



Jostens[®]

To: The United States Naval Academy Class of 2022

Welcome back to Annapolis. Congratulations on entering your second-class year. While there have been a few “bumps” in the road these past 6 months for your class, the Academy, and our country we continue to press forward. While many events have been cancelled this fall one traditional event that remains on your schedule is the ordering of your 2022 class ring.

I wanted to take a few moments at this time to share important information that you and your family might find helpful. First, I would like to introduce myself, my staff, and Jostens, the company that will produce your rings. In two follow up letters I will share important information about the products and services that will be available to you such as Jostens Lifetime Warranty and Ring Loss Protection. I will also begin outlining the events that will take place later this fall such as the Gemstone Show and Ring Order Week.

Let me start with the introductions. My name is Mike Sundgaard and I am the Jostens representative to the United States Naval Academy. With 23 years of experience in the class ring business my sole responsibility is to work with the class ring programs at seven of our nation’s most prestigious schools - Navy, Air Force, West Point, Coast Guard, Merchant Marine, VMI, and Norwich University. Just as important as the experience I have with the class ring business is my background with Academy rings prior to joining Jostens. As a 1985 graduate of USMA I understand what the ring means to each of you as I have worn mine proudly for over 35 years. I am sure each of you will do the same just as I am sure that I will hear the cries of “BEAT ARMY” next time I am in Bancroft or Dahlgren Hall.

Working with me throughout the entire process are five full time associates whose only job is to work with the academies mentioned above. These five individuals are Jostens veterans with combined experience of over 155 years with the company. We also have ten additional individuals who work with us on a part time basis to provide support at the various events that take place in Annapolis. These associates range from technical support to order processors to certified gemologists who are present to assist you with your decision. I would also like to mention that our team does not work on commission. We are here to assist you and answer your questions. We will share our opinions with you but there are no high pressure sales tactics.

Now that you know a little bit about our group please allow me to share with you some things about Jostens, the company that will be making your rings. First, Jostens has been around for 123 years after being founded by Otto Jostens in Owatonna, MN in 1897. We are the leading producer of class rings in America, providing rings and other related products to over 15,000 high schools and universities nationwide. In addition, Jostens is renowned for the affiliation rings they have produced over the years. Several years ago we produced a ring that I feel may be one of the most significant in Jostens history. This ring was for the Medal of Honor Society and was given to every living Medal of Honor recipient. It gives me great pride to know that every Medal of Honor winner now owns a Jostens ring.

In addition we have also partnered to work with great American companies such as Walt Disney and Harley Davidson. What we might be most famous for are the 36 Super Bowl rings we have designed beginning with the Green Bay Packers in Super Bowl I. Last year the New England Patriots donned their sixth Jostens Super Bowl ring. This fall the Kansas City Chiefs will receive their rings. We also were selected to produce the Washington Nationals World Series rings, St. Louis Blues Stanley Cup Championship rings, and the Clemson Tigers NCAA Football Championship rings just to name a few. I share this information with you as the same people who designed these rings in our Eagan, MN design facility and produce them in our Denton, TX plant are the same people who will produce your rings.

I look forward to working with all of you in the Class of 2022 as you select your ring. In the coming weeks I will send you more information on some of the products and services that will be available to you. In the meantime if you have any questions feel free to contact us at 1-877-229-4440 or by email at aps@jostens.com.

Mike Sundgaard
Director National Military Sales