

Walker Printing Company, LLC



ThumbPRINT

JANUARY 2019 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

New Year, New You

Small changes can make a big impact on your life. As you start the new year, here are ideas for small, manageable changes to your lifestyle:

- » Set aside time each week to do something you enjoy, whether it be watching your favorite television show, going out for coffee with a friend, or taking a long, relaxing bath.
- » Develop an attitude of gratitude. Remember to count your blessings and all the good things in your life.
- » Learn something new. Consider listening to podcasts or watching documentaries, how-to videos, or TED Talk videos.
- » Rearrange a space in your home or office. Maybe you've always wanted to paint or redecorate. Start small and choose a space that needs an update.
- » Learn a new skill. Sign up for a class, research a new skill online, or ask a friend to teach you something they know such as photography, chess, or how to change the oil in your car.
- » Find a hobby you enjoy. Hobbies can not only lower your stress levels, they can also boost your brain power and improve your ability to focus.
- » Create or update important documents. This includes things such as life insurance, a will, power of attorney, and a letter of instruction.
- » Volunteer for something you are passionate about such as helping the homeless, the elderly, youth or church programs, community gardening, animal shelters, and much more. Volunteering can give you a sense of purpose, make your life more meaningful, increase your self-esteem, and make you happier.
- » Surround yourself with people and things that make you happy. If it doesn't make you happy, let it go. Life is too short and way too uncertain to spend it surrounded by things that drain you. ✓



SAVE 10%

on your next order of printed coupons.*

*Some restrictions apply. Not valid with other offers. Offer expires 01/31/19.



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Ben's FRIENDS
Quotes to Live By

"Don't let yesterday take up too much of today."

— WILL ROGERS

"To handle yourself, use your head; to handle others, use your heart."

— ELEANOR ROOSEVELT

"Build your own dreams, or someone else will hire you to build theirs."

— FARRAH GRAY

Sandra Celebrates 40 Years at WPC

Sandra Chaney was recognized for 40 years of service with Walker Printing Company on November 21. What began as a part-time job while she was still in high school, turned into a life-long career. After working under the leadership of owner, Lauren Walker, for 29 years, Sandra and husband, David, purchased the printing company in 2007. Walker Printing has continued to thrive and expand services under the leadership of the Chaney's. They have added new presses and equipment including: direct-to-plate equipment (eliminating the need for a dark room), a two-color/perfecting press, wide format printer, laminator, digital press, etc. In addition to expanding the equipment, the Chaney's have created a website with digital catalogs and online ordering. Walker Printing has expanded their line of office supplies to include Facility and Breakroom supplies (disposable plates, cups, bowls, foil pans and lids, chafing fuel, etc).

Congratulations, Sandra! Without you there wouldn't be a WPC.



Pictured are front L-R: David Chaney, Clay Swanson, Sandra Chaney, Lauren Walker, Julie Collins, Donna Tucker, and Monica Hennessey; rear (L-R): Stephanie Reaves and Izelle Hickey.



Sandra and David Chaney
Owners

Coupons Talk

Did you know that coupons carry a similar power to word-of-mouth when it comes to influencing consumer purchasing decisions? Not only are coupons 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. While most promotions are seen and quickly forgotten, a coupon in hand can defeat many obstacles typically faced by marketers.

Health Benefits of a Humidifier

Here are a few benefits of having a humidifier in your home or office:

- » Indoor humidity helps prevent the spread of airborne viruses. Airborne particles combine with moisture and become too heavy to float around in the air.
- » It can prevent snoring and help you sleep more comfortably by preventing dryness for sleepers who breathe through their mouth.
- » Added moisture can prevent dry, itchy skin, chapped or peeling lips, and dry, itchy eye irritation.
- » Adding moisture to the air can make your home feel warmer, which can help you conserve energy and save on your heating bills.
- » A humidifier can help keep your houseplants healthy, which helps keep you healthy, too.



 Wellness

Sell More with Coupons

Coupons are one of the most cost-effective marketing tools available.

Not only do customers get the deal they're looking for, but businesses benefit from extra sales and the opportunity to promote their business. Here are a few creative ways to boost sales with coupons:

- » Provide a cash value discount (such as \$15 off \$50 purchase), since a dollar amount is perceived as more valuable than a percentage.
- » Provide discounts for specific groups, such as those serving in the military, teachers, or senior citizens.

- » Offer something free, or even a "buy one, get one" on a favorite item to entice people into your business!
- » Provide a coupon for free bonus items or a valuable upgrade—for example, a coupon for a free haircut when you color your hair.
- » Discount complementary products to increase sales.
- » Provide a discount based on the weather, a local sports team score, etc. For example, in balmy climates, you could offer up to a 30 percent discount if yesterday's temperature reached 30 degrees or less.
- » Advertise your first 100 customers will receive a valuable coupon at the door.

If you'd like help creating the perfect coupons your customers will look forward to receiving, our team of creative experts is here to help. Give us a call today!



The Orange Sweet Potato

Considering that nearly two billion people in the world don't get enough essential vitamins and minerals in their diets, plant scientists from HarvestPlus and the CIP are helping countries grow their own vitamin-rich solutions in the form of sweet potatoes. The process involves biofortification, or crossbreeding locally grown sweet potatoes with versions rich in vitamin A, so that over time the crops naturally get better at addressing the deficiency. The orange sweet potato was referred to as "one of the most innovative approaches to feeding the planet" by the U.S. government and is being planted and consumed by over 126,000 households in Uganda. ✓

Gutenberg's Army©



TRIVIA

1. On the website Reddit, what does AMA stand for?
2. A "sunder" refers to a group of what animal?
3. What artificial waterway connects the Mediterranean Sea to the Red Sea?
4. The southernmost part of the U.S. is located in which state?

1) Ask Me Anything 2) Wild swine, pigs or boars 3) The Suez Canal 4) Hawaii

TOP TEN

Things that Didn't Exist in '78

1. Mr. & Mrs. David Chaney
2. Personal Computer
3. World Wide Web
4. iTunes
5. Google
6. GPS
7. Social Media
8. Smartphone
9. Bluetooth
10. Netflix



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

CAN YOU GUESS THE YEAR?



- » Charles Schulz, Steve Allen, and Walter Matthau pass away.
- » U.S. retail giant Montgomery Ward announces it is going out of business after 128 years.
- » Oprah Winfrey debuts *O* magazine.
- » Brad Pitt and Jennifer Aniston get married.
- » Spain's paralympic basketball team is ordered to return their gold medals won in Sydney after nearly all of their players were found to have no disability.
- » The first crew arrives at the International Space Station.
- » The world's largest Ferris wheel (The London Eye) opens.
- » Faulty Bridgestone/Firestone tires on the Ford Explorer are blamed for nearly 100 fatalities.
- » The St. Louis Rams win the Super Bowl, beating the Tennessee Titans 23-16.
- » Tiger Woods becomes the youngest player to win a Grand Slam in golf.

The year was 2000.

Postcard Promo

Looking for a cost-effective way to advertise to a targeted audience after moving out of a busy mall location, a formal-wear tuxedo business started boosting its monthly sales with targeted postcard campaigns focused on wedding parties. They mailed informative postcards with an enticing promotion and timely call to action every week to couples getting married and gained a substantial number of leads from bridal shows, wedding trade shows, industry partners, and information requests. In addition, their store traffic now has a closing percentage of nearly 80 percent since the people who come in the store are seriously interested and ready to purchase, most of them with their postcard offer in their hand. ✓

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PRSR STD
U.S. POSTAGE PAID
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PERMIT NO. 6

Slow-Cooker Baby Back Ribs

- 3 pounds baby back ribs
- 1 clove garlic, minced
- Salt and pepper
- 1 (18-ounce) bottle barbecue sauce
- 1/2 cup water
- 1/2 onion, sliced

Season ribs with salt and pepper. Pour water into slow cooker and then layer the ribs into the slow cooker. Top the ribs with onion and garlic. Cook on high for 4 hours (or low for 8 hours). After they're done in slow cooker, transfer ribs to a baking sheet. Discard onion and garlic. Coat ribs with barbecue sauce and bake for 10 to 15 minutes at 375°F, or until the sauce caramelizes and sticks to the meat.

Christopher Catesby "Kit" Harington was born December 26, 1986 in London, England. He studied acting at the Central School of Speech and Drama at the University of London. After graduating in 2008, he starred in the London production of *War Horse* before landing the role of Jon Snow on the HBO series *Game of Thrones*. While working on *Game of Thrones*, Harington also starred in *Pompeii*, *Testament of Youth*, *Brimstone*, and *Gunpowder*. In June 2018, Harington married Rose Leslie, who played his onscreen love interest, Ygritte, in *Game of Thrones*.

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