



# ThumbPRINT

NOVEMBER 2021 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

## 'Tis the Season for Feasting

*Holiday eating is upon us. As much as we want to throw caution to the wind and indulge all season long, wisdom says moderation is key.*

There are ways to enjoy holiday meals, and the constant presence of goodies, that will make your New Year's resolutions feel more manageable. Here are just a few things you can do:

» Breakfast matters. On mornings of family gatherings, where the promise of a big meal looms large, be sure you take time for breakfast. Skipping that morning meal can make you hungry or lethargic during the midst of preparations or make you cranky at a time when connection with family is important. A sensible breakfast should set you up to function well all day.

» Stop grazing. When preparing food, it can be easy to nibble on ingredients or taste-test different dishes. Maintaining a normal meal pattern on big-eating days, and only tasting when needed for seasoning purposes, will keep those extra bites (and calories) to a minimum.

» Watch your portions. When the food is passed around, or the buffet-style meal is spread, you may find yourself pushing potatoes and corn aside to make room for green beans and bread. Instead of making it a race to see how quickly you can cover the surface of your plate, take portions that allow you to have a little of everything you like while still saving room for dessert.

» Get off the couch. Perhaps one of the best ways to combat that too-full feeling is to turn off the football game and take a walk. Whether you have to bundle up in winter gear or head out the door in sandals, a walk after a big meal can help kick-start your metabolism and make you feel less full.

There are so many ways to indulge during the holidays, and a little bit won't hurt. But having a plan enables you to feel good while you enjoy yourself!

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### Ben's FRIENDS Quotes to Live By

"Don't spend time beating on a wall, hoping to transform it into a door."

- COCO CHANEL

"Facts do not cease to exist because they are ignored."

- ALDOUS HUXLEY

"There are two ways of spreading light. To be the candle, or the mirror that reflects it."

- EDITH WHARTON

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



Sandra and David Chaney  
Owners

## Say Thank You

Loyalty doesn't happen by accident. The time, energy, and attention you put into the relationships you have with your customers are what make them pick up the phone or visit your website. Each interaction you have deepens their trust in your ability to meet their needs.

Sending a simple, handwritten thank-you card a few times a year goes one step further in building that relationship and encouraging them to continue thinking of your company as a partner in their success.



May the good things of life be yours  
in abundance, not only at Thanksgiving  
but throughout the year.

## Best Thanksgiving Foods

*Here are the best-for-you foods to include on your holiday plate:*

- » **Turkey** – Slathering a turkey in butter or covering it in bacon does not increase the health factor, but turkey meat is a relatively low-calorie source of protein.
- » **Sweet potatoes** – With 390% of your daily vitamin A per serving, along with beta carotene, lutein, vitamin C, and fiber, it should be no surprise that sweet potatoes make the list.
- » **Wild rice** – A perfect addition to stuffing recipes, wild rice has fewer carbs and more protein than brown rice and adds a nutty balance to the breads and fruits of traditional stuffing.
- » **Potatoes** – Fiber, potassium, and vitamin C make potatoes a solid addition to the table. Leaving the skin on can't hurt!



 Wellness

# Ways to Say "Thank You"

*With so much attention paid to thankfulness this time of year, why not hop on the gratitude wagon and let your customers know how much you appreciate their business?*

Better yet, why not use this time of year to launch a loyalty program that encourages repeat business? Here are a few ways to get started:

» Simple thank-you cards. It cannot be overstated: a personalized note in a card that's explicitly printed to represent your company communicates more than just gratitude. Thank-you cards make

a connection that can increase sales. Consider adding to your schedule a regular practice of sending thank-you cards to your customers.

» Loyalty cards. It may seem overwhelming to add a loyalty program to your already full plate if you are a small business. But consider the simplicity of a printed punch card that allows customers to earn a discount after filling up their cards as a way to say thank you for repeat business. The added bonus is you also benefit from their visits to your business.

Remember that November isn't the only time to reflect on all you have to be grateful for. Taking time to remind your customers how much you appreciate them is appropriate any time of year.



## Lost and Found

When a traveler on Southwest Airlines opted to take an earlier flight home, she became separated from her luggage. Upon landing, she became concerned—her redirected luggage contained several important items she needed and wanted with her during her chemotherapy appointment the following morning. The customer-service representative who spoke with the customer told her she would do all she could to get the suitcase back before the appointment. Though the luggage didn't arrive at the airport until 2:00 a.m., the employee drove the suitcase to the passenger's home and left it and a note of encouragement on her front step.



## TRIVIA

1. How long does a cicada live underground?
2. How many scent receptors does a dog have in its nose?
3. What is the world's most venomous fish?
4. Which planets in our solar system do not have moons?

(1) 15-17 years (2) 300 million (3) The stone fish (4) Mercury and Venus

## Gutenberg's Army®



## TOP TEN

### Most-Stolen Cars in America

1. Honda Civic, 38,426
2. Honda Accord, 36,815
3. Ford Pickup (Full-size), 36,355
4. Chevrolet Pickup (Full-size), 31,566
5. Toyota Camry, 16,906
6. Nissan Altima, 13,284
7. Toyota Corolla, 12,388
8. GMC Pickup (Full-size), 11,708
9. Dodge Pickup (Full-size), 11,226
10. Jeep Grand Cherokee, 9,818

**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 charity single record "We Are the World" is recorded by multiple musicians as a benefit for Africa.
- » The inaugural WrestleMania takes place in Madison Square Garden.
- » The iconic U.S. Route 66 is officially decommissioned.
- » Super Mario Bros. is released for the Nintendo Entertainment System.
- » *Calvin and Hobbes* is first published.
- » The wreck of the RMS *Titanic* is located 370 miles off the coast of Newfoundland.

- » At age 17, Boris Becker becomes the youngest player to win the men's Wimbledon championships.
- » Microsoft Corporation releases Windows 1.0.
- » Michael Jordan is named NBA Rookie of the Year.
- » Coca-Cola introduces New Coke.
- » CDs make their debut.

The year was 1985.



## Special Delivery

In an effort to prove how careful and quick their delivery services are, DHL printed a two-page-spread ad featuring a person on each page with arms poised to hold a package. A transparent page with a delivery person positioned in such a way as to deliver the package from one person to the next when the page is turned sends the message that their services are as quick as the flip of a page. ✓

## Pumpkin Apple Bread



### TOPPING

- 1 Tbsp all-purpose flour
- 5 Tbsp sugar
- 1 tsp cinnamon
- 1 Tbsp unsalted butter, softened

- 1½ tsp cinnamon
- 1 tsp freshly grated nutmeg
- 1 tsp ground cloves
- 1/4 tsp ground allspice
- 16-oz can solid-pack pumpkin
- 3/4 cup vegetable oil
- 2¼ cups sugar
- 4 large eggs, beaten slightly
- 2 Granny Smith apples, peeled & chopped

### PUMPKIN APPLE BREAD

- 3 cups all-purpose flour
- 3/4 tsp salt
- 2 tsp baking soda

Preheat the oven to 350°F and butter and flour two 9 x 5 x 3-inch loaf pans. FOR THE TOPPING: In a bowl, combine the flour, sugar, cinnamon, and butter until the mixture resembles coarse meal. Set aside. FOR THE PUMPKIN APPLE BREAD: In a large bowl, sift together the dry ingredients. In another large bowl, whisk together the pumpkin, oil, sugar, and eggs. Add the dry mixture to the pumpkin mixture, stirring until well combined. Fold in the apples. Divide the batter between the pans. Sprinkle the topping evenly on each loaf and bake in the middle of the oven for 50 minutes or until tester comes out clean. Let the loaves cool in the pans for 45 min. Then cool completely.

Kathleen "Katie" Ledecy was born March 17, 1997, in Washington, DC, and was raised in Bethesda, Maryland. Following in her brother and mother's footsteps, she began swimming at age six. She graduated from high school having set a school record in every swimming event except the 100-meter breaststroke. Ledecy first represented the United States at an Olympic Games in 2012 when she was only 15 years old. Her swimming career from that point has been filled with world championships, gold medals, and world records.

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