

Walker Printing Company, LLC

ThumbPRINT

NOVEMBER 2018 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Tips to Survive the Holiday Frenzy

The holidays can be the best of times and the worst of times. Our holiday joy can easily be derailed by the stress to do everything, buy everything, and be everything for others. Here are a few tips to help you enjoy this holiday season to the fullest:

- » Remember that it's OK to say no to invitations, favors, and requests. Simply decline politely and say that your plate is too full to accept more commitments.
- » Ask for help, especially if you are hosting. Ask others to help decorate, shop, cook, clean, coordinate schedules, or take care of other details.
- » Remember to take some time for yourself. Take a bath, a nap, get a pedicure, read a book, watch a movie, or go for a walk.
- » Create a gift budget. Consider drawing names for immediate family and limit the dollar amount.
- » Give gifts that money can't buy. Offer to help the family with household projects, bake homemade

goodies, create a photo album of a lost loved one, or watch a friend's child or pet so they can have a break.

- » Consider removing the stress of cooking and cleaning by asking everyone to bring a dish to share and/or renting a private room at a hotel or local community center.
- » Create new traditions that fit with your family's needs. Do something you all enjoy and makes you happy, rather than something you feel obligated to do because your family has always done it that way.
- » Lastly, remember the reason for the season. Focus on what the season really means to you, whether it is about family, religion, or community. ✔



SAVE 10%

on your next order of 100 or more printed door hangers.*

*Some restrictions apply. Not valid with other offers. Offer expires 11/30/18.



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Ben's FRIENDS

Quotes to Live By

"Try to be a rainbow in someone's cloud."

— MAYA ANGELOU

"Do it with passion or not at all."

— ROSA NOUCHETTE CAREY

"There is no future in any job. The future lies in the person who holds the job."

— DR. GEORGE CRANE



Sandra and David Chaney
Owners

Produce Results

If your business is looking for an easy and creative way to pinpoint your local audience and get results for only pennies per person, you may want to consider door-hanger marketing. Not only do door hangers typically stand alone without competition, but they must also be physically removed from the doorknob, making them more likely to be read and make an impression that lasts beyond a brief glance. Give us a call today if you'd like help creating door hangers that produce results!



There have been lengthy discussions about what is the real key to success. We know, as we have found it. It is you, our customers, our priceless key to another successful year. Thank You for allowing US to serve YOU this year!



 Wellness

Tips for Children During Time Changes

A time change can disrupt normal internal sleep rhythms because we are no longer in sync with the hours when the sun rises and sets. Here are a few tips to prepare children for Daylight Savings Time:

- » Gradually adjust your bedtime and morning routines by going to bed and waking up 10 or 15 minutes later a few days before the time change.
- » Follow the same nightly routine, such as taking a bath, brushing teeth, and reading a book.
- » Control the lighting in their bedroom with room-darkening blinds and/or curtains to keep the early morning light out and maintain your schedule.
- » Turn off all electronics at least 30 minutes to an hour before bedtime.
- » Consider following the same gradual sleep schedule change as your child so you both get enough rest and can adjust together.

Marketing that Hangs Around

Here are a few tips to ensure the biggest bang for your door-hanger buck:

» Even if you miss the opportunity to visit personally with your prospects, "sorry we missed you" door hangers can be a great way to leave a message.

» Increase the life of your door hanger by affixing a magnet to the back, including a calendar, or highlighting useful industry tips.

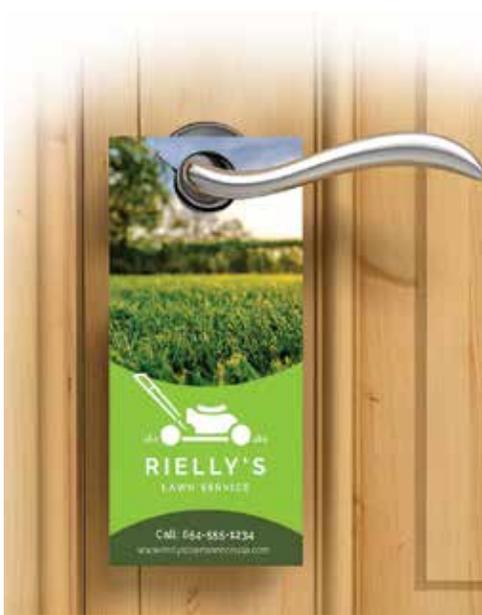
» Design your door hanger with a tear-away coupon or tear-away customer-loyalty card as an incentive for them to visit your business.

» Create a "we're new to the neighborhood" door hanger to let area residents and businesses know you are new in the area and encourage them to stop by.

» Focus only on neighborhoods with the best potential for returns. For example, lawn care discount coupons wouldn't be a big seller in a neighborhood full of apartments.

» Consider door-hanger payment envelopes for service industries (such as utilities, landscaping, or roofers). They also make handy rent envelopes, or can even be used as donation envelopes for nonprofit organizations, fundraisers, or other local charities.

» Use save-the-date door hangers to promote an upcoming local event. ✓



Lamps Powered by Plants

A whopping 42 percent of people in rural areas of the Peruvian Amazon are living without access to electricity. A team of students and professors from the Universidad de Ingenieria y Tecnología (UTEC) have come up with a genius invention that harnesses the natural power of plants, tapping the energy found in the soil to create Plantalámparas. During photosynthesis, the plant's waste decomposes in the soil, producing electrons during oxidation. The scientists capture these electrons by using electrodes in the soil and storing it in batteries. This process can light the LED bulbs for up to two hours. ✓



TRIVIA

1. The first Thanksgiving lasted how many days?
2. Which Native American tribe taught the Pilgrims how to cultivate the land and were invited to the Thanksgiving meal?
3. What is a turkey wattle?
4. What is a baby turkey called?

1) Three 2) Wampanoag 3) The fleshy skin under a turkey's throat 4) Poul

Gutenberg's Army©



TOP TEN

Thanksgiving Traditions

1. Thankfulness
2. The Feast
3. Family Time
4. The Turkey Pardon
5. Helping Others
6. The Wishbone
7. Football
8. Napping
9. Macy's Thanksgiving Day Parade
10. Black Friday

Source: thecelebritycafe.com



Pass It Around
If you enjoyed this news-letter, share it with fellow employees or friends. Just copy and paste the link into an email message and share the wealth!

CAN YOU GUESS THE YEAR?



- » The Atari 2600 gaming system is released.
- » The Oakland Raiders defeat the Minnesota Vikings in the Super Bowl, 32-14.
- » Star Wars hits theaters and becomes the second-highest-grossing film of all time.
- » "The King," Elvis Presley, dies at the age of 42 at Graceland, in Memphis, Tennessee.
- » Christopher Reeve is chosen as the new "Superman."
- » Saturday Night Fever sparks the disco inferno and the popularity of movie soundtracks.
- » The neutron bomb is developed.
- » The "high five" was created by Los Angeles Dodgers Glenn Burke and Dusty Baker.
- » Fleetwood Mac releases their Rumours album.

The year is 1981.

Think Bold

A popular listener-supported public radio station allowed listeners to provide support with automated credit card donations. The program was very successful until credit cards started to lapse when new cards were issued, or numbers were changed. The station sent out renewal request letters in a plain envelope identified only with their return address and logo but received very little response. So they replaced the standard mailings with colorful, oversized self-mailers and a bold message thanking members for their support and encouraging them to look inside for information about their membership and a free gift. Their innovative mailer received nearly 10 times the response as their previous mailer. ✓



Avocado 'n Tuna

1/4 large, ripe avocado
1 (2.6 oz) packet low-sodium albacore tuna
Salt & pepper (to taste)

Using a fork, mash up the tuna really well until the consistency is even. Mix in the avocado until smooth.

Add salt & pepper to taste. Serve in the avocado peel and eat with a fork, or enjoy in lettuce wraps for an easy, carb-free meal.

Former NFL quarterback **Tim Tebow** was born on August 14, 1987, in the Philippines. He was homeschooled and was raised with strong Christian beliefs. He attended the University of Florida on an athletic scholarship and won both the Heisman Trophy and the Davey O'Brien Award before playing for the NFL. He is popularly known for "Tebowing"—dropping to one knee in prayer with his head resting on one hand. He founded the Tim Tebow Foundation, a faith-based outreach group that works with children in need in the U.S. and the Philippines.

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