

Walker Printing Company, LLC



# ThumbPRINT

JANUARY 2020 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

## Save Big on Everyday Expenses

*Whether you are saving money for a family vacation, a new vehicle, or just need to cut back on expenses, here are some practical and easy ways to save money every day:*

- » Set a goal. Determine a realistic amount of money to put in your savings account from every paycheck.
- » Save your change. A little here and there goes a long way.
- » Make it a game to see how long you can go without spending any money.
- » Plan a budget and stick to it. Track how each dollar is spent.
- » Pay in cash. When you physically see the money disappearing from your wallet, it'll naturally help you slow down and think about your purchase more than just handing over your credit card.
- » Stock your freezer. Purchasing food in bulk and cooking meals ahead of time to freeze is convenient and saves money.
- » Limit entertainment costs. Try activities that don't cost a lot of money, such as playing board games, visiting the library, camping, bowling, picnics,

renting movies, or attending local college sporting events.

- » Avoid eating out. Depending on how often you dine out, this may be your number-one money saver. By eating at home, you'll save money and eat healthier at the same time.
- » Check the competition. Call competing phone, cable, internet, and credit card companies every few months to be sure you are getting the lowest rates available.
- » Save on water bills. Place a jar in your toilet tank (and let it fill) to reduce water use per flush, turn off the water while brushing your teeth or shaving, and wash only full loads of laundry.
- » Get creative. Challenge yourself to do things on your own (like changing your own oil) or barter services with a friend or neighbor. ✓



## SAVE 10%

on your next order of 500 or more printed envelopes.\*

\*Some restrictions apply.  
Not valid with other offers. Offer expires 01/31/20.



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## Ben's FRIENDS

Quotes to Live By

"Act as if what you do makes a difference. It does."

— WILLIAM JAMES

"When you have a dream, you've got to grab it and never let go."

— CAROL BURNETT

"The most wasted of days is one without laughter."

— E.E. CUMMINGS

**Pass It Around**  
If you enjoyed this newsletter, share it with fellow employees or friends.



Sandra and David Chaney  
*Owners*

## Envelopes to Write Home About

Did you know that our print shop prints millions of envelopes each year? That's right, millions! Your envelopes could be made here, too—fast, inexpensive, and tailored to fit your specific needs. If you're tired of lackluster envelopes that miss the mark and hit the trash can, it's time to consider making a change; it's time to consider what we have to offer! Whatever your need, we can help you stand out from your competition and make your envelopes impossible to ignore.

# Five Unique Getaway Ideas

*It's a brand-new year! That means it's time to start planning your next vacation. Why not try one of these five unique vacation ideas?*

**1. Cheapest Flight Wins** — If you're looking to visit some unexpected places this year, hop online and search for flights to ... anywhere! You'll quickly be able to see which flights are the cheapest and explore places you've never considered before.



**2. Weekend Retreats** — For a weekend of learning, inspiration, or just plain fun, consider a weekend retreat at a nearby campground. Most retreat centers have events like marriage retreats, father/son or mother/daughter events, and hobby retreats all year round.

**3. Mystery Tours** — If you're feeling adventurous, consider leaving your

vacation to chance with a mystery tour. Travel companies such as Pack Up and Go, Magical Mystery Tours, and WowTrips will plan and prepare the perfect surprise getaway using the dates and other parameters you've requested.

**4. Micro-Adventures** — Taking a vacation doesn't mean you have to be gone for two weeks. Try taking a micro-adventure. Spend a weekend somewhere and pack in as much as possible. Or lounge around and relax and enjoy some new scenery.

**5. Staycations** — Not up for traveling? Book a night or two at a hotel in your own city. Enjoy familiar sights while still getting away from the responsibilities of life at home for a while. ✓



## Tips for More Zzz's

*Here are some tips to help you get a better night's sleep.*

- » Avoid oversleeping. Too much sleep may leave you feeling unrested.
- » Be consistent. Going to bed and getting up at the same time every day will help regulate your internal clock, which in turn regulates your sleep-wake cycle.
- » Tune out noise. Wear earplugs or turn on a fan to muffle external sounds.
- » Sleep cool. Turn down the heat or crack a window for a comfortable sleeping temperature.
- » Exercise. Regular exercise deepens sleep and makes it easier to fall asleep.
- » Deal with stress. If daytime troubles keep you awake, try to deal with them before bed. Leave stress at the bedroom door whenever possible.
- » Take a bath. Baths are not only relaxing, they also nudge bedtime chemistry.



# Seven Tips for Envelopes that Get Noticed

Envelopes are just as important as the marketing materials inside them. If your audience doesn't open your envelope, your entire effort could be a loss. Here are a few ways to ensure your company's envelopes get noticed and opened:

1. Plan your envelope design early — it shouldn't be an afterthought. Design your envelope with the contents in mind, including a teaser, deadline, photo, or description of what's inside.
2. Consider and make use of the wide variety of colors and textures that are available—linen, cockle, matte, translucent, coated, glossy, metallic.
3. Include a hook message that piques the curiosity of your reader, such as "Open immediately to see your savings!"
4. Consider an oversized envelope that will stand apart in a stack of mail.
5. Address the reverse side of an envelope (the side with the flap) and reserve the full front as a mini-billboard for your marketing message.
6. Take advantage of your marketing real estate by printing on both sides of the envelope.
7. Consider adding stickers for emphasis, such as anniversary seals, product-guarantee labels, or a warranty sticker.

Do you need help getting your creative juices flowing? Ask us for some promotional envelope samples today! 



## A Texting Doorbell?

If the doorbell sends a chill up your spine, the Texting Doorbell is the solution for you. This doorbell skips the old-fashioned chime and instead sends a text to the homeowner after the button is pressed. Why is this helpful? Co-creator Daniel Greenberg explains, "In the past, the bell would ring, children would wake, and it could be a nightmare for parents. Another use case is for homes and offices without the correct wiring for bells. And of course, the generic use case is for all kinds of millennials." What do you think? Will texting doorbells be the wave of the future? 

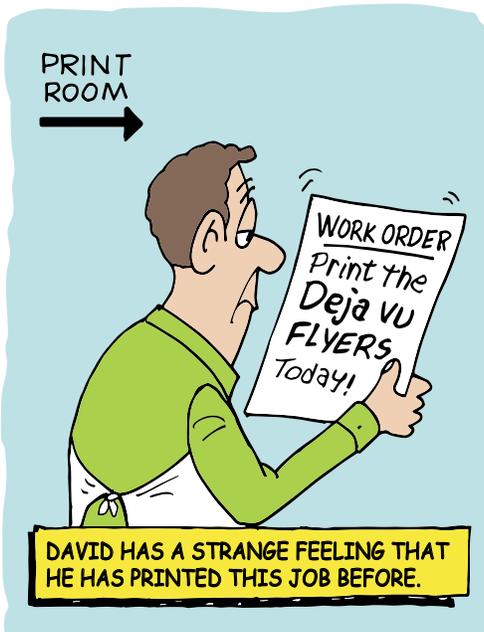


## TRIVIA

1. Which singer's real name is Stefani Joanne Angelina Germanotta?
2. What was John Lennon's middle name?
3. Which pop album is the best-selling of all time?
4. Which is the largest island in the Mediterranean Sea?

1) Lady Gaga 2) Winston (after Winston Churchill) 3) Thriller by Michael Jackson 4) Sicily

## Gutenberg's Army<sup>®</sup>



## TOP TEN

### Expensive Rare Auction Items

1. *Nude, Green Leaves and Bust* by Picasso .....\$106,500,000
2. Badminton Cabinet.....\$36,000,000
3. Leonardo da Vinci's Codex Hammer Manuscript..... \$30,802,500
4. Roman-era Statue, *Artemis and the Stag*.....\$28,600,000
5. Wittelsbach Diamond.....\$23,400,000
6. 1957 Ferrari 250 Testa Rossa .....\$12,200,000
7. Guarneri del Gesù Violin.....\$3,900,000
8. Mark McGwire's 70th-home-run baseball.....\$3,000,000
9. Marilyn Monroe's Madison Square Garden Dress.....\$1,267,500
10. Lock of Hair from Elvis Presley.....\$115,000

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# CAN YOU GUESS THE YEAR?



- » Green Bay Packers beat Pittsburgh Steelers 31-25 in the Super Bowl.
- » Writer and activist Maya Angelou receives the Presidential Medal of Freedom.
- » Final launch of space shuttle Discovery (OV-103).
- » Steve Jobs resigns as CEO of Apple Inc. and is succeeded by Tim Cook.» 9.0 magnitude earthquake strikes east of Japan, triggering a massive tsunami.
- » Fidel Castro resigns from the Communist Party of Cuba's central committee after 45 years.

- » Wikipedia turns 10 years old.
- » Royal wedding of Duke and Duchess of Cambridge, Prince William and Catherine (Kate) Middleton.
- » Pope John Paul II is beatified by his successor, Pope Benedict XVI.
- » Record-breaking snowstorm in the northeastern U.S. leaves nearly two million residents without electricity.

The year was 2011.

## Direct-Mail Park Assist

When automotive company Skoda wanted to promote the new Skoda Yeti Park Assist System using direct mail, they knew it would have to be incredible. Skoda designed a postcard and distributed it at the Bologna Motor Show, wowing audiences not only at the ingenuity of the postcard but of the park-assist feature itself. The postcard featured a cutout car on the back. When placed in the designated spot on the front of the postcard, the car began to park itself between other cars seemingly automatically. While magnets were the secret behind this direct-mail miracle, Skoda's effective print campaign parked itself right into the minds of their audience. ✓

## Three-Ingredient No-Bake Energy Bars

- 1 cup almonds or other nuts*
- 1 cup dried cherries or other dried fruit*
- 1 cup (12-15 whole) pitted dried dates*

Combine all ingredients in food processor. Process continuously until the ingredients clump together and gather into a ball. Cover and chill until firm, about 30 minutes. On wax paper, roll or press the mixture out until it forms an 8x8-inch square. Wrap and chill for at least an hour, or overnight, before cutting into bars. Store in refrigerator for up to two weeks, or in the freezer for up to three months.

Japanese organizing consultant and author **Marie Kondo** was born on October 9, 1984. Kondo, also known as Konmari, has written four books on organizing, selling millions of copies and is a published author in more than 30 countries. Kondo quickly rose to fame with the success of the Netflix series *Tidying Up with Marie Kondo*. In the series, Kondo showcases her method of organizing, called the KonMari method. This method focuses on categorizing items and then on the idea of only keeping things that "spark joy." In 2015, Kondo was listed as one of Time magazine's "100 Most Influential People."

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