

Walker Printing Company, LLC

ThumbPRINT

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

'Tis the Season to Give Back

The benefits of giving are endless, not only for the ones receiving but also for those who give. Here are a few creative ways to give back and make an impact during the holiday season and throughout the entire year:

- » Volunteer your time doing something you are passionate about, such as mentoring or coaching area youth, serving meals to the homeless, or walking dogs at a pet shelter.
- » Drop off "Secret Santa" gifts to a nursing home or children's hospital.
- » Donate blood. You can save a life with just one hour of your time. You can find your closest local blood bank by visiting www.unitedbloodservices.org or www.redcrossblood.org/donating-blood.
- » Bake some holiday goodies and drop them off at your local police station or fire department.
- » Visit the elderly in nursing homes. It's estimated that 60 percent of nursing-home residents don't receive regular visitors. This isolation and loneliness intensifies during the holiday season.
- » Contact a nonprofit you love and find out if they have an Amazon wish list (or

encourage them to create one). You can purchase items they need and Amazon will conveniently ship them directly to the nonprofit.

- » Help build a house by volunteering for Habitat for Humanity. Learn more at <https://www.habitat.org/>.
- » Organize a food/supplies drive or a giving tree at your office to support families or pets in need.
- » Register to be an organ donor. Click here to register with your state's organ-donor registry: <https://www.dmv.org/organ-donor.php>.
- » Organize your clothes and donate used clothing to homeless shelters, churches, or other nonprofit organizations.
- » Collect cans from your organization, apartment building, etc. for recycling and donate any proceeds to a local charity. 🗳️



SAVE 10%

on your next order of 250 or more statement stuffers.*

*Some restrictions apply. Not valid with other offers. Offer expires 12/31/18.



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Ben's FRIENDS

Quotes to Live By

"I didn't fail the test. I just found 100 ways to do it wrong."

— BENJAMIN FRANKLIN

"Accomplishments will prove to be a journey, not a destination."

— DWIGHT D. EISENHOWER

"Every artist was first an amateur."

— RALPH WALDO EMERSON

Christmas in Savannah, Georgia

Savannah is an awe-inspiring destination, transporting visitors back in time in an extravagant wonderland of shows, parades, and holiday meals.

Some popular holiday attractions include themed river cruises, a Christmas-focused marketplace, performances in the historic theater,

Charles Dickens-inspired walking tours, holiday concerts, Savannah's Lighted Christmas Parade, and the annual holiday tour – where private homes in the historic

Landmark District come alive with displays of heirloom decorations.

Another favorite tradition is taking the "Holly Jolly" tour by trolley, in which Old Town Trolley conductors are replaced by elves who amuse guests with tales of their favorite holiday traditions and caroling, as the trolley passes by historic homes and make stops at the Davenport House and the Westin's Gingerbread Village.

The Savannah Harbor Festival of Lights features more than 60 sailboats and yachts that compete for decorating awards as they make their

way down the Savannah River. The festival, which is held annually the weekend after Thanksgiving, also includes live music, a tree-lighting ceremony, and a holiday fireworks show.

Thousands of people also

visit Savannah to see *The Journey*, an incredible outdoor production about the night that Christmas began. Guests can walk through an authentic recreation of the ancient town of Bethlehem and follow shepherds to find Mary, Joseph, and baby Jesus in a manger.

For more info, visit www.visitsavannah.com/. ✓



Sandra and David Chaney
Owners

Stuffers Work!

Statement stuffers are a great way to increase sales without increasing postage! Statement stuffers can be used as coupons, reorder reminders, or to promote new products, services, and events. Because they can be conveniently slipped into an existing mailing such as monthly invoices, they do not require a separate mailing. If you'd like help creating a statement stuffer that is a win-win for you and your customers, give us a call today! And remember, other printers may be nearby, but nobody comes close.

Employee Wellness Ideas

Here are a few easy and fun ideas to encourage employee wellness:

- » Offer incentives for employees who walk or bike to work.
- » Promote hydration, sustainability, and company pride by giving employees branded reusable water bottles or cups.
- » Offer adjustable-height standing desks that encourage employees to stand while working.
- » Host a flu-shot clinic at your office to make it more convenient for employees.
- » Offer healthy snacks such as protein bars, nuts, beef sticks, and fresh fruit.
- » Sponsor an employee sports league, such as a softball team.
- » Offer to pay the entry fee for employees who participate in a local 5k/10k run or marathon.



Wellness

Increase Sales, Not Postage

Statement stuffers are an easy way to get more bang for your buck on every mailing! Here are a few ideas to boost sales and awareness with statement stuffers:

- » Design reorder reminders as statement stuffers and you can include them in existing mailings, such as a customer's billing statement.
- » Highlight a different product or service every month to educate customers about unique products or services they may not be aware you offer.
- » Use statement stuffers to introduce new employees or as an employee spotlight on existing staff.
- » When enclosing coupons as statement stuffers, consider applying a label to the outside of your envelope, such as "\$X coupon savings inside!"
- » Provide information about a customer-loyalty or customer-referral program.
- » Create a statement stuffer to promote your social networks and website.
- » Design a stuffer as a thank-you message with an exclusive coupon or promotion that shows customers how much you appreciate their business.
- » Announce upcoming sales, open houses or holiday events, or corporate anniversary celebrations.
- » Increase your marketing real estate by using both sides of the statement stuffer or consider a fold-over stuffer.



Specify Your Direct Mail

A popular eyeglass retail chain carried a large variety of products (including eyeglasses, sunglasses, contact lenses, and more); however, many items were market/store specific. They were looking for a way to send direct mailers but wanted to ensure that the audiences for each of their 60+ stores would receive differentiated marketing materials, which also linked to a customized website URL. The solution was simply creating multiple versions of their print mailer, ensuring that audience members for each store received custom print pieces that showed only the items available at their local store. If you are interested in creating multiple versions of a print project, we're here to help! Give us a call today. ✓

Gutenberg's Army©



TRIVIA

1. How many points does a snowflake traditionally have?
2. Which two reindeer are named after weather phenomena?
3. Which is the most popular ornament used to place at the top of the Christmas tree?
4. What color are mistletoe berries?

1) Six 2) Donner, which means "thunder" in German, and Blitzen, which means "lightning" 3) Angel 4) White

TOP TEN

Kids' Christmas Songs

1. "Rudolph the Red-Nosed Reindeer"
2. "Jingle Bells"
3. "Santa Claus Is Coming to Town"
4. "Frosty the Snowman"
5. "Silent Night"
6. "The 12 Days of Christmas"
7. "All I Want for Christmas Is My Two Front Teeth"
8. "Deck the Halls"
9. "We Wish You a Merry Christmas"
10. "Away in a Manger"



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?



- » MSNBC – a 24-hour news channel that is a joint venture between Microsoft and NBC – is launched.
- » Travelocity and eBay debut online.
- » Oprah starts her famous book club.
- » Madeleine Albright is appointed as the first female U.S. Secretary of State.
- » The movie *Twister* premieres.
- » Carl Sagan, Gene Kelly, and Ella Fitzgerald pass away.
- » Dolly the sheep first mammal to be cloned from an adult cell.
- » DVDs are launched in Japan.
- » Nickelodeon is the most-watched cable channel of the year, beating previous leader CNN.
- » *Braveheart* receives the Best Picture Oscar at the Academy Awards.
- » The Dallas Cowboys defeat the Pittsburgh Steelers for their fifth Super Bowl victory.
- » After 27 years, Betty Rubble debuts as a Flintstone vitamin.

The year was 1996.



Customer Care

A man and his family were visiting a hotel in Paris when his daughter ate only half her croissant, leaving the other half for later. The family left to explore the city, and upon returning to the hotel room, the pastry was gone. His daughter was very disappointed, assuming that housekeeping threw it away. However, there was a message from the front desk saying that housekeeping removed the partially eaten pastry and that their kitchen would provide a fresh pastry upon request. Their level of care created an outstanding customer-service experience for this family. ✓



Deliciously Easy Guacamole Dip

- 3 ripe avocados
- 1 lime
- 1-2 cloves of garlic, grated
- pinch of salt

To cut the avocados, run a knife around the avocado (from top to bottom) and twist in half. Remove and throw away the pit. Using a spoon, scoop the avocado into a medium-sized bowl. Cut the lime in half and squeeze both halves into the bowl with the avocado (be careful of seeds). Add the garlic and salt. Gently mash the avocado and combine all ingredients.

Savannah Guthrie was born on December 27, 1971 in Australia, where her father was stationed for work. She received a BA in journalism from the University of Arizona and also received a juris doctor degree from Georgetown University Law Center. She has been a broadcast journalist, lawyer, news anchor, White House correspondent, and has also been an actress on hits such as *30 Rock* and *1600 Penn*. Guthrie is currently the host of NBC's *Today*. She and her husband Michael Feldman have two children.

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