

printer's PRESS

Timely Information and a Good Mix of Fun from Your Locally Owned Printer.



can you guess the year?



Christopher Reeve as Superman

- The Oakland Raiders defeat the Minnesota Vikings in the Super Bowl, 32-14.
- Star Wars hits theaters and becomes the second-highest-grossing film of all time.
- Saturday Night Fever sparks the disco inferno and the popularity of movie soundtracks.
- "The King," Elvis Presley, dies at the age of 42 at Graceland, his home in Memphis, Tenn.
- Christopher Reeve is chosen as the new "Superman."
- The neutron bomb is developed.
- The space shuttle Enterprise makes its first test glide, from the back of a 747.

- NAVSTAR Global Positioning System (GPS) is inaugurated by the U.S. Department of Defense.
- Slim-Fast is released as a weight-loss product.
- "Chia Pet®" becomes a registered trademark name.
- The E.P.T. pregnancy test becomes available over the counter.
- Apple computers first go on sale.
- Quebec adopts French as its official language.

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We continually reduce waste by maximizing each sheet of paper when laying out jobs, recycling scraps, using electronic forms, and keeping digital files.

The year was 1977.



When and How to Say "No"

Learning to say "no" is one of the most challenging, yet useful skills you can develop in both your personal and professional life. Here are a few reasons why:

- Acknowledge that you can't do everything. When you say "yes" to everyone, you leave yourself trapped with little time. Saying "no" will give you more time to focus on existing obligations and important priorities.
- Remember that "no" isn't always a negative thing. When you say "no" to extra requests, you're actually saying "yes" to a reasonable workload. The alternative often means burying yourself in hours of extra work and fretting over deadlines just because you couldn't turn someone down.
- If you're worried about meeting expectations or finishing on time, be up front and say "no," rather than over-promising and under-delivering.
- Realize you can't please everyone and that you have to draw the line somewhere. If you say "yes" to everything, people may be more likely to take advantage of you.

- Beware that people who say "yes" to everything often become overly stressed, run down, and frequently sick as a result of overcommitting.
 - In many cases, saying "no" can instantly relieve stress and make you a happier person overall.
 - Saying "no" to temptation can help you stay on track and achieve your health goals.
 - By saying "no," you open the door of opportunity for others to step up and get involved or do their part.
- Here are a few tips on how to say "no" gracefully:
- Be firm, calm, and polite.
 - Provide a brief explanation of why you can't do something.
 - Don't apologize too much. Just give a simple response.
 - Consider offering alternatives, such as "I don't have time to work on this until tomorrow, but <NAME> said she has some free time today if you need it right away."

Remember, saying "no" to one request will often allow you to say "yes" to others.

wise words

"The art of leadership is saying no, not saying yes. It is very easy to say yes."

— Tony Blair



Rack 'Em Up!

Looking for a creative yet affordable way to promote a product or service? Rack cards are a unique way to target a specific audience, create name recognition for your brand, and make a lasting impression.

This complimentary issue sent by:

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Doug Suereth & Scott Gass

There are endless choices lately when it comes to marketing avenues, so it's important to pick one that best suits your company's needs. One tried-and-true solution is rack cards, which are a great way to boost sales and profits with a small investment. Because rack cards are simple, straightforward, and strategically placed to reach your target audience, they are a very cost-effective and efficient marketing tool. Give us a call today if you'd like some ideas on creating a rack card that will help do the selling for you!

A Waterfall Paradise in New York

Located in the Finger Lakes Region of western New York, Watkins Glen State Park is known for its impressive views of nature and many spellbinding waterfalls. Thousands of years ago, glaciers and streams carved the breathtaking landscape that we know today. The area features steep-sided troughs and beautifully unique gorges.

Within two miles, the glen's stream descends 400 feet past 200-foot cliffs, creating 19 magnificent waterfalls along the way.

The Watkins Glen Gorge path winds over and under waterfalls, through the spray of Cavern Cascade, past water-sculpted rocks, and through tunnels. Officials recommend taking your camera, some water, a coat, and—most importantly—your time. Because this adventurous trail stretches a mile and a half one way and includes more than 800 stone steps, it can be a challenging trek for some hikers with mobility issues.



While the Watkins Glen Gorge Trail itself is closed from early November until mid-May, the South Rim, Indian Trails, and gift shop are open year-round.

The park offers 305 campsites with restrooms, hot showers, food concessions, swimming pools, playgrounds, pavilions, and much more. Popular activities include hiking, camping, swimming, biking, hunting, and fishing. Seneca Lake is famous for its annual spring run of rainbow trout. Other area attractions include Watkins Glen International, the Corning Museum of Glass, and the Seneca Lake Wine Trail.

After experiencing the roar of the falls followed by the gentle roll of the river and the silence of trees, it's easy to see why visitors proclaim this a must-see for waterfall lovers.

For more information about this area, visit <http://nysparks.com/parks/142/>.

{terrific trivia}

1. Who is Homer Simpson's brother?
2. Hairy-nosed and Queensland are both varieties of which animal?
3. In what do arboreal creatures live?



1. Herb Powell
2. Wombat
3. Trees

{top 10 list}



Top 10 Shark Attack Locations*

- | | |
|---------------------|-----|
| 1. USA (mainland) | 885 |
| 2. Australia | 330 |
| 3. South Africa | 212 |
| 4. Hawaii | 96 |
| 5. Brazil | 87 |
| 6. Papua New Guinea | 47 |
| 7. New Zealand | 44 |
| 8. Mexico | 35 |
| 9. The Bahamas | 26 |
| 10. Iran | 23 |

*Including nonfatal attacks 1850-2009.

{ben's friends}



- The trouble with not having a goal is that you can spend your life running up and down the field and never score.
- Thinking will not overcome fear, but action will.
- Build your own dreams, or someone will hire you to build theirs.



Pick Me! Pick Me!

In spite of their simplicity and relatively low cost, rack cards are a proven, high-impact way to promote and advertise products and services in a variety of industries. Here are a few tips to help you take full advantage of the power of rack cards for your company:

- Don't forget your brand/logo and contact information, including website, phone number, and email.
 - Consider a bifold or accordion-style folded rack card if you need more space for information.
 - In addition to advertising products or services, consider using rack cards as a menu, product sheet, coupon, newspaper insert, handout, direct-mail piece, or map.
 - Consider including a perforated tear-off card (such as a business card or coupon).
 - If you have racks in multiple locations, add a code number on the tear-off card to trace its source.
 - Remember where your rack card will be displayed when planning the content and layout. Different environments might benefit from specifically tailored messages or imagery.
- Give us a call today if you need help designing a card that is sure to get picked off the rack.



Visit us at www.kwikquality.com to see the many ways we can help you.

Gutenberg's Army®



game face on.



Jim MacLaren

After being hit by a bus on his motorcycle, Jim MacLaren was declared "dead on arrival." When he woke from a coma, his left leg was missing below the knee. Previously a Yale University lacrosse and football player, he decided to take up swimming and learned to run on a prosthetic leg. He even competed in the New York City Marathon and Ironman Triathlon. Even though he was later paralyzed in another accident, MacLaren became a motivational speaker, encouraging others to make the best of difficult situations and live life to the fullest.

{wellness}

Get Your Smile On!

A smile is one of the easiest ways to improve your looks. Here are a few more things a smile can do:

- Smiling and laughter release endorphins in the brain that not only improve a person's mood, but also diminish stress hormones, act as natural painkillers, and help boost the immune system.
- Because smiling relaxes the body, it also helps lower your heart rate and blood pressure.
- Smiles naturally lift the face and make people look younger, more attractive, and more approachable to those around them.
- Genuine smiles will help you gain trust and build relationships with others.
- Smiling can improve productivity and motivate you to work harder.
- Smiling can help you maintain a positive attitude in life and attract others that also have a positive attitude.
- People with high confidence smile frequently, which often translates into more success.
- Smiling is contagious! Approximately half of all people you smile at will smile back, spreading these benefits to those around you.

