



## can you guess the year?

- *Spider-Man* is the year's box-office blockbuster, grossing more than \$406 million.
- Claritin becomes available as an over-the-counter allergy medicine.
- The soundtrack to *O Brother, Where Art Thou?* wins five Grammy awards, including Album of the Year and Best Country Vocal.
- *The Osbournes* debuts on MTV.
- Elizabeth Smart is kidnapped from her family's Salt Lake City home.
- Ann Landers, Princess Margaret, Milton Berle, and Ted Williams pass away.
- The average cost of a gallon of gas is \$1.61.



Spider-Man

- Kelly Clarkson wins the first *American Idol* contest.
- Kmart Corp and WorldCom file for Chapter 11 bankruptcy protection.
- The Winter Olympic Games are held in Salt Lake City, Utah.
- The *Mars Odyssey* finds signs of huge water ice deposits on Mars.
- The New England Patriots defeat the St. Louis Rams 20-17 in the Super Bowl.

### Kwik Quality Press, Inc.

Published by Kwik Quality Press, Inc.  
732 Locust Street  
Lebanon, PA 17042

**How to reach us:**

**Phone**  
717-273-0005 Local  
717-273-0005 24-hour Voice Mail

**E-mail:** [kqpressinc@verizon.net](mailto:kqpressinc@verizon.net)  
Customer Service  
717-273-0005

**Fax**  
717-270-5471

**Web**  
[www.kwikquality.com](http://www.kwikquality.com)



Follow us on Facebook



By taking advantage of the personalization capabilities of digital printing, marketers can easily target their campaigns to those recipients who are most likely to respond, preventing nonrelevant materials that could quickly be discarded and end up in a landfill.

The year was 2002.

# printer's PRESS

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



## Helping Those in Need

The end of the holiday season often marks the end of the giving season for many people. For those in desperate situations, however, the need for giving doesn't stop after the holidays. The loss of a job, the death of a spouse or a child, or a severe physical disability could send any of us spiraling into desperate situations. Shelters across the country are full of people who have lost their homes due to personal tragedy. Here are a few simple ways you can more actively participate in your local community, and help those in need throughout the upcoming year:

- Bring comfort to homeless kids by donating cozy blankets, children's books, toys, games, etc.
- Volunteer to bring or prepare a meal for a local shelter or soup kitchen.
- Donate gently used clothing that you no longer wear to organizations that provide housing and services to the homeless. Don't forget about coats and winter gear as well.
- Give money to nonprofit organizations that serve the homeless. They can often purchase more items at

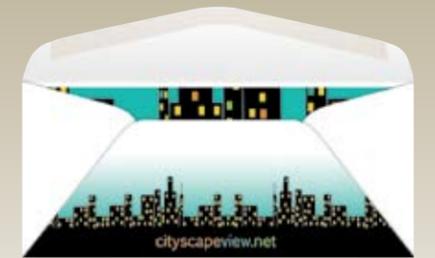
bulk pricing to stretch your dollars further.

- Consider donating bus tokens to help the homeless commuter.
- If you are a frequent traveler, collect the free travel-size shampoos and soaps to donate to shelters.
- Volunteer your professional services. A secretary can provide training in clerical skills. Doctors, counselors, or dentists could treat the homeless in clinics.
- Share your hobbies. If you love cooking, gardening, or sewing, consider sharing your creations. Deliver freshly baked cookies, garden vegetables, or quilts to the needy.
- Consider paying it forward to those you see on the streets by handing out sack lunches with a homemade sandwich, bottle of water, apple, cookies, crackers, etc.
- Host a fund-raising event, garage sale, or bake sale, and donate the proceeds to organizations that aid the homeless. Ask your company or school to match the funds.

### wise words

“We rise by lifting others.”

— Robert Ingersoll



## Envelopes We've Got You Covered

When is the last time you updated your envelopes? Envelope printing not only provides valuable space for marketing messages, but it can also ensure your envelope gets noticed and grabs attention. Keep us in mind for more ideas on how to think outside the envelope.

This complimentary issue sent by:

**Kwik Quality Press, Inc.**  
732 Locust Street  
Lebanon, PA 17042

Phone: 717-273-0005  
Fax: 717-270-5471  
[www.kwikquality.com](http://www.kwikquality.com)



Doug Suereth & Scott Gass

Envelopes make a significant, yet often overlooked, first impression. It is the first thing your recipients see when they receive a mailing from you, so its professional appearance is very important.

The envelope is a great place to add a teaser, promote your website, include a link to a discount coupon, advertise special offers, or simply thank customers for their business.

Envelopes reinforce your brand image and provide a great opportunity to communicate with your prospects and customers.

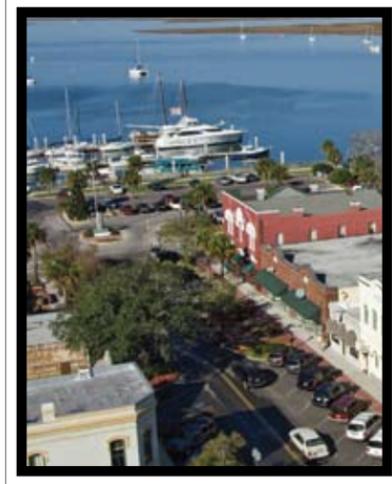
## Amelia Island, Florida

Located off the northeastern coast of Florida, Amelia Island is a laid-back getaway offering a relaxing break from the norm. With calm waters and sand that is great for building sand castles, Amelia Island offers 13 miles of some of the best family-friendly beaches in Florida.

Popular activities include simply hanging out at the beach, golfing on one of the island's beautiful golf courses, kayaking, jet skiing, parasailing, fishing, boating, horse and carriage rides, biking, and horseback riding on the beach.

Main Beach features the largest public beach on the island, with free parking,

outdoor showers, restrooms, lifeguards, basketball courts, a beach volleyball court, miniature golf, and more. Fernandina Beach boasts a charming Victorian seaport village with picture-perfect rows of shops, boutiques, and restaurants, along with four miles of



beaches located less than a mile away. Seaside Park's beach also offers many facilities and the island's most popular restaurants.

Other island attractions include the Amelia Island lighthouse (the oldest structure on the island) and the Amelia Island Museum of History (located in a county jail dating back to 1878), which offers a ghost tour full of storytelling about the island's ghostly inhabitants. Amelia Island State Park and Fort Clinch State Park feature oceanfront campgrounds and acres of pristine wilderness to explore.

Amelia Island offers numerous accommodations, including bed-and-breakfast inns and vacation rental homes, as well as upscale resorts like the Ritz Carlton and the Amelia Island Plantation.

For more information about this area, visit [www.ameliainland.com](http://www.ameliainland.com).

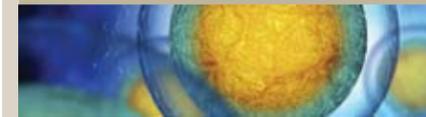
## {terrific trivia}

1. What color is Spock's blood?
2. What is a *funambulist*?
3. What is the name of Dennis the Menace's dog?
4. How did Alfred Nobel make his fortune?

1. Green
2. Tightrope walker
3. Ruff
4. He invented dynamite



## {top 10 list}



### Top 10 Elements in the Human Body

- |             |               |
|-------------|---------------|
| 1. Oxygen   | 6. Phosphorus |
| 2. Carbon   | 7. Potassium  |
| 3. Hydrogen | 8. Sulfur     |
| 4. Nitrogen | 9. Sodium     |
| 5. Calcium  | 10. Chlorine  |

## {ben's friends}



- The greatest risk is to risk nothing at all.
- You can't build a reputation on what you are going to do.
- Doubt kills more dreams than failure ever will.
- Some people come in your life as blessings, others as lessons.



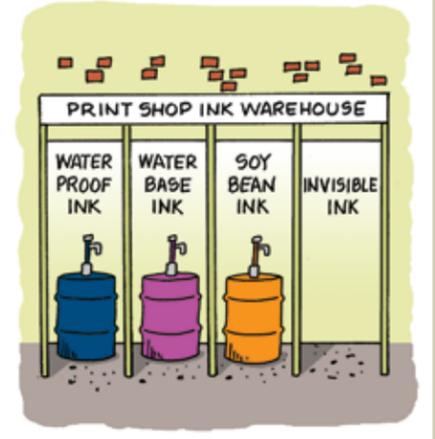
## Pushing the Envelope

To open ... or not to open? Many people contemplate that exact question when sorting through their daily mail. Here are a few creative envelope ideas to help ensure your important direct-mail pieces get opened:

- Be sure your company name and logo are prominent on the envelope. If the addressee is a return customer, they will be interested in what you have to say if they know the message is from your company.
  - Dress up your envelopes and add prestige by using color to feature an anniversary or special event.
  - Feature a link to a discount coupon, advertise special offers, or simply thank customers for their business.
  - Consider using a hook message or teaser promotion with attention-grabbing phrases or keywords that increase curiosity or urgency and entice readers to open your envelope.
  - Break from the norm. Ask us about our wide variety of shapes and sizes, colors, and textures (linen, laid, or cockle, ).
  - Utilize envelope space for highlighting your website, or for offering an overview of your product line.
  - Consider creating a remittance envelope with a special flap for a membership application, or a contest entry form.
- If you need help creating the perfect envelope that is sure to get opened, give us a call today.

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

## Gutenberg's Army®



game face on.



## Michael Oher

As one of 12 children living with an addict mother and an estranged father who was frequently in prison and later murdered, Michael Oher had no parental supervision and nowhere to turn. He attended 11 different schools during his first nine years as a student.

After alternating between various foster homes and periods of homelessness, a Mississippi family decided to take him in at the age of 16 and make him a part of their family.

Michael later developed into a college football star and a top NFL draft pick. His true story inspired the Academy Award-winning 2009 film *The Blind Side*, which detailed his life from foster child to college football star.

## {wellness}

### Preventing Knee Pain

- Stay at a healthy weight. Every pound you gain puts about four extra pounds of pressure on your knees when you walk or take the stairs.
- Don't bound up and down the stairs. This puts serious strain on your kneecaps.
- Walk on sidewalks instead of grass or cobblestone, which puts extra strain on your knees and can increase your chance of tripping.
- When biking or spinning, ensure your seat is high enough that your knee straightens out when the pedal is at its lowest.
- Consider lower-impact exercises, such as an elliptical machine rather than the treadmill.
- Don't decrease your activity. A decrease in activity will lead to weakness, increasing your chances of injuries.
- Listen to your body. When you feel pain or discomfort during or after exercise, household chores, or other activities, don't ignore it. Take a break or consider stopping the activity.
- Take care of your knees now so you can spend a lot less time and effort rehabilitating them down the road.