



Sleep Tight knowing your printing is **Done Right!**

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 in Washington, D.C. 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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The year was 2004.

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

wise words

"People rarely succeed unless they have fun in what they are doing."

— Dale Carnegie



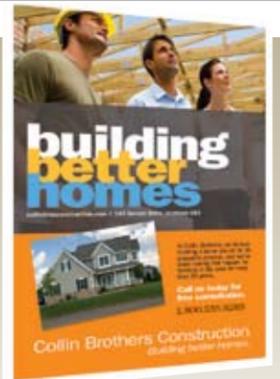
Many Uses for the Great Pumpkin

Pumpkins have a lot more uses than just as Halloween decorations or filling for pumpkin pie. Here are some creative ways to make the most of pumpkins:

- Roasted pumpkin seeds are a great source of immune-system-boosting zinc. Simply separate the pumpkin seeds from the guts, rinse thoroughly, toss in oil, and place in a single layer on a baking sheet. Consider seasoning with salt, brown sugar, and cinnamon.
- Create pumpkin purée. Cut your pumpkin in half, scoop out the guts, place cut-side down in a baking dish with a cup of water, and bake 90 minutes at 350°. Then scoop out the flesh and purée in a food processor.
- Use a hollowed-out pumpkin as a planter for annual flowers. Simply transfer a plant right into the pumpkin, and then put the whole thing straight in the ground once your pumpkin starts to deteriorate. The pumpkin will protect the roots from frost and, as it breaks down, helps to fertilize the plant.
- Pumpkins are nutrient-rich additions for compost bins. Remove pumpkin

seeds or you may end up with new pumpkins in your compost pile.

- Create an exfoliating face mask by combining five teaspoons of pumpkin purée, three teaspoons of brown sugar, and a splash of milk. Apply it to your face in circular motions (avoiding your eyes), and let it sit for up to 20 minutes.
- Create pumpkin butter by cooking two cups pumpkin purée in a saucepan with a cup of brown sugar and a cup of water or apple cider. Add salt, cinnamon, nutmeg, cloves and/or ginger. Bring to a boil, then simmer for 25 minutes.
- Turn small pumpkins into bird feeders. Carve holes or shapes for birds to access the inside.
- Toss the seeds and guts of your pumpkin in the backyard for birds and other animals. If you live in the country, consider cutting up whole pumpkins as a treat for wildlife.
- Beware that once a pumpkin has been carved and has sat out for 24 hours, it could be unsafe to eat.



Grow Your Business with Marketing Flyers

Marketing flyers educate readers, promote upcoming specials, and increase sales by helping your company stay fresh on the minds of prospects and customers alike. Then, when they're ready to make a purchase, they'll think of you first.

This complimentary issue sent by:

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Doug Suereth & Scott Gass

Abraham Lincoln once said, "The best thing about the future is that it comes one day at a time." If your business is struggling to find creative ways to build awareness and keep an active marketing presence in front of your customers throughout the year, I'd like to suggest one of my all-time marketing favorites: custom-printed calendars.

Not only are they useful for customers, they also provide your business with invaluable marketing opportunities month after month. Let us help you design great calendars for your customers.

Omaha Zoo, Nebraska

The Henry Doorly Zoo and Aquarium in Omaha, Nebraska features thousands and thousands of animals from around the globe. A 130-acre wonderland of exhibits and gardens (including seven acres of indoor exhibits), this impressive zoo enables visitors to travel the world in just one stop.

The facility features numerous world-renowned exhibits. Visitors can walk through one of the largest man-made jungles, explore the world's largest indoor desert (more than 13 stories tall and 230 feet in diameter), and



view sharks and other deep-sea creatures through a glass-enclosed walk-through tunnel. What's more, they can also watch polar bears swimming and playing, observe birds flying freely in a mesh aviary the size of four football fields, or sit back and enjoy a screening at the Lozier IMAX Theater or one of many daily animal presentations throughout the grounds.

Because the zoo is so vast, visitors can walk through the exhibits, ride on the Omaha Zoo Railroad, hop on the tram, or soar above the zoo on Skyfari, an open-air chairlift with spectacular treetop views.

Omaha's Henry Doorly Zoo and Aquarium features ongoing special events and educational opportunities for all ages. It has also gone through dozens of renovations, upgrades, and frequently adds new exhibits and animals to its outstanding collection.

After just one visit, it's easy to see why this zoo has won many awards, including the most

recent "No. 1 Zoo in the U.S." by readers of TripAdvisor, and the No. 1 "Family Friendly Vacation Spot in the U.S." by readers of *FamilyFun* magazine.

Anyone who finds themselves near the Omaha area would be remiss to miss this incredible zoo experience.

For more information about this area, visit: <http://www.omahazoo.com>

{terrific trivia}

1. Which have more bones, cats or humans?
2. What was the first video viewed more than a billion times on YouTube?
3. Can seals sleep underwater?

1. Cats
2. "Gangnam Style"
3. Yes—they can even breathe without awakening.



{top 10 list}



Top 10 Ancestries of U.S. Population

- | | |
|---------------------|---------------------|
| 1. German | 6. Mexican |
| 2. Irish | 7. Italian |
| 3. African-American | 8. Polish |
| 4. English | 9. French |
| 5. American | 10. American Indian |

Source: U.S. Census Bureau

{ben's friends}



- Don't ruin a good day today by thinking about a bad day yesterday.
- Worrying won't stop bad things from happening. It will just stop you from enjoying the good.
- Don't go through life ... grow through life.



Let Flyers Do the Selling for You!

Flyers are a very flexible, cost-effective, and efficient way to spread the word and increase sales. Here are a few ways to boost sales with flyers:

- Distribute products and services overview flyers or brochures with every purchase, either by inserting one into the purchase bag or stapling it to the receipt.
 - Include flyers with every mailing that leaves your office, including invoices, information request follow-ups, and marketing campaigns. Consider sending flyers as self-mailers to avoid the extra cost of an envelope.
 - Give new customers a three-ring binder welcome packet. Then periodically send them new product flyers or updates that are three-hole drilled to update their binder.
 - Create flyers that cross-sell or up-sell your products to increase revenue by bundling items together, suggesting complementary items.
 - Create a flyer with a tear-away panel including a coupon or voucher.
 - Hand out flyers at trade shows and other industry events.
 - Post on community bulletin boards, such as gyms, apartment complexes, grocery stores, and small businesses.
 - Consider hiring high-school students to pass them out door-to-door or to local businesses.
- If you'd like help creating flyers that get noticed, remember we're always here to help!

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

Gutenberg's Army®



Baseball's Own Jim Abbott

Despite being born with only one hand, Jim Abbott was passionate about baseball and used his courage and determination to become a pitching sensation. He wore a right-handed fielder's glove at the end of his right arm, then switched the glove to his left hand to catch balls hit back to him.

He played for 10 seasons on four different major-league teams, was a pitcher for his gold-medal Olympic team, and threw a 4-0 no-hitter for the New York Yankees. Today, Jim Abbott is a popular motivational speaker and inspiration to athletes everywhere.

{wellness}

Relieve Aching Feet

Here are a few easy ways to rejuvenate tired, aching feet:

- Soak them. Fill two basins with water (one cold and the other as hot as you can tolerate). Sit in a chair and place your feet in the cold water for five minutes, then switch to hot water for 10 minutes. The temperature changes dilate and constrict blood vessels, boosting circulation. Consider adding Epsom salts or peppermint oil to the hot water for added relief.
- Apply oil or lotion, and massage your feet by applying gentle thumb pressure to the sore areas.
- Stretch your feet after a warm soak when muscles are relaxed. Sit in a comfortable position and stretch the ankle and toe joints using your hands or a strap. To also target the calf muscles, try a runner's stretch while leaning toward a wall.
- Massage your feet using a foot-massage roller, or simply roll bare feet over a tennis ball, golf ball, or rolling pin for several minutes.
- Consider purchasing shoe inserts for additional cushioning or arch support.

