

Welcome to 'The Print Shop'



Whitemyer
WHITEMYER ADVERTISING, INC.

Whitemyer Advertising,

founded in 1971, is as distinguished by its connection to the historic village of Zoar as it is to its reputation for ingenuity, helping clients exploit markets that reach around the world through many cultures and languages.



Appropriate to that commitment, The Print Shop in Zoar has become an icon — a symbol of the agency's strategic differentiation from others. When a client approaches our front door and pulls the string to enter, it is immediately apparent that something very different is going on here.

The Print Shop was one of Zoar's original structures, built in 1817 to serve as a residence.

Eventually, it also housed a printing

press the village bought to print hymnals and discourses of its spiritual leader, Joseph Bimeler. Printed materials, including hymnals and Bimeler discourses, are on display in the office to the right as you enter.



Print Shop is Sold in 1898

After the Zoar society disbanded in 1898, the Print Shop was sold to a Cleveland family for a vacation home, and they added a screened porch to the back.

In 1969, Don Whitemyer, the founder of the agency, came upon the idea of establishing an “agency in the woods” during a visit to the Atwood Lake area. He launched his agency in a home, then moved to the Zoar Hotel until 1979, when The Print Shop and its contents went up for auction.

Don and his wife, Joan, went to the auction to buy the Decker Brothers square piano, built in 1874. As the story goes, it appeared too difficult to move the piano so they also bought the cabin, relocating their young, growing agency from the Zoar Hotel.



Over the years, Don became more and more engaged in the historic village, and he eventually was recognized for his large collection of Zoar artwork, artifacts and furniture made by members of the Zoar Society. Much of his collection has remained with the business and is still in use in the cabin, including the piano.

Don continued to work at the agency until his death in 2009. By that time, the agency's officers had assumed many of the day-to-day operational responsibilities, while ownership of the agency and the cabin went to Don's son, Tim.

In early 2016, four officers of the agency acquired Whitemyer Advertising. Choosing to retain the agency's name and Zoar personality, relationships have continued seamlessly with our long-term client base. The owners are Tom Simmelink, president; Ty Simmelink, vice president of client services; Lisa Geers, vice president of media services; and Dan Mehling, vice president of creative services.



Reception Area

This is the area that greets visitors and sets a creative tone that is apparent throughout. The brick noggin on the wall here is typical of many of the interior walls in Zoar, although it typically would have been covered with horsehair plaster.

Artwork in the reception area and throughout the building represents Zoar's long history of attracting artists, which led the agency to host an art contest for many years during the annual Zoar Harvest Festival.

The original cabin consisted of the center room (the reception area) and a room above that. Sometime in the 1800s, a pair of two-story additions were added to the sides. Upstairs, the bolts that were used to fasten the additions in place are visible.

The addition to the right – now the office of Charlene Bigler, the agency's secretary-treasurer and office manager, was properly aligned, providing a smooth entry.

But the addition to the left – now the office of president Tom Simmelink – was not so successfully aligned, necessitating the installation of steps into Tom's office as well as the office above his, occupied by vice president Lisa Geers.





Also on the second floor are offices for media planners and other functions.

The roof of the cabin had been constructed with clay tiles made in Zoar. However, the roof deteriorated over time and was replaced in 2016 with cedar shakes.



Conference Room and Rear Section

When the Whitemyers bought The Print Shop, they converted the screened-in back porch to a conference room in a style that introduced their commitment to continuing the building's look and feel. Large glass panels replaced the screens, and the flooring and trim were carefully selected to reflect the Zoar style.



To accommodate agency growth, the conference room project led to the rear addition to the cabin. The exterior footprint, windows and doors and even the hardware are very similar to those in other Zoar buildings. The addition provided offices for art directors, web programmers and account executives. Each is styled and decorated with Zoar-era furniture and antiques.

The office on the left at the end of the hall is occupied by vice president Dan Mehling. Next to it, on the right with a pot belly stove, is vice president Ty Simmelink's office.

When you are walking from the back of the building to the front, if you look out the windows into the courtyard, you will see some interesting stone carvings. The Cleveland couple who owned the building in the early 1900s also owned the Schlather Brewing Co. – a forerunner to today's popular Great Lakes Brewing Co. When the brewery building was razed, the wife had the stones saved, shipped to Zoar and then built into the porch as a gift to her husband.