

Walker Printing Company, LLC

ThumbPRINT

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

The Perfect Balance

"Today, work-life balance ranks as one of the most important workplace attributes—second only to compensation—and workers who feel they have a better work-life balance tend to work 21% harder than employees who feel overworked," says Tim Kehl of Capital Chaplains.

As much as you might have thought that work-life balance was just a buzz phrase, almost everyone is aiming for that perfect target. If you're struggling to keep the scales even, here are some tips to help you achieve the ideal work-life balance:

Analyze where you're at right now.

If you're unsure exactly how much time you're spending where, start by tracking your time for one week, noting both your work and your personal activities.

Evaluate.

Once you're able to see how much time you're spending at work and personally, determine your priorities. What things do you have to keep and what things can you stop doing to create a better balance?

Take action with a goal.

Take your list of priorities and turn them

into specific and measurable goals. Just as you would block off time for personal appointments and work meetings, do the same thing with time set aside for the sole purpose of keeping your priorities balanced.

Set clear boundaries.

When using your calendar, you should now be able to set some clear limits for yourself as to what you will and will not do outside of work hours. Remember, you are in control. If you set clear boundaries, it's up to you to keep them.

Don't forget about you.

As much as you feel you need to be all things to all people, remember to set aside some time to keep up your own mental, emotional, and physical strength. ✓



**SAVE
10%**

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

*Some restrictions apply. Not valid with other offers. Offer expires 02/28/19.



Walker Printing Company, LLC
Office Supplies & Furniture
203 East Pine Street
Fitzgerald, Georgia 31750
(229) 423-4327 • 1-800-423-0003
Fax (229) 423-1200
www.WalkerPrintingCompany.com



Ben's FRIENDS

Quotes to Live By

"Problems are not stop signs; they are guidelines."

— ROBERT H. SCHULLER

"Quality is not an act; it is a habit."

— ARISTOTLE

"If you're going through hell, keep going."

— WINSTON CHURCHILL

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 in 1978, 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

We know that quality printing is essential to the success of your business. That's why it's important to make sure you don't forget the most crucial piece of your marketing campaign: an eye-catching envelope. Custom-printed envelopes not only help you stand apart in the mailbox and create brand recognition, but they can also offer an intriguing marketing message that will be hard to miss.

Tease their curiosity and pique interest when you sign, seal, and deliver your marketing message in an impeccably designed envelope.

The Key to a Child's Emotional Health

Three of the many benefits kids receive merely from being encouraged:

Self-confidence. Kids who are supported have higher self-esteem than those who aren't.

Success. Once a child has enough confidence to believe in their own abilities, they tend to find better overall success. That all starts with having the necessary support structure to try new things.

Validation. Encouragement allows your child to feel validated and lets them know that they can be proud of all that they've accomplished.

If you struggle with encouraging your child, make it a part of your daily routine. Purchase fun sticky notes that say things like, "I think you're so..." or "I really love your..." and leave them for your child in unexpected places like on their computer screen, in their lunchbox, or on their bathroom mirror.

 Wellness

Open Me! Open Me!

An envelope's most important job is to get opened. Here are some tips to make sure your envelopes hit the mark and miss the trash can.

- » Use teaser copy that features specific keywords that will target your audience. For example, "Exclusive offers for small-business owners inside!"
- » If you've included something great inside, such as a discount coupon, free sample, or even an enticing brochure, say so. Better to tickle their senses than to leave them guessing.
- » Use urgency. If your promotion has an end date, make sure to list that on

your envelope. "Act now! This offer ends..."

- » Make it personal. If the billboard-style of envelope design isn't appropriate, go a different direction by making your envelope look as personalized as possible.

- » Consider size. Oversized envelopes are an excellent way to break the mold and have your mailing stand apart from the rest.

- » Think color. Catch your readers' eyes with vibrant colors that command attention and refuse to be overlooked.

- » Don't forget to accessorize. Give that embellished look and add prestige with foil stamping, embossing, or anniversary seals.



Never Too Late to Make It Right

Pearson's Candy Company once received a letter from 14-year-old Dave Bell complaining about a disappointing experience with his favorite candy, a Salted Nut Roll. The complaint resulted in a simple apology from the company and a disappointed young boy.

Sixty years later, Bell came across the old complaint letter and decided to try and send it again. This time, 74-year-old Bell was ecstatic to find several candy bars and even a five-pound salted nut roll packaged on his doorstep in response to his letter.

Pearson's CEO commented "...we decided to send him a little bit of free product to make good on what we missed 61 years ago." ✓

Gutenberg's Army©



TRIVIA

1. What was the highest-grossing film of 1978?
2. In which sport would you perform the "Fosbury flop"?
3. What is the largest freshwater lake in the world?
4. In publishing, what does POD stand for?

1) Grease 2) The high jump 3) Lake Superior 4) Print on demand



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?



- » The Beatles release their *Abbey Road* album.
- » Buffalo Bills draft O.J. Simpson from the University of Southern California.
- » Golda Meir is sworn in as the first female prime minister of Israel.
- » LeeRoy Yarbrough wins the Daytona 500, averaging 157.95 MPH.
- » New York Yankees' legend Mickey Mantle retires.
- » *Apollo 9* returns to Earth.
- » The first human eye transplant is performed in Houston, Texas.

- » The last episode of *Star Trek* airs on NBC ("Turnabout Intruder").
- » 140,000 attend the Atlanta Pop Festival featuring Led Zeppelin and Janis Joplin.
- » Withdrawal of U.S. troops from Vietnam begins.
- » The U.S. Treasury removes the \$500, \$1,000, \$5,000, and \$10,000 bills from circulation.

The year was 1969.

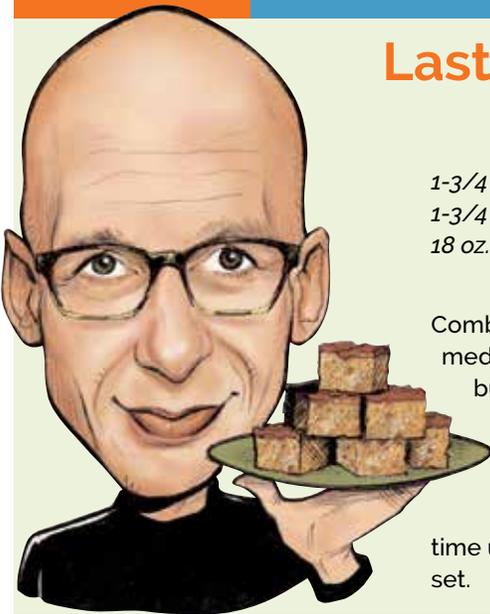
Use the Fold

Using the fold in print marketing is an easy way to creatively maximize your ad's effectiveness. The popular sportswear brand Adidas: Forever Sport took that thought to heart when their print campaign featured athletes positioned for exercise across the fold. As readers opened and closed the pages, the athletes would appear to perform crunches, lift weights, and do stretches. By making use of the fold instead of avoiding it, Adidas was able to create movement and dimension that resonated with their audience. ✓

Last-Minute Scotcharoos

- 1-3/4 c. white sugar
- 1-3/4 c. light corn syrup
- 18 oz. peanut butter
- 8-1/2 c. Special K cereal
- 12 oz. milk chocolate chips
- 12 oz. butterscotch chips

Combine sugar and corn syrup in microwave on medium for three minutes. Mix well. Add in peanut butter until melted. Fold in cereal. Spread bar mixture into a 9x13 pan and press down evenly. Combine chocolate and butterscotch chips and cook in microwave on high in one-minute intervals, stirring each time until combined. Pour over cereal bars and let set.



Entrepreneur, author, and marketing genius **Seth Godin** was born July 10, 1960, in New York. Godin attended Tufts University, receiving a degree in computer science and philosophy, and later went on to get his master's in business administration from the Stanford Graduate School of Business. Godin currently has 18 international bestsellers that have been translated into over 35 languages, including *Unleashing the Ideavirus*, which was the most popular eBook ever published.

Thumbprint

Published by
Walker Printing Company, LLC
203 E. Pine Street
P. O. Box 720
Fitzgerald, GA 31750

Phone
229-423-4327 | 800-423-0003

Fax
229-423-1200

E-mail
Office Supplies
Sales@WalkerPrintingCompany.com
Printing
Stephanie@WalkerPrintingCompany.com

Web
www.WalkerPrintingCompany.com

Walker Printing Company, LLC

P.O. Box 720 • Fitzgerald, Georgia 31750



PRSR STD
U.S. POSTAGE PAID
FITZGERALD, GA
31750
PERMIT NO. 6