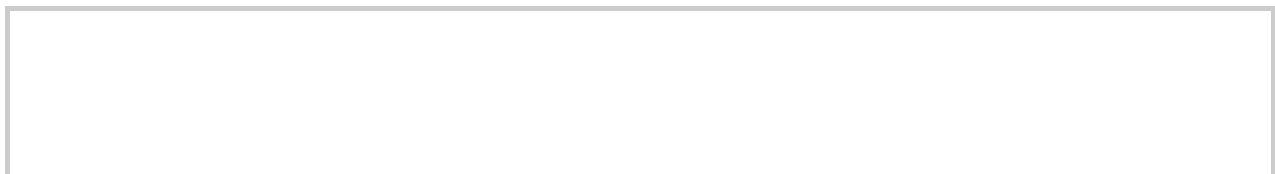
Advanced Management Strategies Group, Inc. (AMSG) decided to celebrate our 15th anniversary by rebranding. Following his first year as AMSG's President and CEO, Jim O'Farrell decided to reintroduce AMSG to the world with a new logo and website. Given Jim's emphasis on AMSG's Culture, Core Values, and Focus on Our People, he thought now would be the perfect time for a new logo, new tagline, new messaging, and website.

[Click here for the full story](#)

## WHAT'S IN A BRAND?

We sat down with Abby Tovell of [T Square Design Studio](#) to find out a little more about the company that helped AMSG with the rebranding.

[Click here for the full interview](#)





## The Magic of AMMSG

*"...it's easier for us for us to come together as a Team. It's like magic that makes us who we are and you don't get that everywhere."*

## Reflections on the ReBrand from AMMSG's Marketing Manager

### Why did AMMSG want to do it (the rebranding process)?

AMMSG has been in business for 15 years and over the last year, we have had a change in our CEO, an increase in Outreach activities, an Employee Engagement Team that formed, and a Veterans Resource Group that started among many other things. Our old website didn't show that. Our old logo didn't reflect that, and our old tagline didn't either. So the CEO and I set out to really look at who AMMSG is now. And the answer is: We are our People. We are a diverse, modern, innovative group of well-rounded folks. Our new website feels much more like us!

[Read more Q&A's here.](#)

**AMMSGCORP.NET**

Our website, [AMMSGcorp.net](https://www.ammsgcorp.net), has a new look and tons



of new content! Following the **launch of our new logo and tagline**, “Forging solutions for the missions that matter”, we decided our website needed an upgrade as well. The website still features information about our company, our customers, and our services, but now includes refreshed language that communicates pertinent information for our employees and future employees, and our existing customers and potential customers. The **Careers page** has been given a major boost, and we’ve also created a robust **News page** to keep you abreast of AMSG’s latest updates, industry trends, community outreach, and more. Head over to the new site and let us know what you think!



## DAV Patriot Employer

AMSG is proud to be a partner in the ever-important mission of ensuring that all veterans, especially disabled veterans, secure meaningful employment. AMSG has been recognized as a DAV Patriot Employer. DAV and AMSG share a mutual commitment to support veteran hiring and we encourage others to hire more of our heroes.

AMSG has also been considered for the DAV Employer of the Year Award along with special recognition awards. A special thanks goes to Michael Bouchard, AMSG’s Program Manager for our support of the Federal Trade Commission (FTC), for leading the application process.

We want to stay in touch with you! Follow us and visit us [atmsgcorp.net](http://atmsgcorp.net).





## CREDITS

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