



# Merry Christmas and Happy Holidays

## can you guess the year?

- Ronald Reagan, Ray Charles, and Christopher Reeve pass away.
- Tom Brokaw hosts his last *NBC Nightly News*.
- George W. Bush is reelected president, defeating John Kerry.
- The National World War II Memorial opens to the public.
- *Shrek 2* and *Spider-Man 2* are the top movie sequels at the box office.
- Martha Stewart is found guilty of fraud and conspiracy charges.
- The New England Patriots defeat the Carolina Panthers 32-29 in the Super Bowl.
- *American Bandstand* host Dick Clark suffers a severe stroke.



National World War II Memorial

- Maria Sharapova beats Serena Williams in the Wimbledon Women's Finals.
- Paris Hilton and Nicole Richie star in Fox's *The Simple Life*.
- Former Enron CFO Andrew Fastow pleads guilty in federal court to defrauding Enron.
- Michael Moore releases his documentary *Fahrenheit 9/11*, which becomes the highest-grossing documentary of all time.

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Published by Kwik Quality Press, Inc.  
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The year was 2004.

# printer's PRESS

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



## Holiday Travel Tips

The holidays often mean travel, which can also lead to longer waits and unexpected challenges. In addition to packing your patience, here are a few helpful tips when traveling during the busy holiday season:

- Carry a list of toll-free phone numbers for all of your credit and bank cards in case they're lost or stolen and you need to cancel them.
- Leave a detailed itinerary of your trip with a friend or family member in case you need to be contacted.
- If possible, bring your own pillows.
- When traveling with children, be sure to pack snacks, blankets, and items for amusement.
- Pack children's shoes inside adult shoes to save space.
- Keep medicines in their original, labeled containers, and bring a copy of your prescriptions and the generic names for the drugs.
- Write down confirmation numbers whenever you make reservations. If one isn't offered, ask.
- In addition to having a wall charger (and car charger if driving), bring an

extra power pack to charge your cell phone and portable electronic devices.

- Attach bright tape or ribbons to your bags so they're easier to identify in baggage claims.
- Consider using your business card in your luggage tags to avoid revealing your home address. Tape your contact information inside all luggage in case the outside tags get lost.
- Make two copies of every important document you're bringing (tickets, driver's license, car insurance, passport, vaccination certificates). Bring one copy with you and give one to a friend or relative at home.
- Remove old airline destination tags, since they can be a contributing factor to why bags get lost.
- Consider doing your holiday shopping online and having your gifts shipped to your destination. This will cut down on luggage and the risk of gifts getting lost.
- Whenever possible, print your boarding passes at home, use check-in kiosks, or even pull up your boarding pass on your smartphone.

### wise words

“Wherever you go,  
go with all your  
heart.”

– Confucius



## Win Popularity with Coupons!

Why are coupons so popular? Because people love to save money! Not only do customers get the deal they're looking for, but businesses benefit from extra sales and the opportunity to promote local business information. Order your coupons today!

This complimentary issue sent by:

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Doug Suereth & Scott Gass

## Make Use of Coupons

Coupons are one of our all-time favorite marketing tools. Not only are they an affordable and measurable way to increase brand awareness and product sales, they can also influence customer buying patterns and encourage customers to buy locally from your business.

Because coupons result in customer savings, many people also feel like they can afford to buy more when they use coupons, increasing your bottom line.

## Gull Lake, Brainerd, Minn.

In the heart of Minnesota, land of 10,000 lakes, Gull Lake is home to many Minnesota lake-country lodges. Located northwest of Brainerd (a two hour drive northwest of Minneapolis), Gull Lake is a woody, outdoor-enthusiast's dream come true.

Scattered around the 15-mile-long Gull Lake are 19 popular resorts and lodges, including Cragun's, Madden's, Kavanaugh's, and Grand View. The Grand View Lodge's main lodge opened in 1916 and is on the National Register of Historic Places. It offers one of



the most well-preserved examples of early resort log construction in existence today. The lodge is surrounded by 60 cabins overlooking the lake for private vacationing.

The laid-back lakeside life of the Brainerd region has attracted families for generations. Gull Lake area seasonal activities include swimming, fishing, boating, waterskiing, horseback riding,

golfing at the many pristine resort golf courses, day camps for children, and much more. The summer season is short in Minnesota lake country (typically June through September), although that doesn't mean the end of area fun.

Despite the cold Minnesota temperatures, Gull Lake becomes ice-fishing central in the winter. Every January, 20,000 ice-fishing holes are predrilled in the two-foot-thick ice, attracting more than 10,000 anglers for the world's largest charity ice-fishing tournament. The tournament yields mostly northern pike

and walleye, and features 150 luxurious prizes, including a new pickup for the grand-prize winner. The upcoming Brainerd Jaycees ice-fishing tournament is scheduled for January 24, 2015.

No matter what season you're traveling, Minnesota lakes country has something for everyone.

Learn more at <http://icefishing.org> or <http://www.explorebrainerdlakes.com>.

## {terrific trivia}

1. What U.S. city has more bridges than any other city in the world?
2. What souvenir is given to lawyers who argue cases before the U.S. Supreme Court?
3. What is the three-word motto of the U.S. Military Academy at West Point?



## {top 10 list}



### Top 10 Most Common Nouns in the English Language

- |           |          |
|-----------|----------|
| 1. Time   | 6. Thing |
| 2. Person | 7. Man   |
| 3. Year   | 8. World |
| 4. Way    | 9. Life  |
| 5. Day    | 10. Hand |

Source: Oxford English Corpus

## {ben's friends}



- A year from now you will wish you had started today.
- Your silence gives consent.
- Laughing is and will always be the best form of therapy.
- The quieter you become, the more you can hear.



## Coupons Keep Them Coming Back

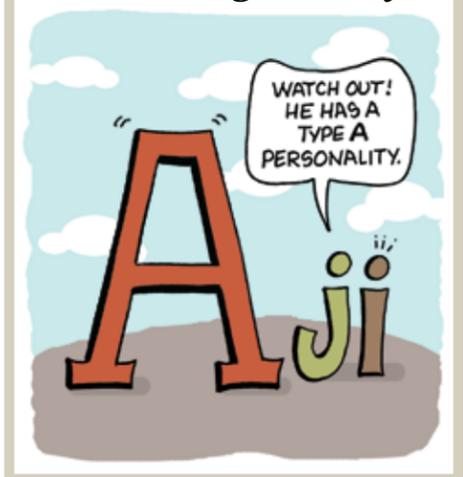
Coupons are a great way to attract new and repeat customers to your business. Here are a few tips to increase the effectiveness of your coupons:

- Get creative with coupon offerings, such as BOGO (buy one, get one), or even upgrade coupons (large pizza for the price of a small).
- Offer a coupon for free shipping or free delivery, as well as free return shipping for those that are on the fence about purchasing from you.
- Bundle a group of products or services together, showing the itemized pricing for each. Then, show a discounted bundle price for value savings when the items are purchased together.
- Provide a cash-value discount rather than a percentage off (such as \$10 off a \$30 purchase). A dollar amount is perceived as more valuable because it feels like cash.
- Offer something free like a free shampoo with haircut, or a free car wash when a customer purchases a certain number of gallons of gas.
- Up-sell whenever possible by providing a discount on a complementary item or service.

Let us know if you'd like us to help you create a coupon campaign that will have your customers coming back again and again.

Visit us at [www.kwikquality.com](http://www.kwikquality.com) to see the many ways we can help you.

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## Wrap like a Pro

- Use a rotary cutter instead of a scissor to avoid jagged edges.
- Always wrap gifts on a hard surface, and especially avoid working on carpet or on a bed.
- Roll small or awkward items in bubble wrap or tissue paper until they are smooth and easier to wrap.
- Fold all paper edges under before taping for a neater appearance.
- Use festive stickers or decorative tape to cover any tears or mistakes in your wrapping.
- Unless providing a gift receipt, hide the price by removing the sticker, covering with a marker, or adding a holiday sticker.
- Select bows and ribbons that coordinate with your paper choice and create a unique look.

## {wellness}

## Fight Holiday Stress

Don't let the holidays become something you dread. Here are a few tips to help you fight stress and exhaustion, and replace them with peace and joy:

- Learn to say "no" to extra obligations. Saying "yes" when you should say "no" can leave you feeling resentful and overwhelmed.
- Prioritize your daily routine and keep daily activities as normal as possible.
- Laughing minimizes stress hormones. Do something that makes you laugh, like watching a funny movie or calling an old friend.
- Listen to your favorite music to help you calm down and increase blood flow.
- Consider going out to eat for a holiday celebration rather than dealing with the stress of grocery shopping, decorating, cooking, and cleaning for company.
- Focus on enjoying the people in your life rather than the meals, presents, or cleanliness of your house. You will remember your time spent together and conversations, not how clean your floors were.
- Plan ahead and stick to a budget when purchasing gifts. Look for sales and try to avoid last-minute scrambling.